

BROADCASTING TELECASTING

1956

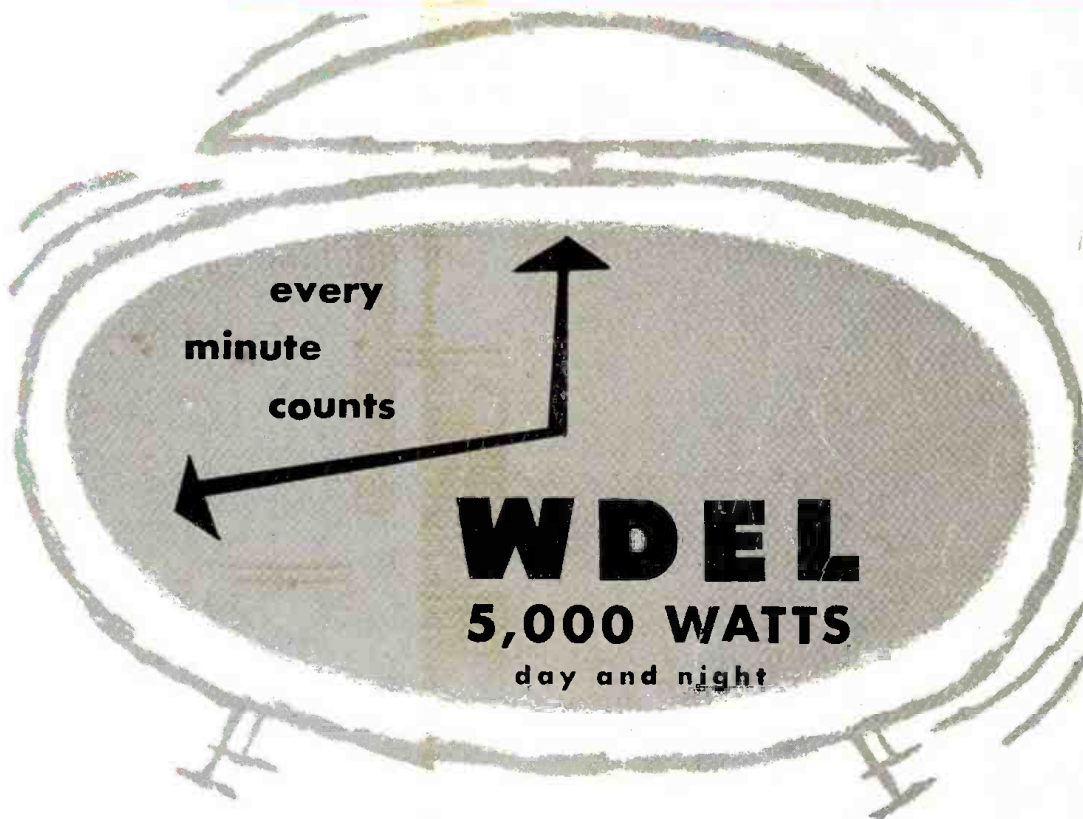
**BROADCASTING
YEARBOOK-
MARKETBOOK
ISSUE**

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**Facts on Tv, See
TELECASTING
YEARBOOK**

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Wilmington, Delaware

Yes, every minute counts in sales for advertisers — on WDEL, the dominating radio voice of the Delmarva Peninsula. Don't waste any time — in finding out how WDEL can make every minute count for your product.



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Represented by

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It Won't Come Off!

These actual unretouched photo-micrographs (50X) of FERRO-SHEEN and ordinary tape, taken under identical lighting conditions, emphasize surface irregularities of both tapes. See how irregular the eggshell surface of the ordinary tape appears in comparison with that of FERRO-SHEEN. See how much smaller are the shadows and highlights of the FERRO-SHEEN process tape, indicating a greater uniformity of oxide coating and a smoother surface.



FERRO-SHEEN
PROCESS TAPE



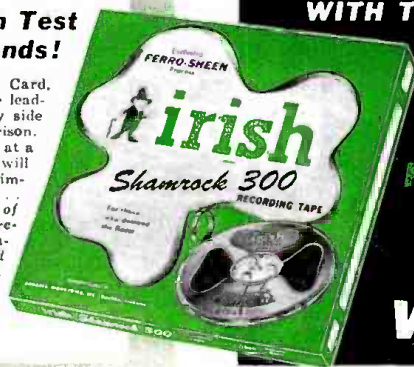
CONVENTIONAL
TAPE



ALL RECORDING TAPE is coated with magnetic oxide. On ordinary tapes this coating rubs off in use and forms a harmful deposit of abrasive dust on the recording head. Unless the head is constantly cleaned, the collection of abrasive dust eventually wears it out. A further disadvantage of oxide-shedding, common to all ordinary tapes, is that after a few playings, the tape loses enough coating to alter its original frequency response characteristic.

Make Your Own Test In Twenty Seconds!

Send for free Comparator Card, which has strips of all the leading tapes mounted side by side for your own visual comparison. You will **SEE** the difference at a glance! The difference you will see is responsible for the improvement you will **HEAR** . . . the mirror-smooth surface of the **FERRO-SHEEN** tape results in vastly improved contact between recording head and tape and gives you optimum magnetic performance . . . all the highs, all the lows.



WITH TAPE MADE BY THE EXCLUSIVE

the irish

FERRO-SHEEN PROCESS

The Oxide Will Not Rub Off!

FERRO-SHEEN IS NOW AVAILABLE IN THESE THREE QUALITY irish TAPES:

SHAMROCK #300: The ultimate in premium, professional tape for broadcast and studio use. 1.5 mil plastic base. Comes with 5' Mylar leader in dust-proof polyethylene bag. 1200 feet on standard 7" reel.

LONG-PLAY #600: Extends playing time 50% over conventional tapes on same size reel. Same premium qualities as Shamrock #300, but on Dupont's 1 mil new miracle film Mylar. 1800 feet on standard 7" reel.

DOUBLE-PLAY: Doubles your playing time with 2400 feet on standard 7" reel. For all applications requiring uninterrupted operations. Dupont Mylar base. 2400 feet on standard 7" reel.

If not available at your local dealer, write:

The **irish FERRO-SHEEN** process of tape manufacture anchors the oxide coating to the base permanently, inseparably and much more smoothly. The obvious advantage of the homogeneous bond is that *the entire vicious cycle of shedding and abrasion of recording head and tape is eliminated, resulting in longer life for the tape, longer life for the head and flat frequency response over a wider range.*

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 "The Jack Benny Program"*
 "Your Hit Parade"*

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Resilient Floors, Building Materials
 "Armstrong Circle Theatre"*

BRISTOL-MYERS COMPANY

"Ban" Deodorant—Trushay
 "Arthur Godfrey Time"
 "Garry Moore Show"

CAMPBELL SOUP COMPANY

Campbell's Soups
 "Lassie"*
 "Campbell Star Stage"*

DE SOTO-PLYMOUTH DEALERS OF AMERICA

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"Du Pont Cavalcade Theater"

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"The General Electric Theater"
 "Medic"* (G-E Lamp Division)

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 "Mickey Mouse Club" (segment)
 "Lone Ranger" (segment)
 "The George Burns & Gracie Allen Show"*
 "Garry Moore Show"

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"Surf" All-Purpose Detergent
 "Art Linkletter's House Party"

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 "Mickey Mouse Club"

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 "The \$64,000 Question" (segment)
 "Appointment with Adventure"*

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 "Robin Hood"*

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BROADCASTING • TELECASTING

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HUMAN INTEREST	United Press Almanac	Every day
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	Man About the House	Saturday
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		Manufacturing	mfg.	Vice President	vp.		
		Merchandising Director	merc. dir.	Watt	w		
				Women's Director	women's dir.		

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the music of America

For more than forty years the members of the American Society of Composers, Authors and Publishers have supplied our nation's tremendous entertainment world with its basic ingredient—the music of America.

An **ASCAP** license grants the commercial user of music the right to perform the Society's entire repertory in one complete package. The top tunes of television, radio and records, tomorrow's song hits, yesterday's favorites, hits from Broadway and Hollywood, as well as the best in the field of classical and religious music are always available through an **ASCAP** license.



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575 Madison Avenue, New York 22, N. Y.



McCANN-ERICKSON

TV SHOWS

Climax!
Studio One
Shower of Stars
Disneyland
It's a Great Life
Wednesday Night Fights
The Lucy Show
Sky King
Death Valley Days
Stage Show
Mickey Mouse Club
Esso Reporter
Home
Today
Tonight
Garry Moore Show
Bob Crosby Show
Color Story Spread
Prescription for Living
Science in Action
Sohio Reporter
The Ohio Story

M-E (McCann-Erickson) loves you, and we just don't care who knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn't we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over \$75,000,000, and *that's* a heap of lovin' in anybody's book.

Most important of all, our romance has made McCann clients the happiest mothers-in-law on TV, with big bouncy shows like *Climax!*, *Shower of Stars*, *Studio One*, *Disneyland*, and many, many, many others.

ME loves you, so, please, keep right on calling us with those big, bright ideas. (If a man answers, keep talking anyway; we're a pretty broadminded lot.)

In fact

McCann originates and produces more television throughout America (from I.D.'s to hour shows) than any other agency.



McCANN-ERICKSON, INC.

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Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.



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and we can tell you why



If you really want more business for your client and will tell us a few basic facts about sales policy, distribution, and sales objectives, we will research the industry, competitive sales strategy and media patterns. If our study shows promise of greater impact, economy and RESULTS through Spot Radio, we will submit campaign ideas and budgets. You then decide for yourself.

Product and media research is one of the many services we offer to advertisers and their agencies. Please call or write us today.

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NEW YORK
250 Park Avenue
PLaza 1-2700

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230 N. Michigan Ave.
Franklin 2-6373

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

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WGR	Buffalo	NBC	5,000	WOWO	Fort Wayne	NBC	50,000
WWJ	Detroit	NBC	5,000	WIRE	Indianapolis	NBC	5,000
KYW	Philadelphia	NBC	50,000	KMBC-KFRM	Kansas City	ABC	5,000
KDKA	Pittsburgh	NBC	50,000	KFAB	Omaha	NBC	50,000
WFBL	Syracuse	CBS	5,000	WMBD	Peoria	CBS	5,000
WCSB	Charleston, S. C.	CBS	5,000	WAOV	Vincennes	MBS	250
WIST	Charlotte	MBS	5,000	KFDM	Beaumont	ABC	5,000
WIS	Columbia, S. C.	NBC	5,000	KRIS	Corpus Christi	NBC	1,000
WPTF	Raleigh—Durham	NBC	50,000	WBAP	Ft. Worth—Dallas	NBC-ABC	50,000
WDBJ	Roanoke	CBS	5,000	KENS	San Antonio	CBS	50,000
MIDWEST, SOUTHWEST				MOUNTAIN AND WEST			
WHO	Des Moines	NBC	50,000	KBOI	Boise	CBS	5,000
WOC	Davenport	NBC	5,000	KVOD	Denver	ABC	5,000
WDZ	Decatur	IND	1,000	KGMB-KHBC	Honolulu—Hilo	CBS	5,000
WDSM	Duluth—Superior	ABC	5,000	KEX	Portland	ABC	50,000
				KIRO	Seattle	CBS	50,000

Analysis of 1955 Radio Advertising

VIGOROUS selling and revitalized programming combined last year to pull radio out of its 1954 dip. Combined net time sales of the country's radio stations and networks amounted to \$455,649,000, according to B•T's estimate, more than \$4 million ahead of the 1954 combined net of \$451,330,000 and only 4.5% below the all-time industry high of \$477,206,000 achieved in 1953.

The above figures are net time sales, after all frequency and promotional discounts but before deduction of commissions to advertising agencies and sales representatives and other sales expenses. On a gross revenue basis, calculated at the one-time rate and before deductions of any kind, the combined 1955 radio station and network time sales amounted to \$709,493,000.

It was at the local level that radio made its greatest gains during 1955, gains of more than \$40 million and more than enough to outweigh the \$24 million drop in network time sales and \$2 million decline in national spot business. Aided by an \$800,000 increase in regional network time sales, the pickup in local business was sufficient to put radio back on the old schedule of every-year-better-than-the-last from which it deviated in 1954 when the overall industry net time sales fell 5.4% from the 1953 high.

With a 12.3% gain in 1955 from the 1954 level, local radio business in 1955 accounted for 61.0% of the radio industry total. National network time sales, down 30.3% from the previous year, made up 17.5% of the total. National and regional spot business, off 2.6% from 1954, equaled 25.6% of the overall time sales. Regional networks scored a 16.9% increase last year, but this class of business is only 1.2% of all radio time sales.

Television continued to expand its revenues in 1955, with the gross advertiser investment in tv for the year estimated at \$1.045 billion by the Television Bureau of Advertising, an increase of 30% over 1954. TvB puts the overall video net time sales at \$692 million (compared to

EDITOR'S NOTE: Estimated radio net time sales for 1955 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—1954-1955

Class of Business	1954	% Total	1955 (Estimated)	% Total
National Network	\$ 78,917,000	17.5	\$ 54,997,000	12.2
Regional & Miscellaneous Network	4,767,000	1.1	5,573,000	1.2
National & Regional Non-Network	120,168,000	26.6	117,070,000	25.8
Local	247,478,000	54.8	278,009,000	61.0
Total	\$451,330,000	100.0	\$455,649,000	100.0

radio's \$455.6 million) and breaks that down this way: Network: \$312 million; spot: \$235 million; local: \$145 million. Tv today is largely a medium for national advertisers, just the reverse of radio, whose time is chiefly sold on the local level.

The non-broadcast media also showed increased billings in line with the generally improved business conditions prevailing last year in comparison with 1954. Newspapers, magazines and direct mail advertising revenue are estimated well ahead of the previous year.

National advertising in newspapers for 1955 was put at \$675 million by the Bureau of Advertising,

American Newspaper Publishers Assn. This would represent a gain of 14.0% over the \$594.12 million gross for 1954. It should be kept in mind that this figure is gross, that is, it is calculated at the one-time rate before any discounts have been subtracted, and also that it covers only the national advertising space and does not include the local ads in newspapers. Hence, the newspapers' \$675 million can not be compared either the net or gross radio billings figure.

Magazine advertising gross billings for 1955 are estimated by Publishers Information Bureau to total \$653 million. PIB noted that some

magazines had dropped out of its lineup during 1955 and that therefore this total is not comparable to the gross of \$604.12 million reported for 1954 but rather to an adjusted 1954 gross of \$597 million. On that basis, 1955 saw a 9.4% increase in the gross advertising revenue of magazines. The \$653 million magazine figure is comparable to the gross figure of \$709.5 million for radio.

Direct mail advertising last year amounted to \$1,492 million, according to an estimate made by the Direct Mail Advertising Assn. This is an increase of 13.0% over the 1954 estimated total of \$1,320 million. These figures cover the cost of production and mailing of letters, postcards, booklets, brochures and all other types of direct mail advertising. Again, the direct mail figure is not comparable with radio time charges alone, but could be more appropriately compared to time plus program costs.

The tables accompanying this article give a clear picture of the trend of the radio broadcasting business, both for the immediate past and for the industry's entire recorded history, starting with 1927 when the inauguration of network broadcasting introduced the regular reporting of sales records for the industry. Early records

TABLE II
RADIO NET TIME SALES—1935-1955
Class of Business

Year	National Network	Change from previous year %	Regional Network	Change from previous year %	National Non-Network	Change from previous year %	Local	Change from previous year %	Total	Change from previous year %
1935 ¹	\$ 39,737,867	\$ 13,805,200	\$ 26,074,776	\$ 79,617,543
1936
1937	56,192,396	41.4	2,854,047	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	28,109,185	21.6	32,657,349	-8.7	117,379,459	-0.6
1939	62,621,689	10.6	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940*	71,919,428	13.1	1,869,583	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	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
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,896,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,154	20.0
1944*	121,757,135	22.5	7,612,366	21.7	73,312,699	23.5	84,960,347	23.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,614,042	17.5	310,484,046	7.9
1946	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
1947	127,713,942	0.8	7,042,689	-12.8	91,561,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,036	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,487	-3.6	5,994,858	-18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	-3.3	6,897,127	15.0	118,823,680	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	-8.5	8,481,000	23.0	119,539,000	0.8	214,519,000	5.6	456,543,000	0.7
1952	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
1953	92,865,000	-9.4	5,192,000	-29.2	129,605,000	4.8	249,544,000	4.1	477,206,000	0.9
1954	78,917,000	-15.0	4,767,000	-8.2	120,168,000	-7.3	247,478,000	-0.8	451,330,000	-5.4
1955†	54,997,000	-30.3	5,573,000	16.9	117,070,000	-2.6	278,009,000	12.3	455,649,000	1.0

¹ Nation-wide and regional networks combined.
² Data not available.
³ Figures prior to this date not comparable in all categories.
[†] 1955 figures estimated.



Famous on the local scene...



yet known throughout the nation.

Although known from coast to coast, the Statue of Liberty's
inspiration is greatest at home.

Storer Stations, too, have achieved national recognition. But it is their
impact upon the local audience that brought truth to the phrase,
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"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY



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Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

WGBS • WGBS-TV
Miami, Fla.

KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC • WBRC-TV
Birmingham, Ala.

WJW • WXEL-TV
Cleveland, Ohio

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TOM HARKER, National Sales Director

BOB WOOD, National Sales Mgr.

118 E. 57th St., New York 22, MUrray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.

230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

111 Suffer St., San Francisco 4, Calif., SUtter 1-8689



Looking for someone?

Guessing about the right people to call on in a big company is like looking for a needle in a haystack. Just as tedious, too. A quicker way (and no guesswork, either) is to use McKittrick—since 1899 the oldest and most complete directory of National Advertisers. You're constantly up-dated with McKittrick . . . apace with changes in company management and executive personnel—aware of agency appointments and advertiser appropriations. Two kaleidoscopic services keep you personally—and fully—informed:

1. The annual McKittrick Geographical Directory—over 20,000 names of National Advertisers, arranged *geographically*. Additional listings issued quarterly.
2. The annual McKittrick Classified Service—more than 250 groups of industries, classified by *product*.

Both are alphabetically indexed—both furnish you with *weekly* revisions. And the McKittrick Agency List—an important subsidiary to these two—gives you quick access to better than 2,900 advertising agencies and their accounts.

Let's face facts! You *know* the people you're talking about with McKittrick. Put 57 years of fact publishing to work for you right now. A letter or phone call will bring our subscription man running!

McKITTRICK



**DIRECTORY OF
ADVERTISERS, INC.
SINCE 1899**

108 Fulton St., New York 38, N. Y.
185 North Wabash Ave., Chicago 1, Ill.

TABLE III
ESTIMATED RADIO
GROSS BILLINGS—1955

Class of Business	Estimated Gross Billings
National Network	\$113,300,000
Regional & Miscellaneous Network	8,293,000
National Non-Network	174,196,000
Local	413,704,000
Total	\$709,493,000

TABLE IV
ESTIMATED RADIO GROSS
BILLINGS
1927-1955
(000's omitted)

Year	National Network	Others	Total
1927	\$ 3,833	\$ 987	\$ 4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,808	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	30,223	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	190,677	256,033	446,710
1945	190,747	296,583	479,330
1946	193,010	318,400	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	551,322	714,975
1953	160,535	580,278	740,813
1954	137,641	554,186	691,827
1955	113,300	596,193	709,493

divide the industry gross sales into two classes, network and all other revenue. In 1935 Dr. Herman S. Hettinger devised for B*T his system of estimating the more meaningful net time sales data, which also provides a breakdown of revenue by national network, regional network, national and regional spot and local business.

Table I, comparing 1954 and 1955 net time sales, shows at a glance that the postwar trend of increased emphasis on local business continued with increased acceleration last year, with time sales on the local level the only type to increase appreciably its share of the total. Regional network business was up slightly, spot declined a little and national network business continued its precipitous plunge.

Table II shows how each type of radio business has fared over a period of 21 years, beginning with 1935. In that year network radio time sales accounted for half of the industry total, a percentage figure never reached since, although the networks' dollar income continued to rise until 1948. In 1935, spot business was 17.3% of the industry total and local business 32.7%. By 1945 the figures had changed to: national networks: 40.4% (a sizable drop), spot; 24.7% (a sizable gain), and local: 32.1% (just about the same share). Last year, 1955, the division was national networks: 12.2%; spot: 25.6%; local: 61.0%. Regional networks have never amounted to more than 3% nor less than 1% of the overall total.

Tables III and IV report on radio's gross time sales (figured at the one-time rate, before discounts of any nature) for 1955 and for the 1927-1955 span, respectively.

**NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS
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Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone Decatur 2-9300

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C. E. ARNEY JR., sec.-treas. (to March 31, 1956)
EVERETT REVERCOMB, sec.-treas. (eff. April 1, 1956).

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Station Relations Dept.
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Al King, field rep.
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Dan Shields, asst.
Television Code Affairs
Edward H. Bronson, dir.
Charles S. Cady, asst. to dir.

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1955-1956
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3	George H. Clinton, WPAR Parkersburg, W. Va.	1957
4	James H. Moore, WSLA Roanoke, Va.	1956
5	Owen F. Uridge, WQAM Miami, Fla.	1957
6	Henry B. Clay, KWKK Shreveport, La. (Chmn. of Bd.)	1956
7	Robert T. Mason, WMRN Marion, O.	1957
8	Robert B. McConnell, WISH Indianapolis, Ind.	1956
9	William Holm, WLPO LaSalle, Ill.	1957
10	E. K. Hartenbower, KCMO Kansas City, Mo. (V. Chmn. of Bd.)	1956
11	F. E. Fitzsimonds, KFJR Bismarck, N. D.	1957
12	Cy Casper, WBBZ Ponca City, Okla.	1956
13	Alex Keese, WFAA Dallas, Tex.	1957
14	Walter E. Wagstaff, KIDO Boise, Ida.	1956
15	William D. Pabst, KFRC San Francisco, Calif.	1957
16	Calvin Smith, KFAC Los Angeles, Calif.	1956
17	Richard M. Brown, KPOJ Portland, Ore.	1957
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Large Stations	John M. Outler Jr., WSB Atlanta, Ga.	1957
	John F. Patt, WJR Detroit, Mich.	1956
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	J. Frank Jarman, WDNC Durham, N. C.	1956
Small Stations	F. Ernest Lackey, WHOP Hopkinsville, Ky.	1957
	Lester L. Gould, KFMA Davenport, Ia.	1956
FM Stations	Edward A. Wheeler, WEAW-FM Evanston, Ill.	1957
	H. Quenton Cox, KQFM Portland, Ore.	1956
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	Arthur Hull Hayes, CBS-Radio New York	1956
	John B. Poor, MBS	1957
	Charles R. Denny, NBC-Radio New York	1956
TELEVISION BOARD		
	Joseph E. Baudino Westinghouse Broadcasting Co. Washington, D. C.	1956
	Harold Hough, WBAF-TV Fort Worth, Tex.	1957

	Clair R. McCollough, WGAL-TV Lancaster, Pa. (Chmn. of Bd.)	1956
	*Paul Raibourn, KTLA Los Angeles, Calif.	1956
	W. D. Rogers Jr., KDUB-TV Lubbock, Tex.	1956
	George B. Storer Storer Broadcasting Co. Miami Beach, Fla.	1956
	Robert D. Swezey, WDSU-TV New Orleans, La.	1956
	Campbell Arnoux, WTAR-TV Norfolk, Va. (V. Chmn. of Bd.)	1957
	Kenneth L. Carter, WAAM Baltimore, Md.	1957
	William Fay, WHAM-TV Rochester, N. Y.	1957
	Ward L. Quaal, WLWT Cincinnati, O.	1957
Network	Ernest Lee Jahncke Jr., ABC-TV New York	1957
	Merle S. Jones, CBS-TV New York	1957
	Frank M. Russell, NBC-TV Washington	1957

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NARTE Committee on Viewer Reactions: Ward L. Quaal, WLWT (TV) Cincinnati, chmn.; Joseph E. Baudino, Westinghouse Broadcasting Co.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Merle S. Jones, CBS; Frank M. Russell, NBC.

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* Address at: Paramount Television Productions, 1501 Broadway, New York, N. Y.

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Justin Miller	10-1-45-6-4-51
Harold E. Fellows (WEEI)	6-4-51-

* Deceased

Convention Committee: E. K. Hartenbower, KCMO Kansas City, Mo., vice chmn. of Radio Board, and Campbell Arnoux, WTAR-TV Norfolk, Va., vice chmn. of Television Board, co-chmn.; Henry B. Clay, KWKK Shreveport, La.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; William Holm, WLPO LaSalle, Ill.; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago; Edward A. Wheeler, WEAW Evanston, Ill.; E. Leslie Atlas, WBBM-TV Chicago; Jules Herbuveaux, WNBQ (TV) Chicago; Sterling C. Quinlan, WBKB (TV) Chicago; E. K. Jett, WMAR (TV) Baltimore, Engineering Conference liaison.

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FM Radio: H. Quenton Cox, KQFM (FM) Portland, Ore., chmn.; Donald K. duNeuf, Rural Radio Network, Ithaca, N. Y.; Raymond S. Green, WFLN (FM) Philadelphia; Merrill Lindsay, WSOY-FM Decatur, Ill.; Henry W. Slavick, WMCF (FM) Memphis; Ben Strouse, WWDC-FM Washington; George J. Volger, KWPC-FM Muscatine, Iowa; Edward A. Wheeler, WEAW-FM Evanston, Ill.

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Insurance: Gilmore N. Nunn, WLAP Lexington, Ky., chmn.; Carl J. Burkland, WAVV 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.

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THE RADIO AUDIENCE IN 1955

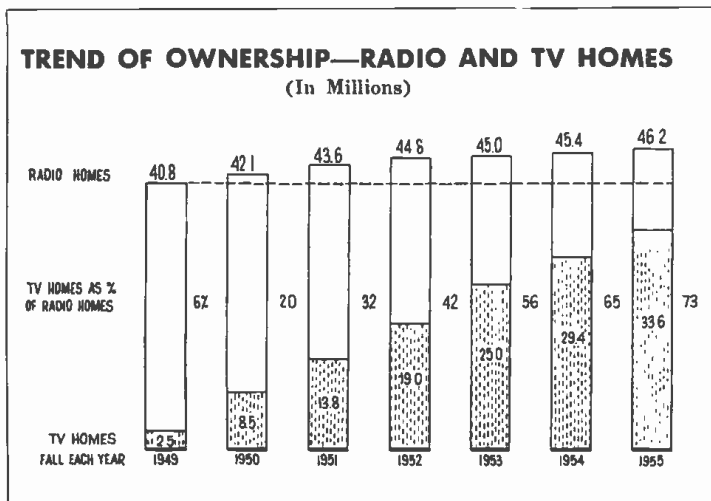
By Arthur C. Nielsen
President, A. C. Nielsen Co.

RADIO '55 was notable for its sturdy demonstration of its size (larger than ever), its vitality (holding its own as television grew and grew), and the fact that the industry could now see more of its dimensions than at any time in its history (more and more of its facets were being continuously measured and reported).

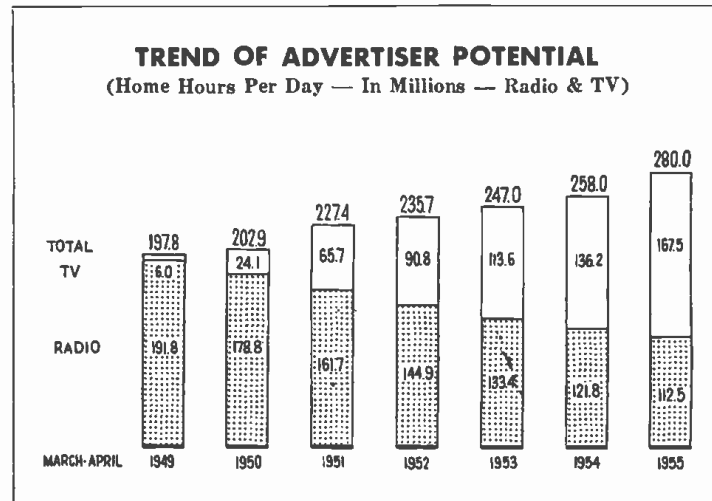
As broadcasters introduced novel techniques for getting the most

out of radio's values, the great listening public at the same time showed its faith in the medium for entertainment and for enlightenment by continuing the trend toward taking radio along wherever it went; thus data on the automobile audience took on a new aura of importance.

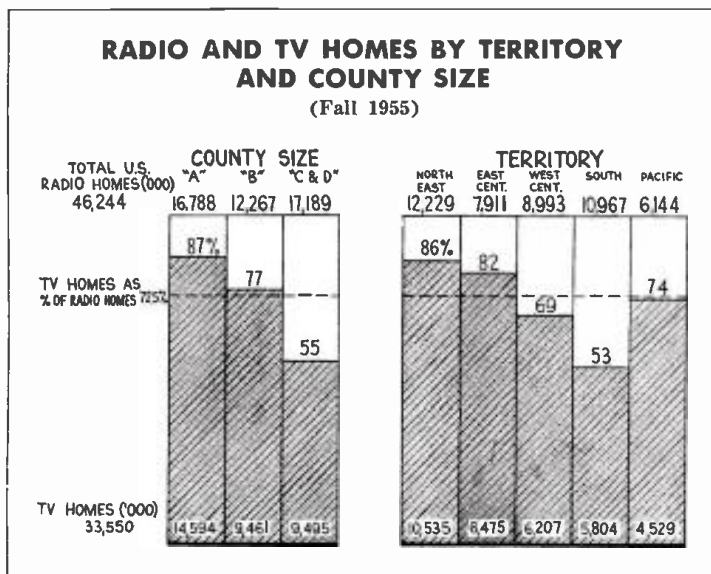
Here the charts, derived from Nielsen Radio Index and Station Index data, present a quick view of the length, breadth and depth of '55 radio.



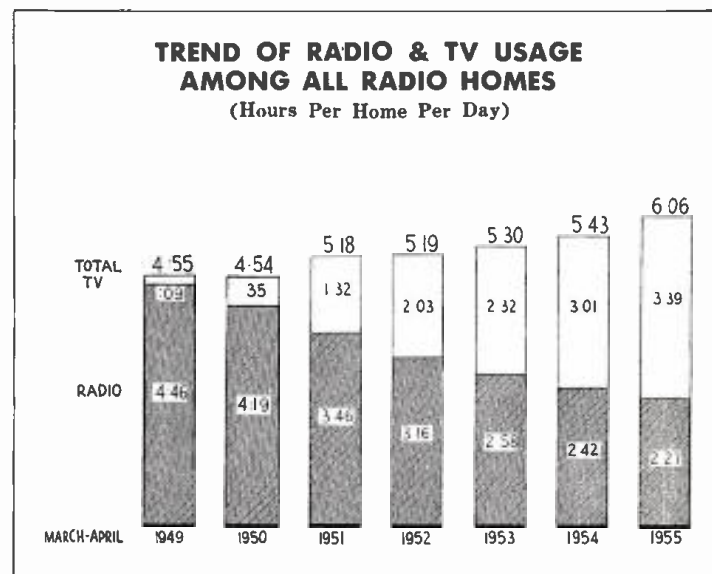
DESPITE tv's continuing growth, radio ownership reached a level of 46,200,000 homes in 1955. A total of 33,600,000 or 73% of those homes had tv, but that meant there were still 12,600,000 of the country's homes which could be reached through the broadcast medium of radio alone.



WITH RADIO and tv competing for the listeners' time, the gross "advertiser potential" (number of homes times hours per home) presents a continually changing picture. In terms of home hours per day, the radio potential was below that for 1954, while the tv total continued to increase.



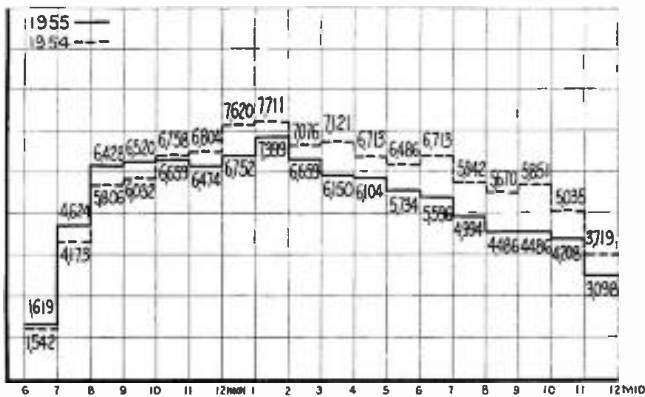
RADIO was still the medium that followed population distribution both by density and by geographical areas. Tv, on the other hand, was still most heavily concentrated in "A" counties (metropolitan areas) and in the eastern states. Of importance to advertisers with uniform distribution of products, radio remained the "evenly owned" medium, with saturation almost uniform in all situations.



AVERAGE radio usage per home per day was a few minutes less in 1955 than in 1954. The tv total continued to rise, but it appeared that the two media were not entirely mutually exclusive, since the grand total of combined broadcast activity went up to an all-time high of six hours, six minutes per home per day for the country as a whole.

TOTAL U. S. RADIO HOMES USING RADIO

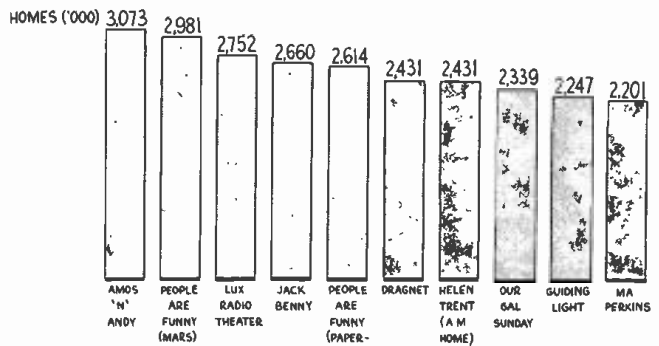
(In Thousands — By Hours of Day — September)



WHILE levels of usage, hour by hour, were below those of the previous year for most of the day, the available audience during morning hours showed a substantial increase. Indicating the continuation of a trend which has been evident for several years, advertisers were able to draw on as many as half a million more homes tuned in before 10:00 a.m. in 1955 than in 1954. Morning radio became more of a factor than ever before.

TOP TEN RADIO SHOWS

(Day and Night Combined—April 1955)

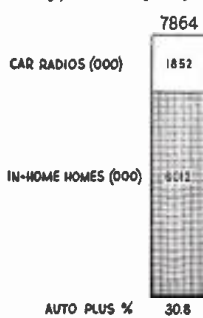


ONE of the oldest programs in radio, Amos 'n' Andy, was at the top of the list, as of April, reaching more than 3,000,000 households per broadcast. Along with the other consistent nighttime leaders, four daytime serials were among the most popular shows anywhere in network radio. Thus, daytime radio held its own in the face of increasing tv competition to the point where several of its shows reached larger audiences than most nighttime shows.

AUTO-PLUS

(Example: July Sunday, 3-3:15 p.m.)

The automobile bonus audience is shown graphically here; on Sunday afternoons, with 6,012,000 homes using their radio in the home, another 31%, or 1,852,000, were using radios in cars, making for a grand total of 7,864,000 in all. The substantial audience on wheels sometimes ran to as high as 70% of the audience, at certain times of the year.



NETWORK AUDIENCE COMPOSITION—SELECTED PROGRAMS

(February 1955)

PROGRAM	LISTENERS PER HOME	% TOTAL LISTENERS WHO ARE:			
		MEN	WOMEN	TEENS	CHILDREN
SECOND MRS. BURTON	1.5	18	71	3	8
SPORTS TIME	2.6	38	31	10	21
RIN TIN TIN	2.6	22	43	22	13
SPACE PATROL	2.2	15	39	16	30

FOR the first time, network radio shows were regularly analyzed as to the composition of the audience. Here we see some representative programs with variations in the number of listeners per home and in the makeup of those listeners. Obviously, the advertiser aiming at men, at housewives or at children could get the most out of the medium through careful selection of his vehicle.

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 Kappps.
(Stations represented not listed.)

ALASKA RADIO & TV SALES

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

Represents:
KINY Juneau
KTKN Ketchikan
KIFW Sitka

KFQD Anchorage
KFRB Fairbanks
KIBH Seward

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.
San Francisco—607 Market St. Ken Carey.

Represents:
WLOL Minneapolis
KMPC Los Angeles
KOOL Phoenix, Ariz.

WIND Chicago
WMCA New York
KOPO Tucson, Ariz.

AMERICAN SALES AND SERVICING AGENCY

New York 17—370 Lexington Ave. Tel.: 5-1300. 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. Sandeberg.
Los Angeles 48—3393 Wilshire Blvd. Tel.: Webster 3-9583. Mgr.: William E. Moore.
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.
WGSN Birmingham, Ala.
WKBW Buffalo, N. Y.

WAFQ Chattanooga, Tenn.
KHSL Chico, Calif.

KIMN Denver
KSO Des Moines, Iowa
KDAL Duluth, Minn.
KFPW Ft. Smith, Ark.
WJEF Grand Rapids, Mich.

WFBC Greenville, S. C.
KXYZ Houston
WKZO Kalamazoo, Mich.
WROL Knoxville, Tenn.
WIBA Madison, Wis.
WDGY Minneapolis-St. Paul
WSMB New Orleans
KOMA Oklahoma City
KOIL Omaha, Neb.
WGAN Portland, Me.
KPOJ Portland, Ore.
WGEM Quincy, Ill.
WNAO Raleigh-Durham, N. C.

KVCV Redding, Calif.
WLSL Roanoke, Va.
WBFB Rock Island-Davenport
KALL Salt Lake City
WTOC Savannah, Ga.
KJR Seattle
KSOO Sioux Falls, S. D.
KXLY Spokane, Wash.
WSTV Steubenville, Ohio
KTUL Tulsa, Okla.
WRUN Utica-Rome, N. Y.
WBRV Waterbury, Conn.
KWWL Waterloo, Iowa
KFBI Wichita, Kan.
WILK Wilkes-Barre, Pa.
WROW Albany, N. Y.
WGST Atlanta, Ga.
WMAZ Hampton, Va.
WMAZ Macon, Ga.
WKRZ Mobile, Ala.

Georgia Big 5
The Intermountain Network
"Ken & Carolyn Kitchen"—New England

JAMES S. AYERS CO.

Atlanta 3—Glenn Bldg. Tel.: Alpine 3080. Mgr.: James S. Ayers.
 Charlotte—127 W. 7th St. Tel.: Franklin 5-6146.
 Mgr.: Gene Sink.
 (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. Lee F. O'Connell Co.

HIL F. BEST CO.

Detroit 26—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 5—681 Market St. Tel.: Exbrook 7-0544.
 Hollywood 27—Suite 209, 6000 Sunset Blvd. Tel.: Hollywood 5-6667.
 Seattle 1—White Henry Bldg. Tel.: Seneca 7997.
 Portland 12—2745 N.E. Broadway. Tel.: Garfield 6292.

ALABAMA
 WERH Hamilton
 WFFA Fort Payne
 WCTA Andalusia
 WGYV Greenville
 ARIZONA
 KCLF Clifton
 KAWT Douglas
 KNOG Nogales
 KDJI Holbrook
 ARKANSAS
 KVRC Arkadelphia
 KBTA Batesville
 KBBA Benton
 KCON Conway
 KAGH Crossett
 KDMS El Dorado
 KXJK Forrest City
 KHOZ Harrison
 KFPA Helena
 KUSA McGehee
 KENA Mena
 KHBM Monticello
 KVON Morrilton
 KTLON Mountain Home
 KOSE Osceola

Represents:

KCLA Pine Bluff
 KAMO Rogers
 KWCB Searcy
 KKAK Stuttgart
 CALIFORNIA
 KCNO Alturas
 KAGR Yuba City
 COLORADO
 KVFC Cortez
 FLORIDA
 WTRL Bradenton
 WKKO Cocoa
 WGGG Gainesville
 WGMA Hollywood
 WJVB Jacksonville Beach
 WLBE Leesburg
 WNER Live Oak
 WNOG Naples
 WPLA Plant City
 WKXY Sarasota
 GEORGIA
 WLFA Lafayette
 WRPB Warner Robins
 ILLINOIS
 WAVA Ava
 WKEI Kewanee

WSMI Litchfield
 WVCM Mt. Carmel
 WINI Murphysboro
 WIZZ Streator
 INDIANA
 WCBC Anderson
 WILO Frankfort
 WORX Madison
 WBAT Marion
 WLRP New Albany
 WSLM Salem
 WJCD Seymour
 WFML Washington
 IOWA
 KASI Ames
 KCHE Cherokee
 KOKX Keokuk
 KANSAS
 KCRB Chanute
 KCLO Leavenworth
 KSCB Liberal
 KENTUCKY
 WLCK Campbellsville
 WNTA Central City
 WINL Columbia
 WIEL Elizabethtown
 WFKY Frankfort
 WFKN Franklin
 WFUL Fulton
 WKIC Hazard
 WLBK Lebanon
 WFTG London
 WKTM Mayfield
 WSPF Paintsville
 WBUS Russellville
 WSFC Somerset
 WWKY Winchester
 LOUISIANA
 KLFT Golden Meadow
 KRUS Ruston
 KSUL Sulphur
 KTLO Tallulah
 MARYLAND
 WAYE Dundalk
 (Baltimore)
 MICHIGAN
 WABJ Adrian
 WBRN Big Rapids
 WCBY Cheboygan
 WTVB Coldwater
 WMRP Flint
 WBFC Fremont
 WMAX Grand Rapids
 WHGR Houghton Lake
 WSE Hillsdale
 WHTC Holland
 WION Ionia
 WKLA Ludington
 WMTE Manistee
 WMDN Midland
 WCEN Mt. Pleasant
 WKNK Muskegon
 WPON Pontiac
 WSTR Sturgis
 MINNESOTA
 KDUZ Hutchinson
 WCOW St. Paul
 MISSISSIPPI
 WBLE Batesville
 WCLD Cleveland
 WACR Columbus
 WDEB Gulfport
 WLSM Louisville
 WMBC Macon
 WIOC Philadelphia
 MISSOURI
 KCAR Charleston
 KCHI Chillicothe
 KBIA Columbia
 KREI Farmington
 KIMO Independence
 KNEM Nevada
 KUSN St. Joseph
 KSIS Sedalia
 NEW MEXICO
 KLMX Clayton
 KFUN Las Vegas
 KRTN Raton
 NEW YORK
 WOSC Fulton (Oswego)
 NORTH CAROLINA
 WCGC Belmont
 WCDJ Edenton
 WWHV Henderson
 WFTC Kinston
 WNCA Siler City
 OHIO
 WAND Canton
 WFRO Fremont

WPTW Piqua
 WCHO Washington
 Court House
 OKLAHOMA
 KBLH Blackwell
 KWCO Chickasha
 KWEO Clinton
 KWHP Cushing
 KASA Elk City
 KTAT Frederick
 KGYN Guymon
 KNOR Norman
 KVLH Pauls Valley
 KOLS Pryor
 KGFF Shawnee
 OREGON
 KWIL Albany
 KRCC Prineville
 KRMW The Dalles
 SOUTH CAROLINA
 WBAW Barnwell
 WBER Cheraw
 WPFB Darlington
 WCKI Greer
 WFNW Seneca
 WSSC Sumter
 TENNESSEE
 WJAX Jackson
 WJIM Lewisburg
 WRGS Rogersville
 TEXAS
 KVL Alpine
 KALT Atlanta
 KRUN Ballinger
 KIOX Bay City
 KRCT Baytown
 KTXC Big Spring
 KNEL Brady
 KSTB Breckenridge
 KBOR Brownsville
 KEAN Brownwood
 KORA Bryan
 KHIL Cameron
 KCTX Childress
 KCAR Clarksville
 KCLE Cleburne
 KVMC Colorado City
 KMCO Conroe
 KCFH Cuero
 KCXIT Dalhart
 KDDD Dumas
 KECF Eastland
 KFST Fort Stockton
 KCUL Fort Worth
 KNAF Fredericksburg
 KBRZ Freeport
 KSIJ Gladewater
 KGRI Henderson
 KPAN Hereford
 KHBR Hillsboro
 KTXJ Jasper
 KMBL Junction
 KERV Kerville
 KLEN Killeen
 KINE Kingsville
 KCYL Lampasas
 KJBC Midland
 KVKM Monahans
 KRIG Odessa
 KOGT Orange
 KPDP Pampa
 KFTV Paris
 KIUN Pecos
 KBOP Pleasanton
 KOLJ Quanah
 KPPE San Angelo
 KCNY San Marcos
 KWED Seguin
 KEVA Shamrock
 KLAN Sherman
 KSTV Stephenville
 KXOX Sweetwater
 KTLW Texas City
 KTUE Tulia
 KNAL Victoria
 WASHINGTON
 KITI Chehalis
 KCLX Colfax
 KCVL Colville
 KFBR Grand Coulee
 KLDG Kelso
 KNBX Kirkland
 KOFB Pullman
 WISCONSIN
 WDUZ Green Bay
 WTCH Shawane
 WKLJ Sparta
 WOKW Sturgeon Bay

Why Do

more radio stations choose

HIL F. BEST CO.

than any other radio representative?

Here are a few reasons:

- ☆ Six Sales Offices
- ☆ 100% AM selling—No TV's
- ☆ Selling only at card rates—no deals
- ☆ No P.I.'s—only straight radio selling
- ☆ Billing and collecting service for all stations
- ☆ Largest and the BEST small radio representative

Ask any radio station manager that co-operates and gets HIL F. BEST payment checks every month! ! !

If you will agree to work hand-in-hand with our sales offices we can help you sell more spots in the national field; if interested:

Write — Wire — Phone

Hil F. Best Co.

AM Radio Station Representative

Park Ave. Bldg.

Detroit 26, Mich.

WALTER BIDDICK CO.
 Los Angeles 15—1151 S. Broadway. Tel.: Richmond 8-6184. Mgr.: Guy Biddick.

Represents:
 WIBW Topeka, Kan. KCKN Kansas City, Mo.
 WIBX Utica, N. Y. KCFH Cuero, Tex.
 KJSK Columbus, Neb. KJRG Newton, Kan.
 KJAN Atlantic, Iowa KNBR North Platte, Neb.
 KMUR Murray, Utah KLIR Denver, Colo.
 KJSK, KJAN, KNBR, KLIR one contract, any two or more 10% discount.

JOHN BLAIR & CO.
 New York—Chrysler Bldg. East. Tel.: Murray Hill 2-6900. President: John P. Blair; Exec. Vp.: Robert E. Eastman.
 Chicago—520 N. Michigan Ave. Tel.: Superior 7-8659. Mgr.: Paul Ray.
 Boston 16—Statler Office Bldg., 20 Providence St. Tel.: Hubbard 2-3163. Mgr.: Bruce Pattysen.
 St. Louis—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—Russ Bldg. Tel.: Douglass 2-3188. Mgr.: Heber Smith.
 Detroit—Book Bldg. Tel.: Woodward 1-6030. Mgr.: Charles Fritz.
 Dallas—Rio Grande Natl. Bldg. Tel.: Riverside 4228. Mgr.: Steve Beard.
 Atlanta—Marietta Street Bldg. Tel.: Alpine 6482. Vp. & Mgr.: Charles Dilcher.

Represents:

The Arizona Radio Network

KLYN Amarillo, Tex.
 WFBR Baltimore
 WAPI Birmingham, Ala.
 KFVR Bismarck, N. D.
 KIDO Boise, Idaho
 WHDH Boston
 WLS Chicago
 WBNS Columbus, Ohio
 WRR Dallas
 WXYZ Detroit
 KTRH Houston, Tex.
 WIBC Indianapolis, Ind.
 WJAX Jacksonville, Fla.
 WHB Kansas City, Mo.
 WKLO Louisville, Ky.
 WHBQ Memphis, Tenn.
 WQAM Miami, Fla.
 WNBW Birmingham, N. Y.
 WDSU New Orleans
 WOW Omaha, Neb.
 WDBO Orlando, Fla.

WSM Nashville
 WFIL Philadelphia
 KOY Phoenix, Ariz.
 WWSW Pittsburgh
 WPRO Providence, R. I.
 KKOK St. Louis
 KFXM San Bernardino, Calif.
 WSAV Savannah, Ga.
 WGBI Scranton, Pa.
 KING Seattle, Wash.
 KGDM Stockton, Calif.
 WFLA Tampa, Fla.
 KRMG Tulsa, Okla.
 WWDC Washington
 WWSA Wheeling, W. Va.
 KFH Wichita, Kan.
 KWFT Wichita Falls, Tex.
 KGW Portland
 WTRY Albany-Troy-Schenectady

HASKELL BLOOMBERG

Lowell, Mass.—208 Fairmont St. Tel.: Glenview 5-3823. Gen. Mgr.: Haskell Bloomberg.
 (Stations represented not listed.)

BOGNER & MARTIN

New York 17—295 Madison Ave. Tel.: Murray Hill 9-2586. Mgr.: P. J. Bogner.
 Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-6007. Mgr.: C. G. O'Neill Jr.
 Atlanta 3—Glenn Bldg. Tel.: Murray 8-3988. Mgr.: J. D. Whitehead.

Represents:

KELD El Dorado, Ark.
 WLCR Torrington, Conn.
 WTMW East St. Louis, Ill.
 WEAW Evanston, Ill.
 WCVS Springfield, Ill.
 WCGM Biloxi-Gulfport, Miss.
 WJPR Greenville, Miss.
 WQBC Vicksburg, Miss.
 KWOS Jefferson City, Mo.
 KRGI Grand Island, Neb.
 WFNS Burlington, N. C.
 WFRS Reidsville, N. C.

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—435 N. Michigan Ave. Tel.: Whitehall 2-2040. Mgr.: John D. Stebbins.
 Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: George W. Bolling III.
 San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: John T. Coy.

Represents:

WHBU Anderson, Ind.
 WANE Fort Wayne, Ind.
 WHP Harrisburg, Pa.
 WISH Indianapolis
 WHOT South Bend, Ind.
 WTHI Terre Haute, Ind.
 WNEB Worcester, Mass.
 KFAC Los Angeles
 WMBG Richmond, Va.
 WTIK Durham, N. C.
 WCBM Baltimore
 KHON Honolulu
 WRET Rochester, N. Y.
 KPFB Great Falls, Mont.
 WMBR New Orleans, La.
 KBAB San Diego, Calif.
 KXEL Waterloo, Iowa
 WKOP Binghamton, N. Y.
 KOL Seattle, Wash.
 WHKK Akron, Ohio
 WISE Asheville, N. C.
 WAYS Charlotte, N. C.
 WKNB Hartford-New Britain, Conn.
 KVAN Portland, Ore.
 WILM Wilmington, Del.
 WBSM New Bedford, Mass.
 KARM Fresno, Calif.
 WCOG Greensboro, N. C.
 WOKY Milwaukee
 WACE Springfield, Mass.

LOUIS J. BORGATTI INC.

Boston 16—419 Boylston St. Tel.: Commonwealth 6-0718. Pres.-Treas.: Louis J. Borgatti.

Represents:

Granite State Network:
 WKBR Manchester, N. H.
 WTSV Claremont, N. H.
 WTSL Lebanon, N. H.
 WTSA Brattleboro, Vt.
 WMOU Berlin, N. H.
 WKXL Concord, N. H.
 WGAW Gardner, Mass.
 WIDE Biddeford, Me.
 WBRK Pittsfield, Mass.
 WTSN Dover-Portsmouth, N. H.
 WGUY Bangor, Me.
 WHMP Northampton, Mass.
 WWON Woonsocket, R. I.
 WEAN Providence, R. I.
 Lobster Network:
 WCOU Lewiston, Me.
 WEAU Augusta, Me.
 WTVT Waterville, Me.
 WRKD Rockland, Me.
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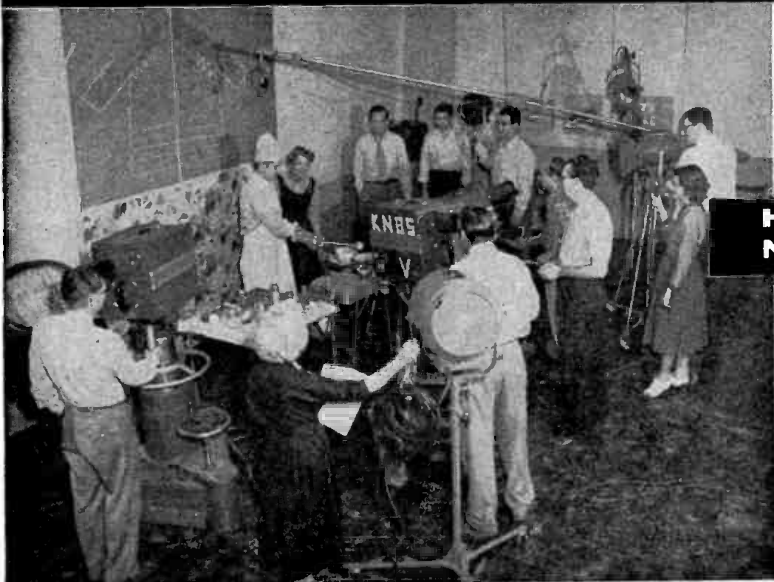
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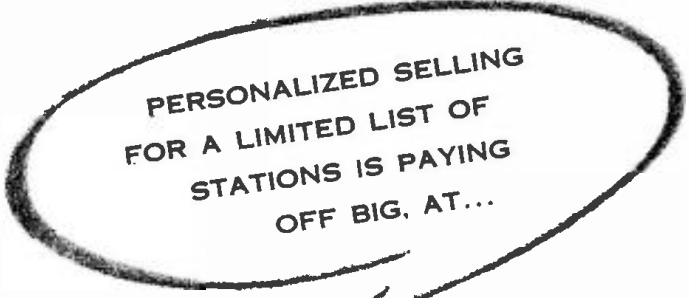
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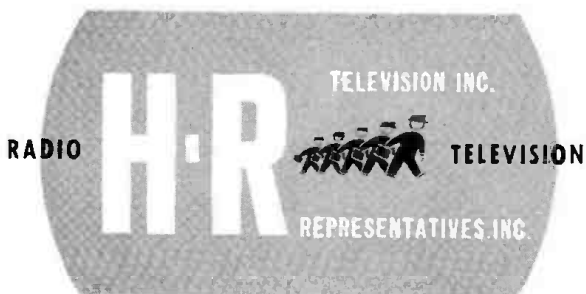


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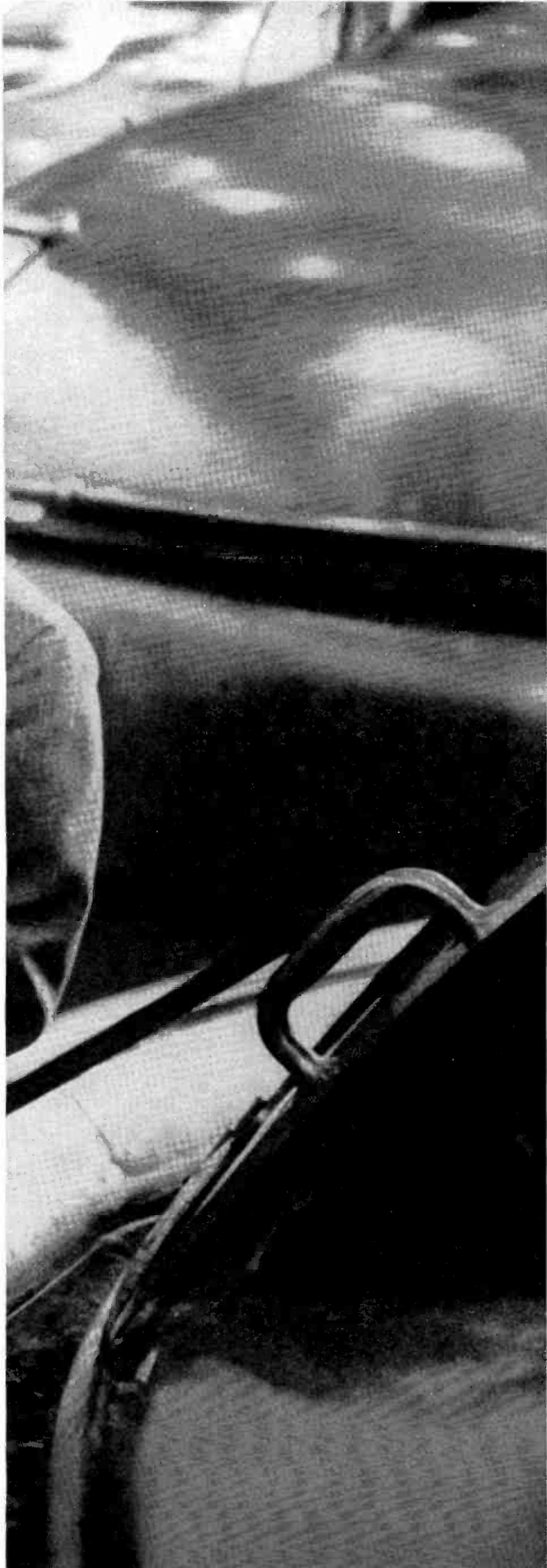
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KRKO Everett, Wash. KWRO Coquille, Ore.
KFDR Grand Coulee, Ore. KCOV Corvallis, Ore.
KORE Eugene, Ore.
KRTV Hillsboro, Ore.
KIFR Hood River, Ore.
KNBZ Kirkland, Wash. KFBI Klamath Falls, Ore.
KWLK Longview-Kelso, Wash. KLBM La Grande, Ore.
KMCB McMinnville, Ore.
KSEM Moses Lake, Wash. KMEM Medford, Ore.
KBRC Mt. Vernon, Wash. KNPT Newport, Ore.
KGY Olympia, Wash. KBCH Oceanlake, Ore.
KONP Port Angeles, Ore. KSRV Ontario, Ore.
Wash. KUMA Pendleton, Ore.
KAPA Raymond, Wash. KXL Portland, Ore.
KAYO Seattle, Wash. KRNK Roseburg, Ore.
KXLY Spokane, Wash. KSLM Salem, Ore.
KTNT Tacoma, Wash. KRMW The Dalles, Ore.
KUU Walla Walla, Wash. KTLT Tillamook, Ore.
KPQ Wenatchee, Wash. KBOB Boise, Idaho
KIMA Yakima, Wash. KBAR Burley, Idaho
KBMY Billings, Mont. KDID Idaho Falls, Idaho
Z-BAR Network KRLC Lewiston, Idaho
KXLF Butte, Mont. KRPL Moscow, Idaho
KXLQ Bozeman, Mont. KWIK Pocatello, Idaho
KXKX Great Falls, Mont. KSPF Sand Point, Idaho
KXLI Helena, Mont. KXLF Twin Falls, Idaho
KXLL Missoula, Mont. KWAL Wallace, Idaho
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KTXN Austin, Tex. XEJ Ciudad Juarez, Chih. (El Paso, Tex.)
KIFN Phoenix, Ariz. XEAC Tijuana, B. C. (San Diego, Calif.)
XED Mexicali, B. C. (Calexico, Calif.)
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*CFQC Saskatoon, Sask. XEMU Piedras Negras, Coah. (Eagle Pass, Tex.)
*WJMO Cleveland XEUV Ventura, Calif.
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P. E. I.
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CKOY Toronto CKRM Regina, Sask.
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 CHAD Amos, Que.
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NARTB STANDARDS OF PRACTICE FOR RADIO BROADCASTERS

(Revised, 1955)

PREAMBLE

The radio broadcasters of the United States first adopted industry-wide standards of practice in 1937. The purpose of such standards, in this as in other professions, is to establish guideposts and to set forth minimum tenets for performance.

Standards for broadcasting can never be final or complete. Broadcasting is a creative art and it must always seek new ways to achieve greater advances. Therefore, any standards must be subject to change. In 1945, after two years devoted to reviewing and revising the 1937 document, new standards were promulgated. Further revisions were made in 1948 and 1954 and now there follows a new and revised "Standards of Practice for Radio Broadcasters of the United States of America." Through this process of self-examination broadcasters acknowledge their obligation to the American family.

The growth of broadcasting as a medium of entertainment, education, and information has been made possible by its force as an instrument of commerce.

This philosophy of commercial broadcasting as it is known in the United States has enabled the industry to develop as a free medium in the tradition of American enterprise.

The extent of this freedom is implicit in the fact that no one censors broadcasting in the United States.

Those who own the nation's radio broadcasting stations operate them—pursuant to these self-adopted Standards of Practice—in recognition of the interest of the American people.

—NARTB

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 properties 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 to 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.

Religious 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 climatic incidents likely to terrify or excite unduly;

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 on 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, "flash," 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 of 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—

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

The time standards allowable to a single advertiser do not affect the established practice of allowing 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.

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.

Acceptability of Advertisers and Products

1. A commercial radio broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentation for such advertising. However, he should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good 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. Moreover, in considerations of the laws and customs of the communities served, each radio broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form of the particular presentation. In general, because radio broadcasting is designed for the home and the entire family, the following principles should govern the business classifications listed below:

- The advertising of hard liquor should not be accepted.
- The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to existing laws.
- The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.
- All advertising of products of a personal nature, when accepted, should be treated with special concern for the sensitivities of the listeners.
- The advertising of tip sheets, publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

- An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.
- Care should be taken to avoid presentation of "bait-switch" advertising whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes.

Contests

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 of 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.

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)

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(A Division of American Broadcasting-Paramount Theatres Inc.)
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Omar Elder, *asst. sec. and asst. gen. counsel*

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7 West 66th St.
New York 23, N. Y.

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Stephen C. Riddleberger, *bus. mgr.—AM Network*

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John Bourcier, *operations sup.*
Richard Bailey, *traffic coordinator*
Thomas P. Foy, *purchase agent*
Richard Hamilton, *sup. of communications*
Clure Owen, *adm'n. asst.*
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Lawrence A. Ruddell, *recording dir.*
Joseph J. Spagnola, *dir. of office and studio services*
William Trevarthen, *dir. of eng. opr.*
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J. Russell Gavin, *ch. accountant*
Mortimer Weinbach, *vp. for personnel and labor relations*
Marie McWilliams, *dir. of personnel*
Jason Rabinovitz, *asst. controller*

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Geraldine B. Zorbaugh, *sec. and gen. counsel*
Omar Elder, *asst. sec. and asst. gen. counsel*
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William Hamilton, *eastern prog. mgr.*
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J. Ward Mitchell, *mgr. script and prog. prom.*
George Sax, *natl. dir. prog. operations*
Clayton Shields, *bus. mgr.*
Ruth B. Smith, *supv. prod. control unit*
Frank Vagnoni, *mgr. music division*

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Willis B. Parsons, *mgr. of adv.*

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Dean Shaffner, *dir. of sts. development*

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Peter Wade, *mgr. of sts. service*

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S. William Aronson, *mgr. of cooperative program department*
Edward DeGray, *dir. of sta. relations*

CENTRAL DIVISION
20 North Wacker Drive
Chicago 6

Ernest Walker, *sts. mgr. Central Div.*
William P. Kusack, *mgr. of eng. department*
Elliott W. Henry Jr., *dir. of pub. and prom.*
Matthew Vieracker, *treas.*

WESTERN DIVISION
1539 N. Vine St.
Hollywood 28

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Harry Woodworth, *sts. mgr. Western Div.*
John C. Wagner, *controller*
Clarence Pierce, *ch. eng., Western Div.*
Dresser Dahlstead, *prog. mgr.*
Edwin C. Conklin, *news editor*
Dorothy L. Brown, *continuity acceptance editor*
J. Clifford Anderson, *dir. of labor relations*
Florence T. Schiro, *personnel dir.*
John S. Hansen, *gen. mgr., KABC*

SAN FRANCISCO
277 Golden Gate Ave.
San Francisco 2

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David Sacks, *sts. mgr., KGO and KGO-TV*
Russ Baker, *prog. mgr., KGO and KGO-TV*

DETROIT
1700 Stroh Bldg.
Detroit 26
(WXYZ Inc.)

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Harold Christian, *vp. for radio*
Harold Neal, *radio sts. mgr.*

WASHINGTON
1735 DeSales St., N.W.
Washington 6, D. C.

Robert H. Hinckley, *vp. in charge of Washington office*

NEW YORK
7 West 66th St.
New York 23, New York
(WABC)

Michael Renault, *gen. mgr.*
Robert Noble, *sts. mgr.*
Myrtle Tower, *prog. dir.*

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ABC RADIO RATES

	Gross Time Charges		
	As of January 1, 1956		
	1 Hour	½ Hour	¼ Hour
Full Network of 338 U. S. Stations	\$16,595	\$9,977	\$6,618

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.



NOW ON ABC!



NETWORK RADIO FOR SMALL-SPACE ADVERTISERS!

Sometimes network radio is labeled "Big Advertisers Only." But ABC Radio offers smaller budgets network radio in "bite size." Programs or segments . . . there is a plan tailored to fit every need . . . completely flexible, surprisingly economical. Get all the facts today from your ABC radio representative. This is *your* opportunity to sponsor network radio . . . still the biggest medium for broadest coverage and greatest circulation at lowest cost.



...the new sound of ABC Radio

7 West 66th St., New York 23, N. Y., *SUSquehanna 7-5000*

20 North Wacker Drive, Chicago, Illinois, *ANdover 3-0800*

277 Golden Gate, San Francisco, Cal., *UNderhill 3-0077*

1539 N. Vine St., Hollywood 28, Cal., *HOLlywood 2-3141*

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 33)

Officers

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J. Kelly Smith, *admin. vp.*
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Howard G. Barnes, *vp. in charge, network programs*
Wendell Campbell, *vp. in charge, Radio Spot Sales*
Guy della Cioppa, *vp. in charge, network programs, Hollywood*
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Charles S. Monroe, *mgr., prog. writing*

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Detroit Office, Fisher Bldg.

William Firman, *mgr.*

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John Jefferson, *asst. dir., pub. aff.*
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William MacPhail, *dir. of sports*
John Derr, *exec. prod., radio sports*
Helen Sioussat, *dir. of talks*
Lewis Shollenberger, *dir., sp. events, Washington*

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Lawrence Gumbinner, *traffic mgr.*
Julius Mattfeld, *dir., music library*
Lucile Singleton, *mgr., record and script library*

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Harry J. Feeney, *asst. to dir. and trade news editor*
Edward Reynolds, *mgr.*
Lloyd Brownfield, *dir., press information, Hollywood*
Sidney Garfield, *dir. of exploitation*
Anne Harding, *mgr., service div.*
Raymond Hughes, *mgr., magazine div.*

CBS-OWNED STATIONS

WCBS and WCBS-FM, 485 Madison Ave.,
New York, 22

Carl Ward, *gen. mgr.*
Henry Untermyer, *sis. mgr.*
Sam Slate, *prog. mgr.*
Dave Driscoll, *dir., news and pub. aff.*
Murray Gross, *prom. mgr.*
Milton Rich, *mgr., press rel.*

KCBS and KCBS-FM, Sheraton-Palace Hotel,
San Francisco 5

Jules Dundes, *gen. mgr.*
Roland Kay, *sis. mgr.*
Roda Worme, *prog. mgr.*
Evelyn Clark, *prom. mgr.*

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

Robert Hyland, *gen. mgr.*
Charles Burge, *sis. mgr.*
Mark Russell, *prog. mgr.*
Foster Brown, *prom. mgr.*

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

Bert West, *gen. mgr.*
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Robert Sutton, *prog. mgr.*
John Asher, *prom. mgr.*

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Thomas Gorman, *sis. mgr.*
Eugene King, *prog. mgr.*
Jack Curry, *prom. mgr.*

Housewives' Protective League Productions

HPL Program Services Inc.
HPL Program Service Inc.

CBS Radio Spot Sales

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Henry Flynn, *gen. sis. mgr.*

CBS RADIO NETWORK

Grand Class "A" Time Charges
as of January 1, 1956
1 Hour ½ Hour ¼ Hour

Full Network of 204
U. S. Stations \$15,069 \$9,041 \$6,028

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.

Milton Allison, *asst. to gen. sis. mgr.*
Newell Schwin, *mgr., sis. development*
Richard Hess, *research mgr.*
Fred Heywood, *sis. prom. mgr.*
Richard Cruise, *mail order dept. mgr.*

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Gordon F. Hayes, *Western sis. mgr.*
Allan Hughes, *sis. development*

Atlanta Office

George Swearingen, *sis. mgr.*

Detroit Office, Fisher Bldg.

Ralph Patt, *sis. mgr.*
Keith Baldwin, *sis. development*

Los Angeles Office, Columbia Square

Jack Woolley, *sis. mgr.*

San Francisco Office, Sheraton-Palace Hotel

Byron Nelson, *sis. mgr.*

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Edward Reeve, *sis. and prom. research mgr.*
Howard Miller, *mgr., coverage and marketing research*

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Louis Dorfman, *co-dir.*
Murry Salberg, *dir., prog. prom.*
Arnold Benson, *dir., sta. prom. service*
Richard Golden, *dir., network sis. presentations*
Edward Kaylen, *assoc. dir., network sta. presentations*
Harry Welsh, *dir., network copy*
Irving Miller, *dir., art service, CBS-owned sta. promotion*
Joseph Tole, *prod. mgr.*

Station Relations

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Ole Morby, *mgr.*

CBS Inc., Broadcast Service Departments Building Operations and Ticket Division

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Jack Page, *asst. mgr., bldg. opr.*
Laurette Banks, *supv., ticket div.*

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Edward Drewes, *purchasing agent*

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Maude Stubner, *supv., prog. typing*
Emily Schiener, *supv., prog. transcripts*

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Dr. Jack Nelson, *dir. of medical office*
Charles Burt, *personnel admin.*
John Anderson, *personnel and labor research mgr.*
Richard Stanley, *employment mgr.*

Photographic

Walter I. Siegal, *mgr.*

Reference

William C. Ackerman, *dir.*
May Dowell, *mgr., gen. information div.*
Agnes Law, *librarian*
Esther Dobbins, *mgr., prog. information div.*
Dorothy Boyle, *mgr., prog. statistics div.*

CANADIAN BROADCASTING CORP.

Executive Offices: 140 Wellington St.
Ottawa, Ont. Phone: 6-7331

Business Offices and Studios: 354 Jarvis
St., Toronto, Ont. Phone: Walnut 3-5481.

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* All headquarter in Ottawa unless otherwise noted.

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W. F. Calgay, *dir. for Province of Newfoundland.*

Maritime Region: United Services Bldg., 100 Sackville St., Halifax. W. E. S. Briggs, *dir. for Maritime Provinces.*

Prairie Region: 541 Portage Ave., Winnipeg, Man. J. R. Finlay, *dir. for Prairie Provinces.*

British Columbia Region: 701 Hornby St., Vancouver, B. C. K. P. Caple, *dir. for Province of British Columbia.*

Quebec Region: 1425 Dorchester St., Montreal. Gerard Lamarche, *dir. for Province of Quebec.*

Ontario Region: 354 Jarvis St., Toronto. Ira Dilworth, *dir. for Province of Ontario.*

European Offices: 200 Oxford St., West London, W. 1, England. Bernard Trotter, *European rep.*; M. Halton, *correspondent, London*; D. Lachance, *correspondent, Paris.*

United Nations: c/o United Nations, New York, N. Y. V. M. Tovell, *CBC rep.*

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Ave., New York 22, N. Y. Tel.: Plaza 1-2345
(For executives of CBS Radio Division, see page 32)

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anywhere else in radio.
And as a logical result,
the biggest audiences
are tuned to the CBS



Radio Network



How Keystone's Men-in-Motion Give You the **BIG PLUS!**

Merchandising is "the art of moving men who move merchandise." Problem number one is to get **MEN IN MOTION**. Advertisers who use **KBS** discover that their radio messages not only reach a receptive audience, but they also find that Keystone affiliated stations are eager beavers—eager and alert to perform the **EXTRAS** that get retail salespeople to push their product at every opportunity.

For each Keystone client, a special mer-

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Case histories in our files (which we will be happy to show you) give eloquent testimony to the fact that when you choose your own **KBS** network (eighty or eight hundred stations as your needs dictate) you get **MORE MEN IN MOTION** whose efforts combined with your **KBS** radio advertising all add up to the **BIG, BIG PLUS!**

Send for our new station list!

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• **TAKE YOUR CHOICE.** A handful of stations or the network—a minute or a full hour—it's up to you, your needs.

• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by **KEYSTONE**, yet the best time and place are chosen for you.



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MUTUAL RADIO NETWORK

Gross Class "A" Time Charges

As of January 1, 1956

1 Hour 1/2 Hour 1/4 Hour

Full Network of

558 U. S. stations \$14,280 \$8,568 \$5,712

Basic group totals 43 stations. Regional networks available are Don Lee Pacific Coast Group—12 basic plus 33 supplementary stations—and Mountain Group—13 basic stations and 44 supplementaries—which must be bought when Don Lee Group is used. Other regional networks may be set up according to the advertiser's needs.

KEYSTONE BROADCASTING SYSTEM

(Continued from page 36)

phur Springs; KXOX Sweetwater; KTAE Taylor; KTEM Temple; KIFS Texarkana; KTLW Texas City; KTEB Tyler; KVOU Uvalde; KVCW Vernon; KVIC Victoria.

UTAH—KEUB Brigham City; KVNU Logan; KOPP Ogden; KOAL Price; KEYI Provo (formerly KNEU); KVEL Vernal.

VERMONT—WSYB Rutland.

VIRGINIA—WKLV Blackstone; WINA Charlottesville; WKEY Covington; WCVA Culpeper; WEVA Emporia; WFAK Falls Church; WFVA Fredericksburg; WFTR Front Royal; WBOB Galax; WHAP Hopewell; WREL Lexington; WBRG Lynchburg; WMEV Marion; WMVA Martinsville; WACH Newport News (formerly WHYU); WNVA Norton; WSSV Petersburg; WPUV Pulaski; WRAD Radford; WRIC Richlands; WRIS Roanoke; WHLF South Boston; WLPW Suffolk; WNNT Warsaw; WAYB Waynesboro; WINC Winchester; WYVE Wytheville.

WASHINGTON—KXRO Aberdeen; KPUG Bellingham; KELA Centralia; KCLX Colfax; KCVL Colville; KFDR Grand Coulee; KNBX Kirkland; KWLK Longview; KSEM Moses Lake; KGY Olympia; KONP

Port Angeles; KAYE Puyallup (formerly KPUY); KENE Toppensish; KHFS Vancouver; KTEL Walla Walla.

WEST VIRGINIA—WHAR Clarksburg; WDNE Elkins; WTCS Fairmont; WPLH Huntington; WKYR Keyser; WPEM Martinsburg; WHJC Matewan; WMOD Moundsville; WETZ New Martinsville; WLOH Princeton; WHAW Weston.

WISCONSIN—WHBY Appleton; WATW Ashland; WCHF Chippewa Falls; WDUZ Green Bay; WTKM Hartford; WLXC LaCrosse; WLDY Ladysmith; WDLB Marshfield; WIGM Medford; WMNE Menomonie; WFOK Milwaukee; WOSH Oshkosh; WFPF Park Falls; WPLY Plymouth; WIBU Poynette; WRAC Racine; WRDB Reedsburg; WRCO Richland Center; WTCH Shawano; WKLJ Sparta; WOKW Sturgeon Bay; WTRW Two Rivers; WTTN Watertown; WAUX Waukesha; WOSA Wausau (formerly WLIN Merrill, Wisc.).

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

PRODUCTION OF CIVILIAN RADIO SETS — 1922 THROUGH 1955

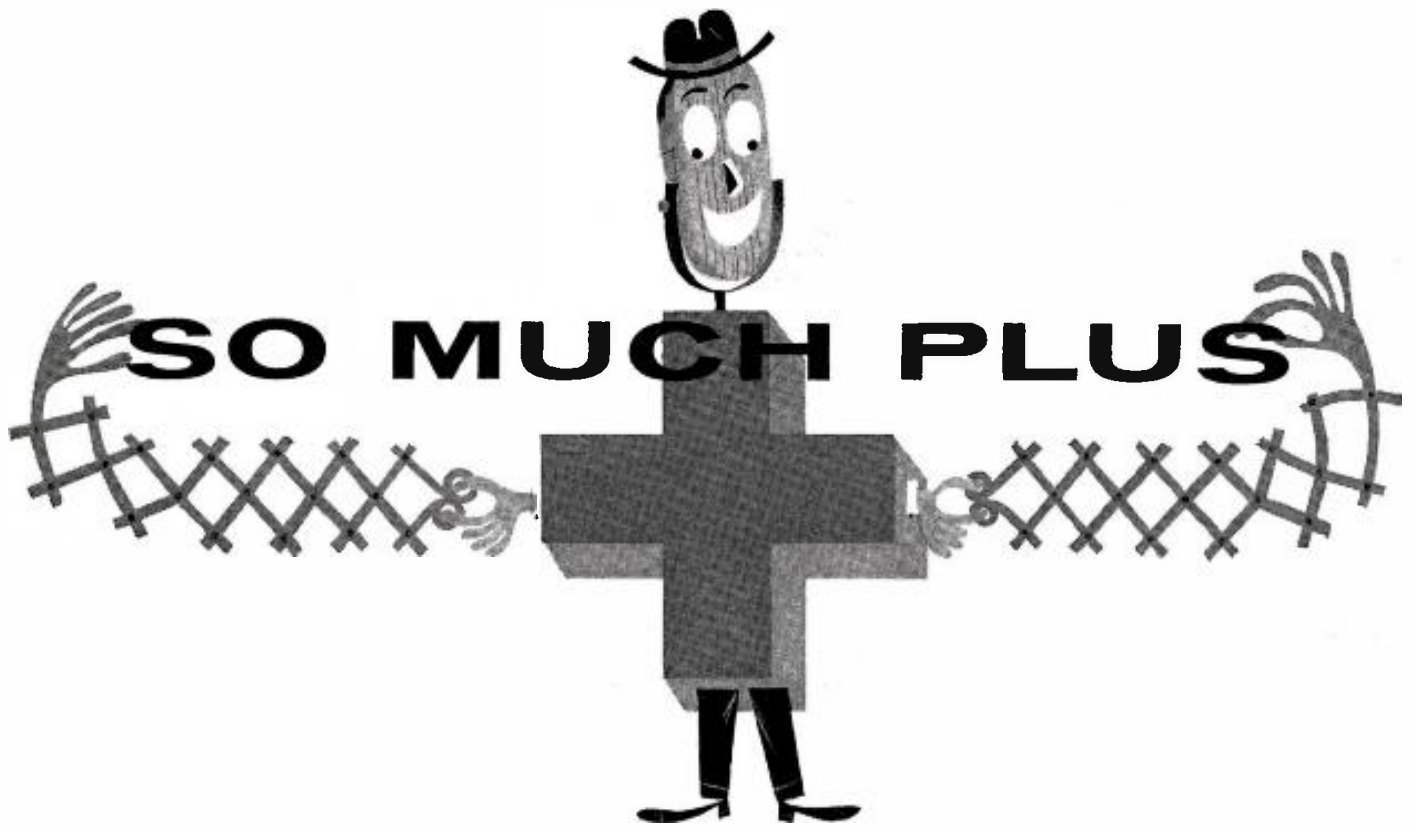
(Compiled for the 1956 BROADCASTING YEARBOOK by B. F. Osbahr, Editor of 'Tele-Tech & Electronic Industries')

Year	Total Civilian Radio Sets Manufactured		Total Receiving Tubes* Manufactured		Automobile Sets Manufactured		Total Radio Reception Equipment Value	Auto Sets In Use Number	Homes with Radio Sets Number	Total Radio Sets in Use Number	At Close of
	Number	Retail Value	Number	Retail Value	Number	Retail Value					
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			425,600,000		6,500,000	7,000,000	1927
1928	3,281,000	400,000,000	50,200,000	110,250,000			690,550,000		7,500,000	8,500,000	1928
1929	4,428,000	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	119,600,000	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	69,550,000	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	200,000,000	250,000	16,809,582	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	24,800,000	33,000,000	1936
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	5,000,000	26,666,500	37,600,000	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	375,000,000	6,500,000	28,700,000	45,300,000	1939
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	7,500,000	29,200,000	51,000,000	1940
1941	13,000,000	480,000,000	130,000,000	143,000,000	2,900,000	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			30,000,000	35,000,000			105,000,000	6,000,000	34,000,000	58,000,000	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	260,000,000	2,500,000	150,000,000	1,100,000,000	9,000,000	37,000,000	66,000,000	1947
1948	16,000,000	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	1,500,000,000	14,000,000	42,000,000	81,000,000	1949
1950	14,800,000	721,000,000	383,000,000	644,000,000	4,760,000	248,000,000	2,800,000,000	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	48,000,000	114,000,000	1952
1953	13,400,000	536,000,000	410,000,000	820,000,000	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	830,000,000	4,300,000	224,000,000	3,100,000,000	32,000,000	50,000,000	127,000,000	1954
1955	12,500,000	485,000,000	500,000,000	890,000,000	4,500,000	225,000,000	3,150,000,000	33,700,000	52,000,000	138,700,000	1955

*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.



*The world's largest network—with 560 stations—
is also the most economical buy in all advertising.*

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The Plus Network

NATIONAL BROADCASTING COMPANY, INC.
 Rockefeller Plaza, New York 20, New York—Telephone Circle 7-8300
 Registered Telegraphic Address: NATBROCAST, New York
 (For Executives of Parent, Radio Corp. of America, See Page 42)

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TECHNICAL OPERATIONS

George McElrath, *dir., technical oper.*
 Reid R. Davis, *assoc. dir., technical oper.*
 Arthur A. Garbade, *business mgr., technical oper.*
 Frederick G. Knopfke, *mgr., sound effects*
 Gerald M. Sellar, *mgr., radio technical oper.*
 Edwin Wilbur, *networks technical oper. sup.*

TALENT

James E. Denning, *dir., talent and prog. contract adm.*
 Charles J. Moos, *mgr., talent and prog. contract adm.*
 Martin J. Begley, *casting dir.*
 Mitchell Benson, *mgr., contract adm.*

PUBLIC AFFAIRS

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 William McAndrew, *dir., NBC news*
 Arch Robb, *mgr., sp. events*
 Edward Stanley, *mgr., public service prog.*
 Barry Wood, *dir., sp. events*

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 Les Colony, *mgr., comedy dev.*
 Robert Garthwaite, *coordinator, prog. dev.*
 Tadeusz Danielewski, *mgr., prog. prod. dev.*
 Ross Donaldson, *mgr., writing services*

PROGRAM SALES

Michael H. Dann, *dir., prog. sis.*
 Giraud Chester, *mgr., prog. sis. adm.*
 Alvin Cooperman, *mgr., prog. sis.—daytime*

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Charles R. Denny, *vp., NBC owned sta. & NBC Spot Sales*
 Charles C. Bevis Jr., *gen. exec.*
 Charles H. Colledge, *dir., eng. and oper.*
 Jerry A. Danzig, *dir., prog. planning and dev.*
 Thomas S. O'Brien, *divisional bus. mgr.*

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 Morton Gaffin, *mgr., new business and prom.*
 Caroline Herbert, *mgr., sis. service*
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 William N. Davidson, *asst. gen. mgr.*
 William A. Berns, *mgr., news and sp. events*
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 Roland J. Reichert, *mgr., oper.*
 Edmund Souhami, *mgr., personnel and legal*

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 Lewis S. Frost, *coordinator, regional network activities*
 Harold Kemp, *gen. prog. exec.*
 Karl Pearson, *mgr., radio prog.*
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 Oscar C. Turner, *mgr., personnel and labor rel.*
 Sheldon B. Hickox Jr., *dir., sta. rel.*
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England

Romney Wheeler
 National Broadcasting Co. Inc.
 2 Mansfield St., London W. 1, England

France

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

Japan-Korea

George Thomas Folster
 James G. Robinson
 Nikkatsu Bldg., Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan

Germany

Frank Bourgholtzer
 Press Center (American)
 APO 787, c/o FM
 New York, N. Y.

Rome

Merrill Mueller
 Second Piano Ap. Piazza Grazioli 5, Rome, Italy

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 David Adams, *staff vp.*
 Emanuel Sacks, *staff vp.*
 James Nelson, *staff asst.*
 Alfred R. Stern, *staff asst. to the pres.*

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 Richard J. Raburn Jr., *ch. accountant*
 Aaron Rubin, *mgr., budgets and financial evaluation*

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 William A. Clarke, *admin. asst.*
 Edward R. Cullen, *liaison eng.*
 Joseph D'Agostino, *liaison eng.*
 Raymond F. Guy, *dir., radio frequency eng.*
 George M. Nixon, *mgr., eng. dev.*
 Chester A. Rackey, *mgr., audio-video eng.*
 James Wood Jr., *mgr., tech. services*

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 Willard Frech, *cost accountant*
 Mildred Joy, *ch. librarian*
 Randall R. McMillin, *purchasing agent*
 William Burke Miller, *night exec. officer*
 J. Robert Myers, *mgr., traffic*
 Peter M. Tintle, *guest rel. mgr.*
 Albert Walker, *transportation mgr.*

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 Benjamin D. Raub, *sr. atty.*

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 William A. Williams, *asst. treas.*

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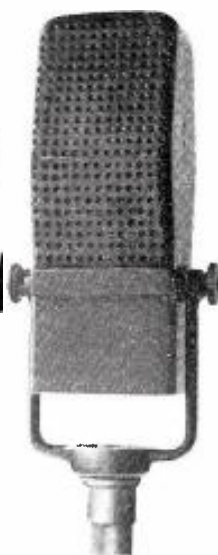
Harry F. McKeon, *dir., tax dept.*
 Thomas J. O'Connell, *mgr., tax dept.*

NBC RADIO NETWORK

	Gross Daytime Charges as of January 1, 1956		
	1 Hour	½ Hour	¼ Hour
Full Network of 194 Stations	\$14,448	\$8,705	\$5,803

The above charges are subject to dollar volume and annual continuity discounts. Regional networks are 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. Participation announcements in NBC designated programs, such as *Monitor* and *Weekday* are also available.

NETWORK OF THE YEAR



Think of radio in 1955—and you find you're thinking of NBC. That's what happened to the nation's Radio-TV editors when they came to take their annual poll*. They made it clearer than ever that NBC was the radio network of the year.

In 1956 NBC will continue proving to advertisers that Radio can supply them with audiences at costs no other media can match ... audiences won by the vigor of new programming concepts such as MONITOR and WEEKDAY, and the skills of the people who create and staff them.

NBC Radio has important plans for 1956, good for stations, for the radio audience, and for advertisers who seek more efficient ways to reach their markets. Keep your ears tuned to

NBC Radio Network
exciting things are happening on NBC

* Annual poll of Radio-TV Editors, Radio-TV Daily

- | | |
|--|---|
| <i>Man of the Year in Radio</i> | SYLVESTER L. "PAT" WEAVER
Chairman of the Board
National Broadcasting Co. |
| <i>Woman of the Year in Radio</i> | MARGARET TRUMAN. <i>Hostess, Weekday</i> |
| and NBC walked off with more than half the | awards in specific categories, for example: |
| <i>Best New Program Idea of the Year</i> | MONITOR |
| <i>Best Documentary Program</i> | BIOGRAPHIES IN SOUND |
| <i>Best Transcribed Service</i> | BIOGRAPHIES IN SOUND |
| <i>Best Dramatic Show</i> | NBC RADIO THEATER |
| <i>Best Musical Show</i> | TELEPHONE HOUR |
| <i>Best Quiz</i> | YOU BET YOUR LIFE |

RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza, New York 20, N. Y. Tel.: Columbus 5-5900
(For NBC listing see page 40)

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George L. Harrison
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Charles B. Jolliffe
Edward F. McGrady
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Dominic F. Schmit, *vp. product eng.*
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Douglas Y. Smith, *vp. and gen. mgr., Tube Div.*
Theodore A. Smith, *vp. and gen. mgr., defense electronic products*
Lindsey W. Teegarden, *vp. distribution*
James M. Toney, *vp. and gen. mgr., RCA Victor Radio and "Victrola" Div.*
Edward M. Tuft, *vp., personnel*
Albert F. Watters, *vp. and oper. mgr., RCA International Div.*
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George Y. Wheeler, II, *staff vp., Washington office*
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K. Zworykin, *honorary vp.*
John Q. Cannon, *sec.*
Walter S. Holmes Jr., *controller*
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Dr. I. Wolff, *vp., research*
Consumer Products
Robert A. Seidel, *exec. vp.*

RCA VICTOR TELEVISION DIVISION

Cherry Hill, Delaware Tp., Camden 8, N. J.
Charles P. Baxter, *vp. and gen. mgr.*
RCA Victor Radio and "Victrola" Division
Cherry Hill, Delaware Tp., Camden 8, N. J.
James M. Toney, *vp. and gen. mgr.*

RCA Victor Record Division

155 East 24th St., New York 10, N. Y.
Emanuel Sacks, *vp. and gen. mgr.*
Lawrence W. Kanaga, *vp. and opr. mgr.*
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Bloomington, Ind., 1300 S. Rogers St., tv receivers
Cambridge, Ohio, record players, receiver parts, tape recorders
Canonsburg, Pa., Adams Ave., radio receivers, "Victrola" phonographs
Hollywood, Calif., 1016 N. Sycamore Ave., custom record pressing, film recording
Indianapolis, Ind., 501 N. LaSalle St., tv receivers, phonograph records
Monticello, Ind., Box 242 Hanawalt Rd., tv cabinets
Rockaway, N. J., phonograph records
Electronic Components
W. Walter Watts, *exec. vp.*

RCA Tube Division

415 South Fifth St., Harrison, N. J.
Douglas Y. Smith, *vp. and gen. mgr.*
RCA Semiconductor Division
415 South Fifth Street, Harrison, N. J.
Dr. Alan M. Glover, *gen. mgr.*
Radiomarine Corp. of America
75 Varick St., New York 13, N. Y.
Thomas P. Wynkoop, *pres.*
George F. Shecklin, *exec. vp.*

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Findlay, Ohio, Box 246, Fostoria Rd., electronic component parts
Harrison, N. J., 415 South Fifth St., electron receiving tubes and transistors
Indianapolis, Ind., 501 North LaSalle St., electronic receiving tubes
Lancaster, Pa., Box 1140, New Holland Pike, Kinescopes, power tubes, tv camera and special purpose tubes
Marion, Ind., 3301 South Adams St., kinescope and luminescent powder
New York, N. Y., 75 Varick St., marine radio communications equip. and electronic navigational devices
Somerville, N. J., semi-conductors (to open in 1956)
Woodbridge, N. J., electron receiving tubes
RCA DEFENSE ELECTRONIC PRODUCTS
Front & Cooper Sts., Camden, N. J.
T. A. Smith, *vp. and gen. mgr.*
DEFENSE ELECTRONIC PRODUCTS MANUFACTURING PLANTS
Camden, N. J., Front and Cooper Sts., gov't communications and special equip.

Los Angeles, Calif., 11819 W. Olympic Blvd., gov't communications equip.
Moorestown, N. J., Marne Hwy., aviation, radar and spec. government equip.

RCA COMMERCIAL ELECTRONIC PRODUCTS
Front and Cooper Sts., Camden, N. J.
A. L. Malcarney, *gen. mgr.*

COMMERCIAL ELECTRONIC PRODUCTS MANUFACTURING PLANTS

Camden, N. J., Front and Cooper St., communications equip., broadcasting, theatre, sound and industrial equip., tv apparatus
Detroit, Mich., 6545 St. Antoine St., film projectors

SALES AND SERVICE

Charles M. Odorizzi, *exec. vp.*

RCA INTERNATIONAL DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Meade Brunet, *vp. and mgng. dir.*
Albert W. Watters, *vp. and opr. mgr.*
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RCA of Australia, Pty., Ltd., in Sydney
RCA Victor Radio, S.A., in Rio de Janeiro
RCA Victor Company, Ltd., in Montreal
Corporacion de Radio de Chile, in Santiago
RCA Photophone, Ltd., in London
American Radio Television (Hellas) S.A., in Athens
Photophone Equipments Ltd., in Bombay
RCA Italiana, S. p. a., in Rome
RCA Victor Mexicana, S.A. de C.V., in Mexico City
Industria Electronica, S.A., in Madrid
American Electronic Enterprises Ltd. in Tokyo
Radio Fernseh Elektro G.m.b.H. in Frankfurt/Main
Laboratories RCA Ltd., in Zurich

RCA COMMUNICATIONS INC.

66 Broad St., New York City
Telephone Hanover 2-1811
Thompson H. Mitchell, *pres.*

RCA Service Company Inc.

Cherry Hill, Delaware Tp., Camden 8, N. J.
E. C. Cahill, *pres.*

RCA VICTOR DISTRIBUTING CORP.

1186 Merchandise Mart Plaza
Chicago 54, Ill.
W. M. Norton, *pres.*

Distribution Offices

Buffalo 25, N. Y., 180 New Walden Ave.
Chicago 32, Ill., 5050 S. Kedzie Ave.
Davenport, Iowa, 1235 W. Fifth St.
Detroit 4, Mich., 7400 Intervale Ave.
Grand Rapids, Mich., 900 N. Monroe St.
Kansas City 15, Kan., Fairfax and Funston Roads
Los Angeles 7, Calif., 2027 S. Figueroa St.
Wichita, Kan., Lincoln and Meade Sts. (Branch)

RCA Institutes Inc.

350 West 4th St., New York 14, N. Y.
George F. Maedel, *pres.*
RCA Exhibition Hall
40 West 49th St., New York, N. Y.
H. P. O'Brien, *mgr.*

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

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Cooper, Thomas H. Do., ahue, Annie N. Hunting, Hugh B. Hutchison, H. Gifford Irion, Herbert Sharfman and Elizabeth C. Smith.

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Litigation Division

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A NATIONAL ASSOCIATION

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OF ALL DAYTIME & LIMITED TIME STATIONS

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KGAF, Gainesville, Texas

PRINCIPAL OBJECTIVES

1. Seek fixed hours daily the year-round for Daytime stations: 5:00 AM to 7:00 PM daily.
2. Limit interference-free primary contour protection for ALL stations to .5 millivolt per meter daytime.
3. Represent the interests of Daytime and Limited stations so that the broadcast services of "Daytimers" can more adequately serve in the public interest.

Better Radio Service to the Public by Constant Hours for "Daytimers" - 5 A.M. to 7 P.M. Daily

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Feb. 23, 1927—July 10, 1934

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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 8, 1927 (Deceased)
- Sam Pickard, 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. Prall, 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, Utah
October 14, 1952—April 15, 1953 (Recess Appointed)
- Paul Atlee Walker, Oklahoma
July 11, 1934—June 30, 1953
- George Edward Sterling, Maine
January 2, 1948—September 30, 1954
- Frieda Barkin Hennock, New York
July 6, 1948—June 30, 1955

Frequency Allocation and Treaty Division

ALBERT L. MCINTOSH, chief, Rm. 7509. Engrs.: William Bradley, Charles A. Brooks, Merle E. Glunt, Thomas L. Heron, Saul M. Myers, William L. North, Emile Reniere, George Stelzenmuller, Robert L. Tosch, William H. Watkins and Sydney Lines.

Laboratory Division

EDWARD W. CHAPIN, chief, Office: Laurel, Md. Telephone: Parkway 5-1585. Engrs.: Albert Craig, Andrew R. Gabor, Joseph Hanyok, John E. Knight, L. C. Middlekamp, Milton Mobley, Willmar Roberts and Everett Shinn.

Technical Research Division

WILLIAM C. BOESE, chief, Rm. 7506. Arnold Skirvseth, asst. chief. Engrs.: Jack Darnell, 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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MARY JANE MORRIS, sec. Rm. 6149. William P. Massing, asst. sec. Dockets Division—Jessie R. Blaine, chief, Rm. 7406. Ben Waple, asst. chief. Minutes Division—Annette E. Hutterly, chief, Rm. 6526. Library Division—Helen A. Clark, chief, Rm. 2334. Technical Assistance Division—Gordon Kent, chief, Rm. 1703, Temporary T. Bldg. International Telecommunications Settlements Division—Charlotte S. Smith, chief, Rm. 6233. Mail and Files Division—Mary E. Sprague, chief, Rm. 7226. Messenger Branch—J. W. Brown, chief, Rm. 7202.

Safety and Special Radio Services Bureau

CURTIS E. PLUMMER, chief, Rm. 6349. Joseph M. Kittner, asst. chief.

Common Carrier Bureau

HAROLD C. COWGILL, chief, Rm. 7119. Curtis M. Bushnell, asst. chief. Office of Accounting Systems—John J. Nordberg, chief, Rm. 7134. Leslie A. Henderson, asst. chief.

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ROBERT W. COX, exec. officer, Rm. 1202. Richard Solan, admin. asst. Organization and Methods Division—Eric G. Stewart, planning officer, Rm. 7102. Walter S. Davis, records officer, Rm. 7416. Personnel Division—Gilbert H. Hatfield, personnel officer, Rm. 1204. Administrative Services Division—Paul H. Sheehy, chief, Rm. 6148.

Office of the Chief Engineer

EDWARD W. ALLEN JR., ch. eng., Rm. 7515. Virgil R. Simpson, asst. ch. eng. John O. Willoughby, asst. to ch. eng.

CONELRAD

RALPH J. RENTON, U. S. sup., Rm. 7516. Ernest C. Thelemann and Robert D. Linx, field sup. Engrs.: Carl A. Johnson, 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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Public Reference Room

For Am, Fm and Tv Dockets and Files
Rm. 7013. George N. Timcoe, Joseph Jackson, James Martin.

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
Emery H. Lee Region #1	954 Federal Bldg. 641 Washington St. New York 14, N. Y. Tel.: Watkins 4-1000, Ex. 385. Sun. & Hol. Watkins 4-1002	1, 2, 3, 4, 5, 20 and 24 Laurel, Md. Millis, Mass. Searsport, Me.
Paul H. Herndon Jr. Region #2	718 Atlanta National Bldg. 50 Whitehall St., S.W. Atlanta 3, Georgia Walnut 4121, Ex. 185 (night phone Walnut 1662)	6, 7, 8, 9, 10 and 22 Powder Springs, Ga. Ft. Lauderdale, Fla. Muskogee, Okla. Kingsville, Tex.
Joe H. McKinney Region #3	323-A Customhouse San Francisco 26, Calif. Tel.: Yukon 6-4141	11, 12 and 15 Livermore, Calif. Santa Ana, Calif.
Geo. V. Wiltse Region #4	802 Federal Office Bldg. Seattle 4, Wash. Tel.: Mutual 3-300, Ex. 448, 449 and 450	13, 14 and 23 Portland, Ore. Spokane, Wash. Twin Falls, Idaho Fairbanks and Anchorage, Alaska
Lee R. Dawson Region #5	P.O. Box 1142 Lanikai, Oahu, Hawaii Tel.: Kailua 611, Local 72445	21 Lanikai, Oahu, Hawaii
Wm. J. McDonell Region #6	832 U. S. Courthouse Chicago 4, Illinois Tel. Harrison 7-4700, Ex. 557	16, 17, 18 and 19 Chillicothe, Ohio Grand Island, Neb. Allegan, Mich.

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 400 McCawley Bldg. 400 E. Lombard St. Edward Bennett Engineer in Charge Room 402, Federal Bldg. W. D. Johnson Engineer in Charge 718 Atlanta National Bldg. 50 Whitehall St., S.W.	Philadelphia 6, Pa. Tel. Market 7-6000 Ext. 137, 138, 139 Baltimore 2, Md. Tel. Plaza 2-8460 Ext. 816, 817
3		Norfolk 10, Virginia Tel. Madison 2-4963
4		Atlanta 3, Georgia Tel. Walnut 4121 Ext. 185 (night phone Walnut 1662)

Sub-Office	Andrew R. Bahlay Radio Engineer P.O. Box 77 Room 214 Post Office Bldg. Arthur S. Fish Engineer in Charge P.O. Box 150 (312 Federal Bldg.) Chalmers H. Neeb Radio Engineer 409-410 Post Office Bldg. Alfred L. Ritter Engineer in Charge 608 Federal Office Bldg. 600 South St. Geo. E. Franklin Radio Engineer 419 U. S. Courthouse & Customhouse Louis L. McCabe Engineer in Charge 324 U. S. Appraisers Bldg. 7300 Wingate St. Eric D. Coburn Radio Engineer P.O. Box 1527 Gerald M. Howard 500 U. S. Terminal Annex Bldg. Engineer in Charge P.O. Box 5238 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 Francis V. Sloan Engineer in Charge 323-A Customhouse Joseph H. Hallock 433 New U. S. Courthouse 620 S. W. Main St. Herbert H. Arlowe Engineer in Charge 802 Federal Office Bldg. William E. Clynne Engineer in Charge 521 New Customhouse 19th bet. California & Stout Sts. Donald A. Murray Engineer in Charge 208 Uptown P.O. & Federal Courts Bldg. 5th & Washington Sts.	Savannah, Georgia Tel. 2-7602
7		Miami 1, Florida Tel. 9-3900
8		Tampa 2, Florida Tel. 2-1773
9		New Orleans 12, La. Tel. Express 2411 Ext. 594
10		Mobile 10, Alabama Tel. 2-3641
11		Houston 11, Texas Tel. Woodcrest 1906
12		Beaumont, Texas Tel. 28141
13		Dallas 22, Texas Tel. Sterling 5611, Ext. 643, 644
14		Los Angeles 12, Calif. Tel. Madison 7411, Ext. 631
15		San Diego 1, Calif. Tel. Belmont 4-6211 Ext. 383 San Pedro, Calif. Tel. Terminal 22389
16		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
		St. Paul 2, Minn. Tel. Capitol 2-8011 Ext. 261

17	Harold T. Gallaher Engineer in Charge 3100 Federal Office Bldg. 911 Walnut St.	Kansas City 6E, Mo. Tel. Baltimore 7000 Ext. 8-253	22	Arthur T. Cline Jr. Engineer in Charge P.O. Box 2987 322-323 Federal Bldg.	San Juan 13, P. R. Tel. 2-4562
18	H. D. Hayes Engineer in Charge 326 U.S. Courthouse 219 South Clark St.	Chicago 4, Ill. Tel. Harrison 7-4700 Ext. 275	23	Harold D. DeVoe Radio Engineer P.O. Box 644 U.S. P.O. & Courthouse Bldg.	Anchorage, Alaska Tel.: 25501
19	Edwin S. Heiser Engineer in Charge 1028 New Federal Bldg.	Detroit 26, Mich. Tel. Woodward 3-9330 Ext. 441, 442	Sub-Office	Hal S. Weidner Engineer in Charge P.O. Box 1421 6 Shattuck Bldg.	Juneau, Alaska Tel. 721
20	Paul A. Holloway Engineer in Charge 328 Post Office Bldg.	Buffalo 3, N. Y. Tel. Washington 1744			
21	Paul R. Fenner Engineer in Charge 502 Federal Bldg.	Honolulu 1, Hawaii Tel. 5-2931, Ext. 260	24	Alfred H. Kleist Engineer in Charge 415 22d St., N.W.	Washington 25, D. C. Tel. Executive 3-3620 Ext. 229

STATE ASSOCIATIONS OF BROADCASTERS

Alabama Broadcasters Assn.

P. O. Box 477, University, Ala. Founded in 1946; meetings March and Oct.; elections March; no. of members 71. Officers: Richard B. Biddle, WOWO Florence, pres.; Julian C. Smith, WAGF Dothan, vp.; William H. Miller, WGYV Greenville, sec.-treas.

Arizona Broadcasters Assn.

Founded in 1952; meetings Jan.; elections Jan.; no. of members 22. Officers: Lee Little, KTUC Tucson, pres.; Carlos Montano, KNOC Nogales, vp.; Howard Loeb, KRIZ Phoenix, sec.-treas.

Arkansas Broadcasters Assn.

c/o pres. or sec. Founded 1948; meetings March and Sept.; elections in March; no. of members 45. Officers: L. B. Tooley, KXAR Hope, pres.; Melvin Spann, KWAK Stuttgart, vp.; Adrian White, KPOC Pochontas, sec.-treas.

California State Radio & Television Broadcasters Assn.

c/o pres. or sec. Founded 1947; meetings Nov.; no. of members 78. Officers: Philip G. Lasky, KPIX (TV) San Francisco, pres.; Franke Burke, KFVD Los Angeles, vp.; Gene De Young, KERO Bakersfield, sec.-treas.

Colorado Broadcasters & Telecasters Assn.

c/o pres. or sec. Founded in 1950; meetings semi-annual; elections June; no. of members 40. Officers: Elwood Meyer, KYOU Greeley, pres.; E. M. Cooper, KCRT Trinidad, vp.; Phil Hoffman, KLZ Denver, sec.-treas. T. Ellsworth Stepp, executive secretary.

Connecticut Broadcasters Assn.

c/o pres. Founded in 1954; meetings and elections March; no. of members 30. Officers: J. Maxlin Ryder, WERY Waterbury, pres.; Aldo de Dominicis, WNHG New Haven, vp.; Walter B. Haase, WDRG Hartford, sec.-treas.

Florida Assn. of Broadcasters

c/o pres. or sec. Founded in 1936; meetings May-June and Nov.; elections in May-June; no. of members 83. Officers: Harold P. Danforth, WDBO Orlando, pres.; H. Dennison Parker, WTAN Clearwater, 1st vp.; John H. Phipps, WTAL Tallahassee, 2d vp.; Guy Hamilton WTY5 Marianna, sec.-treas.

Georgia Assn. of Broadcasters

c/o pres. or sec. Founded 1935; meetings Aug., last weekend Jan.; elections by mail after Jan. meeting; no. of members 56. Officers: Glen C. Jackson, WAGA Atlanta, pres.; L. H. Christian, WRFC Athens, vp.; W. N. Morris, WMLT Dublin, sec.-treas.

Hawaiian Assn. of Radio & Television Broadcasters
P. O. Box 1380, Honolulu, T. H. Founded in 1952; meetings on call; elections in May, no. of members 18. Officers: Ezra J. Crane, KMVI Wailuku, Maui, pres.; William Paine, KGU Honolulu, vp.; Mel Wright, KGMB-TV Honolulu, sec.-treas.

Idaho Broadcasters Assn.

c/o pres. or sec. Founded 1951; meetings spring and fall; elections in fall; no. of members 25. Officers: Clair Hull, KCID Caldwell, pres.; C. N. Layne, KID Idaho Falls, vp.; K. Clark, KBAR Burley, sec.-treas.

Illinois Broadcasters Assn.

c/o pres. or sec. Founded 1948; meetings March and Oct.; elections Oct.; no. of members 65. Officers: Joe Bonansinga, WGMQ Quincy, pres.; George Biggar, WLBK DeKalb, vp.; Charles Cook, WJPF Heroin, sec.-treas.

Indiana Broadcasters Assn.

c/o pres. or sec. Founded 1948; meetings March and elections March; no. of members 53. Officers: Edward G. Thoms, WKJG Fort Wayne, pres.; William C. Smith Jr., WBIN Bedford, vp. (am); E. M. Jackson, WCNB Connorsville, vp. (fm); Don Burton, WLBC-TV Muncie, vp. (tv); Joseph Higgins, WTHI Terre Haute, sec.-treas.

Iowa Broadcasters Assn.

c/o pres. or sec. Founded 1951; meetings semi-annually; elections annually; no. of members 39. Officers: Walter Teich, KOEL Oelwein, pres.; Anthony J. Koelker, KMA Shenandoah, vp.; Arthur A. Skinner, KASI Ames, sec.-treas.

Kansas Assn. of Radio Broadcasters

c/o pres. Founded 1951; meetings April-May; elections April-May; no. of members 40. Officers: Robert Wells, KIUL Garden City, pres.; Robert Schmidt, KAYS Hays, vp.; Arden Booth, KWLN Lawrence, sec.-treas.

Kentucky Broadcasters Assn.

c/o Hugh O. Potter, P. O. Box 536, Owensboro. Founded 1945; meetings Oct. and March; elections Oct.; no. of members 57. Officers: Gilmore Nunn, WLAP Lexington, pres.; Arthur Ellerman, WZIP Covington, 1st vp.; R. B. Helms, WHLN Harlan, 2d vp.; Hugh O. Potter, WOMI Owensboro, sec.-treas.

Louisiana Assn. of Broadcasters

P. O. Box 378, Baton Rouge. Founded 1945; meetings spring and fall; elections fall; no. of members 45. Officers: Edgar B. Stern Jr., WDSU New Orleans, pres.; Robert Earle, WIBR Baton Rouge, vp.; Clarence E. Faulk, KRUS Ruston, sec.-treas.; Rolfe H. McCollister, 203 Triad Bldg., Baton Rouge, exec. sec.

Maine Radio & TV Broadcasters Assn.

c/o pres. Founded 1947; meetings and elections Nov.; no. of members 21. Officers: Harold D. Glidden, WAGM Presque Isle, pres.; Bill Rines, WCHS-TV Portland, vp.; Norman Gallant, WFAU Augusta, sec.-treas.

Maryland-D. C. Radio & Television Broadcasters Assn.

c/o pres. Founded 1951; meetings June and Nov.; elections in Nov.; no. of members 46. Officers: Ben Strouse, WWDC Washington, pres.; William Paulsgrove, WJEL Hagerstown, vp.; Robert Cochran, WMAR-TV Baltimore, sec.-treas.

Massachusetts Broadcasters Assn.

c/o pres. Founded 1954; meetings and elections in fall; no. of members 36. Officers: Harvey J. Struthers, WEEI Boston, pres.; Herbert L. Krueger, WTAG Worcester, vp.; George H. Baspert, WCCM Lawrence, treas.; Sherwood J. Tarlow, WHIL Medford, sec.

Michigan Assn. of Broadcasters

c/o pres. or sec. Founded 1948; meetings June and Sept.; elections Sept.; no. of members 88. Officers: Carl E. Lee, WKZO Kalamazoo, pres.; Sibley Moore, WJR Detroit, vp.; Howard H. Wolfe, WKNX Saginaw, sec.-treas.

Minnesota Assn. of Broadcasters

c/o pres. Founded 1946; meetings and elections Sept.; no. of members 30. Officers: C. T. Hagman, WDGW Minneapolis, pres.; Lee L. Whiting, KEYD Minneapolis, vp.; Manny Marget, KVXO Moorehead, sec.-treas.

Mississippi Broadcasters Assn.

c/o pres. Founded 1942; meetings and elections March or April; no. of members 52. Officers: Ed Wilkerson, WSLI Jackson, pres.; Ray Butterfield, WLOX Bogalusa, vp.; Granville Walters, WAML Laurel, sec.-treas.

Missouri Broadcasters Assn.

c/o pres. Founded 1948; meetings April and Aug.; elections Aug.; no. of members 53. Officers: C. L. Thomas, KXOK St. Louis, pres.; Earl Dougherty, KXEO Mexico, vp.; Bruce Barrington, WEW St. Louis, sec.-treas.

Montana Radio Stations Inc.

c/o pres. Founded 1949; meetings and elections Sept.; no. of members 26. Officers: J. P. Wilkins, KFBB-TV Great Falls, pres.; A. J. Mosby, KGVO-TV Missoula, vp.; Charlotte H. Brader, KOJM Havre, sec.-treas.

Nebraska Broadcasting Assn.

c/o pres. Founded 1934; meetings and elections May 1; no. of members 28. Officers: Gene Ackerley, KCOW Alliance, pres.; Virgil Sharp, KOWH Omaha, vp.; Gordon Pentz, KWBE Beatrice, sec.-treas.

Nevada State Broadcasters Assn.

c/o pres. Founded 1949; meetings as called; elections yearly; no. of members 12. Officers: H. G. Wells, KOLO Reno, pres.; Tom Ivory, KLAS Las Vegas, vp.; Bob Stoddard, KATO Reno, sec.-treas.

New Hampshire Assn. of Broadcasting

c/o pres. or sec. Founded 1954; meetings and elections Sept.; no. of members 10. Officers: Frank E. Estes, WKNE Keene, pres.; A. J. K. Mallin, WNHK Rochester, vp.; Warren Jounay, WKBR Manchester, sec.-treas.

New Jersey Broadcasters Assn.

c/o pres. Founded 1947; meetings 2d week May and Oct.; elections Oct.; no. of members 21. Officers:

Gordon Giffen, WKDN Camden, pres.; Jerome P. McCarthy, WTOA (FM) Trenton, vp.; John G. Struckell, WOND Atlantic City, sec.-treas.

New Mexico Broadcasters Assn.

c/o pres. Founded 1952; meetings Sept. and March; elections March; no. of members 30. Officers: W. Lloyd Hawkins, KHOB Hobbs, pres.; Wayne Phelps, KOAT Albuquerque, vp.; Bert Arnold, KABQ Albuquerque, treas.

New York State Assn. of Radio & Television Broadcasters

c/o pres. or sec. Founded 1953; meetings April and fall; elections fall; no. of members 80. Officers: Michael R. Hanna, WHCU Ithaca, pres.; Bill Doerr, WEBR Buffalo, 1st vp.; Gordon Gray, WOR New York, 2d vp.; George Dunham, WNEF Binghamton, treas.; W. Stewart Elliott, WIBX Utica, sec.

North Carolina Assn. of Broadcasters

c/o pres. or sec. Founded 1932; meetings June and Nov.; elections Nov.; no. of members 100. Officers: Allen Wannamaker, WBIG Greensboro, pres.; Edmond H. Smith, WIRC Hickory, vp.; Cecil B. Hoskins, WWNC Asheville, sec.-treas.

North Dakota Broadcasters Assn.

c/o pres. Founded 1953; meetings and elections 2d wk. Oct.; no. of members 15. Officers: Jack Dunn, WDAY Fargo, pres.; Leslie Kieven, KNDC Hettinger, vp.; Les Mauplin, KLPM Minot, sec.-treas.

Ohio Assn. of Radio & Television Broadcasters

c/o pres. or sec. Founded 1931; meetings March and Oct.; elections March; no. of members 86. Officers: Herbert E. Evans, WRFD Worthington, pres.; Paul Braden, WFFB Middletown, vp. (radio); J. L. Bowden, WKBN-TV Youngstown, vp. (tv); Carlton Dargusch Jr., 33 N. High St., Columbus, sec.-treas.

Oklahoma Assn. of Broadcasters

c/o pres. or sec. Meetings and elections Jan.; no. of members 42. Officers: Frank S. Lane, KRMG Tulsa, pres.; T. M. Raburn Jr., KGYN Guymon, vp.; Pat Murphy, KCRC Enid, sec.-treas.

Oregon State Broadcasters Assn.

c/o R. E. Summers, mgr., Journalism Bldg., U. of Oregon, Eugene. Founded 1940; meetings semi-annual; elections Feb.; no. of members 46. Officers: Paul Walden, KODL The Dalles, pres.; R. D. Holmes, KAST Astoria, vp.; Mrs. Iris Hellwell, KRXL Roseburg, sec.-treas.

Pennsylvania Assn. of Broadcasters

c/o P. O. Box 64, Harrisburg. Founded 1922; meetings and elections April; no. of members 112. Officers: Joseph T. Connolly, WCAU Philadelphia, pres.; Thomas B. Price, WBPV Beaver Falls, vp.; Roy E. Morgan, WILK Wilkes-Barre, vp.; J. Wright Mackey, WRAC Williamsport, sec.; Thomas W. Metzger, WMRF Lewistown, treas.

Puerto Rican Assn. of Broadcasters

Box 4504, San Juan, Puerto Rico. Founded 1947; meetings 2d Mon. of each month; elections 2d Wed. of July; no. of members 19. Officers: Angel Ramos, WKAQ San Juan, pres.; Juan Piza, WNEL San Juan, vp.; Frederico E. Virella, WVJP Caguas, sec.; Gustavo Diaz, WENA Bayamon, treas.

Rhode Island Radio & Television Broadcasters Assn.

c/o pres. Founded 1953; meetings 1st Mon. each month; elections June; no. of members 11. Officers: H. William Koster, WGAN Providence, pres.; Milton Mitler, WADK Newport, vp.; E. James McEhane Jr., WNET (TV) Providence, sec.-treas.

South Carolina Radio & Television Broadcasters Assn.

c/o pres. or sec. Founded 1947; meetings Jan. and July; elections Jan.; no. of members 52. Officers: Frank Best, WDXB Orangeburg, pres.; W. Ennis Bray, WJAN Spartanburg, vp.; T. Doug Youngblood, WFIG Sumter, sec.-treas.

South Dakota Broadcasters Assn.

c/o U. of South Dakota, Vermillion. Founded 1947; meetings and elections annual; no. of members 15. Officers: Ray Eppel, KORN Mitchell, pres.; Byron McIlhigott, KSDN Aberdeen, vp.; Jim Slack, KUSD Vermillion, sec.-treas.

Southern California Broadcasters Assn.
c/o 6047 Hollywood Blvd., Hollywood 28. Officers: Norman Ostby, KHJ Los Angeles, pres.; Lloyd Sigmon, KMPC Hollywood, vp.; Thelma Kirchner, KCFJ Hollywood, treas.; Howard Gray, KGIL San Fernando, sec.; Frank W. Crane, mgng. dir.

Tennessee Assn. of Broadcasters
c/o pres. or sec. Founded 1948; meetings Nov.-Dec. and May-June; elections Nov.-Dec.; no. of members 46. Officers: Frank Corbett, WGAP Maryville, pres.; Carter Parham, WDEF-AM-TV Chattanooga, vp.; Jim Dick, WIVK Knoxville, sec.-treas.

Texas Assn. of Broadcasters
c/o 520 Capital Natl. Bank Bldg., Austin. Founded 1951; meetings spring, fall; elections fall; no. of members 125. Officers: Richman Lewin, KTRE Lufkin, pres.; Barney Ogle, KRGV Weslaco, vp.; Dave Morris, KNUZ Houston, sec.-treas.

Utah Broadcasters Assn.
c/o pres. Founded 1951; meetings Jan. and June;

elections Jan.; no. of members 19. Officers: E. M. Halliday, KSL Salt Lake City, pres.; George C. Hatch, KALL Salt Lake City, vp.; Arch Webb, KVOG Ogden, sec.-treas.

Vermont Assn. of Radio & Television Broadcasters
c/o sec. Founded 1954; meetings quarterly; elections July; no. of members 14. Officers: Al Spokes, WJOY Burlington, pres.; J. Gordon Keyworth, WFTN Bennington, vp.; Frank Baich, WJOY Burlington, clerk-sec.; Craig S. Parker, WDEV Waterbury, treas.

Virginia Assn. of Broadcasters
c/o pres. Founded 1947; meetings and elections May-June; no. of members 59. Officers: John L. Cole Jr., WHLF South Boston, pres.; Emerson J. Pryor, WDVA Danville, vp.; Kenneth Gordon, WFTR Front Royal, sec.-treas.

Washington State Assn. of Broadcasters
c/o pres. Founded 1935; meetings March and Sept.; elections March; no. of members 44. Officers: J. Elroy McCaw, KTVW (TV) Tacoma, pres.; James A.

Murphy, KIT Yakima, vp.; Allen Miller, KWSC Pullman, sec.-treas.

West Virginia Broadcasters Assn.
c/o sec. Founded 1948; meetings spring and fall; elections spring; no. of members 34. Officers: Paul J. Miller, WVVA Wheeling, pres.; A. G. Ferrise, WMMN Fairmont, vp.; Virginia Cooper, WJLS Beckley, sec.-treas.

Wisconsin Broadcasters Assn.
c/o exec. sec. Founded 1928; meetings and elections 1st Tues. in Oct.; no. of members 48. Officers: Ben Hovel, WKOW Madison, pres.; Robert Bodden, WSWW Platteville, vp.; Don Wirth, WNAM Neenah, sec.; Mig Figi, WAUX Waukesha, treas.; Edwin Conrad, exec. sec.

Wyoming Assn. of Radio & Television Broadcasters
c/o sec. Founded 1955; meetings, elections between April-July; no. of members 16. Officers: Donald L. Hathaway, KSPR Casper, pres.; James Carroll, KWYO Sheridan, vp.; Jack L. Breece, KOVE Lander, treas.; William C. Grove, KFBC Cheyenne, sec.

GOVERNMENT AGENCIES DEALING WITH RADIO

(All Washington, D. C. addresses unless otherwise specified. • Complete FCC listing on page 42.)

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. Wilton B. Persons (Congressional liaison); Secretary to the Cabinet, Maxwell M. Rabb; Special Assistant to the President, Dillon Anderson; Administrative Assistants to the President, Gabriel Hauge, Bryce N. Harlowe, I. Jack Martin, Howard Fyle, Fred A. Seaton; Appointment Secretary to the President, Bernard M. Shanley; Press Secretary to the President, James C. Hagerty; Assistant Press Secretary to the President, Murray Snyder; Special Counsel to the President, Gerald D. Morgan.

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O	O	N	N	O	O	W	W
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MARKET DATA BY COUNTIES

County	Population		Radio		Retail Sales		Food Sales		Drug Sales		Passenger		County	Population		Radio		Retail Sales		Food Sales		Drug Sales		Passenger	
	1950	July 1955	Families	1954(\$000)	1954(\$000)	1954(\$000)	1954(\$000)	1954(\$000)	Cars	1955	1950	July 1955		Families	1954(\$000)	1954(\$000)	1954(\$000)	1954(\$000)	1954(\$000)	Cars	1955				
Autauga	18,186		3,900	\$ 5,650	\$ 2,406	\$ 181	3,308	Jackson	38,998	8,700	15,744	3,244	382	6,795											
Baldwin	40,997		11,200	30,737	8,792	949	13,929	Jefferson	558,925	167,800	583,146	142,449	14,706	153,529											
Barbour	28,892		6,300	10,680	3,267	305	4,208	Lamar	16,441	3,800	4,731	1,330	136	3,145											
Bibb	17,987		3,900	6,824	2,659	130	2,647	Lauderdale	54,179	14,700	39,143	9,080	1,054	14,945											
Blount	28,975		7,100	11,272	3,201	232	4,641	Lawrence	27,128	6,200	6,527	2,371	281	3,684											
Bullock	16,054		3,300	4,137	1,245	146	1,819	Lee	45,073	11,000	25,381	7,280	971	8,957											
Butler	29,228		6,400	13,712	3,728	324	5,001	Limestone	35,786	8,300	18,026	4,984	482	6,896											
Calhoun	79,539		21,900	69,219	20,266	2,074	24,765	Lowndes	18,018	3,300	5,011	1,082	32	1,824											
Chambers	39,528		9,600	11,363	3,907	625	8,769	Macon	30,561	6,400	9,058	3,183	227	4,100											
Cherokee	17,634		3,800	4,891	1,256	98	3,900	Madison	72,903	18,900	56,028	11,878	1,255	20,780											
Chilton	28,922		6,500	10,601	2,884	331	5,105	Marion	29,494	6,400	13,881	3,121	340	3,639											
Choctaw	19,152		4,000	4,706	1,029	54	2,361	Marion	27,264	6,600	11,400	3,121	273	4,954											
Clarke	26,548		6,200	19,591	2,723	443	4,859	Marshall	45,090	11,600	34,132	7,029	927	11,430											
Clay	13,929		3,000	5,282	1,648	202	2,891	Mobile	231,105	71,500	221,984	58,890	10,212	69,155											
Cleburne	11,904		2,700	4,498	1,518	88	2,611	Monroe	25,732	5,300	13,611	3,543	245	4,002											
Coffee	30,720		7,100	12,502	3,806	377	7,188	Montgomery	138,965	40,800	144,659	31,230	3,891	42,364											
Colbert	39,561		10,600	31,612	9,165	1,021	12,027	Morgan	56,924	14,300	44,126	12,166	925	12,725											
Conecuh	21,776		4,300	6,686	1,996	144	2,616	Perry	20,439	3,900	7,589	1,789	204	2,421											
Coosa	11,766		2,500	3,126	1,244	104	2,264	Pickens	24,349	5,000	9,975	2,483	276	3,725											
Covington	40,373		10,000	21,788	6,370	798	10,824	Pike	30,608	7,100	14,694	4,170	525	5,212											
Crenshaw	18,981		4,300	7,554	1,988	140	2,893	Randolph	22,513	5,000	8,917	2,806	186	4,166											
Cullman	49,046		11,700	21,973	6,653	580	10,623	Russell	40,364	10,000	11,218	3,724	319	9,421											
Dale	20,628		4,800	7,979	3,326	346	5,510	St. Clair	26,887	6,400	10,775	3,971	369	5,502											
Dallas	56,270		13,500	35,154	8,612	1,133	11,358	Shelby	30,362	7,400	12,274	5,544	328	6,191											
De Kalb	45,048		11,100	18,123	4,755	394	9,045	Sumter	23,610	4,900	7,925	1,428	134	3,378											
Elmore	31,849		7,100	13,819	4,623	427	6,889	Talladega	63,639	15,900	38,445	12,276	1,126	13,787											
Escambia	31,443		7,300	26,227	6,415	633	8,576	Tallapoosa	35,074	8,400	18,547	5,504	766	7,960											
Etowah	93,892		27,400	74,917	19,804	2,060	26,740	Tuscaloosa	94,092	23,300	61,830	17,308	2,259	21,574											
Fayette	19,388		4,300	8,541	2,089	172	3,807	Walker	63,769	15,300	29,424	11,037	714	11,688											
Franklin	25,705		6,200	14,071	3,947	382	5,275	Washington	15,612	3,200	4,440	1,586	30	2,478											
Geneva	25,899		6,000	13,842	2,930	375	5,099	Wilcox	23,476	4,500	5,893	1,508	80	1,999											
Greene	16,482		3,200	6,542	1,391	157	1,741	Winston	18,250	4,200	5,772	1,431	168	3,158											
Hale	20,832		4,300	7,003	1,900	209	2,449	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.																	
Henry	18,974		3,700	6,829	1,402	204	3,712																		
Houston	46,322		11,800	43,346	9,485	1,110	12,516																		

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Exec. Abbreviations
ALBERTSVILLE (Marshall County)								
WAVU 1948			630 500-D		Sand Mt. Bestg. Co. P. O. Box 250 830	Aia. Community	Pat M. Courington, p. gm	R. B. Taber, cm Bill Hagler, pd, nd
WAVU-FM 1949			Ch. 286 (B) 105.1mc 4.5kw					
ALEXANDER CITY (Tallapoosa County)								
WRFS 1947			1050 1,000-D		Piedmont Service Corp. 138 Main St. Adams 4-2566	Sears & Ayer	James L. Coley, p Jim Whately, gm, cm	Charles H. Whately, pmm, ce Carroll Ward, nd Bill Buchanan, sd Louise Day, wd
WRFS-FM 1949			Ch. 291 (B) 106-1mc 4.6kw					
ANDALUSIA (Covington County)								
WCTA 1948			920 5,000-D 500-N DA-N		Andalusia Bestg. Co. Sanford Rd. 1340	MBS KBS Best Dora-Clayton	J. Dige Bishop, p. gm Donald Cooke, cm	Barbara Nicholson, pd Doyle Anderson, pmm Gene Vinson, ce Howell Febworth, nd
WCTA-FM 1950			Ch. 251(B) 98.1mc 10kw					

WCTA

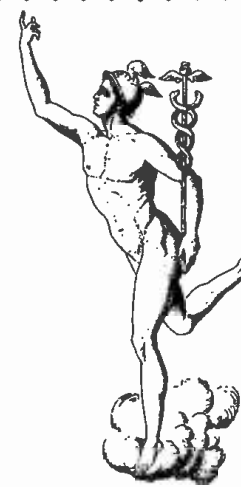
ANDALUSIA, ALA.

5000 WATTS

STAFFED BY SELLING PERSONALITIES

Represented Nationally by HIL BEST
in the South by DORA-CLAYTON

Dige Bishop—President



920 KC

16 counties within .5 MV contour have
over 121,000 Radio Homes with Retail
Sales exceeding \$250,000,000

WCTA-FM

98.1 mc
10,000 watts

SELLS IN SOUTH ALABAMA AND NORTHWEST FLORIDA

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; Prom. Mgr. pmm; Prod. Mgr. pdm;
ANNISTON (Caldwell County)					
WANA 1954	1490 250	Anniston Radio Co. 300 S. Leighton Ave. Adams 7-1627	KBS McGillvra	C. L. Graham, o	Mac M. Thomas, gm
WHMA 1938	1450 250	Anniston Bcstg. Co. Radio Bldg. Adams 6-7545	ABC Alabama Bcstg. Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm Rosamond Ponder, pd	W. Hall Wray, pmm James A. Hudson, ce George Rutledge, sd E. Cody Hall, nd Teena Taylor, wd
WHMA-FM 1947	Ch. 263 (B) 100.5mc 3.6kw				
WSPC 1949	1390 5,000-D 1,000-N DA-N	Model City Bcstg. Co. Jefferson Davis Hotel Adams 6-8291	MBS Walker Dora- Clayton	W. S. Weatherly, p, gm Rosebud Waldrop, pd Sara F. Jackson, pmm	Harry Dickinson, ce Bill Nash, nd S. A. Matthews, fd Dick Whitaker, sd Buren Rose, wd
ATHENS (Limestone County)					
WJMW 1948	730 1,000-D	Athens Bcstg. P.O. Box 386 565		H. F. Dunnivant, p, gm, cm Marjorie Jones, pd	William G. Mitchell, ce Bob Allen, pmm, sd Bobbie Lankford, nd
ATMORE (Escambia County)					
WATM 1949	1580 250-D	Southland Bcstg. Co. P.O. Box 59 50		Tom C. Miniard, gm, ce Julia Miniard, cm, pd	Wayne Butts, nd, fd Lowell McGill, sd Margaret Conn, wd
AUBURN (Lee County)					
WAUD 1947	1230 250	Auburn Bcstg. Co. Tuskegee Hwy. 1240	ABC	Elmer G. Salter, p, gm, cm, sd	Margaret White, pd, pmm, wd Avery Baswell Jr., ce Bobbie Sanders, nd, fd
BESSEMER (Jefferson County)					
WBCO 1950	1450 250	Bessemer Bcstg. Co. P.O. Box 510 5-5241	ForJoe Dora- Clayton	Jesse E. Lanier, p Eugene P. Well, gm, cm, pmm Bruce Payne, pd	Jack Warden, ce Erskine Faush, nd Andrew Dawkins, sd Roberta Windsor, wd
BIRMINGHAM (Jefferson County)					
WAPI 1922	1070 10,000-D	Alabama Bcstg. Sys. P.O. Box 2553 4-2466	NBC Blair	Henry P. Johnston, p, mgng dir Herbert Martin, vp Fred Shawn, asst to pres	Ray A. Furr, vp, prog. development James Chenoweth, pmm J. V. Sanderson, ce Dan Daniel, nd Maurly Farrell, sd Boyd Evans, fd Betty Lee, wd
WABT(TV)	5,000-N DA-N				
WAFM(FM) 1946	Ch. 258 (B) 99.5mc 72kw				
WBRC 1925	960 5,000 DA-N	Storer Bcstg. Co. 1727 1/2 2nd Ave. N. 7-3172	CBS Katz	George B. Storer, p Lionel Baxter, mgng dir Fox Lightfoot, pd, pmm	Robert L. DuPriest, ce Davenport Smith, nd Jim Atkins, fd Dave Campbell, sd Mary Badham, co-wd Carol Woods, co-wd
WBRC-TV	5,000-N DA-N				
WBRC-FM (CP)	Ch. 295 (B) 106.9mc 15kw				
WCRT 1953	1260 1,000-D	Chapman Radio & Tv Co. 725 S. 22nd St. 7-3019		W. A. Chapman, co-o G. K. Chapman, co-o, ce	Rudy Clark, gm, cm, pmm Don Kirkpatrick, nd, 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
WEZB 1953	1320 1,000-D	Voice of Homewood Tutwiler Hotel 4-4641		Gene Newman, p, gm Gaines Allen, cm, fd Ward McIntyre, pd	Margaret Armfield, pmm Bill Waldrip, ce Leroy Garrett, nd Al Saunders, sd Patricia Trammell, wd
WILD 1945	850 10,000-D 1,000-N DA-N	Gordon Alabama Bcstg. Co. 1901 Montgomery Hwy. 4-4511	MBS Burke- Stewart	Sherwood R. Gordon, p Charles A. Black, vp, mgng dir Thomas W. Thuman, vp, sis dir	Richard Bennick, pd Arthur Plaut, pmm Raymond Lowery, ce George Bell, sd, nd Tommy Morgan, fd Ann Paige, wd
WJLD 1942	1400 250	Johnston Bcstg. Co. 1817 11th Place So. 54-3466	Rambeau	George Johnston Jr., p James E. Connolly, gm Hughes H. Brewer, cm	Harry Herrod, pd, nd Willie McKimstry, pmm Cliff Goggins, ce Fletcher Kolb, sd Mary Vail, wd
WJLN-TV (CP)					
WJLN-FM 1948	Ch. 294 (B) 104.7mc 23kw	(WJLD, Am Affiliate)			
WLBS 1946	900 1,000-D	WLBS Inc. P. O. Box 2190 54-2541		G. G. Puett, o, p J. T. Tuggle, slm	W. L. Steadman, pd Virgil Pearson, pmm Gordon Bishop, ce Doug Carter, nd
WSGN 1926	610 5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co. 2320 Seventh Ave. South 4-3434	ABC Avery-Knodel	James W. Coan, p Ben K. McKinnon, gm	Henry Sullivan, cm Horace Pumphrey, pd Joyce Savage, pmm Jack Shea, ce
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. Bennis, p, gm Ira Leslie, sis dir, pd, pmm	R. G. Blaskow, ce Dan Brennan, nd, fd Joan Foster, wd
BREWTON (Escambia County)					
WEBJ 1947	1240 250	Brewton Bcstg. Co. 1000	MBS KBS Dora- Clayton	W. Emmett Brooks, p, gm Charles E. Land, cm	Helen Aughtman, pd Joseph A. Sikes, ce Bill Brooks, sd

Data corrected to Dec. 15, 1955. 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.

CARROLLTON

(Pickens County)

WRAG 1951	980 1,000-D	Pickens County Bcstg. Corp. P. O. Box 71 2364	KBS	R. E. Hook, p James Carl Sauceman, gm	Jack Cochran, cm, pd, nd, sd O. C. "Sonny" Morgan, pmm, fd	David H. Livingston, ce
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CLANTON

(Chilton County)

WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. 448	KBS Alabama Bcstg.	J. Kelley Robinson, p Leland Hudson, gm, cm, nd, sd	Helen Parrish, pd, pmm, wd Lester Carter, ce	Curtis Harris, fd
WKLF-FM 1952	Ch. 265 (A) 100.9mc 0.37kw					

CULLMAN

(Cullman County)

WFMH 1950	1460 5,000-D	Voice of Cullman 206 2nd Ave. E. 910		B. C. Eddins, p, gm	V. E. Waters, pd J. D. Hardeman, fd	Virginia Barnes, wd
WFMH-FM 1949	Ch. 266 (B) 101.1mc 5.3kw					
WKUL 1946	1340 250	Cullman Bcstg. Co. P. O. Drawer 620 863	MBS KBS	Hudson C. Millar Jr., p, gm Arthur Bachmann, mgr, ce	Robert Dunnavant, pd, sd Duke Drumm, pmm, fd	Bud Hall, nd Rita Frey, wd

DECATUR

(Morgan County)

WAJF 1953	1490 250	J. B. Falt Jr. 112 Grant St. S.E. 4016	Alabama Bcstg. Sears & Ayer	J. B. Falt Jr., p Ralph Mann, gm, cm Tom King, pd, pmm	Edward Buxton, ce Jerry Griggs, nd	James Miller, sd Grace Dees, wd
WHOS 1948	800 1,000-D	North Alabama Bcstg Co. Masonic Bldg. 991	McGillivra	Barrett C. Shelton, co-ptnr John H. Jones, co-ptnr James C. Fouts, gm, cm, nd, fd	Bob Dean, pd Ross Hawkins, pmm Garthel Upton, ce	Tommy Allen, sd Gladys Paulin, wd
WHOS-FM 1951	Ch. 223 (B) 92.5mc 8.6kw					
WMSL 1938	1400 250	Tennessee Valley Radio & TV Corp. 802	MBS	Frank Whisenant, p, gm, pd, pmm Louis C. Blizzard, cm	Charles E. Birdwell, ce Thomas E. Quenelle, nd	Harry Maus Jr., fd, sd
WMSL-TV						

DEMOPOLIS

(Marengo County)

WXAL 1948	1400 250	Demopolis Bcstg. Co. 400	MBS KBS	W. M. Jordon, p, gm	H. J. Bley, cm	
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**Now! BIRMINGHAM'S
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WILD

SHOWMANSHIP is the key to Birmingham's new radio sound—showmanship sparked by the fresh, new ideas of the Gordon Broadcasting Co.

On WILD-Radio there's excitement for listeners — excitement for advertisers—sales excitement that means in Birmingham your best radio buy is the new WILD!

THE NEW SOUND IN BIRMINGHAM WITH A CASH REGISTER RING!

IN BIRMINGHAM...
EVERYBODY LOVES
THE NEW SOUND ON

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GORDON
BROADCASTING CO.

Sherwood R. Gordon,
President

Charles A. Block,
Vice President and
Managing Director

Nat'l. Representatives
BURKE-STEWART



City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner ; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
DOTHAN (Houston County)							
	WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204 1/2 E. Main St. 2-9100	NBC McGillvra	Julian C. Smith, co-o & gm Fred C. Moseley, co-o & cm Lamar Trammell, pd, fd	Jimmy Acree, pmm Harvard T. Rawlinson, ce	Howard Quattlebaum, nd, sd Pat Elliott, wd Philip Hayes, sd
	WDIG 1947	1450 250	Houston Bcstrs. 208 N. Oates St. 3-4100	ABC Paschall	Jess Swicegood, p, gm, cm Joe Holloway, pd	Wiley Grissom, ce Charles B. Craddock, nd	
	WOOF 1948	560 5,000-D	The Woof Trust Columbia Hwy. 3-0560	KBS Clark Dora- Clayton	R. A. Dowling, sm, pd, pmm Agatha Gay, gm	Gus Cotter, cm Earl Williford, ce	Gene Ragan, fd Sonny Harris, sd
ENTERPRISE (Coffee County)							
	WIRB 1948	1230 250	Wiregrass Bcstg. Co. 30 Dothan Highway		R. E. James, co-o & gm	Ralph M. Stanford, co-o	Fred S. Watson, cm
EUFULA (Barbour County)							
	WULA 1948	1240 250	Alabama-Georgia Bcstrs. P.O. Box 301 744	KBS	Edward B. Fussell, co-o, gm	Jessie B. Fussell, co-o	
FAYETTE (Fayette County)							
	WWWF 1949	990 1,000-D	Bankhead Bcstg. Co. Jasper, Ala. 2-3461	KBS	W. W. Bankhead, p	Jack Black, gm	Donald Estes, ce
FLOMATON (Escambia County)							
	WTCB 1955	990 500-D	Tri-City Bcstg. Co. c/o W. L. Kline P. O. Box 218				
FLORENCE (Lauderdale County)							
	WJOI 1945	1340 250	Florence Bcstg. Co. 850 S. Court 2608	MBS Alabama Bcstg.	Joe T. Van Sandt, p, gm, cm George Manush, pd, pmm, nd, fd, sd	Paul Shannon, ce	Judy Rutledge, wd
	WOWL 1945	1240 250	Radio Muscle Shoals Inc. P. O. Box 634 4000	ABC Alabama Bcstg. Rambeau Dora-Clayton	Richard B. Biddle, p, pmm William Mapes, gm Ronald Walker, cm	Jimmy Hall, pd, nd Lawrence Rohling, ce	Mel Hunt, sd Mary Bosley, wd
FOLEY (Baldwin County)							
	WHEP 1953	1310 1,000-D	Alabama-Gulf Radio Inc. P. O. Box 1556 3	Alabama Bcstg.	Howard E. Pill, p Ralph O. Howard, gm James E. Stewart, pd, sd	Dick Killebrew, pmm Cliff O. Shelkofsky, ce	Lloyd Hart, nd Bette Baldwin, wd
FORT PAYNE (DeKalb County)							
	WFPA 1949	1400 250	Geo. Gothberg's Community Bcstg. Co. Radio Ranch Box 391 643	Alabama Bcstg. Continental	George Gothberg, o, p, pd Ozelle Gothberg, gm, wd	Adis Childers, cm, pmm, fd	Paul White, sd
	WZOB 1950	1250 1,000-D	Glenn M. Gravitt P. O. Box 255 1250	KBS Alabama Bcstg.	Glenn M. Gravitt, p, gm N. B. Haston, cm Jack Dobbs, pd	F. L. Pierce, pmm Jess R. Moore, ce, fd Bob Maupin, nd	Ted Kirby, sd Virginia Lankford, wd

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WJOI

PLUS

MUTUAL

PLUS

AP NEWS

JOE T. VAN SANDT, MGR.

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METROPOLITAN MARKET

(By Sales Management)

KEEP COMPANY WITH THE BEST, ON WJOI

Partial list of WJOI Advertisers—

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B.C. Remedy	Ex-Lax	Jefferson Island Salt	Quaker Oats
Belle Meade Saltnes	Florida Citrus Commission	Kraft	R.C. Cola
Bromo-Quinine	Fluffo	Kroger	Soltice
Butter Fingers	Ford	Lincoln-Mercury	Sou. Bell Tel. Co.
Camel Cigarettes	General Electric	Lion Oil Company	Stanback
Chrysler	General Tires	Nu.Grape	Studebaker
Coca-Cola	Gillette	Packard	Willard Batteries
Cremomulsion	Greyhound Lines	Pepsi-Cala	Winston Cigarettes
Dodge	Hadacol	Pepto-Bismol	St. Joseph Aspirin
Dr. Pepper	Halsum Bread	Phila	

TOP IN THE LAST FIVE CONLAN SURVEYS

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GADSDEN

(Etowah County)

WCAS 1947 1,000-D
WETO 1950 930 1,000-D
WGAD 1947 1350 5,000-D 1,000-N DA-N

Etowah Bcstrs. Inc. 752 Forrest Avenue 6-6301
Gadsden Radio Co. 722 S. 12th St. 6-9201
Coosa Bcstg. Co. P. O. Box 351 6-1811

MBS
KBS McGillvra
ABC Rambeau Dora-Clayton

Charles A. Smithgall, p John P. Kirby, gm
Cary L. Graham, p Mac M. Thomas, gm
James L. Garrett, p, gm Jack A. Worley, cm

Ray Estes, cm Edward R. Reilly, pd
Sheila Wallace, cm Velma Mote, pd
Billie Cornelius, pd, nd, fd, sd Dick Biddle, natl slm

W. Vowell, pmm
Bill Anderson, ce
Calv
pmm
Halley Williamson, ce
June W
ms, ce

GENEVA

(Geneva County)

WGEA 1953 1150 1,000-D

Geneva County Reaper P. O. Box S 456

Continental

Howard Scott, p J. C. Williams, gm, cm, ce

Jimmy Helms, pd, pmm, sd Alton Cates, nd

Leon Barnes Hazel Willia.

GREENVILLE

(Butler County)

WGYV 1948 1400 250

Greenville Bcstg. Co. P. O. Box 227 585

KBS Continental

W. H. Miller, gm

GUNTERSVILLE

(Marshall County)

WGSV 1950 1270 1,000-D

Guntersville Bcstg. Co. P. O. Box 32 4131

KBS

H. E. Moore, p E. Z. Carrell, gm, cm, pd, pmm

Lavelle Jackson, ce, fd Dick Godfrey, nd, sd

Margaret Henderson, wd

HALEYVILLE

(Winston County)

WJBB 1949 1230 250

Haleyville Bcstg. Co. P. O. Box 191 389

MBS KBS Indie

W. P. Theilens, p John L. Slatton, gm, cm Pat Slatton, pd

Betty Tittle, pmm Paul Kelley, ce Carlton Mayhall Jr., nd

Charles Lovvorn, fd Warren Hyde, sd

HAMILTON

(Marion County)

WERH 1950 970 5,000-D

Hugh J. Fite 3481

KBS Best

Hugh J. Fite, o Charles B. Tucker, cm, pmm, ce

Edgar L. Clayton, pd, fd Johnie Lott, nd, sd

William D. Gregory, wd

HOMEWOOD

(Jefferson County)

WEZB 1953 1320 1,000-D
WJLD 1942 1400 250

(See Birmingham listing)
(See Birmingham listing)

HUNTSVILLE

(Madison County)

WBHP 1937 1230 250
WFUN 1946 1450 250
WHBS 1946 1550 5,000-D 500-N DA-N

Wilton Harvey Pollard Fifth Ave. Jefferson 2-3521
Huntsville Bcstg. Co. 410 W. Holmes St. Jefferson 2-5641
Huntsville Times Co. P. O. Box 988 Jefferson 2-8471

MBS KBS
Sears & Ayers Dora-Clayton
ABC Alabama Bcstg. Gill-Perna Cummings

W. H. Pollard, p, gm Fred Still, cm
J. B. Falt Jr., p, gm
Henry P. Johnston, p Jack F. Neal, gm

Barbara Atkins, pd Grady Reeves, pmm, nd, sd
John Garrison, sm, pd, ce, nd, sd
Reuben T. Miller, pd Victor Bankowski, ce

Wm. I. Wilkes, ce Nathalie Greham, wd
Hudley Crockell, sd Lucia Lull, wd

JACKSON

(Clarke County)

WPBB 1950 1290 1,000-D

Jackson Bcstg. Co. P. O. Box 128 2413

MBS KBS Indie

T. H. Gaillard Jr., p, gm Ben Haskew, cm

Charles Ballas, pd, pmm, nd Jim Eves, ce

Ben Briggs, sd Dora Lee Clay, wd

JASPER

(Walker County)

WWWB 1946 1360 1,000-D

Bankhead Bcstg. Co. P. O. Box 622 2-3461

KBS

W. W. Bankhead, p Wm. C. Edgemon, gm, pmm

J. L. Sartain Jr., cm, nd Marion B. Grant, pd, wd

David Vanzandt, ce, fd Fred Norris, sd

LANETT

(Chambers County)

WRLD 1941 1490 250
WRLD-FM 1946 Ch. 27.5 (B) 102.9mc 10kw

Valley Bcstg. Co. 602 N. Cherry Dr. 2-2771

ABC Clark

J. C. Henderson, p C. Jim Murphy, gm, cm

Aileen Love, pd, pmm, wd Albert L. Stancel Jr., ce

John Hodges, nd Bill Scott, sd

MARION

(Perry County)

WJAM 1951 1310 5,000-D

Neely & Neely 4881

Kathleen W. Neely, p Lester M. Neely Jr., gm, pd, sd

Virgil Moore, cm, ce Garnett W. Stancell, nd

O. W. Jackson, fd Elizabeth H. Neely, wd

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WORLD SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD
CANADIAN REPRESENTATIVES ALL CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO



for **FRESH, NEW FEATURES**

that make Radio Sales Click in '56!

ALABAMA

City County Call Letters Established TV Affiliate	Ct	Licensee 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	
MOBILE (Mobile C) WAB 1948 1948	480 5,000 Ch. 271 (B) 102.1mc 26kw	Mobile Press Register 304 Government St. Hemlock 3-1551	ABC Branham	R. B. Chandler, p W. J. Hearin Jr., evp	Dewey H. Long, gm, cm Phil Forrest, pd, nd	William H. Murphree, ce Jack Bitterman, sd
- TV 3	1410 5,000 DA-N	Pape Bcstg. Co. 210 Government St. Hemlock 3-7566	NBC Headley-Reed	W. O. Pape, p H. K. Martin, evp W. B. Pape, gm	Al Holman, pd, nd, wd Charles Thompson, pmm Alvin R. Bell, ce	James McNamara, fd Lou Garris, sd
AB-TV	840 1,000-D	Pursley Bcstg. Service Inc. 525 Donald St. Greenwood 7-7800	MBS Forjoe Dora- Clayton	Louise P. Pursley, chmn of bd R. H. Moore, p Jim C. Smith, cm	J. Tom Jackson, pd W. C. Carter, pmm Ray Gartman, ce	Paul Dubose, nd Ed Chapman, fd
WKRK 1946	710 1,000-D	WKRG-TV Inc. P. O. Box 1184 2-8789	CBS Avery-Knodel	Kenneth R. Giddens, exec. ptrnr	William S. Baskerville Jr., gm	
WKRG-TV	500-N DA-N					
WKRG-FM 1946	Ch. 260 (B) 99.9mc 3kw					
WMOZ 1953	960 1,000-D	Edwin H. Estes 1638 St. Stephens Rd. Garden 6-3546	Pearson	Edwin H. Estes, p, gm W. H. Dutton, cm June Jenkins, pd	Ruth Floyd, pmm Vernon C. Floyd, ce	James Bivens, sd Robert Williams, wd
MONROEVILLE (Monroe County)						
WMFC 1952	1220 250-D	Monroe Bcstg. Co. 1220	KBS	J. H. Faulkner, ptrnr W. M. Stewart, ptrnr, gm Tom Gardner, cm	Riley N. Kelly, pd, pmm Roland Jordan Jr., ce	Riley N. Kelly Jr., nd J. W. Quinn, sd
MONTGOMERY (Montgomery County)						
WAPX 1947	1600 1,000 DA-N	United Bcstg. Co. 116 Catoma St. 3-7569	ABC MBS Walker	Thomas E. Martin, p, gm Hoyt S. Williford, cm, pmm Lee Gooch, pd	Owen H. Lehr, ce Tom Johnson, nd Troy Lanton, fd	Dave Manners, sd Ruth McGraw, wd
WBAM 1953	740 50,000-D DA-D	Deep South Bcstg. Co. Montgomery 2 2-3851	Radio-TV Reps.	W. J. Brennan, p, gm Felix Robinson Jr., cm	Fred Wamble, pd Crawford Roquemore, fd	Cyril G. Brennan, ce
WCOV 1939	1170 10,000-D	Southern Bcstg. Co. Adrian Lane 5-3561	CBS Raymer	Oscar P. Covington, p Hugh M. Smith, gm Joe Petranks, mgr, pmm W. W. Hunt, cm	Weston Britt, pd W. D. Weatherly, ce Gordon Tucker, nd	Walt Spiro, fd Dick Reid, sd Dot Armand, wd
WCOV-TV	1,000-N DA-2					
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. 4 S. Perry St. 2-5245	Forjoe Dora-Clayton	Dr. S. D. Suggs, p Thomas W. Sewell, gm Lynn Hargraves, cm, asst mgr, pmm	Ann Fincher, pd, wd Beverly L. Lobdell, ce	Paul Dunaway, nd, fd Chuck Elliott, sd
WRMA 1953	950 1,000-D	Southland Bcstg. Co. 135 Commerce St. 2-1475	McGillvra	Ralph M. Allgood, p, gm Judd Sparling, cm, pmm	Maude Ballou, pd Walter B. Stevenson, ce	Bill Johnson, nd, fd, sd Bertha Lee Bailey, wd
WSFA 1930	1440 5,000-D	WKY Radiophone Co. 10 E. Delano 5-1251	NBC Headley- Reed	Hoyt Andres, vp, sm John C. Hughes, cm	Robert F. Doty, pd Robert L. Tuttle, pmm	Robert M. Hayward, ce Frank McGee, nd
WSFA-TV	1,000-N DA-N					
MUSCLE SHOALS (Colbert County)						
WLAY 1933	1450 250	Gregory Bcstg. Corp. P. O. Box 230 Sheffield, Ala. Sheffield 1450		M. C. (Jim) Gregory, p, gm Julian A. Flint, asst mgr, nd	Tom Doughty, slm, fd Dick Williamson, pd, sd	Benny Lott, ce Wanda Wassner, wd
ONEONTA (Blount County)						
WCRL 1953	1570 250-D	Blount County Bcstg. Service Inc. 4871	KBS	L. D. Bentley Jr., p, gm, nd Max G. Bynum, cm	Glenn M. Cornelius, pd, fd, sd Glenda Robertson, pmm, wd	H. C. McPherson, ce
OPELIKA (Lee County)						
WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Road Sherwood 5-2084	MBS KBS Indie	John C. Cooper Jr., gm John E. Smolton, cm, ce, sd	Edwin P. Rowell, pd, fd Lynn Hackler, pmm	Ken Fuller, nd Alice MacMacon, wd
OPP (Covington County)						
WAMI 1952	860 1,000-D	Opp Bcstg. Co. P. O. Box 169 2-6591		H. N. Lee, p Berl F. Moore, gm, cm	James Heath, pd, pmm, nd Robert Page, ce	Jim Williams, fd, sd Willow Dean Leonard, wd
OZARK (Dale County)						
WOZK 1953	900 1,000-D	Ozark Bcstg. Corp. P. O. Box 742 655		Douglas Brown, p Howard Parrish Jr., gm, ce	Wade Sullivan, cm Daryl Griffin, pd	Miriam Brown, wd
PELL CITY (St. Clair County)						
WFHK (CP)	1430 1,000-D	St. Clair Bcstg. System P. O. Box 1662 Birmingham, Ala.		William David Frink, ptrnr Fred Lamar Kelly, ptrnr	John H. Hayes, ptrnr	Glenn Pruitt, ptrnr
PHENIX CITY (Russell County)						
WPNX 1952	1480 1,000 DA-N	Community Bcstg. Co. P. O. Box 388 8-8787	ABC MBS Sears & Ayer	Roy M. Greene, p, gm Sam W. Keel, cm	Ralph Burgess, pd, nd, sd Arnold White, ce	V. R. Greene, fd Earline Duncan, wd

Data corrected to Dec. 15, 1955. 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-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.

PIEDMONT

(Calhoun County)

WPID 1280 C. L. Graham KBS C. L. Graham, o Mac M. Thomas, gm Hank Smith, sm
1953 1,000-D Gadsden, Ala.

PRICHARD

(Mobile County)

WAIP 1270 Prichard Bcstg. Co. Walker Herbert Johnson, vp, gm J. D. Whatley, pmm Jack Cardwell, fd
1954 1,000-D 74 Main St. J. M. Frost, cm H. Eugene Miller, ce Vivian Donald, wd
Glendale 2-2202 Hy Davis, pd Hubert Grant, nd, sd

ROANOKE

(Randolph County)

WELR 1360 Roanoke Bcstg. Co. KBS J. W. Buttram, o, gm, cm John Hodges, pd
1949 1,000-D 801 N. Main St. 3811

RUSSELLVILLE

(Franklin County)

WWWR 920 Bankhead Bcstg. Co. KBS W. W. Bankhead, p James W. Elliott, cm Carl Van Sittert, pd, ce
1949 1,000-D Jasper, Ala. Jasper 2-3461 Hal Kirby, gm

SCOTTSBORO

(Jackson County)

WCRI 1050 Pat M. Courington Ala. Community Pat M. Courington, p Gene Brown, pd, pmm, Alvin Butler, fd
1950 250-D Lee Hwy. U. S. 72 James F. Thompson, gm, cm nd, sd Edna Thompson, wd
123 John L. Fisher, ce
WROS 1330 Scottsboro Bcstg. Co. KBS Hugh T. Kirby, p Hugh Tommy Kirby Jr., sd
1952 1,000-D 717 Scott St. 156 Rose M. Kirby, gm, cm, Clyde R. Varner, pd
Lonnie W. Prickett, ce, nd, fd

SELMA

(Dallas County)

WGWC 1340 Dallas Bcstrs. Inc. CBS Oscar Covington, p Stan Smith, pmm, ce David Rigdon, fd
1946 250 P. O. Box 686 Alabama Bcstg. Co. Erlie Hanna, gm Bob Smith, nd, sd Carolyn Ferrin, wd
Trinity 4-6687 Holman James Roebuck, cm, pd
WHBB 1490 Selma Bcstg. Co. NBC Julien Smith, p Earl Hadaway, pd Jessica I. Townshend, wd
1935 250 P. O. Box 25 KBS John F. Townshend, W. D. Powers, ce
Trinity 4-8296 Avery-Knodel vp, cm, pmm
WRWJ 1570 Central Ala. Bcstg. Roland Jordan Jr., o
(CP) 1,000-D 1501 Broad St.

SYLACAUGA

(Talladega County)

WFEB 1340 Alabama Bcstg. Co. MBS E. E. Forbes Sr., p Conrad B. Pickren, ce, fd Gertrude Tyson, wd
1945 250 527 N. Broadway KBS George W. Carr, vp, gm, cm, pd, pmm, nd, sd 2-3281
WMLS 1290 Marble City Bcstg. Co. Ala. Key Curtis O. Liles, p, gm Walter Welch, ce Tommy Bivin, sd
1948 1,000-D P. O. Box 511 Market Marion McEwen, cm Lloyd Ross, fd Jean Watkins, wd
2-4354 Net. Robert Duck, pd, pmm

TALLADEGA

(Talladega County)

WHTB 1230 The Voice of Talladega MBS Cecil Hornady, p, sec-treas James D. King Jr., pd, Reginald Pressley, fd
1945 250 Ft. Lashley Ave. KBS Myron Snoddy, gm, cm pmm, nd Marjorie Heath, wd
2205 Continental Dave Andrews, ce
WHTB-FM Ch. 246 (B) Ned Butler, co-o James Hemphill, co-o W. K. Johnston, co-o
1953 97.1mc 9.2kw
..... 1580 Confederate Bcstg. Co.
(CP) 1,000-D

TALLASSEE

(Elmore County)

WTLS 1300 Tallassee Bcstg. Co. Bert Bank, p, gm Wallace Hobgood, pd Penn Scott, sd
1954 1,000-D Hi-Way 14 Ned Butler, cm, pmm, ce John Culp, nd, fd 8535

TROY

(Pike County)

WTBF 1490 Troy Bcstg. Corp. MBS J. Roy Crow, p Robert Tolbert, cm Asa Dudley, sd
1947 250 College Drive 980 Jess L. Jordan, gm Joe Gilchrist, ce

TUSCALOOSA

(Tuscaloosa County)

WJRD 1150 Wilhelmina Echols NBC Wilhelmina Echols, p Jerry Thompson, asst cm, nd Jack Hamm, fd
1938 5,000-D 2216 Broad St. Gene Tibbett, gm, pmm Roy McAllister, pd, sd Joann Barnes, wd
1,000-N Dora-Clayton Lehman Mayer, cm Dave Livingston, ce
DA-N
WNPT 1280 W. Alabama Bcstg. Co. Alabama Bcstg. W. P. Thielens, p Betty Bailey, pd Hank Holman, sd
1951 1,000-D P. O. Box 181 Indie Thomas H. Todd, gm, ce Clyde Price, nd Evelyn Tidmore, wd
500-N DA-N Ruth Harris, cm, pmm Chuck Gardner, fd
WTBC 1230 Tuscaloosa Bcstg. Co. MBS Bert Bank, p, gm, cm Jack Mock, pd J. A. Ward, ce
1946 250 Radio Center 8-5523 KBS
Sears & Ayer
WTBC-FM Ch. 239 (B) WTBC-FM 95.7mc 17.5kw

TUSCUMBIA

(Colbert County)

WVNA 1590 Power Center Bcstg. Devney Jesse Hammond, p Jean Pollard, pmm Bob Thornberry, fd
1955 5,000-D 112 S. Main Whitehead Eulus O. Whitehead, gm Lynn McMoran, ce Shubie Sparks, sd
2550 Stanley Walters, cm Pete Bingham, nd Rachel McCarthy, wd
Jan Taylor, pd

TUSKEGEE

(Macon County)

WTUS 580 Radio Tuskegee Inc. Dora-Clayton J. A. Bowers, gm Johnny Hart, pd Julian A. Duncan, ce
1952 500-D P. O. Box 577 Continental Joe Burton, cm 580

WETUMPKA

(Elmore County)

WETU 1570 Elmore Service Corp. KBS Lem Coley, p James C. Rutledge, ce Wallace McDow, sd
1954 250-D P. O. Box 60 Sears & Ed Morgan, gm, sim Ayer 7389 1,000-D

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Apache	27,767	3,000	\$ 6,680	\$ 1,377	\$ 171	1,943	Pima	141,216	57,800	210,857	49,355	10,095	63,639
Cochise	31,488	8,800	36,055	9,717	1,151	11,212	Pinal	43,191	12,500	46,207	15,372	1,888	12,216
Cocoino	23,910	6,800	28,972	4,724	681	6,384	Santa Cruz	9,344	2,400	14,699	2,939	797	2,705
Gila	24,158	7,100	20,073	5,180	776	7,760	Yavapai	24,991	7,200	25,393	5,866	880	7,768
Graham	12,985	3,300	13,618	2,423	341	3,868	Yuma	28,006	10,200	52,733	11,941	1,545	12,931
Greenlee	12,805	3,900	10,104	3,324	234	4,051	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Maricopa	331,770	125,700	499,840	105,313	17,676	146,907							
Mohave	8,510	2,300	9,011	1,905	188	2,197							
Navajo	29,446	5,700	27,103	5,186	977	4,794							

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	Licensee Headquarters Telephone	Network Representative	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.		
BISBEE (Cochise County)																				
		KSUN	1230	1933	Carleton W. Morris Warren Rd. Hemlock 2-2277	MBS Don Lee Arizona Net. Blair	Carleton W. Morris, p Arlo Woolery, gm, cm Ray Helgesen, pd			Jay Ruiz, pmm C. P. Ruffner, ce									Bert Maine, nd Helen French, wd	
CLIFTON (Greenlee County)																				
		KCLF	1400	1950	Gila Bcstg. Co. Box 548 University 4-4114	NBC Best	Paul Merrill, gm Eric L. Manola, cm, sm			David H. Stevens, pd, sd Jerome H. London, pmm, nd									George Kuehnle, ce Roy Jeeter, fd	
		KHCD	1450	(CP)	Darwin Bcstg. Co. P. O. Box 1394 Banning, Calif.		Chester Darwin, o													
COOLIDGE (Pinal County)																				
		KCKY	1150	1948	Gila Bcstg. Co. Inc. Roosevelt at Main 4451	CBS KBS Arizona Net. Paschall	Louis F. Long, p William F. Parady, gm, sd Leo Bernard, cm			Keith Delano, pd Oliver Grieve, ce										Buddy Martin, nd, fd Virginia Baker, wd
DOUGLAS (Cochise County)																				
		KAWT	1450	1946	Carlton W. Morris P. O. Box 1118 EM 4-3484	MBS Arizona Net. Cactus Net. Best	Carlton Morris, p Edward Lee Williams, gm, cm Dick Miller, pd, sd			Mark Shore, pmm Ben Strotman, ce Gene Baril, nd										Jim Collins, fd Theresa Jedrzejek, wd
FLAGSTAFF (Cocoino County)																				
		KCLS	600	1950	Charles J. Saunders 946	MBS Don Lee Arizona Net.	Charles J. Saunders, p, gm, cm Bill Johnson, pd			Dorothy Saunders, pmm Len Benson, ce										Don Gellers, nd, sd Bill Brechen, fd
		KGPH	690	1950	Frontier Tv Co. Weatherford Hotel 51	ABC McGillvra	N. R. Herndon, gm, cm Hollis W. Hill, pd, nd			E. C. Phillippi, ce William Pickett, sd										Mary Jane Phillippi, wd
GLENDALE (Maricopa County)																				
		KRUX	1340	1947	Bartell Bcstrs. Inc. P. O. Box 2319 Yellowstone 7-9244	O'Connell Indie	Gerald A. Bartell, p Stan Norman, gm Sandy Wise, cm Frank Pollack, pd			Neal Leavitt, pmm Gene Boos, ce Tony Duran, nd										Kenneth Wilson, fd Ray Odon, sd Madeline Wise, wd
GLOBE (Gila County)																				
		KWJB	1240	1938	Gila Bcstg. Co. P. O. Box 2343 41	NBC Arizona Bcstg. Raymer	Louis F. Long, p Willard Shoecraft, sm Chuck Mizner, cm			Robert B. Corrigan, pd Harvey Gosch, pmm										Darrell Tucker, sd Harryette Weinburg, wd
HOLBROOK (Navajo County)																				
		KDJI	1270	1955	Northeastern Arizona Bcstrs. 1014 W. Hopi Dr. 40	KBS Tracy Moore Best	Donald Edward Jacobs Sr., co-o, pmm Irene Tabor, co-o, pd			Blake Tabor, gm, cm, nd Ray Damron, ce Gail de Hart, fd										Dale Guest, sd Olivia Arreola, wa

Data corrected to Dec. 15, 1955. 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.

over
1000 Subscribers
can't be wrong!



1st
with
Women's
Service
Features!

KINGMAN*(Mohave County)*

KGAN 1949	1230 250	J. James Glancy Blue 462	J. J. Glancy, p, gm, nd	Kathlene Covarrubias, cm	W. H. Wittington Jr., ce
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MESA*(Maricopa County)*

KTYL 1947	1310 1,000-D 500-N DA-N (CP-5,000-D 500-N DA-N)	Harkins Bcstg. Inc. P. O. Box 231 Woodland 4-4422	Walter Hershfield, p Dwight Harkins, gm Lorenzo Lisonbee, cm	Jack Harris, pd Don Stewart, pmm, nd Ben Smith, ce	Lee Hazelwood, fd Kay Foster, wd
KTYL-FM 1951	Ch. 284 (B) 104.7mc 16kw				

NOGALES*(Santa Cruz County)*

KNOG 1948	1340 250	Charles F. & Alice B. Montano P. O. Box 1681 770	CBS Arizona Net. Best	Charles F. Montano, co-o, gm, cm, nd, sd	Alice B. Montano, co-o, pd, wd Jean Lely, pmm, fd	Robert Ellis, ce
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PHOENIX*(Maricopa County)*

KIPN 1949	860 1,000-D	Western Bcstg. Co. 1975 S. Central Alpine 3-6155	Natl. Time Sales Oakes	Frank P. Redfield, p, gm John K. Redfield, cm, pmm	Pedro Moraga, pd, sd Joseph Roeder, ce	Joe D. Alvarado, nd Grace Gil, wd
KONI 1954	1400 250	James T. Ownby Mayer Heard Bldg. Alpine 8-8044	Walker Dora-Clayton Tracy Moore	James T. Ownby, p, gm	James C. Corn, ce	
KELE (FM) (CP)	Ch. 253 (B) 98.5mc 1.45kw	(KONI, AM Affiliate)				
KOOL 1947	960 5,000 DA-N	Maricopa Bcstrs. Inc. 511 W. Adams Alpine 3-3121	CBS Arizona Net. AM Radio Sales	Gene Autry, p Tom Chauncey, vp, gm Homer L. Lane, asst gm	William J. Connelly, sm Don McQuiston, pmm Milford Richey, ce	Robert Donnelly, nd Pat Flanagan, sd Erma Carron, wd
KOY 1922	550 5,000-D 1,000-N	KOY Bcstg. Co. P. O. Box 2671 Alpine 8-8181	MBS Don Lee Arizona Net. Blair	John L. Hogg, p, gm James W. Ross, sim John R. Williams, pd, pmm	Edward R. Janney, ce Paul Gribben, nd Rich Johnson, fd	Bill Close, sd Arlene Heatherington, wd
KPHO 1940	910 5,000 DA-N	Meredith Engineering Co. 631 N. First Ave. Alpine 8-4511	ABC Katz	E. T. Meredith Jr., p Richard E. Rawls, gm Howard Stainaker, cm	Eugene Spry, pd Ron DePinto, pmm John Green, nd, sd	George McClanathan, ce Ruth Dunlop, wd
KRIZ 1950	1230 250	KRIZ Inc. 2345 Westward Blvd. Alpine 4-8436 (See Glendale Listing)	Burn- Smith	Howard M. Loeb, p, gm, pd	Sheldon Engel, cm, pmm	Bill Bailey, ce
KRUX KTAR 1922	620 5,000 DA-N	KTAR Bcstg. Co. 1101 N. Central Alpine 4-4161	NBC Raymer	John J. Louis, chmn of bd Richard O. Lewis, p, gm E. W. Harvey, cm	R. W. Peterson, pd Ted Edwards, pmm A. C. Anderson, ce	John Harrington, nd, sd Shirley Johannesma, wd
KVAR (TV)						

PRESCOTT*(Yavapai County)*

KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244	NBC Arizona Bcstg. Raymer	Harold Ritter, p & gm	
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SAFFORD*(Graham County)*

KGLU 1938	1480 1,000	Gila Bcstg. Co. 520 Main St. 15	NBC Arizona Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Edward E. Furman, cm, pmm	Lester McBride, pd, nd H. F. Hudson, ce Kurt Stevens, fd	Russ Gardner, sd Bonita McBride, wd
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SCOTTSDALE*(Maricopa County)*

KPOK (CP)	1440 1,000-D	Scottsdale Bcstg. Co.		Niblack Thorne, p	
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TUCSON*(Pima County)*

KCNA 1947	580 5,000-D 500-N DA-N	Catalina Bcstg. Co. P. O. Box 2348 2-4664	ABC Gill-Perna	Erskine Caldwell, p Harry B. Chambers, gm	Eugene E. Stough, ce	Jim Officer, nd
KEVT 1953	690 250-D	Tucson Radio Inc. 400 N. Shawnee Ave. 4-5588	Oakes Natl. Time Sales	Peter Trowbridge, p, gm, ce W. DeWitt Wray, cm	Oscar H. Stevens, pd, nd Reyes Garcia, sd	Della Felix, wd
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-2511	CBS AM Radio	Gene Autry, p	E. S. Mittendorf, gm	
KTKT 1949	1490 250	Thomas J. Wallace 500 W. Elm St. P. O. Box 5585	Forjoe	Thomas J. Wallace, p, gm Dick Grand, cm	Dona Brown, pd	Tom Wallace Jr., ce
KTKT-FM	Ch. 258 (B) 99.5mc 3.1kw					
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	MBS Arizona Net. Radio-TV Reps.	Lee Little, o, gm Mac Matheson, cm Peter A. Tufts, pd	George Bradley, pmm Cliff Livingston, ce	Fred Finney, nd Hal Gensichen, sd
KVOA 1929	1290 1,000	Arizona Bcstg. Co. P. O. Box 2911 3-2555	NBC Arizona Bcstg. Raymer	Clinton D. McKinnon, p Harper M. Phillips, bus mgr John C. Underwood, sim	Lawrence W. Schnebly, pd Raymond H. Holsclaw, ce James H. Maize, nd	Ernie Davis, sd Helen K. Miller, wd
KVOA-TV						

WINSLOW*(Navajo County)*

KVNC 1952	1010 1,000-D 500-N DA-2	Gila Bcstg. Co. P. O. Box 373 1010	MBS Arizona Net. Paschall	L. F. Long, p O. E. (Ed) Whelan, gm, cm, fd	Ralph Luchessi, pd, nd, sd Jerry Graham, pmm	S. J. Woodworth, ce Geneva Litton, wd
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ARIZONA

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.		
YUMA (Yuma County)							
KOLD	1240 1953	250	Broadcasters Inc. P. O. Box 1430 Sunset 3-8341	KBS Arizona Net. Tracy Moore	W. J. Hawthorne, p, gm, cm Russ Foss, pd Chas. Benedict, pmm, sd	Jose Armendariz, ce Gordon Ross, nd	Farley Zooper, fd Terre Howell, wd
KYMA	1400 1950	250	KYMA-Yuma Inc. P. O. Box 871 Sunset 3-7841	ABC KBS Arizona Net. Paschall	Bill Lindsey, p, gm Leo A. Newsome Jr., cm, sd Milton Frisbee, pmm	Chuck Lay, pd Gene Guerrero, ce Ralph Davis, nd	Bill Miller, fd Irene Quammen, wd
KYUM	560 1940	1,000 DA-N	Yuma Bcst Bcstg. Co. 1901 First St. 3-3305	NBC Arizona Bcstg. Raymer	Ray C. Smucker, p, gm Roy L. Jorgensen, sm, cm Lawrence Lee Roeser, pd, pmm	Frank Hancock, ce Fred A. Pegler, fd	Urban E. Simonton, sd Marline Romans, wd

ARKANSAS

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Arkansas	23,665	6,700	\$27,233	\$ 5,172	\$ 764	*374,532	Little River	11,690	2,600	4,756	1,692	187	
Ashley	25,660	6,200	14,409	3,920	398		Logan	20,280	4,500	9,053	1,801	216	
Baxter	11,683	3,000	7,271	1,572	199		Lonoke	27,278	6,600	16,502	3,946	459	
Benton	38,076	11,300	34,402	6,719	762		Madison	11,734	2,500	2,639	550	80	
Boone	16,280	4,500	14,252	2,535	320		Marion	8,809	2,100	2,156	606	39	
Bradley	15,987	3,700	10,061	1,850	204		Miller	32,614	9,600	36,830	7,084	717	
Calhoun	7,132	1,400	2,060	500	22		Mississippi	82,375	20,000	53,912	11,927	1,373	
Carroll	13,244	3,800	7,945	1,846	349		Monroe	19,540	4,600	11,559	3,389	306	
Chicot	22,308	5,300	11,633	3,021	336		Montgomery	6,680	1,500	1,468	330	45	
Clark	22,998	5,700	15,111	3,319	430		Nevada	14,781	3,400	6,526	1,520	163	
Clay	26,674	6,800	11,724	2,649	287		Newton	8,685	1,800	643	369	20	
Cleburne	11,487	2,600	3,559	804	108		Ouachita	33,051	9,600	27,703	7,470	794	
Cleveland	8,956	2,100	1,803	604	46		Perry	5,978	1,200	1,288	324	24	
Columbia	28,770	7,200	17,095	3,256	624		Phillips	46,254	11,900	30,427	8,170	884	
Conway	18,137	4,100	9,062	1,881	246		Pike	10,032	2,500	3,947	762	124	
Craighead	50,613	13,200	35,932	6,891	1,101		Poinsett	39,311	8,700	24,188	5,018	697	
Crawford	22,727	6,000	8,766	2,490	350		Polk	14,182	3,600	8,307	2,284	255	
Crittenden	47,184	11,800	33,187	7,394	499		Pope	23,291	5,800	12,599	2,879	361	
Cross	24,757	5,800	14,225	2,763	401		Prairie	13,768	3,200	5,497	1,408	144	
Dallas	12,416	2,800	6,697	2,253	230		Pulaski	196,685	62,800	227,848	43,763	7,650	
Desha	25,155	5,800	14,227	3,709	300		Randolph	15,992	3,600	6,354	1,296	172	
Drew	17,959	4,300	7,738	2,790	193		St. Francis	36,841	8,600	18,679	4,706	382	
Faulkner	25,289	6,200	14,647	2,510	380		Saline	23,816	6,200	14,676	3,743	277	
Franklin	12,358	2,800	6,053	1,139	148		Scott	10,057	2,400	3,911	613	122	
Fulton	9,187	2,400	2,196	498	56		Searcy	10,424	2,500	3,095	710	126	
Garland	47,102	14,600	54,419	11,191	2,314		Sebastian	64,202	20,100	83,543	14,337	2,343	
Grant	9,024	2,200	3,225	848	74		Sevier	12,293	3,000	6,394	1,420	217	
Greene	29,149	7,400	17,957	3,886	391		Sharp	8,999	2,100	1,496	343	48	
Hemstead	25,080	6,100	14,549	3,016	382		Stone	7,662	1,700	1,928	503	57	
Hot Springs	22,181	6,600	13,334	3,738	347		Union	49,686	13,600	46,884	9,897	1,748	
Howard	13,342	3,000	6,787	1,615	243		Van Buren	9,687	2,400	2,948	715	85	
Independence	23,488	6,000	15,349	2,923	306		Washington	49,979	15,100	51,807	9,322	1,147	
Izard	9,953	2,400	2,058	474	110		White	38,040	10,200	20,161	3,711	618	
Jackson	25,912	6,800	18,075	3,691	473		Woodruff	18,957	4,000	9,276	1,995	327	
Jefferson	76,075	21,000	54,474	12,987	1,148		Yell	14,057	3,300	9,794	1,417	269	
Johnson	16,138	4,100	7,391	2,181	164		*State wide total						
Lafayette	13,203	3,000	6,187	1,576	157								
Lawrence	21,303	5,400	9,230	1,824	229								
Lee	24,322	5,600	10,924	2,509	365								
Lincoln	17,079	3,500	4,099	1,193	154								

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ARKADELPHIA

KVRC	1240 1947	250	Arkadelphia Bcstg. Co. 790	MBS KBS Best	Cecil Cupp, p	Bill Deaton, gm, cm, pd, pmm, nd, fd, sd, wd	Ray Burns, ce
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BATESVILLE
(Independence County)

KBTA	1340 1950	250	White River Valley Bcstrs. Inc. P. O. Box 1112 1112	MBS KBS Razorback Best	J. F. Higginbottom, p, gm Earl A. Poole, cm	John D. Isaacs, pd, nd, sd Morris Cofer, ce	Myrlene B. Morgan, wd
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BENTON
(Saline County)

KBBA	690 1953	250-D	Benton Bcstg. Service P. O. Box 294 Spring 6-2690	Arkansas Net.	Lavelle Langley, p, gm, cm Edwin Zoch, pd, ce	Jim Landers, pmm, nd, sd	Mary Smart, wd
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BLYTHEVILLE
(Mississippi County)

KLCN	910 1922	5,000-D	Harold L. Sudbury Sudbury Bldg. Poplar 2-2093	Arkansas Net. Razorback Pearson	Harold L. Sudbury, p, gm, cm Carl Frame, pd	J. T. Sudbury, pmm Joe Nearn, ce, nd	Don Whitney, fd, sd Juanita Gray, wd
KLCN-FM	Ch. 241 (B) 96.1mc 21kw						

CAMDEN
(Ouachita County)

KAMD	910 1946	1,000-D	Camden Radio Inc. 674 California Ave. S.W. Temple 6-5091	MBS Razorback Net. Gill-Perna	W. E. Hussman, p Donald Cathey, gm John C. Guenther, cm	Cal Carter, pd, pmm, nd, sd D. C. Hunter, ce	E. A. (Jack) Wilson, fd Salley Powell, wd
KPLN	1370 1953	1000-D	Southern Bcstg. Co. Stephens Rd. 6-9334	Best	C. T. Mullins, gm & cm	J. Andrew Wright, pd, pmm	

Data corrected to Dec. 15, 1955. 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.

CONWAY

(Faulkner County)

KCON 1950	1230 250	Conway Bcstg. Co. 903 1/2 N. Front St. 189	KBS	J. E. Clayton, p, gm, cm	Sara Frances Morehead, pd, pmm	Edward McClenden, ce
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CROSSETT

(Ashley County)

KAGH 1951	1340 250	Julian Haas 900 Main St. Forrest 4-2181	MBS KBS Razorback Arkansas Net. Best Melville	Julian Haas, o, mgr	Ed Bailey, ce	
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EL DORADO

(Union County)

KDMS 1950	1290 1,000-D	El Dorado Bcstg. Co. 208 N. Cleveland Union 3-5121	KBS Best Dora-Clayton Melville	J. A. West Sr., co-o J. A. West Jr., co-o Edward R. Hall, gm	Rodney P. Smith, cm, pmm Charles N. Buice, pd, ce, nd, sd	Mike Michaels, fd Bonnie O'Brien, wd
KELD 1935	1400 250	Radio Enterprises Inc. Radio Center Bldg. Union 3-6126	ABC Razorback Bogner & Martin	W. N. McKinney, p, gm cm, pmm, nd	D. Tillery, pd, wd Troy B. Eddins, ce	Wayne Harper, sd

FAYETTEVILLE

(Washington County)

KGRH 1946	1450 250	Fayetteville Bcstg. Co. 922 N. Leverett Hillcrest 2-2322	MBS Walker	Hayden McIlroy, p Fred J. Stevenson, vp, gm Ed Gideon, cm, pmm, fd	Wallie Ingalls, pd, sd Harold R. Lindsey, ce	Wade Dinning, nd Mary Ingalls, wd
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FORREST CITY

(St. Francis County)

KXJK 1949	950 5,000-D	Forrest City Bcstg. Co. Natl. Bank Bldg. 950	KBS Best	William Fogg, gm James Pearson Jr., cm	Harold Webber, pd, pmm Walter L. Smith Jr., ce	Bob Webber, nd, fd
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FT. SMITH

(Sebastian County)

KFPW 1930	1230 250	Tulsa Bcstg. Co. 2415 N. Albert Pike Rd. Sunset 3-4105	CBS Razorback Net. Avery-Knodel	John Griffin, p L. A. Blust Jr., vp, gm	James P. Walker, asst gm & dir radio opr	J. Paul McCaslin, sm James P. Walker, natl slm
KFPW-FM 1947	235 (B) 94.9mc 14kw					
KFSA 1947	950 1,000-D	Southwestern Radio & Tv Co. 920 Rogers	ABC MBS Pearson	Donald W. Reynolds, p Bill Slates, gm, cm	Harry Freeman, pd, nd	Robert Platt, ce
KFSA-TV 1948	500-N DA-N 1410 500-D	H. Weldon Stamps				
KFSA-FM 1948	Ch. 296 (A) 107.1mc 320kw					
KWHN 1948	1320 5,000 DA-N	KWHN Bcstg. Co. 421-423 Garrison Ave. Sunset 3-8967	Oklahoma Net. Rambeau	Glen O'Neal, pd, pmm, nd	R. L. Hunnicutt, ce	Florence Floyd, wd

HARRISON

(Boone County)

KHOZ 1946	1240 250	Harrison Bcstg. Corp. Radio City Addition 1240	KBS	Robert S. Wheeler Jr., p Ernie B. Wilson, gm	Everett Horton, cm, sd Marc Williams, pd, pmm, nd	Fred Ward, ce David Martin, fd
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HELENA

(Phillips County)

KFFA 1941	1360 1,000 DA-N	Helena Bcstg. Co. 215 York St. Hickory 4-2361	MBS KBS Best	Sam W. Anderson, p, gm, fd George Caven, cm	Larry Parker, pd Cecil Scaife, pmm	Earl Hodges, ce Bill Holland, sd
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HOPE

(Hempstead County)

KXAR 1947	1490 250	Hope Bcstg. Co. P. O. Box 138 Prospect 7-3601	MBS KBS	Alex H. Washburn, p	L. B. Tooley, gm, ce	Wes Ninemire, cm
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HOT SPRINGS

(Garland County)

KBHS 1953	590 1000-D	Resort Bcstg. Co. 113 Third St. 3888	Sears & Ayer	I. A. Cain, p	Ed. C. Appler, gm, cm	Steve Nichols, pd
KBLO 1953	1470 1,000-D	National Park Bcstg. Co. 1011 Central National 3-2553	Razorback Indie Dora-Clayton	Robert S. Bieloh, p, gm Jack Wolever, cm	DeWitt Waites, pd, sd Hank Sanders, pmm	Robert G. King, ce Ival Bieloh, wd
KWFC 1941	1340 250 (CP-1350 1,000-D 500-N DA-N)	Spa Bcstg. Co. 819 1/2 Central Ave. National 4-1225	ABC MBS Razorback Arkansas Net. Gill-Perna	Walter E. Hussman, p C. J. Dickson, gm, cm Jim Citty, pd, sd	David Campbell, pmm Bill Carr, ce Walter M. Ebel, nd	Overton Hurst, fd Bonnie Jean Brooks, wd

**Leading Radio Stations
PUSH-UP PROFITS with**



**1st with
Seasonal and
holiday features!**

JONESBORO

(Craighead County)

KBTM 1930 KBTM-TV (CP) KBTM-FM 1949	1230 250 Ch. 270 (B) 101.9mc 8.3kw	Regional Bcstg. Co. KBTM Bldg. Webster 5-5597	MBS Razorback Net. Burn-Smith	Harold E. King, gm Clarence Adams, sm, nd, fd James Barnes, cm	Edward Welch, pd Mary Walton, pmm Norman Bowman, ce	Ron Kaiser, sd Marion Bohne, wd
KNEA 1950	970 1,000-D	Radio Jonesboro Inc. New Citizens Bank Bldg. Webster 2-8381	Razorback Gill-Perna	Ernest Farabee, p Harold Gregson, gm	Al Johnston, cm Bob Blackwood, pd	Wesley Bell, ce

LITTLE ROCK

(Pulaski County)

KARK 1928 KARK-TV DA-N	920 5,000 DA-N	Arkansas Radio & Equipment Co. 1001 Spring St. Franklin 6-2481	NBC Petry	T. H. Barton, p, gm Doug Romine, asst gm A. C. Dowden, cm	Ernest Howard, pd Shirley Kennedy, pmm Dan Winn, ce	Bob Kemp, nd Bob Buice, fd Pat Fontaine, wd
KGHI 1927	1250 1,000-D 500-N DA-N	Radio Arkansas-Radio Station KGHI P. O. Box 3099 Franklin 2-0166	Burn-Smith	Harold E. King, o, gm William J. Hart, sm Rex Parnell, cm	Hugh Brown, pd Sonny Parnell, pmm V. O. Van Deusen, ce	Al Shirey, nd Ray Poindexter, fd, sd Clarice Billingsley, wd
KLRA 1927	1010 10,000-D 5,000-N DA-N	Arkansas Bcstg. Co. P. O. Box 550 Franklin 2-5427	ABC Raymer	J. N. Heiskell, p Cyril E. Deese, gm, cm Harris Owen, pd	Robert Hicks, pmm, nd Kermit Tracy, ce Jim Moffett, fd	C. Harry Pierce, sd Dorothy Sansing, wd
KTHS 1924 KTHV (TV) DA-N	1090 50,000 DA-N	Radio Bcstg. Inc. 313 Main St. Franklin 4-2293	CBS Branham Co.	Robert Ewing Jr., chmn of bd B. G. Robertson, gm W. V. Hutt, cm	Cecil Bland, pd R. E. Brown, pmm Cecil Sultt, ce	Bill Neel, nd Marvin Vines, fd
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. Franklin 5-5321	Radio-TV Reps. Brown	R. M. Saxon, p Dale D. Mahurin, gm, ce	Henry H. Steele, pmm Lloyd L. Denney, nd	Dan C. Crawford, sd
KXLR 1946	1150 5,000-D 1,000-N DA-N	Arkansas Airwaves Co. Cotton Belt Bldg. Franklin 2-2155	MBS Razorback Pearson	John F. Wells, p Melvin Spann, gm Melton B. Lancaster, cm, pmm	Roy C. Nichols, pd Earl Butler, ce	Bobbie Foster, nd, wd Bud Connell, sd

MAGNOLIA

(Columbia County)

KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	MBS Razorback Pearson	Dr. Joe F. Rushton, p Bill Bigley, gm George Shaw, cm	Ray Wells, ce Floyd Hudson, nd	John Turner, sd Lois Russell, wd
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MALVERN

(Hot Spring County)

KBOK 1951	1420 1,000-D	Malvern Bcstg. Co. Young Insurance Bldg. 1800	KBS Devney Melville	J. Carroll Cuffman, p Kermit L. Richardson, gm, cm Edna Moorehead, pd	Fred Byler, pmm, nd Thomas Graves, ce	Edwin Stanfield, fd, sd Marianna McWhorter, wd
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MAMMOTH SPRING

(Fulton County)

KAMS (FM) (CP)	Ch. 280 (A) 103.9mc 3.48kw	Radio Station KALM Thayer, Mo.		Robert F. Neathery, co-o Robert F. Neathery Jr., co-o, gm, cm	Tom Stone, pd	Willis S. Beatty, ce
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McGEHEE

(Desha County)

KVSA 1953	1220 1,000-D	Southeast Arkansas Bcstrs. Inc. P. O. Box 1220 McGehee, Ark. 20 P. O. Box 1220 Dermott, Ark. 20	KBS Razorback Arkansas State Net. Best	Abbott F. Kinney, p, gm, pmm, fd, sd	Mrs. M. F. Kinney, cm Herschell E. Parent, pd, nd	Robert L. Padgett, ce
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MENA

(Polk County)

KENA 1950	1450 250	R. B. Bell 878		R. B. Bell, p Larry Sheapord, gm	Ted Randel, cm	O. D. Fredrick, ce
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MONTICELLO

(Drew County)

KHBM 1955	1430 1,000-D	College Bcstg. Co. P. O. Box 446 91	KBS Arkansas Razorback Best	J. A. West Jr., co-o, pmm Bill Wells, co-o, gm, cm, sd Elgie Risinger, co-o	Bud White, co-o Kate Noble, pd, wd	John Stanley, ce, fd Bud McLelland, nd
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KBTM
JONESBORO, ARKANSAS
CLARENCE ADAMS, Station Manager

**TOGETHER BRINGING YOU
MORE THAN 3/4
OF ARKANSAS**

Specializing in community needs KBTM and KGHI stress local news coverage . . . direct, live broadcasts of important city happenings backed with "pop" music for round the clock listening . . . AND the Budweiser Cardinal Baseball Network.

A new, fresh approach to community programming has increased KGHI's billings in the Little Rock area more than 50% during the five months period, August 1, 1955-January 1, 1956.

KBTM has a solid sales story equally as impressive.



KGHI
LITTLE ROCK, ARKANSAS
BILL HART, Station Manager

HAL KING General Manager • BURN-SMITH National Representatives

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
MORRILTON (Conway County)					
KVOM 1953	800 250-D	Morrilton Bcstg. Co. P. O. Box 541 506		J. C. Willis, p, gm Weidon Sledge, cm, ce	Lyn Turner, pd Hugh C. Jones, pmm Jim Lee Monro, nd Harold Nichols, sd
MOUNTAIN HOME (Barter County)					
KTLO 1953	1490 250	Mtn. Home Bcstg. Corp. P. O. Box 67 1490	MBS Razorback Best	Arvin Stricklen, p, gm	Bob Pratt, cm Ken Wilkins, ce
NEWPORT (Jackson County)					
KNBY 1949	1280 1,000-D	Newport Bcstg. Co. 749		Howard Sudbury, p Gene Howe, gm, cm, fd, sd	Jerry Grojean, pd, nd Anson Clark, ce Bettie Smith, wd
OSCEOLA (Mississippi County)					
KOSE 1949	860 1,000-D	Osceola Bcstg. Corp. Hwy. 61 South 860	KBS Best	Harold F. Ohlendorf, p Ted Woods, gm	Betty G. Woods, cm, wd Harold M. Jones, ce
PARAGOULD (Greene County)					
KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 Cedar 2-7627	KBS	Ted Rand, gm T. M. Seif, bus mgr	D. F. Bateman, cm Wilma Wheelis, pd, wd Russ Schwamb, ce, nd, fd Chuck Stark, sd
PINE BLUFF (Jefferson County)					
KCLA 1947	1400 250	Radio Engineering Service 2900 W. 28th Ave. 1900	Best	Kenneth Kesterson, ptrn, gm	Charles Penix, ptrn, pd Cylde Martin, cm
KOTN 1934	1490 250	Universal Bcstg. Corp. Simmons Bank Bldg. 721	MBS KBS	B. J. Parrish, p, gm, ce Joe Wallace, cm Hilda Matz, pd	R. W. Etter, pmm Bobby Jones, nd J. K. Robinson, fd Wendell Atchison, sd Alva Holt, wd
POCAHONTAS (Randolph County)					
KPOC 1950	1420 1,000-D	Pocahontas Radio Inc. P. O. Box 250 500	KBS	Adrian L. White, gm	Bill Nicholson, cm, pd, nd, sd Jack Wilson, ce, fd
KPOC-FM 1950	Ch. 249 (A) 97.7mc 0.30kw				

Data corrected to Dec. 15, 1955. 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.

EDWARD PETRY & CO., INC.

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LOS ANGELES ST. LOUIS SAN FRANCISCO

ARKANSAS

City County	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.
ROGERS (Benton County)				
KAMO 1954	1390 500-D	Radio Station KAMO American Natl. Bank Bldg. 1390	Magic Circle Best	G. Don Thompson, co-o, gm, cm Leon McAuliffe, co-o F. L. Dwyer, pd Paul Bateman, ce C. A. Davis, nd W. E. Dacus, fd
RUSSELLVILLE (Pope County)				
KXRJ 1947	1490 250	Valley Bcstrs. Williamson Hall 299	KBS Razorback Arkansas Net.	C. R. Horne, p, gm L. L. Bryan, cm, pd William C. McKenney, ce Kermit Womack, nd, sd Marjorie W. Crabaugh, wd
SEARCY (White County)				
KWCB 1951	1300 1,000-D	White Co. Bcstg. Co. P. O. Box 95 1281	KBS Best	Carl N. Dodd, gm
SILOAM SPRINGS (Benton County)				
KUOA 1923	1290 5,000-D	KUOA Inc. 777	MBS KBS Arkansas Net. Magic Circle Dora-Clayton	Dr. John E. Brown Sr., p Cecil E. Smith, gm, cm, ce Ralph Kennedy Jr., pd
KUOA-FM 1948	Ch. 289 (B) 105.7mc 2.6kw			
SPRINGDALE (Washington County)				
KBRS 1949	1340 250	Northwest Arkansas Bcstg. & Tv Co. P. O. Box 29 Pleasant 1-4675	ABC KBS Magic Circle	Donald W. Reynolds, p Roy J. Bowman, gm, cm, nd William H. Ussery, ce, fd Maxine E. Bowman, wd
STUTT GART (Arkansas County)				
KWAK 1948	1240 250	Stuttgart Bcstg. Co. Box 271 Wabash 2-5212	MBS KBS Razorback Arkansas Best	Beloit Taylor, p Melvin P. Spann, gm N. W. Biddulph, cm June E. Spann, sm Marvin Heffington, ce
TEXARKANA (Miller County)				
KCMC KCMC-FM KOSY KTFS		(See Texarkana, Tex., listing) (See Texarkana, Tex., listing) (See Texarkana, Tex., listing)		
TRUMANN				
KTML (CP)	1580 250-D	Poinsett Co. Bcstg. Co. 1547 Maplewood Memphis, Tenn.		Earl W. Daly, o
WALNUT RIDGE (Lawrence County)				
KRLW 1951	1320 1,000-D	Lawrence County Bcstg. Co. 980	Razorback	William H. Cate, p, gm, cm W. D. Thornton, pd, sd V. D. Walker, pmm L. L. Ringle Jr., ce Sidney Outlaw, nd Francine Pickens, wd
WARREN (Bradley County)				
KWRF 1953	860 250-D	Pines Bcstg. Co. P. O. Box 480 353		Lee Reaves, co-o, gm, cm Paul Fisher, co-o John G. Rye, co-o Louis Gene Nichols, pd, nd, sd Howard M. Harris, pmm Larry Seif, ce Mayme Hollensworth, wd

CALIFORNIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955		
Alameda	740,315	278,800	\$1,046,983	\$270,560	\$30,951	307,770	Pumas	13,519	4,300	11,546	3,899	509	4,640		
Alpine	241	200	176	34		278	Riverside	170,046	67,600	252,931	65,070	7,503	88,308		
Amador	9,151	2,700	7,264	2,282	192	3,456	Sacramento	277,140	106,900	418,092	99,366	13,474	139,489		
Butte	64,930	22,800	86,049	23,912	2,090	29,273	San Benito	14,370	4,400	13,695	3,862	360	5,548		
Calaveras	9,902	3,200	7,069	2,482	205	3,899	San Bernardino	281,642	115,200	394,709	105,614	13,249	147,909		
Colusa	11,651	3,700	19,576	3,584	508	4,887	San Diego	556,808	234,200	798,689	193,636	25,704	268,374		
Contra Costa	298,984	103,700	297,878	108,137	9,027	130,962	San Francisco	775,357	277,600	1,244,848	265,391	35,088	240,301		
Del Norte	8,078	4,600	15,769	4,412	456	5,481	San Joaquin	200,750	67,300	253,624	58,594	5,611	82,553		
El Dorado	16,207	6,200	17,508	6,705	299	7,240	San Luis Obispo	51,417	20,000	69,193	17,019	1,549	25,183		
Fresno	276,515	89,400	367,861	86,004	9,946	119,951	San Mateo	235,659	103,100	300,046	94,355	7,077	132,757		
Glenn	15,448	5,100	23,886	4,872	387	6,733	Santa Barbara	98,220	33,000	149,490	33,140	4,809	46,090		
Humboldt	69,241	27,400	111,068	28,221	2,007	34,626	Santa Clara	290,547	114,500	427,183	100,344	12,967	165,093		
Imperial	62,975	16,600	96,026	22,589	2,540	22,608	Santa Cruz	66,534	25,200	83,519	23,740	2,188	31,663		
Inyo	11,658	4,100	20,393	5,338	600	4,958	Shasta	36,413	13,700	59,518	16,032	1,427	18,119		
Kern	228,309	70,400	283,740	71,276	5,817	97,118	Sierra	2,410	700	1,302	421	74	875		
Kings	46,768	14,000	54,076	12,146	1,232	17,252	Siskiyou	30,733	10,600	35,446	9,033	1,023	12,808		
Lake	11,481	4,400	12,944	4,371	466	5,499	Solano	104,833	38,000	128,011	38,196	2,713	41,821		
Lassen	18,474	7,100	17,070	4,924	605	6,463	Sonoma	103,405	40,100	166,623	32,306	3,924	50,368		
Los Angeles	4,151,687	1,697,700	6,582,538	1,571,290	234,187	2,222,299	Stanislaus	127,231	43,800	187,631	36,197	3,979	56,506		
Madera	36,964	10,700	38,975	11,335	728	13,145	Sutter	26,239	8,700	22,667	7,920	326	7,951		
Marin	85,619	32,400	99,560	32,061	3,324	41,539	Tehama	19,276	6,700	24,684	5,348	553	7,951		
Mariposa	5,145	1,600	3,559	1,219	52	1,902	Trinity	5,087	2,000	3,828	1,642	183	1,995		
Mendocino	40,854	14,700	51,837	12,899	908	18,149	Tulare	149,264	43,300	156,399	41,929	3,345	55,755		
Merced	69,780	22,000	85,594	18,947	2,279	27,603	Tuolumne	12,584	4,200	13,200	3,722	381	5,500		
Modoc	9,678	3,200	11,089	2,364	220	3,627	Ventura	114,847	41,200	151,882	41,838	4,288	53,908		
Mono	2,115	700	2,392	680		721	Yolo	40,640	14,700	52,272	16,955	2,117	19,719		
Monterey	130,498	48,600	177,494	42,656	4,522	52,595	Yuba	24,420	9,500	47,670	9,398	1,053	11,188		
Napa	46,903	15,900	54,813	14,854	1,309	19,625									
Nevada	19,888	6,800	20,580	6,356	530	7,464									
Orange	216,224	110,600	352,077	83,213	11,247	145,891									
Placer	41,649	14,100	51,601	14,647	1,483	17,364									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

ALTURAS
(Modoc County)

KCNO 1951	570 1,000-D	CONR, Inc. Box 207 235	Best	Jackson Teuter, p, gm	Louis Gillispie, cm
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APPLE VALLEY
(San Bernardino County)

KAVR 1954	960 5,000-D	Apple Valley Bcstg. Apple Valley Inn 7-7251		Newton T. Bass, p	John Charles Thomas, exec vp & d	George A. Nickson, cm Dean Kiner, ce
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ARCATA
(Humboldt County)

KENL (CP)	1340 250	Vernon Wallace Emmerson 225 Shirley Blvd.		Vernon Wallace Emmerson, o	
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AVALON
(Los Angeles County)

KBIG 1952	740 10,000-D DA-D	John Poole Bcstg. Co. 6540 Sunset Blvd. Hollywood 28 Hollywood 3-3205	Meeker	John H. Poole, p Cliff Gill, vp, opr mgr Robert J. McAndrews, vp, cm	Alan Lisser, pd Buell Dalton, ce	Larry Berrill, nd, sd Margee Phillips, wd
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BAKERSFIELD
(Kern County)

KAFY 1946	550 1,000 DA-1	Paschall, Tullis & Hearne P. O. Box 777 Empire 6-7248	MBS Don Lee	Benton Paschall, gm, cm Thad Buckley, pd, sd	Hal Laffoon, pmm, nd Jim Garner, ce	Carl Carlson, fd Eleanor Strauss, wd
KBIS 1950	970 1,000 DA-2	Marmat Bcstg. Co. 2013 Chester Ave. Fairview 4-6093	Young	Hal Brown, p, gm, pd	Frank Wilbur, cm, pmm	Jack Duemler, ce
KERN 1938	1410 1,000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS Raymer	Eleanor McClatchy, p Walter L. Baziuk, sm	Verne Shatto, ce Paul McElroy, news reporter	Lawrence Martin, farm ed.
KERN-FM 1948	Ch. 231 (B) 94.1mc 9.1kw					
KGEE 1946	1230 250	KGEE Inc. 1420 Truxton Ave. Fairview 7-1441	NBC Hollingbery	C. Dexter Haymond, p John Tomerlin, cm, sd	Robert Hawkins, pd Ed Urner, pmm	Edwin Andress, ce Burleigh Smith, nd
KERO-TV KMAP (CP)	1490 250	Morris Mindel 1812 F St. Fairview 7-3541	Forjoe	Morris Mindel, o	Jim Hodges, gm	Wally Jorgensen, cm
KPMC 1933	1560 10,000 DA-N	Pioneer Mercantile Co. 307 1/2 E. 21st St. Fairview 7-8157	ABC Oakes Burn-Smith	F. G. R. Schamblin, p L. A. Schamblin, gm	C. C. Sturm, cm, pd, pmm Leo P. Jarvis, ce	Paul R. Biermann, nd, fd, sd
KQXR (FM) 1955	Ch. 268 (B) 101.5mc 14.5kw	KLEF Bcstrs.				

BANNING
(Riverside County)

KPAS 1947	1490 250	Darwin Bcstg. Co. 4425 W. Ramsey St. Victor 9-4557	Grant Webb	Chet Darwin, o, gm, cm	
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BARSTOW
(San Bernardino County)

KWTC 1947	1230 250	Mojave Valley Bcstg. Inc. P. O. Box 697 4001	ABC O'Connell Cooke	W. T. Brown, p Harry White, gm, cm	Richard Cruse, pd	Walter McBride, ce
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BERKELEY
(Alameda County)

KPFA (FM) 1949	Ch. 231 (B) 94.1mc 54kw	Pacifica Foundation 2207 Shattuck Ave. Ashberry 3-6767		Lewis K. Hill, p Robert Schutz, gm	Eleanor Moore, pd	Erwin Goldsmith, ce
KRE 1924	1400 250	Central California Bcstrs. Inc. 601 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p, gm	Don Hambly, cm	
KRE-FM 1949	Ch. 275 (B) 102.9mc 9.9kw					

BEVERLY HILLS
(Los Angeles County)

KCBH (FM) 1954	Ch. 254 (B) 98.7mc 50kw	A. A. Crawford 455 N. Rodeo Dr. Crestview 1-8124		A. A. Crawford, p, gm, cm Jean E. Crawford, pd	Ronald L. Nelsen, music d	John Davis, ce
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BISHOP
(Inyo County)

KIBS 1953	1230 250	Inyo Bcstg. Co. S. Hwy. 395 4411	KBS Bcst. Time Sales	James R. Oliver, ptrn, gm, pmm, nd S. A. Cisler, p	R. S. Deming, cm George Hobkirk, pd, ce	Jack LaMarca, sd Virginia Holmes, wd
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BLYTHE
(Riverside County)

KYOR 1948	1450 250	Bcstg. Corp. of America Radio Station KPRO Overland 6-0260	ABC California Radio Net. Pearson	Fred E. Carr, acting trustee Joe Sweat, gm, cm, pd, pmm, nd	Conrad Figueroa, ce Ray Mitchell, fd	Charles Bigler, sd Pat Mitchell, wd
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BRAWLEY
(Imperial County)

KROP 1948	1300 1,000-D 500-N	Bcstg. Corp. of America Del Rio Country Club 1300	ABC California Radio Net. Pearson	Dale R. Peterson, opr dir Sam E. Rowe, gm	Paul Welman, ce Ed Silvera, nd	Len Benson, sd Connie Silvera, wd
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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.
BURBANK (Los Angeles County)						
	KBLA	1490 1952 250	Bcstrs. of Burbank Inc. 11516 Oxnard St. N. Hollywood, Calif. Sunset 2-1195	Webb	Gordon A. Rogers, p, nd, sd Robert S. Marshall, gm, cm, pd, pmm	William L. Robinson, ce Mildred Carr, wd
CALEXICO (Imperial County)						
	KICO	1490 1947 250	Charles R. Love P. O. Box 1697 El Centro, Calif. Elgin 2-1490	Cooke O'Connell	Charles R. Love, o	W. A. Geddes, gm, cm
CHICO (Butte County)						
	KHSL	1290 1935 5,000	Golden Empire Bcstg. Co. 4th & Wall Sts. Fireside 2-0141	CBS Avery-Knodel	Mrs. Hugh McClung, p, gm Charles H. Kinsley Jr., sm Justine A. Pero, cm Thomas Nelson, pd	George Posey, pmm Russell Pope, ce Thomas Nelson, nd Terry Rose, fd Bud Hanna, sd Jerry Bowen, wd
	KHSL-TV	DA-N				
	KXOC	1060 1949 10,000	Broadmoor Bcstg. Corp. Radio Lane Fireside 2-4211	MBS Don Lee McGavren Young	Jack O. Gross, p Ted L. Snider, gm Burke Riley, cm Ned Tollinger, pd	Robert Jennings, pmm William Pope, ce Ted McKinstry, nd Neil McIntyre, fd Bob Gheller, sd Juliet Gregoire, wd
COACHELLA (Riverside County)						
	KCHV	970 1954 1,000-D	Coachella Valley Bcstg. Co. Avenue 50 8-5234		Edward Gorges, ptrn, gm	Melvin Carroll, ptrn, ce Ed Keane, sm, cm
COALINGA (Fresno County)						
	KBMX	1470 1950 500-D	Westside Bcstg. Co. P. O. Box 1179 136	KBS Webb	Vernon J. Stedry, p, gm, cm Gene Davis, pd, ce	Duane Roehr, sd Annette McLellan, wd
CORONA (Riverside County)						
	KBUC	1370 1949 1,000-D	Radion Bcstg. Inc. P. O. Box 368 1370		Henry Fritzen, p, gm Charles M. Ferguson, sm, cm	Norma Brower, pd Robert Cochems, ce Lou Evans, nd, sd
		500-N DA-N				
CRESCENT CITY (Del Norte County)						
	KCRE	1400 1951 250	Del Norte Bcstg. Co. P. O. Box 248 3061	Ayres	Robert E. Grey, p, gm, pd	Peggy Burke, nd, fd, wd Jerry Clausen, sd
DELANO (Kern County)						
	KCHJ	1010 1951 5,000-D	Charles Herman Johnes P. O. Box 262 8676		Charles H. Johnes, p, gm, ce Jean G. Johnes, pd	Jim Turner, nd, sd Elliott Fouts, fd
		1,000-N DA-2				
DINUBA (Tulare County)						
	KRDU	1240 1946 250	Radio Dinuba Co. P. O. Box 157 500	KBS Ayres	Egon Hofer, p, m David L. Hofer Jr., vp	Warren Nystrom, ce, fd Harold Sparks, nd Bud Brockett, sd
EL CAJON (San Diego County)						
	KBAB	910 1955 1,000	Babcock Bcstg. Co. 200 E. Main St. Hickory 4-8145	KBS Bolling	Robert J. Babcock, p	
		DA-2				

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IS IMPERIAL
VALLEY A
GAP IN YOUR
COVERAGE OF
SOUTHERN
CALIFORNIA?



YES, IF YOU'RE NOT USING **KXOI**

KXO covers the entire Imperial Valley—Southern California's Third Market. This lush market can be reached only from within—because mountains block out nearly all non-valley radio and TV.

KXO enjoys 54.5% share of audience, day and night average, including all cities in the Imperial Valley.† Imperial Valley is the 7th Farm County in U. S. with a cash farm income of \$141,278,000.*

* 1955 Agricultural Commissioner's Report † Hooper, Ward, Conlan Representative : Paul H. Raymer Co., Inc.

EL CENTRO
(Imperial County)

KXCO 1927	1230 250	Valradio Inc. P. O. Box 140 Elgin 2-1230	MBS Don Lee Raymer	Riley R. Gibson, p, gm, pd Marco Hanan, cm, sd	Jim Coin, ce Bob Weaver, nd, fd	Jo Ann Bisgaard, wd
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EUREKA
(Humboldt County)

KHUM 1947	1240 250 (CP 980 5,000-D 500-N DA-N)	Carroll R. Hauser Vance Hotel Hillside 2-5744	CBS Pearson McGavren	Carroll R. Hauser, o, gm Frank Brown, sm, pd, pmm, nd	Dean Elliott, ce	Ken Stodder, sd
KIEM 1933 KIEM-TV	1480 5,000 DA-1	Redwood Bcstg. Co. P. O. Box 1021 Hillside 3-1621	MBS Don Lee Blair	William B. Smullin, p John G. Bauriedel, vp, gm Robert Stach, cm Eddy Arnold, pd	Barry Adams, pmm Bert Speer, ce Newt Steward, nd	Jack Wilbur, fd Marshall St. John, sd Vi Susan, wd
KRED (FM) 1947	Ch. 242 (B) 98.3mc 4.6kw	(KIEM, AM Affiliate)				

FT. BRAGG
(Mendocino County)

KDAC 1948	1230 250	Edward Mertle P. O. Box 616 3251	KBS	Edward Mertle, p	Craig N. Smith, gm, ce	Mathew V. Huber, cm, pd
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FRESNO
(Fresno County)

KARM 1938	1430 5,000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Bolling	Hattie Harm, p Clyde F. Coombs, gm Norman C. Haagenson, cm	Lou Lampe, pd E. Roth Cooney, pmm Elbert H. Dean, ce	Hap Haggard, nd Stan Kelly, fd
KARM-FM 1948	Ch. 270 (B) 101.9mc 7.4kw					
KBIF 1947	900 1,000-D	John H. Poole 857 Van Ness Ave. 6-0791	Meeker	John H. Poole, p Dave Maxwell, gm	William Barnard, pd, nd Bob Love, ce	James Bailey, sd
KFRE 1937 KFRE-TV	940 50,000 DA-2	California Inland Bcstg. Co. T. W. Patterson Bldg. 4-5001	CBS Blair	Paul R. Bartlett, p, gm Ed J. Frech, vp, sm Donald A. Barry, cm	Harold C. O'Donnell, pd Keith L. Mealey, vp, eng dir	Russell Powell, nd Wally Erickson, fd
KRFM (FM) 1946	Ch. 229 (B) 93.7mc 70kw	(KFRE, AM Affiliate)				
KGST 1949	1600 1,000-D	Delle Bcstg. Co. 1244 O St. 6-9901	KBS Rambeau	Morrie Mindel, gm Wally Jorgensen, cm	Jeanne Bacher, pd, wd Andy Kay, nd	Jim Russell, fd Sy Dudley, sd
KMAK 1953	1340 250	McMahan Bcstg. Co. 2020 McKinley 6-9448	Grant	R. O. McMahan, p Coyie Chambers, gm	Denny Whitney, asst mgr	Edward Nickels, ce
KMJ 1925 KMJ-TV KMJ-FM 1949	580 5,000 Ch. 250 (B) 97.9mc 7.3kw	McClatchy Bcstg. Co. 1515 Van Ness Ave. 3-6277	NBC Raymer	Eleanor McClatchy, p Dave Harris, sm Roy Swanson, cm	Ramsey Elliott, prog mgr William Wallace, ce	Garnet Casselman, news editor Ed Sturgeon, farm editor
KYNO 1947	1300 1,000 DA-2	Radio KYNO 2125 N. Barton 5-8383	MBS Hollingbery	L. E. Chenault, gm Jim Carroll, cm	Leo Goldman, pd Bert Williamson, ce	Jack Grady, nd, fd George Bryson, sd

KARM

Fresno, California

ABC's Station for Central California

Represented Nationally by

THE BOLLING CO. INC.

New York
247 Park Ave.

Boston
80 Boylston St.

Chicago
435 N. Michigan Ave.

Los Angeles
204 S. Beverly Dr.
Beverly Hills

San Francisco
5 Third Street

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr. pdm;
						Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
GLENDALE (Los Angeles County)							
	<i>KBMS (FM)</i> (CP)	Ch. 290 (B) 105.9mc 18kw	Planned Music Inc. 135 S. Kenwood Glendale 5		Nicholas M. Brazy, o	Richard T. Sampson, gm, ce	Perry C. Childers Jr., pd
	<i>KFMU (FM)</i> 1954	Ch. 246 (B) 97.1mc 58kw	Nicholas M. Brazy P. O. Box 783 Chapman 5-5887				
	<i>KHOF-FM</i> (CP)	Ch. 258 (B) 99.5mc 17.5kw	The Maple Chapel 700 S. Adams				
	<i>KIEV</i> 1932	870 250-D	Cannon System Ltd. 102 N. Glendale Ave. Chapman 5-2388		David H. Cannon, p Cal Cannon, gm, cm	Allin Slate, pd Charles Whitten Jr., ce	Trav Bayly, nd Paul Stewart, sd
	<i>KUTE (FM)</i> 1951	Ch. 270 (B) 101.9mc 11.6kw	Robert P. Adams P. O. Box 729 Citrus 4-1414		Robert P. Adams, p, gm, cm, pd, ce		
HANFORD (Kings County)							
	<i>KNGS</i> 1948	620 1,000 DA-N	Hanford Bcstg. Co. P. O. Box 620 Ludlow 2-0361	McGavren	Earl J. Fenston, p Bob Klein, gm	Mel Offenbach, cm Les Castaneda, pd, sd	Stan Vestal, ce Dave Camp, nd, fd
INDIO (Riverside County)							
	<i>KREO</i> 1946	1400 250	Bcstg. Corp. of America P. O. Box 697 7-3403	ABC California Radio Net. Pearson	Dale Peterson, gm	Douglas K. Caplette, sm	Manuel Barraza, ce
LANCASTER (Los Angeles County)							
	<i>KAVL</i> 1950	1340 250	Antelope Bcstg. Co. P. O. Box 1192 Whitehall 2-1121	Bcst. Time Sales	Whitford B. Carter, p, gm Herbert L. Comstock, cm	Lewis F. Shank, pd, nd, sd Dean Roper, pmm	James B. French, ce Wilma Lewis, wd
	<i>KBVM</i> (CP)	1380 1,000-D DA-D	Brocaw Bcstg. Co. 2013 Chester Ave. Bakersfield, Calif.		Harold J. Brown, ptrn	John J. Cawley Jr., ptrn	
LODI (San Joaquin County)							
	<i>KCVR</i> 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	KBS Ayres	Herbert W. Brown, co-o David A. Brown, co-o, gm, co-pd	Dedah M. Corlett, sm, cm, co-pd, wd Dick Venturino, pmm	George L. Sampson, ce Harry Eden, nd, sd
LONG BEACH (Los Angeles County)							
	<i>KFOX</i> 1924	1280 1,000	KFOX Bcstg. Corp. 220 E. Anaheim St. Hemlock 6-7281	Rambeau	W. T. McDonald, p Hal Shideler, gm	Paul Bauer, off mgr Stu Sanders, pd, nd, sd	William E. Symons, ce Mary Alyce Rivard, wd
	<i>KFOX-FM</i> 1951	Ch. 272 (B) 102.3mc 1kw					
	<i>KGER</i> 1926	1390 5,000 DA-N	John Brown Schools of California Inc. 3745 Atlantic Ave. Garfield 7-7907	KBS Walker	Dr. John E. Brown Sr., p Clinton H. Fowler, gm, cm	Irene Cook, pd, wd Luther Crumbaugh, ce	Finis Bell, nd Harry L. Bateson, fd
	<i>KNOB (FM)</i> 1949	Ch. 276 (A) 103.1mc 0.32kw	Cerritos Bcstg. Co. 1120 Pine Ave. Hemlock 8-5519		Roy Torian, p, gm, cm, ce	Jim Cowgill, pd	
LOS ANGELES (Los Angeles County)							
	<i>KABC</i> 1929	790 5,000 DA-N	American Bcstg.- Paramount Theatres Inc. 1539 N. Vine Hollywood 2-3141	ABC Petry	Robert E. Kintner, p John Hansen, gm	Bill Baxley, cm Dresser Dahlstead, pd	Cameron Pierce, ce Ed Conklin, nd
	<i>KABC-FM</i> 1948	Ch. 238 (B) 95.5mc 4.3kw					
	<i>KBIG</i> <i>KCBH (FM)</i> 1954		(See Avalon listing) (See Beverly Hills listing)				
	<i>KFAC</i> 1929	1330 5,000 DA-N	Los Angeles Bcstg. Co. 5773 Wilshire Blvd. Webster 8-0161	Bolling	Calvin J. Smith, p, gm, cm Howard Rhines, pd	Ron Oakley, ce	Dick Joy, nd, sd
	<i>KFAC-FM</i> 1948	Ch. 222 (B) 92.3mc 18kw					
	<i>KFI</i> 1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Christal	Earle C. Anthony, p, gm Charles E. Hamilton, asst to p Pat Kelly, pd Ron Manders, pmm	H. L. Blatterman, co-ce Curtis Mason, co-ce Kerwin Hoover, nd	Jim Todd, fd Rolly Thomss, sd Mary Hickox, wd
	<i>*KFSG</i> 1924	1150 2,500-D 1,000-N ST-KRDK	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141		Dr. Rolf K. McPherson, p M. D. Buchen, gm, pd, pmm	Donald K. Horton, ce	Oval Wylie, nd
	<i>KFWB</i> 1925	980 5,000	KFWB, Inc. 6419 Hollywood Blvd. Hollywood 3-5151	Branham McGavren	Harry Maizlish, p, gm Morton Sidley, gen sim Harry Myers, ce	Sydney Yallen, opr dir Beal Bedford, mch dir Mickey Freeman, pub dir	Dave Ballard, nd Erik Paige, sd
	<i>KFWB-FM</i> 1948	Ch. 234 (B) 94.7mc 58kw					

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IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline

RADIO

delivers more
for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand! (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1955 Copyrighted Survey)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

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	
LOS ANGELES (Cont.)							
KGfJ 1926	1230	250	Ben S. McGlashan 6314 Sunset Blvd. Hollywood 4-0201		Ben S. McGlashan, o Thelma Kirchner, gm, cm Molly Low, cm	Juanita McCurdy, pmm Homer M. Obuchon, ce	Bob Engel, nd John Magnus, sd
KHJ 1922	930	5,000	RKO Pictures 1313 N. Vine St. Hollywood 2-2133	MBS Don Lee H-R Reps.	Willet H. Brown, p Ward D. Ingram, gm Norman Boggs, vp	Terry Mann, cm A. J. LaFrano, pd Robert M. Light, pmm	Robert E. Arne, ce Les Mawhinney, nd Norma Young, wd
KHJ-TV 1941	Ch. 226 (B)	101.1mc 16.8kw					
KLAC 1928	570	5,000-D 1,000-N	KMTR Radio Corp. 6363 Sunset Blvd. Hollywood 2-7271	Young	M. W. Hall, p, gm Felix Adams, cm	R. F. Horgan, pd James McNamara, nd	Sam Balter, sd
KMPC 1928	710	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 Loyd C. Sigmon, vp, asst gm, ce	Mark Haas, bcstg dir Stanley Spero, cm Harry Golder, nd	Ira Cate, fd Bob Keiley, sd
KNX 1920	1070	50,000	Columbia Bcstg. System 6121 Sunset Blvd. Hollywood 28, California Hollywood 9-1212	CBS Columbia Pacific Radio Net. CBS Radio Spot Sales	Bert S. West, gm Donald M. Ross, cm, gen sim Robert P. Sutton, pd	Joan M. Asher, pmm Ted Denton, ce Jack Beck, nd	Nelson McIninch, fd Tom Harmon, sd Ruth Ashton, wd
KNX-FM 1948	Ch. 226 (A)	93.1mc 67kw					
KPLA (FM) 1955	Ch. 282 (B)	104.3mc 7.1kw	Don Martin School of Radio Arts 1653 N. Cherokee Hollywood 2-3281		Don C. Martin, p, cm	James L. Fitch, pd	Richard Browning, ce
KPOL 1952	1540	10,000-D (C.P. 10,000 DA-N)	Coast Radio Bcstg. Corp. 4628 Wilshire Blvd. Webster 8-2345	Keller	Hugh R. Murchison, p Frederick D. Custer, gm, cm	Robertson C. Scott, pd	Floyd Hall, ce
KPOP 1925	1020	5,000 L-KDKA	Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345	Bcst. Time Sales	Frank Burke, p, gm Vern Lindblade, cm	Earl McDaniel, pd, pmm Leonard Reeves, ce	Violet Schram, wd
KRKD 1927	1150	5,000-D 1,000-N ST-KSFG	Continental Telecasting Corp. 541 S. Spring St. Madison 5-2121		Ned Connor, gm, cm	Charles A. Clifton, pd, nd, sd	Willis O. Freitag, ce
KRKD-FM 1949	Ch. 242 (B)	96.3mc 54kw					

MADERA
(Madera County)

..... (CP)	1250 500-D		Mondo Bcstg. Co.		Gene Mondo, co-o	Robert S. Garrett, co-o	Eugene H. Bell, co-o
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MARYSVILLE
(Yuba County)

KMYC 1940	1410 1,000 DA-2		Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 Sherwood 2-2396	MBS Don Lee Paschall Hall Grant	H. E. Thomas, p Joe D. Carroll, gm, cm William Cleveland, pd, fd	Gene Walker, pmm Loyd McQueary, ce John Mayer, nd	Ned Liebman, sd Anne Bailey, wd
KMYC-FM 1947	Ch. 261 (B)	99.9mc 4.9kw					

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LOS ANGELES ST. LOUIS SAN FRANCISCO

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MERCED*(Merced County)*

KWIP (CP)	1580 500-D	Joseph E. Gamble c/o KXOB Stockton, Calif.				
KYOS 1936	1480 5,000 DA-N	KYOS Inc. P. O. Box 717 RA 2-6251	MBS Don Lee Grant	C. O. Chatterton, p, gm Robert Garrett, cm Gene Bell, pd, nd	Cecil Lynch, ce Ray Coppick, fd	Robert McVay, sd Betty Chatterton, wd

MODESTO*(Stanislaus County)*

KBEE (FM) 1948	Ch. 227 (B) 103.3mc 11.5kw	McClatchy Bcstg. Co. 14th & Eye Sts. 2-2061	Raymer	Eleanor McClatchy, p	Albert Schneider, ce	
KBOX 1951	970 1,000 DA-2	Stanislaus County Bcstrs. Inc. 1115 Eye St. 3-7756	Rambeau	Milton L. Hibdon, p, gm W. Lee Roddy, cm Norma Alamsha, pd	Fran Abell, pmm Richard Foreman, ce	George Stevans, nd, fd Richard Nicholson, sd
KMOD 1950	1380 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 2-1051	ABC McGavren Paschall Meeker Grant	Don C. Reeves, p, gm Judd Sturtevant, cm	Gene D'Accardo, pd, nd, sd, fd	Don Allen, ce Maxine Boren, wd
KTRB 1933 KTRB-TV (CP) KTRB-FM 1949	860 10,000-D 1,000-N DA-2 Ch. 281 (B) 104.1mc 4.7kw	KTRB Bcstg. Co. P. O. Box 593 3-0737		Wm. H. Bates Jr., p, gm, ce Richard Brown, cm Cal Purviance, pd, pmm	Charles McEwen, nd Leonard Anderson, fd	Phil Barber, sd Hilda Higbee, wd

MONTEREY*(Monterey County)*

KMBY 1949	1240 250	KMBY Bcstg. Corp. 468 Calle Principal 2-4541	CBS Pearson	B. P. Timothy, p, gm, cm	Frederick A. Gwynn, pd, ce, nd	Liz Blair, pmm, wd
KXXL 1955	630 1,000 DA-2	S. A. Cisler 546 Hartnell Plaza 5-6302	Burn-Smith	Don D. Campbell, gm Robert G. Campbell, cm	Jack G. Hamilton, pd Herman Stalberg, ce	Bert Rogers, nd Johnny Lamb, sd

MT. DIABLO*(Contra Costa County)*

KSBR (FM) 1947	Ch. 263 (B) 100.5mc 63kw	Televiston Diablo Inc. 225 E. Miner Stockton, Calif. Howard 6-6981		H. Leslie Hoffman, p	Stanton D. Bennett, ce	Terry H. Lee, exec vp, gm
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MT. SHASTA*(Siskiyou County)*

KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. E. Alma St. 2124	McGavren Continental	David H. Rees, co-o, ce Arthur Adler, co-o, gm	Iola Huntingdon, pd	Bob Laverty, sd
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NAPA*(Napa County)*

KVON 1947	1440 500 DA-1	Jack L. and Alyce M. Powell Foster Road Baldwin 6-2023		Jack L. Powell, gm Burke Riley, cm Alyce M. Powell, pd	Frank Christian, pmm Ramon Curry, ce, sd	Alvin Wirick, nd Martha Walker, wd
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NEEDLES*(San Bernardino County)*

KSFE 1952	1340 250	Needles Bcstg. Co. Box C-2 1234	KBS Continental	B. J. Fitzpatrick, co-o, cm L. A. Newsome Jr., co-o, pd	Al Lincoln, ce	Louise Rice, nd
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OAKLAND*(Alameda County)*

KLX 1922	910 5,000 DA-N	Tribune Bldg. Co. 401 13th St. Glencourt 1-0660	Webb Tracy Moore	J. R. Knowland Jr., p Wilson K. "Bud" Foster, gm Bill Laws, pd, sd	Roswell S. Smith, ce John K. Chapel, nd	Bert Buzzini, fd Anne Truax, wd
KROW 1925	960 1,000	KROW Inc. 464 19th St. Twinoaks 3-9600	Raymer	Sheeldon F. Sackett, p J. G. Paltridge, vp, gm	Jack de Mello, slm Russ Coglein, pd	A. Patterson, ce Ray A. Yeager, nd
KWBR 1920	1310 1,000	Warner Brothers Radio 327 22d St. Higate 4-1212	Forjoe	E. N. Warner, p F. Wellington Morse, sm	Jean K. Fisher, pd	Paul E. Gregg, ce

OCEANSIDE*(San Diego County)*

KSLR (CP)	1320 500 DA-1	San Luis Rey Bcstg. Co. 307 N. Hill St.		C. W. Shanks, p		
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ONTARIO*(San Bernardino County)*

KOCS 1946	1510 250-D	Daily Report Co. 222 E. "B" St. Yukon 6-1111	Menne	Jerere A. Harnish, p Peter R. Odens, gm	Gaie Page, pd	Glenn Clark, ce, sd
KEDO (FM) 1947	Ch. 228 (A) 93.5mc 0.31kw	(KOCS, AM Affiliate)				

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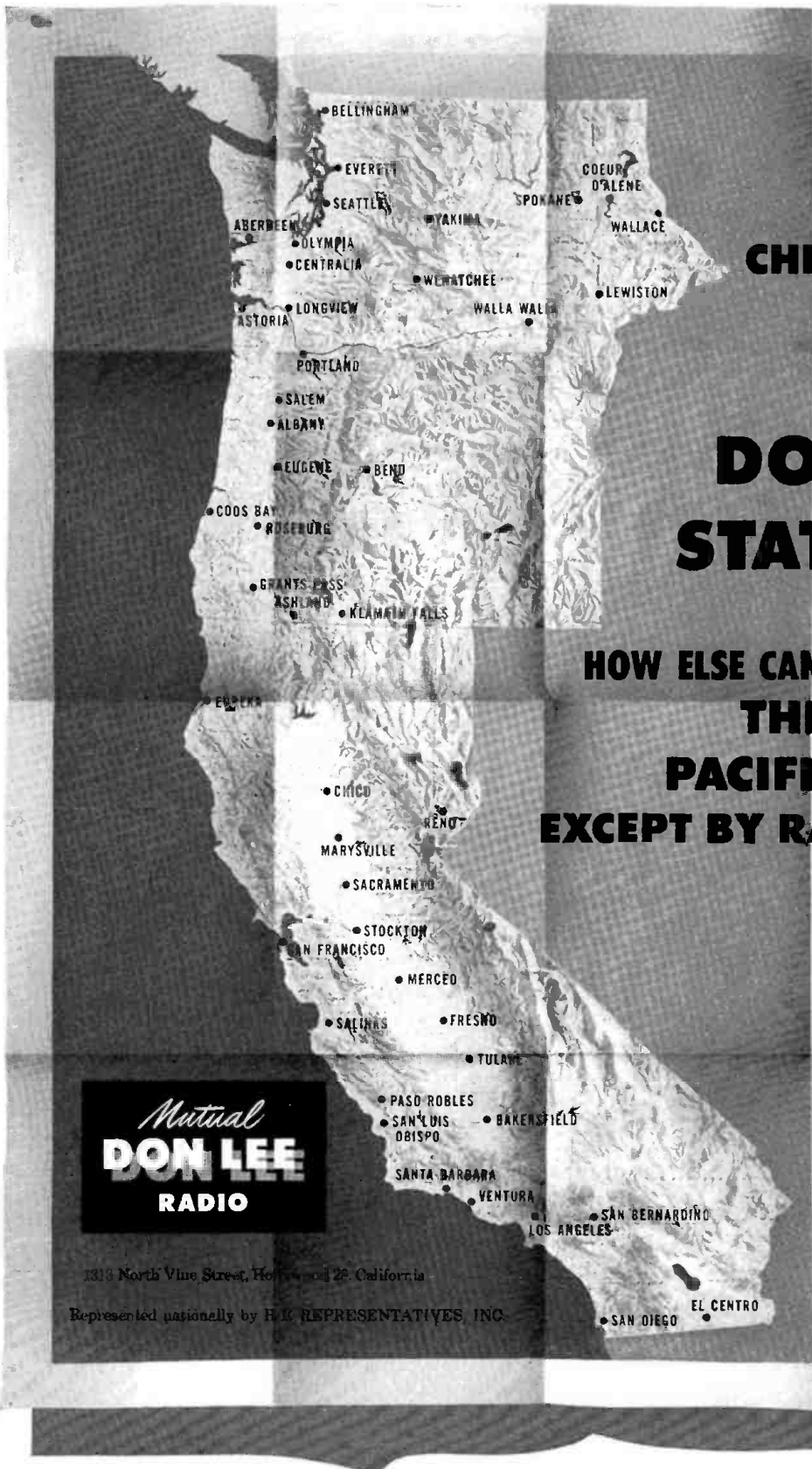
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City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
OROVILLE (Butte County)					
KMOR 1948	1340 250	Oroville Bcstrs. Inc. P. O. Box 1032 1340	Ayres	Alan B. Bowles, p, gm Louis Coppola, cm, sd	Betty Groth Grant, pd, wd Ross McCarthy, pmm Keith Bryden, ce, nd
OXNARD (Ventura County)					
KOKR 1955	910 1,000-D DA-D	Oxnard Bestg. Corp. 613 S. "C" St. Hunter 3-2303 (See Ventura listing)	Tracy Moore	Paul R. Schneider, p	Charles Farmer, gm Robert Brown, sm
PALM SPRINGS (Riverside County)					
KCMJ 1946	1340 250	Palm Springs Bcstg. Corp. P. O. Box KK 2253	CBS Stone O'Connell McGavren	David H. Margolis, p Robert D. Blashek, evp	Norman L. Lofthus, gm, cm Peggy Bull, pd Vincent Parsons, ce
KPAL 1954	1450 250	Desert Radio & Tele- casting Co. 174 N. Palm Canyon Dr. 2031	Holman Tracy Moore	Florence P. Raley, p, gm	John Michel, cm
PALO ALTO (Santa Clara County)					
KIBE 1947	1220 1,000-D	Sundial Bestg. Corp. 149 California St. San Francisco, Calif. Yukan 2-6272		William R. Crocker, p Edward Davis, gm	Alan Cameron, cm, pmm George Schaefer, pd H. J. Richards, ce
PASADENA (Los Angeles County)					
KALI 1950	1430 5,000-D DA-D	Consolidated Bcstg. Co. 758 E. Colorado St. Ryan 1-7148	Oakes	Henry Fritzen, p, gm Chester W. Erickson, asst mgr	Virginia M. O'Laughlin, pd Harvey Fritch, ce John Wanger, nd, sd Alma Leonor Beiran, wd
*KPPC 1924	1240 100	Pasadena Presbyterian Church 585 E. Colorado (1) Sycamore 3-2191		Dr. Myron Nichols, gm	Del Reynolds, pd Clayton Blake, ce
KWKW 1942	1300 1,000 DA-N	Southern California Bcstg. Co. 800 Sierra Madre Villa Ryan 1-6744	O'Connell Bcst. Time Sales	Marshall S. Neal, gen ptmr William J. Beaton, gm James Coyle, sm Bill Garr, pd	Claire Hughes, pmm Paul W. Spargo, ce Rodolfo Hoyos Jr., nd Gordon Baker, Lloyd, fd Salvador Bagez, sd Fina Marin, wd
KWKW-FM 1948	Ch. 252 (A) 98.3mc 0.33kw				
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bcstg. Co. 1401 S. Oak Knoll Ave. Ryan 1-6991		Loyal K. King, p, gm Marion Atkinson, pd	Jack Reeder, ce Joe Buchanan, nd Lou Stevens, fd
PASO ROBLES (San Luis Obispo County)					
KPRL 1946	1230 250	Dale J. & Bernard Schwartz 32d & Oak Sts. 204	MBS KBS Don Lee Grant	Dale J. Schwartz, co-o, gm, ce, fd	Bernard Schwartz, co-o, cm, pd, nd, sd Dorothy Schwartz, pmm, wd
PETALUMA (Sonoma County)					
KAFF 1950	1490 250	Redwood Empire Bcstg. Co. P. O. Box 590 2-9787	KBS Bcst. Time Sales	A. T. Shields, p, gm, nd Geraid Hauser, cm, fd	Corinne Shields, pd, pmm Aubin D. Thomas, ce Mary Waterford, wd
PITTSBURG (Contra Costa County)					
KECC 1949	990 1,000 DA-N (CP 5,000 DA-2)	KECC Inc. 235 Railroad Ave. Hempstead 2-2964	Grant	Mel D. Marshall, gm	William MacIntosh, pd Merlin W. Haag, ce
POMONA (Los Angeles County)					
KWOW 1947	1600 1,000-D 500-N	Valley Bcstg. Co. 1240 E. Holt Lycomong 2-1293		Dean H. Wickstrom, p, gm Jim Robinson, cm	Florence E. Wickstrom, pd Robert Rogers, ce
PORTERVILLE (Tulare County)					
KTIP 1947	1450 250	Ralph F. Miller P. O. Box 1312 1450	ABC KBS O'Connell	Ralph F. Miller, p, gm	Don R. Weldon, loc cm Bill White, ce
RED BLUFF (Tehama County)					
KBLF 1947	1490 250	Hal K. Shade Tremont Hotel 880	ABC KBS Tracy Moore	Hal K. Shade, p W. W. Boone, gm	W. F. Baumgarten, cm Lee Craig, pd Harry Shelby, ce George Froome, nd, sd

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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
REDDING (Shasta County)						
KRDG (CP)	1230 250		M & C Broadcasters			
KSDA 1954	1400 250		Valr Inc. P. O. Box 1400 600	Grant	Betty M. Farrelle, p, wd Paul S. Farrelle, gm, cm, ce	Ronald S. Rose, pd John N. Chames, pmm, sd Betty M. Hayes, nd Donald Walters, fd
KVCV 1937	600 1,000 DA-1		Golden Empire Bcstg. Co. Chico, Calif. Fireside 2-0141	CBS Avery-Knodel	Mrs. Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm Lyle Mathys, pd	Stanley Garvey, pmm Russell Pope, ce George Wussow, res eng Charles Caster, nd Peter Bay, fd William Winters, sd Fran Bruce, wd
REDLANDS (San Bernardino County)						
KCAL 1954	1410 1,000-D		Southwest Bcstg. Co. P. O. Box 52 Pyramid 3-2358	Tracy Moore	Dr. Bernard Corren, p Roy C. Winkelmann, gm, cm	Ellen Winkelmann, pd, wd John D. Clowes, ce Bill Paterson, nd, sd
RIVERSIDE (Riverside County)						
KPRO 1941	1440 1,000		Bcstg. Corp. of America P. O. Box 987 Overland 6-0280	California Radio Net. Pearson	Dale R. Peterson, opr dir	Manuel I. Barraza, ce Beth Robinson, wd
SACRAMENTO (Sacramento County)						
KCRA 1945	1320 5,000-D		KCRA Inc. 310 10th St. Gilbert 2-0757	NBC Petry	Ewing C. Kelly, p, gm Robert E. Kelly, sm, pd Karleen R. Reich, pmm	W. Herbert Hartman, ce Ed Jeffrey, nd Bob Anderson, fd Millie Sullivan, wd
KCRA-TV	1,000-N DA-2					
KCRA-FM 1947	Ch. 241 (B) 96.1mc 11kw					
KFBK 1922	1530 50,000 DA-1		McClatchy Bcstg. Co. 708 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, p Keith B. Collins, sm Arthur C. Williams, slm Harry Warren, prog mgr	Stam Sronce, ce Victor Blanks, news editor Raymond L. Rogers, farm editor Tony Koester, sports mgr Ann B. Hill, women's editor
KFBK-FM 1946	Ch. 245 (B) 96.9mc 3.2kw					
KGMS 1952	1380 1,000-D DA-D		Capitol Radio Enterprises Hotel Senator Hudson 1-3133	Bcst. Time Sales	Irving J. Swartz, co-o, gm Jack Matranga, co-o, pd, nd	Steve George, co-o, cm, sd Logan Z. Edwards, ce
KGMS-FM (CP)	Ch. 233 (B) 95.1mc 36kw					
KROY 1937	1240 250		KROY Inc. Sacramento Hotel Gilbert 3-2525	CBS Hollingbery	Robert W. Dumm, p	Ralph Guild, sm Maurice Hill, ce
KXOA 1945	1470 1,000 DA-N		Sacramento Bcstrs. Inc. P. O. Box 94 (15) Wabash 5-2717	MBS Don Lee	Lincoln Dellar, p, gm Howard Haman, cm	Jack J. Lawson, pd, nd Ewald W. Berger, ce
KXOA-FM 1947	Ch. 300 (B) 107.9mc 12.5kw					
SALINAS (Monterey County)						
KDON 1935	1480 5,000 DA-1		Frank Oxarart Inc. P. O. Box 1490 2-6464		Frank Oxarart, p	
KSBW 1947	1380 1,000 DA-1		Salinas Valley Bcstg. Corp. P. O. Box 1651	MBS Forjoe	John C. Cohan, p, gm Leslie L. Daggett, cm Mike Morisoli, pd, pmm, nd, sd	Bill Hargan, ce Carroll Pederson, fd Gail Clark, wd
KSBW-TV						
SAN BERNARDINO (San Bernardino County)						
KCSB 1947	1350 500 DA-N		Fred P. D'Angelo P. O. Box 269 8-2245	Grant	Fred P. D'Angelo, p, gm, cm Jim Lucas, pd, pmm, nd	Orval Pond, ce Red Britton, fd Sid Ducote, sd Shirley Szarkowski, wd
KFXM 1929	590 1,000 DA-2		Lee Brothers Bcstg. Co. California Hotel 4761	MBS Don Lee Blair	Willard R. Hasbrook, p, gm, pd Raymond Grant, cm	Betty Iglai, pmm George Ewing, ce Philip Stewart, nd Howard Balchly, fd Red Rush, sd Marion McCook Moodey, wd Marjorie Sharpe, wd
KITO 1947	1290 5,000 DA-2		KITO Inc. P. O. Box 889 7807	ABC Hollingbery	J. J. Flanigan, p, gm, cm Richard Klitzing, pd, pmm, ce	Robert Van Roy, nd Dennis Kirwan, fd, sd John Neal, off mgr Val Gearhart, sd
KRNO 1948	1240 250		Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771	Bcst. Time Sales	Norman H. Rogers, p George W. Brock, gm, ce	John Staples, cm Charles Palmer, pd, nd
SAN DIEGO (San Diego County)						
KCBQ 1946	1170 5,000-D 1,000-N DA-N		KCBQ Inc. P. O. Box 1629 Cypress 5-4103	Young	Gerald Bartell, p Larry Buskett, gm	Ralph Menard, pd Bob Weeks, ce
KFMB 1949	540 5,000		Wrather-Alvarez Bcstg. Inc. 1405 Fifth Ave. Belmont 2-2114	CBS CFRN Petry	J. D. Wrather Jr., p Maria Helen Alvarez, vp George Whitney, gm Arthur M. Mortenson, sm	Joe Miller, cm Jerry Lee Pecht, pd Dan Bellus, pmm Charles Abel, ce Ray Wilson, nd Molly Morse, wd
KFMB-TV	DA-1					
KFSD 1925	600 5,000		KFSD Inc. U. S. Grant Hotel Belmont 3-6353	NBC Katz	James G. Rogers, p William Goetze, gm F. T. Boise Jr., sm	Edward Baltimore, pd LeRoy Bellwood, ce Jim Brown, nd Sig Smith, sd Grant Recksieck, pmm
KFSD-TV	DA-1					
KFSD-FM 1948	Ch. 231 (B) 94.1mc 33kw					

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4% said daily.
67% said weekly.*
20% said semi-monthly.
13% said monthly.
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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.
SAN DIEGO (Cont.)					
KGB 1926	1360 1,000	Marion R. Harris 1017 First Ave. Belmont 3-6151	MBS Don Lee H-R Reps.	Marion R. Harris, p, gm Leonard Lundmark, cm	Robert S. Regan, pd, sd Donna Covent, pmm Edward Deverill, nd Martha Shorten, wd
KSDO 1947	1130 5,000-D 1,000-N DA-2	San Diego Bcstg. Co. U. S. Natl. Bank Bldg. Belmont 2-2041	Pearson McGavren Lake Feltis & Cox	Wilson Edwards, gm	Vern Milton, pd, ce
KSON 1947	1240 250	Rabell Enterprises 630 F St. Belmont 3-5175	Tracy Moore O'Connell Dora-Clayton	Fred Rabell, p Emery Chase, sm	Jack Rathbun, opr mgr, nd Jim Hadlock, pd Judd Edwards, ce Dorothy Rabell, wd
KSON-FM 1954	Ch. 284 (B) 104.7mc 14kw				
SAN FERNANDO (Los Angeles County)					
KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks, Calif. State 4-6291		E. P. Franklin, p Howard P. Gray, gm, cm	Allan McKee, pd Jay Rice, ce
SAN FRANCISCO (San Francisco County)					
KCBS 1921	740 50,000 DA-2	CBS Sheraton-Palace Hotel Yukon 2-7000	CBS CPRN CBS Radio Spot Sales	Arthur Hull Hayes, p Jules Dundes, gm Roland Kay, cm Pede Worth, pd	Evelyn Clark, pmm Alan Cormack, ce Don Mozley, nd Gordon Roth, fd Dick Godfrey, sd Jane Todd, wd
KCBS-FM 1948	Ch. 225 (B) 98.9mc 35kw				
KDFC (FM) 1948	Ch. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. 149 California St. Yukon 2-6272		William R. Crocker, p Edward Davis, gm	Martin Cantisano, cm George Schaefer, pd Harley J. Richards, ce
KEAR 1947	1550 10,000 DA-2	Bay Radio Inc. 1550 California (9) Prospect 6-4526	Burn-Smith	Stephen A. Cisler, p, gm Wallace Brazeal, cm	Ward Glenn, pd Marian Ebersson, pmm Douglas F. Mariska, ce George Stratton, nd
KFRC 1924	610 5,000	RKO Teletadio Pictures 1000 Van Ness Ave. Prospect 6-0500	MBS Don Lee H-R Reps.	William D. Pabst, gm William E. Nichols, cm Melvin Venter, pd	Robert Templeton, pmm, sd Ernest G. Underwood, ce David Scofield, nd Josephine Martin, wd
KGO 1923	810 50,000 DA-1	American Bcstg.- Paramount Theatres Inc.	ABC Petry	Robert E. Kintner, p James H. Connolly, vp, gm David W. Sacks, cm	Russell Baker, pd Victor P. Reed, pmm, nd, sd Harry Jacobs, ce Bill Adams, fd Ann Holden, wd
KGO-TV 1947	Ch. 279 (B) 103.7mc 3.8kw				
KJBS 1923	1100 1,000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148	Young	Edwin P. Franklin, p, gm Stanley G. Breyer, cm	Charles F. Pendleton, pd, pmm, nd Roger Roberts, ce
KNBC 1922	680 50,000	NBC 420 Taylor St. Graystone 4-8700	NBC NBC Spot Sales	Wm. K. McDaniel, gm, slm Jack Wagner, pd, nd Dave Engles, pmm	J. W. Baker, ce Henry Schacht, fd Hal Wolf, sd Marjorie King, wd
KNBC-FM 1949	Ch. 259 (B) 99.7mc 45kw				
KPOO (CP)	1010 10,000-D DA-D	Grant R. Wrathall Geary & Van Ness Ave. Santa Cruz, Murray 8-3352		Grant R. Wrathall, p, gm Calvin St. Xavier, cm J. O. Tretlakoff, pd	Allen N. von Weien, pmm Edward McCleary, ce Russell V. Lee, nd Stella B. Fritchard, wd
KSAN 1922	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171	Stars Natl.	S. H. Patterson, p	Richard Bott, gm, cm, pd, pmm Harry Wickersham, ce
KSAN-TV					
KSFO 1925	560 5,000-D 1,000-N	San Francisco Bcstrs. Inc. 950 California St. Yukon 2-5500	Headley-Reed	Wesley I. Dumm, p Roman W. Wassenberg, evp, gm	Gareth Garland, cm Robert Hansen, pd Patricia Sweet, pmm Charles Smith, ce Faye Stewart, wd
KXXK (FM) 1947	Ch. 247 (B) 97.3 mc 10kw	Electronic Service Corp. 1550 California (9) Prospect 6-4526	Burn-Smith	Stephen A. Cisler, p, gm cm, pd	Veikko West, ce Ward Glenn, pd
KYA 1926	1260 5,000-D 1,000-N	KYA Inc. Fairmont Hotel Douglas 2-2536		J. Elroy McCaw, co-o John D. Keating, co-o	H. G. Fearnhead, gm Irving C. Phillips, cm John Bowles, pd Paul Beck, ce
SAN JOSE (Santa Clara County)					
KEEN 1947	1370 1,000 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, sec-treas, pd Ray Hollingsworth, pmm E. Greer, ce Gordon Benson, nd Ken Wilhelm, fd Jean Martin, wd
KLOK 1946	1170 5,000-D 1,000-N DA-N	Radio KLOK Inc. P. O. Box 987 Cypress 5-7313	O'Connell Pickens	E. L. Barker, o R. E. Ryan, gm	Gordon Anderson, slm Ruth Poindexter, pd Lois Johnson, sls pmm Billy Cunningham, ce
KSJO 1946	1590 1,000-D 500-N DA-N	Patrick H. Peabody P. O. Box 995 Cypress 3-8030	Bcst. Time Sales Hall	Patrick H. Peabody, o Norman Paul, gm	Earle Russell, cm, sd Gordon B. Greb, pmm, nd Joseph Mosher, ce
KSJO-FM 1946	Ch. 237 (A) 95.3 mc 1kw				
KXRX 1948	1500 1,000 DA-1	San Jose Bcstg. Co. P. O. Box 187 Cypress 2-5080	McGavren Tracy Moore Bcst. Time Sales	Joe E. Levitt, p, gm Gordon Graham, cm, pmm Frank Kilpatrick, pd	Bill Frost, ce Jack Lund, nd Bill Luddy, sd Heleen McDonald, wd

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SAN LUIS OBISPO
(San Luis Obispo County)

KATY 1948	1340 250	KATY, Sweetheart of San Luis Obispo Inc. 981 Monterey St. 3171	Meeker	Maynard Marguardt, p, gm, cm, nd Clayton Coldwell, pd, ce, fd	Glenn O. Porter, vp, pmm Hugh Harling, sd	Maxine Coldwell, wd
KVEC 1937 KVEC-TV	920 1,000-D 500-N	Valley Electric Co. 787 Higuera St 1100	MBS Don Lee Best. Time Sales	Christina M. Jacobson, p Les Hacker, gm Mike Giarratano, asst mgr SI Darrah, cm	Arthur Haggood, pd, nd James Dana, pmm James Cochrane, ce	Russell James, fd Ted Davies, sd Joan Patterson, wd

SAN MATEO
(San Mateo County)

KVSM 1946	1050 1,000-D	KVSM Inc. 279 Baldwin Diamond 4-2541	Rambeau Oakes McGavren	Les Malloy, p Jack Grant, gm	Bob Byrne, pd, nd Carl Roliff, ce	Elaine Doyle, wd
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SAN RAFAEL
(Marin County)

KTIM 1947	1510 1,000-D	Marin Bcstg. Co. 1117 Fifth Avenue Glenwood 3-6880		Roy A. Brown, p Hugh Turner, vp, gm, cm, pd, ce	Karl Barron, nd Ted Mitchell, sd	Kitty Oppenheimer, wd
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SANTA ANA
(Orange County)

KWIZ 1928	1480 1,000 DA-N	The Voice of the Orange Empire Inc. Ltd. 105 E. 5th St. Kimberly 3-8321		Ernest L. Spencer, p Hal Davis, gm, pmm	Ed Nix, pd Donn Spencer, sd, cm	Roy Morriss, ce Pat Michaels, nd
KWIZ-FM 1947	Ch. 244 (A) 96.7mc 1kw					

SANTA BARBARA
(Santa Barbara County)

KDB 1921	1490 250	F. Robert Bauer Radio Square Woodland 4131	MBS Don Lee Gill-Perna McGavren	F. Robert Bauer, p, gm W. A. Osborne, cm	Lou Stumpo, pd	Bob Carter, ce
KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. Woodland 3981	NBC Hollingbery	Harry C. Butcher, p, gm James S. Blomfield, cm	Claire Behan, pd Michael J. McKeough, vp	Robert Levinson, ce Dorothy P. Davis, wd
KTMS 1937	1250 1,000 DA-1	News Press Pub. Co. News Press Bldg. Woodland 3911	ABC Raymer	T. M. Storke, p Charles A. Storke, vp, gm Joseph W. Benes, cm, pmm	Gordon Phillips, pd, nd Leo De Connick, ce	Ed Sprague, sd Jane West, wd

SANTA CRUZ
(Santa Cruz County)

KSCO 1947	1080 1,000-D 500-N DA-N	Radio Santa Cruz P. O. Box 1080 Greenwood 5-1080	Best. Time Sales	Charles Vernon Berlin, p, gm, pd, ce	Gloria Lorenzo, nd Robert H. Miller, sd	Dorothy C. Hartin, wd
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SANTA MARIA
(Santa Barbara County)

KCOY 1946	1400 250	Arenze Bcstrs. 801 S. Broadway Walnut 5-2644	Paschall	James H. Ranger, p, gm, nd Edmond L. Feeley, cm, pmm	Ed J. Zuchelli, pd, sd Frank J. Nesmith, ce	Carolyn Conrad, wd
KSMA 1945	1240 250	James M. Hagerman & John I. Groom 510 W. Morrison St. Walnut 5-2582	Tracy Moore	John I. Groom, co-o, co-mgr. James M. Hagerman, co-o, co-mgr, sd	Henry J. Neiggemann, cm, pmm Tony Kent, pd, nd, fd	Gale Brady, ce Arlene George, wd

SANTA MONICA
(Los Angeles County)

KOWL 1947	1580 10,000-D	KOWL Bcstg. Co. 4128 Wilshire Dunkirk 8-8460	Forjoe Dora-Clayton	J. D. Funk, p G. A. Baron, gm	Paul Compton, pd	Bob Dye, ce
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SANTA PAULA
(Ventura County)

KSPA 1948	1400 250	Juan G. Salas 110 Middle Road 940	KBS	Juan G. Salas, p, gm, cm Loretta Vela, pd, wd	Arturo Riley, pmm Jack C. Feather, ce, sd	Mark Marion, nd, fd
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SANTA ROSA
(Sonoma County)

KSRO 1937	1350 1,000 DA-1	Finley Bcstg. Co. Fresno & Finley Ave. 110	Grant	Mrs. E. L. Finley, p Frank McLaurin, gm, cm	Al E. Pearson, pd, nd Greg Prichard, pmm	Hilmar Cann, ce, fd Dan Galvin, sd
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SONORA
(Tuolumne County)

KROG 1949	1450 250	Brewster E. Ferrell P. O. Box 996 Jefferson 2-7426	KBS Rural Calif. Net.	Brewster E. Ferrell, p G. E. Manley, sm Lucille Manley, sim	Lee Ferrell, pd, nd Walter C. Mitchell, ce Jerry Finklea, events dir	Skip Mohatt, sd Mary Beth Von Savoye, wd
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STOCKTON
(San Joaquin County)

KGDM 1927	1140 5,000 DA-N	Golden Valley Bcstg. Co. 519 E. Market St. Howard 4-4551 (See Mt. Diablo listing)	CBS Blair	L. E. Chenault, p Alan L. Torbet, vp, gm Ted Carlsen, cm	Bob Brannan, pd, fd Edith Smith, pmm J. Tryon Kelley, ce	Seldon Palmer, nd Jim Block, sd Elsie Flower, wd
KSBR (FM) 1954	Ch. 263 (B) 100.5mc		H. L. Hoffman, p	Terry H. Lee, evp, gm	Stanton D. Bennett, ce
KOVR (TV) 1949	63kw					
KSTN 1949	1420 1,000 DA-1	San Joaquin Bcstg. Co. 2171 Ralph Ave. Howard 4-7338	Hollingbery	Knox La Rue, p David D. Skinner, asst mgr Ellis Lind, pd	Ray Golden, pmm, sd Carl W. McGee, ce	Jack Woodward, nd Martha Jane Warner, wd
KWG 1921	1230 250	James E. Longe and Lewis B. Saslaw Hotel Wolf Howard 5-5728	ABC Raymer	James E. Longe, p, gm Howard Becker, cm	E. R. Ferguson, pd John Mackenzie, nd	M. Bey Greene, ce
KXOB 1947	1280 1,000 DA-N	KXOB Inc. Stockton Hotel Howard 4-7313	MBS McGavren	Joseph E. Gamble, p Ort J. Lofthus, gm, cm	Mel Riddle, pd, nd James Tracewell, ce	Marian Erlandson, wd

SUSANVILLE
(Lassen County)

KSUE 1948	1240 250	Nolan Hollowell & James E. McKahan KSUE Bldg. 2020	KBS Tracy Moore	Nolan Hollowell, co-o, gm, cm	James E. McKahan, co-o Carlton Currie, pd	Harold C. Houston, ce, fd Gwen W. Burr, wd
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Erec. 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
TAFT (Kern County)						
KTKR	1310 500-D	1948	Taft Bcstg. Co. P. O. Box "WW" 5-3101	KBS United Pacific	Kenneth Aitken, p, gm, pd, pmm, ce	John A. Smith, cm Geo. J. Tschumy Jr., nd, sd Myrl Kerr, wd
TULARE (Tulare County)						
KCOK	1270 1,000 DA-N	1945	Sheldon Anderson P. O. Box 119 6-2866	MBS Don Lee Forjoe	Sheldon Anderson, o, gm J. Alan Rinehart, sm, cm Jean Hixson, pd	Mike Kirmeyer, pmm, sd Joe Messler, ce Ken Clifford, nd, fd Lee Bonnett, wd
TURLOCK (Stanislaus County)						
KTUR	1390 1,000 DA-N	1949	Turlock Bcstg. Corp. P. O. Box 528 4-5827	KBS O'Connell	W. W. Lindskoog, p H. Ansell McMillen, gm, cm B. McMillen, pd	Maxon B. Sayre, ce Paul Heeder, nd Buck Clausen, fd Joe Cala, sd
UKIAH (Mendocino County)						
KUKI	1400 250	1950	Marguerite E. Sims P. O. Box 638 Homestead 2-4771	Grant	Marguerite E. Sims, p John Franklin, gm, cm Jack Hasling, pd	Phil Trine, pmm, sd John Cheatham, ce Dave King, nd, fd Joan Smith, wd
VALLEJO (Solano County)						
KGYW	1190 250-D	1947	Vallejo Bcstg. Co. P. O. Box 1112 Vallejo 8-8944	Bcst. Time Sales	Ellsworth Peck, co-o, co-m, pd A. J. Krisik, co-o, co-m, cm	Robert Wade, slm, pmm William Roberts, ce, fd Hal Engebretson, nd, sd Olive Fowles, wd
VENTURA (Ventura County)						
KUDU	1590 1,000 DA-1	1947	KUVC, Voice of Ventura Co. 235 S. LaBrea Inglewood, Calif. Orchard 7-0828	Oakes	William H. Haupt, p Bill E. Williams, gm, pd, pmm	Vince Palmer, cm, sd Clifford Lantz, ce Charles Stewart, nd, fd
KVEN	1450 250	1948	Coast Ventura Bcstg. Co. P. O. Box 1811 Miller 3-8675	MBS Don Lee Webb McGavren	Carroll Hauser, p Sid Held, gm Karl Rembe, cm	Fred Hall, pd, ce Bob Godeck, pmm Jerry Thomas, nd Fred Kushon, fd John McCormick, sd Jane Smith, wd
VISALIA (Tulare County)						
KONG	1400 250	1947	Radio KYNO, Voice of Fresno P. O. Box 1429 Redwood 4-5811	Hollingbery	L. E. Chenault, gm	Randall Kyle, sm Dick Scudder, pd Gorman Brown, ce
WASCO (Kern County)						
KWSO	1050 1,000-D	1950	Maple Leaf Bcstg. Co. P. O. Box 366 Plateau 8-4265	Bcst. Time Sales	E. J. Peters, p Theo. G. Heinrichs, gm	Bob Bann, pd Norman Berg, ce, fd Don Rodewald, nd
WATSONVILLE (Santa Cruz County)						
KHUB	1340 250	1937	William W. Morgan & Dorothy C. Morgan P. O. Box 349 4-5641	KBS	William W. Morgan, co-o, gm, cm, fd, sd	Dorothy C. Morgan, co-o Vic Rugh, pd, nd Merle Rosman, ce Gene Rugh, wd
YREKA (Siskiyou County)						
KSYC	1490 250	1947	Siskiyou County Bcstg. Co. Lawrence Lane 624	ABC Tracy Moore	Ernest G. Millbourn, p D. C. Holfinger, gm	Jack A. Mitchell, sm, nd, sd Wes Meyers, pd Sy Winch, ce Betty Hill, wd
YUBA CITY (Sutter County)						
KAGR	1450 100	1953	James E. Jaeger P. O. Box 247 Sherwood 3-7343	Best	James E. Jaeger, p James E. Walley, gm, ce	Lou Du Molin, cm, pmm Dean Cull, pd, sd Sara Davis, nd, wd John Lindt, fd
KUBA	1600 1,000-D 500-N DA-N	1947	Peachbow! Bcstrs. Inc. Hotel Marysville Marysville, Calif. Sherwood 3-7309	United Pacific Ayres O'Connell Continental	C. V. Ullom, co-o, p Roger R. Hunt, co-o, gm Lloyd H. Klemp, cm, sd	Ric Ryan, pd, wd Bob Fahey, pmm Carl Pendergraft, ce Hedley Hall, nd Don Brown, fd

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489 Madison Avenue, New York 22, New York
CINCINNATI WOLZ

CANADIAN REPRESENTATIVES ALL-CANADA
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

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STARS** and **MUSIC**



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ROCKY FORD (Otero County)						
KRFC (CP)	1320 1,000-D	Arkansas Valley Bcstg. Co. P. O. Box 632 248	Melville	David R. Worley, ptnr	James L. Littlejohn, ptnr, gm, cm	
SALIDA (Chaffee County)						
KVRH 1948	1340 250	Heart of the Rockies Bcstg. Co. Poncha Blvd. 30	MBS KBS Intermountain Palmer	A. N. Wall, p Al Wall, gm Seva T. Ayers, cm, wd	Glen Ayers, pd Charles Upp, ce	Jim Footit, nd O. V. Charles, sd
STERLING (Logan County)						
KGEK 1925	1230 250	Elmer G. Beehler Fleming Rd. LA 2-1607		Elmer G. Beehler, p, gm, ce, fd	Al Ross, cm, pd, nd, sd	
KOLR 1955	1490 250	High Plains Bcstg. Corp. 114 Main St. LA 2-1740	MBS Intermountain Holman	Russ M. Stewart, vp John Gazdik, gm	Fritzie Barnes, cm Wayne Cody, pd, sd	Joe Cope, pmm, nd Orlo Bonner, ce
TRINIDAD (Las Animas County)						
KCRT 1946	1240 250	KCRT Inc. P. O. Box 772 338	MBS KBS Intermountain Indie	E. M. Cooper, p, gm, ce Francis Hayes, cm	Pete DeLuca, pd, sd Ester Griego, pmm	John O'Connor, nd Mildred Cooper, wd

CONNECTICUT

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Fairfield	504,342	161,100	\$699,390	\$201,657	\$ 21,055	192,240	New London	144,821	45,200	116,470	48,582	4,572	45,887
Hartford	539,661	171,900	791,631	200,357	25,456	184,936	Tolland	44,709	13,800	31,086	9,781	548	16,905
Litchfield	98,872	31,500	119,739	34,923	3,741	37,516	Windham	61,759	19,500	82,747	20,019	1,542	20,145
Middlesex	67,332	20,400	88,612	24,320	2,851	25,160	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.						
New Haven	545,784	170,100	677,275	183,974	20,971	174,729							

DIRECTORY OF AM AND FM STATIONS

ANSONIA (New Haven County)						
WADS (CP)	690 500-D DA-D	Valley Bcstg. Co. Main Street		Sydney E. Byrnes, p, gm		
BRIDGEPORT (Fairfield County)						
WICC 1928	600 1,000-D	Bridgeport Bcstg. Co. P. O. Box 9140 Amherst 8-1601	MBS Yankee Young	Philip Merryman, p, gm Manning Slater, cm, sd	Robert Crane, pd Joan Fisher, pmm	Pat Uliano, ce Bill Whalen, nd
WICC-TV	500-N DA-1					
WNAB 1941	1450 250	WNAB Inc. 991 Broad St. Edison 3-3112	ABC Conn. State Burke- Stuart	Harold Thomas, p John L. Ellinger, gm Harry Luke, pd	Norman Howard, ce James Elliott, nd	Bob Ritzert, sd Lydia Wells, wd

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CONNECTICUT

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BRISTOL (Hartford County)						
	WEBS 1949	1440 500-D	Bristol Bcstg. Corp. 183 Main St. Ludlow 3-9285	Clark	Eric S. Hatch, p Richard C. Kilbourn, gm Amletto Ciccarelli, cm	James Parker, pd Richard L. Ricci, ce Elliott K. Stein, nd, sd Joan Carroll, wd
DANBURY (Fairfield County)						
	WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. Pioneer 8-3585	Indie	James B. Lee, chief o John P. Previdi, p Sol Robinson, gm, cm, pmm	Eleanor Kemble, pd Rudi Cehak, ce Frank Comer, nd Leroy Chapman, fd Paul Baker, sd Ann Rundle, wd
	WLAD-FM 1954	Ch. 252 (A) 98.3mc 0.34kw				
HARTFORD (Hartford County)						
	WCCC 1947	1290 500-D	Greater Hartford Bcstg. Corp. Hotel Bond Jackson 2-6115	Walker	William M. Savitt, p, gm Max M. Savitt, sec-treas Ralph H. Klein, sm	Burt Laco, pd Everett Seltzer, pmm Michael Cookish, ce Jack Brooks, nd Bob Cumiskey, sd
	WDRC 1922	1360 5,000 DA-1	Connecticut Bcstg. Co. 869 Blue Hills Ave. Chapel 2-5596	CBS Raymer	Franklin M. Doolittle, p Walter B. Haase, gm	William F. Malo, cm, pmm Harvey Olson, pd, nd Henry Broderick, ce Edyth Radom, wd
	WFMQ(FM) 1939	Ch. 229 (B) 93.7mc 7kw				
	WGTH 1935	1410 5,000 DA-2	RKO Teleradio Pictures 54 Pratt St. Jackson 7-9131	ABC MBS Yankee H-R Reprs.	Thomas O'Neil, p John Deme, cm	Robert W. Andrews, pd Rogers Holt, ce Dottie Coleman, wd
	WGTH-TV					
	WTIC 1925	1080 50,000 DA-N	Travelers Bcstg. 28 Grove St. Jackson 5-0801	NBC New England Christal	Paul W. Morency, p, gm Walter Johnson, asst gm & sim Irwin Cowper, asst slm	Leonard J. Patricelli, pd Bernard Mullins, pmm Herman D. Taylor, ce Tom Eaton, nd Frank Atwood, fd Bob Steele, sd Jean Colbert, wd
	WTIC-FM 1940	Ch. 243 (B) 96.5mc 20kw				
MERIDEN (New Haven County)						
	WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8 W. Main St. Beverly 5-5747	Ranbeau	C. A. Schultz, p G. Kruttschnitt, gm Wm. Golder, cm	Les Fox, pd Jim MacGovern, pmm, wd John Roache, ce Murray Bandel, nd Jack Comely, sd
	WMMW-FM 1947	Ch. 239 (B) 95.7mc 20kw				
MIDDLETOWN (Middlesex County)						
	WCNX 1948	1150 500-D	Middlesex Bcstg. Co. 460 Main St. Diamond 7-2565	Devney	Richard J. O'Brien, p William J. O'Brien Jr., gm	William J. Glynn, pd, nd Kenneth A. F. Bishop, ce Charles Sears, sd
NEW BRITAIN (Hartford County)						
	WHAY 1949	910 5,000 DA-2	Central Connecticut Bcstg. Corp. 22 Grove Hill Baldwin 3-2721	Connecticut Kirby O'Connell	Patrick J. Goode, p Aldo DeDominicis, gm Edward Taddei, evp	Charles Bell Jr., sm, sim George Ehrlich, pd, sd Hillis Holt, ce Betty Kimball, wd
	WKNB 1948	840 1,000-D	New Britain Bcstg. Corp. 1422 New Britain Ave. W. Hartford 10. Conn. Baldwin 3-3603	Bolling	Julian Gross, p Peter B. Kenney, gm Gustave Nathan, cm	Raymond M. Neilan, pd Frank Wooding, pmm John Shipley, ce Barry Barents, nd Dave Scott, sd Patricia Kurland, wd
	WKNB-TV					

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CINCINNATI HOLLYWOOD

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BIG NAMES that draw
BIG AUDIENCES and
BIG BUSINESS!

EAST POINT
(Fulton County)

WTJH 1949	1260 5,000-D	Radio Station WTJH Cordele, Ga. 686		James S. Rivers, p James A. Davenport, gm, cm Claude V. Jones, pd, nd, sd	Raymond L. Kinnamon, pmm William J. Hill III, ce	Kermit Reid, fd Frances Sheffield, wd
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ELBERTON
(Elbert County)

WSGC 1946	1400 250	Elberton Bcstg. Co.	MBS KBS	Melvin C. Gorman, m		
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FITZGERALD
(Ben Hill County)

WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 601 Roanoke Dr. 2077	MBS, KBS Ga. Assn. of Local Stations	H. C. Vaughn, p Paul E. Reid, vp, sec, gm, pd	Tony Carter, cm, pmm Mike Pelton, ce	Bill Pack, nd, fd Charlie Ridgway, sd
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FT. VALLEY
(Peach County)

WFPM 1951	1150 1,000-D	Peach Belt Bcstg. Co. P. O. Box 229 Taylor 5-2642	KBS Ga. Assn. of Local Stations Indie	Mel Mixon, gm, cm Jerry Young, pd, fd	Al H. Evans, pmm, nd Bill Powell, ce	Hershel Pollard, sd Madeline Upchurch, wd
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GAINESVILLE
(Hall County)

WDUN 1949	1240 250	Northeast Georgia Bcstg. Co. 1140 Thompson Bridge Rd. Lenox 4-7331	Indie	John W. Jacobs Jr., p, gm Gene Blaine, sm, pd Claire Palmour, cm, wd	J. D. Matthews, ce Julius Still, nd	Roy Gaines, fd Drane Watson, sd
WDUN-FM 1949	Ch. 280 (A) 103.9mc .342kw					
WGGA 1941	550 5,000-D 500-N DA-N	Blue Ridge Bcstg. Corp. Press-Radio Center Lenox 2-6211	MBS KBS Dora-Clayton	Charles A. Smithgall, p Edmond F. Jared, gm, pmm Robert P. Schwab, cm	James A. Hartley, prod dir, fd Wilburt Darracott, ce	Robert Burton, nd Rudy Driftmeier, sd Doris Smith, wd

GRIFFIN
(Spalding County)

WHIE 1952	1320 1,000-D	Mrs. Virginia Price Bowen P. O. Box 971 9451	Dora-Clayton	Virginia Price Bowen, p Bernice Merrell, gm	Johnny Williams, cm Lew Banks, pd	Jay H. Lamb, sm, ce Jean Cole, wd
WKEU 1953	1450 250	Radio Station WKEU P. O. Box 1001 5507	MBS KBS	A. W. Marshall Jr., p, gm		
WKEU-FM 1953	Ch. 240 (A) 95.9mc 0.44kw					

HARTWELL
(Hart County)

WKLY 1947	980 1,000-D	Louie L. Morris Estate P. O. Box 189 71		Max G. Pfaender, p, gm Burch T. Griffin, cm	Joe Grammer, pd, nd, fd, sd Broadus A. McLane, ce	Jean Vickery, wd
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HAWKINSVILLE
(Pulaski County)

WCEH 1952	610 500-D	Tri County Bcstg. Co. P. O. Box 184 Twilight 3-3381	KBS	R. T. Ragan, p James D. Popwell, gm, pmm, sd	Hugh Birdsong, cm, ce, fd Bob Banks, pd	Tony Pavone, nd Odell Floyd, wd
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JESUP
(Wayne County)

WBGR 1949	1370 1,000-D	W. Glenn Thomas Sr. P. O. Box 147 2444	KBS	W. Glenn Thomas Sr., o Eddie Lynch, m, cm, fd	Jimmy Miller, pd, nd Art Manning, ce	Glen Thomas Jr., sd Jane Bowden, wd
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LAFAYETTE
(Walker County)

WLFA 1954	1590 5,000-D	Radio Dixie Inc. P. O. Box 393 4-7676	KBS	J. A. Gallimore, p C. W. Gwyn, gm, cm, pd, nd	Leon Lloyd, ce, sd	Betty Moseley, wd
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LA GRANGE
(Troup County)

WLAG 1941	1240 250	LaGrange Bcstg. Co. 305 Broome St. 2-3505	MBS, KBS Indie Dora-Clayton	Roy C. Swank, p Edwin Mullinax, gm, cm John Boggess, pd, sd	Patricia Smith, pmm J. M. McKay, ce Don Nahley, nd	Joe Hawkins, fd Lois Van, wd
WLAG-FM 1948	Ch. 281 (B) 104.1mc 2.3kw					
WTRP 1953	620 1,000-D	Chattahoochee Bcstg. Co. Ltd. Hammett Bldg. 9877	McGillvra	Byron H. Hurst, ptrn, gm George L. Pettett, cm, sd Frank E. Hurst, bus mgr	James N. Martin, pd W. Weyman Brooks, pmm, nd Ray J. Relihan, ce	Frank Cordell, fd Martha Boyette, wd

MACON
(Bibb County)

WBML 1940	1240 250	Middle Georgia Bcstg. Co. P. O. Box 1325 3-5454	Forjoe Dora-Clayton	C. R. Rader, p George W. Patton, gm, sim	Ben Keenum Jr., bus mgr C. L. Wilder, ce	Don King, nd Helen Farmer, wd
WIBB 1948	1280 1,000-D	Peach State Bcstg. Co. Inc. Professional Bldg. 2-2505	Walker	Thomas H. Maxwell, p, gm	Donald C. Frost, cm	Gordon Price, pd
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Ins. Bldg. 2-7373	CBS Avery-Knodel	George P. Rankin Jr., p, ce Wilton E. Cobb, gm Frank Crowther, cm	Ed Pendleton, pmm Paul V. Cutrite, 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 Bldg. 5-3301	ABC MBS Branham	Edward M. Lowe, p Alfred Lowe, gm Marlon P. Bragg, cm	Emory G. Stroberg, bus mgr Emanuel Farber, ce	Ted Arnold, nd Del Ward, wd

COLUMBUS (Cont.)

WGBA 1947	1270 5,000-D	WGBA Inc. 1213 1/2 Broadway 3-3603	Forjoe	C. A. McClure, p, gm Bob Ruppel, sm Frank Floyd Jr., cm	William L. Bowick Jr., pd F. Keith Brown, ce	Jack Collingsworth, nd, sd Carolyn Milstead, wd
WPNX 1952	1460 1,000 DA-N	Community Bcstg. Co. Inc. P. O. Box 687 Columbus (See Phenix City, Ala, listing)				
WRBL 1928	1420 5,000	Columbus Bcstg. Co. Inc.	CBS Hollingbery	J. W. Woodruff Jr., p, gm Walter Graham, sm, cm Eleanor B. Whitelaw, pd	James E. Graves, pmm Joseph A. Gamble, ce	Boyd Hinton, nd, fd Rose Flournoy, wd
WRBL-TV 1946	DA-N	1350 13th Ave. 2-0601				
WRBL-FM 1946	Ch. 227 (B) 93.3mc 25kw					

**CORDELE
(Crisp County)**

WMJM 1940	1490 250	Southeastern Bcstg. Sys. 20 Ave. B St. 666	MBS, KBS Ga. Assn. of Local Stations Clark	James S. Rivers, p William E. Blizzard Jr., gm, pmm, nd	Lyle Shuman, cm Clark Standard, pd, fd Harold Harris, ce	Bob French, sd Geraldene Braswell, wd
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**CORNELIA
(Habersham County)**

WCON 1953	1450 250	Habersham Bcstg. Co. 1 Burrell St. 1450		Jack Bradley, p, cm S. Y. Sosebee, gm, nd	Jim Stevenson, pd, sd George R. Wilkes, ce	Robert A. Kilgore, fd Janet S. Davison, wd
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**COVINGTON
(Newton County)**

WGFS 1953	1430 1,000-D	Georgia Bcstg. Service Inc. 615 Monticello St. 2337	KBS Sears & Ayer	James L. Coley, p Otis Parker, gm	Jim Whatley, cm	Knox Carreker, ce
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**DALTON
(Whitfield County)**

WBLJ 1940	1230 250	Dalton Bcstg. Corp. 111 S. Pentz St. 1180	MBS KBS	H. C. Kenemer, p William B. Davies, gm	Marthel Acree, pd John S. Andrews, ce	Jimmy Clark, nd, fd Lowell Fenner Jr., sd
WRCD 1954	1430 1,000-D	Whitfield Bcstg. Co. Inc. 104 S. Pentz St. 1892	Dora-Clayton	James Q. Honey, p, gm Edwin B. Jordan, cm	Michael Austin Dodd, pd Bill Stocks, pmm	Hampton C. Clark Jr., ce Mary Louise Horan, wd

**DAWSON
(Terrell County)**

WDWD 1948	990 1,000-D	Dawson Bcstg. Co. P. O. Box 390 416	MBS KBS Indie	W. C. Woodall Jr., p, gm, cm, sd	Owen W. Parnacott, pd Bruce Bostwick, pmm	Joseph N. Stephens, ce, fd Margaret Orndorff, nd, wd
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**DECATUR
(DeKalb County)**

WEAS
WGLS
(See Atlanta listing)
(See Atlanta listing)

**DOUGLAS
(Coffee County)**

WDMG 1947	860 1,000-D	WDMG Inc. P. O. Box 590 564	Dora-Clayton	B. F. J. Timm, p Mary Jarrard, gm	Jimmy Holland, sd Dick Williamson, nd	Stanley H. Strickland, ce
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**DUBLIN
(Laurens County)**

WMLT 1945	1330 1,000-D	Dublin Bcstg. Co. Franklin St. 871	MBS KBS	George T. Morris, p W. Newton Morris, gm	W. C. Courson, cm Fred Watkins, pd	Sara Orr Williams, nd
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	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. ndm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
BAINBRIDGE (Decatur County)						
	WMGR 1946	930 5,000-D	Decatur Bcstg. Co. Box 375 776	MBS KBS	Charles W. Dowdy, gm	R. A. Vaughn, cm
BAXLEY (Appling County)						
	WHAB 1954	1280 5,000-D	Tri-City Bcstg. Sys. P. O. Box 265 3000		Farnell O'Quinn, o, gm Marvin Massey, cm Iona Pace, pd	Dane Bruce, pmm Delmas A. Nichols, ce Robert Riddle, fd Wilbur Leggett, sd Jo Moody, nd Evona O'Quinn, wd
BREMEN (Haralson County)						
	WWCS (CP)	1440 500-D	West Georgia Bcstg. Co. P. O. Box 78		J. J. Mangham Jr., ptrn	E. E. Hubbard, ptrn G. E. Wasdin, ptrn
BRUNSWICK (Glynn County)						
	WGIG 1949	1440 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC Ga. Assn. of Local Stations McGillvra	E. M. Champion Sr., p Hugh K. Tollison, gm John Lane, cm	Jack Lenz, pd Sammy Middleton, pmm, nd Herman F. Lange, ce Johnny Stewart, fd John Harmon, sd Edith Hensel, wd
	WMOG 1940	1490 250	Radio Brunswick Inc. Torras Causeway 1500	MBS KBS Indie	Allen Woodall, p E. Jere Turk, gm, pmm Lew Carter, cm, fd, sd	Mary J. McEvan, pd Cecil Tankersley, ce Don Sheldon, nd Marian Phillips, wd
CAIRO (Grady County)						
	WGRA 1950	790 1,000-D	Grady-Mitchell Bcstg. Bainbridge Rd. 2-4392	ABC, KBS Ga. Assn. of Local Stations Indie Sales	Geise Dozier, p	Lowell E. Takles, gm Bernice J. Porter, pmm, wd
CALHOUN (Gordon County)						
	WCGA 1953	900 1,000-D	Gordon County Bcstg. Co. 112 1/4 Court St. 2111		R. R. Magill, p, gm, ce Judy Magill, cm	Richard Bowman, pd Nelson Warren, pmm, sd James Bridges, nd Jim Ellis, fd
CAMILLA (Mitchell County)						
	WCLB 1954	1220 1,000-D	Capel Bcstg. Co. P. O. Box 205 2776	KBS	Russell A. Browne, gm Charlie Brown, cm	Wayne Foster, ce Margaret Palmer, wd
CANTON (Cherokee County)						
	WCHK (CP)	1290 1,000-D	Christian & McClure P. O. Box 1388 Athens, Ga.		L. H. Christian, ptrn	C. A. McClure, ptrn
CARROLLTON (Carroll County)						
	WLBB 1947	1100 250-D	Carroll Bcstg. Co. Inc. P. O. Box 569 Terrace 2-7041	KBS Indie	Thomas K. Vassy, p, gm J. D. Norton Jr., cm	Hiram Bray, pd, pmm Bill Shell, ce Bob Bright, nd, sd Ethel McGiboney, wd
CARTERSVILLE (Bartow County)						
	WBHF 1946	1450 250	W. R. Frier West Avenue 1200	MBS	W. R. Frier, p, gm Mrs. Ed Flack, pd	Horace Bridges, ce Hal David, nd
CEDARTOWN (Polk County)						
	WGAA 1941	1340 250	Polk County Bcstg. Co. P. O. Box 807 777	KBS	Frank Proctor, co-o, gm, ce	
COLUMBUS (Muscogee County)						
	WCLS 1955	1580 1,000-D	Muscogee Bcstg. Co. Inc. 1028 1/4 Broadway 7-3648	Thos. Clark	Charlie H. Parish Jr., p, gm	Jack H. Robinson, cm
	WDAK 1943 WDAK-TV	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley-Reed	Allen M. Woodall, p Miles H. Ferguson, gm W. S. Massie, cm	Patricia Lynn, pd Joe Byars, pmm Max Harper, ce Bill Henry, nd Ed Snyder, sd Louise Morris, wd

Data corrected to Dec. 15, 1955. 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.

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ATLANTA

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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.
AMERICUS (Sumter County)					
	WDEC 1947	1230 250	Americus Bcstg. Co. Rembert Bldg. 3681	MBS KBS Indie Dora-Clayton	Charles C. Smith, vp, gm, nd Raymond C. LaPrade, ce Clarence Graddick, sd Sue M. Smith, wd
ATHENS (Clarke County)					
	WGAU 1938	1340 250	J. K. Patrick Bcstg. Co. Inc. P. O. Box 1198 Liberty 6-6575	CBS KBS Brown	C. A. Rowland, co-o Tate Wright, co-o Earl B. Braswell, co-o J. K. Patrick, co-o Burl Q. Womack, gm, nd John McNeil, cm Mary L. Betts, pd Bill Evans Jr., ce Ross Shackelford, sd Eugenia Butler, wd
	WGAU-FM 1948	Ch. 258 (B) 99.5mc 4.4kw			
	WRFC 1948	960 1,000-D 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. Liberty 3-3411	Forjoe	L. H. Christian, p, gm J. Thomas Lloyd, cm Edwin Martin, pd Ed Thilenius, pmm, sd L. D. Drewry, ce H. Randolph Holder, nd R. D. Stephens, fd Dorothy Day McDonald, wd
ATLANTA (Fulton County)					
	WAGA 1937	590 5,000 DA-N	Storer Bcstg. Co. 1018 W. Peachtree, NW Vernon 3553	CBS Katz	George B. Storer Sr., p Claude H. Frazier, gm L. W. Reynolds, cm Les Henrikson, pd, sd R. David Mayo, pmm Hugo A. Bondy, ce Dale Clark, nd, fd Betty Merritt, wd
	WAGA-TV 1948	Ch. 277 (B) 103.3mc 43kw			
	WAKE 1946	1340 250	Bartell Bcstrs. Inc. Georgian Terrace Hotel Elgin 4846		Gerald A. Bartell, p Lee Bartell, exec dir Lou Gruenwald, pd Charles Hoge, ce
	WAKE-FM 1946	Ch. 238 (B) 95.5mc 1.85kw			
	WAOK 1954	1380 5,000 DA-N	WAOK Bcstg. Co. 70 Houston St., N.E. Alpine 1515	Forjoe	L. M. George, p Dorothy Lester, sm Stan Raymond, cm Zenas Sears, pd, nd Eathel Holley, ce Ned Luken, sd Gertrude Nelson, wd
	WEAS 1947	1010 50,000-D	WEAS Inc. Dearborn 2521	Stars Natl.	E. D. Rivers Jr., o Warren Roberts, sm William Packham, cm William Loudermilk, ce Don Butler, nd, sd
	WERD 1948	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave., N.E. Lamar 0666	Interstate United Newspapers Dora-Clayton	J. B. Blayton Sr., o, p J. B. Blayton Jr., gm Paul E. X. Brown, pd Albert H. Saddler, cm Jack Moore, pmm William F. Kennedy, ce Dr. William M. Boyd, nd Samuel L. Harris Jr., sd Freddie Henderson, wd
	WGKA 1955	1600 1,000-D	Glenkaren Associates Inc. 1140 Peachtree St., N. E. Elgin 6228		Locke E. Glenn, chmn of bd David L. Lyndon, gm, ce Lee Nance, cm, pmm Norman Reyes, pd Arthur Borgersen, nd
	WGKA-FM 1955	Ch. 225 (B) 92.9mc 9.4kw			
	WGLS 1949	970 1,000-D	De Kalb Bcstg. Co. 528 Church St. Crescent 6471	KBS	Henry W. Lanham, exec vp Sam W. Kane, gm Al Ciraldo, cm, pd, pmm, sd Lawson Leake, ce Herb Harris, nd Allen Pierce, fd
	WGST 1923	920 5,000-D 1,000-N	Board of Regents Univ. Sys. of Ga. 900 Forsyth Bldg. Walnut 8441	ABC Avery-Knodel	Ben Akerman, gm Don Mitchell, cm Jack Kelly, pd, sd Marian Lunt, pmm Ivan Miles, ce Belnard Brown, nd Dean Dickens, wd
	WGST-FM 1947	Ch. 231 (B) 94.1mc 68kw			
	WQXI 1948	790 5,000-D 1,000-N DA-N	Rounsaville of Atlanta Inc. 3165 Mathieson Dr., N.E. Cherokee 2196	MBS Gill-Perna	Robert W. Rounsaville, p John Fulton, mgng dir Frank Erwin, cm Bob Watson, pd, nd Bob Corley, pmm Paul Cram, tech dir Elton Chick, ce Hank Morgan, sd Reba Clayton, wd
	WQXI-TV				
	WSB 1922	750 50,000	Atlanta Newspapers Inc. 10 Forsythe St. Elgin 6711	NBC Petry	J. Leonard Reinsch, mgng dir John M. Outler, gm Frank Gaither, sm Elmo Ellis, pd Walter Paschall, pmm Robert A. Holbrook, ce
	WSB-TV				
	WSB-FM 1944	Ch. 253 (B) 98.5mc 52kw			
	WYZE (CP)	1480 5,000-D	Greater South Bcstg. Co. 314 Luckie St. N.W.		P. H. Whitcraft, p
AUGUSTA (Richmond County)					
	WAUG 1952	1050 1,000-D	Garden City Bcstg. Co. Bon Air Hotel 3-4441	KBS Interstate United News- papers Inc. Brown	George C. Nicholson, co-o, gm Chester H. Jones, co-o J. L. Solomon, cm, pmm Reese Vaughn, pd J. C. Atkinson, ce
	WAUG-FM 1952	Ch. 289 (B) 105.7mc 5.5kw			
	WBBQ 1947	1340 250	Savannah Valley Bcstg. Co. Inc. 515 15th St. 4-5441	MBS Savannah Valley Net. Everett-McKinney Dora-Clayton	John H. Weiss, p Ed H. Dunbar, gm, cm George W. Fisher, pd Patrick R. Mulherin, pmm, sd Marvin W. Tarpley, ce Ken Kurtz, nd Martha Boyd, wd
	WBBQ-FM 1955	Ch. 279 (B) 103.7mc 10.5kw			
	WBIA 1946	1230 250	Media Inc. WBIA Bldg. 4-2421	NBC Pearson	J. T. Snowden Jr., vp, gm A. S. Grinalds Jr., cm Ralph Lavendar, pd J. A. Physioc, pmm George Kirkley, ce
	WGAC 1940	580 5,000-D 1,000-N DA-N	Twin States Bcstg. Co. 664 Broad St. 2-2692	ABC Avery-Knodel	A. D. Willard Jr., p, gm D. MacDonald, vp, controller Martin E. White, cm Stanley Carey, pd, nd James Clegg, ce J. W. Chambers, fd Mel Evans, sd Joyce Hayward, wd
	WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. Masonic Bldg. 2-8805	CBS Headley-Reed	Grover C. Maxwell, p W. Ray Ringson, gm J. R. Owens Jr., sm Richard Warner, pd, nd, sd Rabun F. Bobo, ce Robert Ruckle, fd Mary P. Dwyer, wd
	WRDW-TV				

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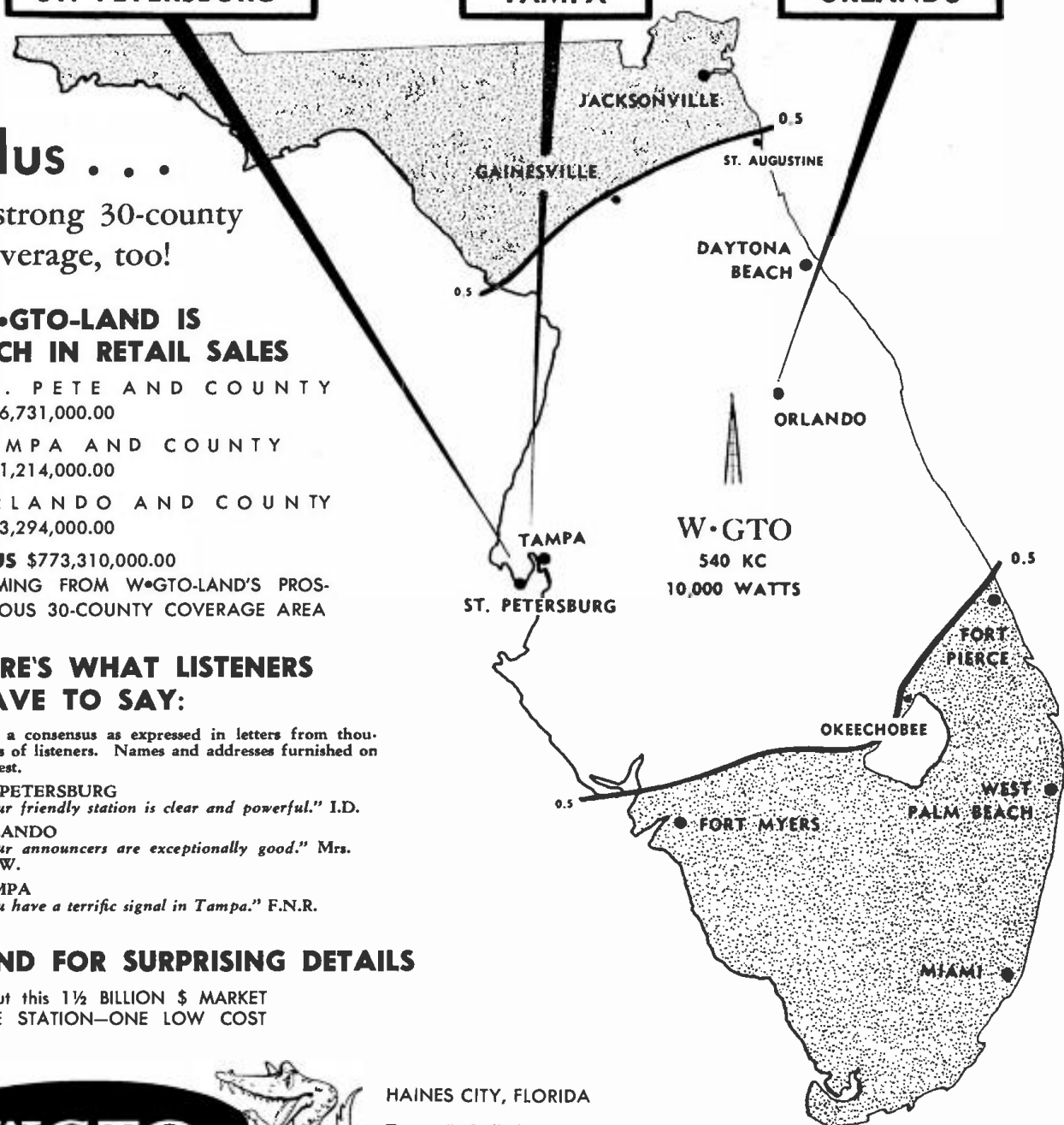
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Eugene D. Hill, General Mgr.
Represented by
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TAMPA

(Hillsboro County)

WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	NBC Stars Natl.	Harold Kaye, p Charles Baskerville, gm, cm	Robert Wasdon, vp	Sandy Geer, pd, pmm
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. S. Mitchell, gm, cm Van Wilson, pd	Sol Fleischman, pmm, sd Wm. Pharr Moore, ce	Mark Swingley, nd, fd Kay Dowst, wd
WDCL 1954	(See Tarpon Springs listing)					
WDAE-FM 1947	Ch. 264 (B) 100.7mc 65kw					
WEBK 1950	1300 1,000-D DA-D	Hillsboro Bcstg. Co. 1521 E. Broadway 4-4177	KBS	E. P. Martin, co-o Alpha Martin, co-o, gm, pd, wd	Elmo B. Kitts, co-o, ce	Scott Dilworth, nd
WFLA 1926	970 5,000 DA-N	The Tribune Co. 905 Jackson St. 2-0131	NBC Blair	J. C. Council, p George W. Harvey, gm Edward C. Walker, pd	Tom Matthews, pmm J. H. Mitchell, ce Sam Latimer, nd	Mardi Liles, fd Milton Spencer, sd
WFLA-TV 1948	Ch. 227 (B) 93.3mc 46kw					
WGTO 1955	(See Haines City listing)					
WHBO 1948	1050 250-D	Sulphur Springs Bctrs. Inc. 11011 Florida Ave. 91-1711		Harold A. Dunlap, p G. Max Kimbrel, gm, cm, ce Ellen Sauls, pd	Bob Ross, pmm John W. de Aguirre, nd Roy Hawthorne, fd	Bert Coyle, sd Joan Richards, wd
WIOK 1954	1150 1,000-D	H. C. Young Jr. P. O. Box 1101 4-1109	McGillvra Dora-Clayton	H. C. Young Jr., p Edwin Young, gm George Stover, cm, pd, pmm	I. D. Byars, ce Bill Perkins, nd	B. J. Jones, sd Carla McNeil, wd
WPKM (FM) 1954	Ch. 284 (B) 104.7mc 10.5kw	Fm Bcstrs. Bayshore Royal Hotel (6) 8-5144		Frank Knorr Jr., p, gm George Mayrand, cm	Eloise P. Knorr, pd	G. H. Brown, ce

TARPON SPRINGS

(Pinellas County)

WDCL 1954	1470 5,000-D	Freede-Miller Bcstg. Co. P. O. Box 1470 Clearwater 81-5411	Clark	Hal M. Freede, p, sm, pmm J. McCarthy Miller, treas, gm Wm. Emard, cm	Clair Linn, pd John H. Walker, ce Richard Buckingham, nd	Everett Whitney, fd Robert Sims, sd Beatrice A. Freede, wd
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VERO BEACH

(Indian River County)

WNTM 1954	1370 1,000-D	Central Florida Bcstg. Co. 5405	MBS	Naomi T. Murrell, p Joe Hill, gm Gene Stuart, cm	Fred Marshall, pd Joan Stuart, pmm, wd Jim Sowinski, ce	Jean Smith, nd Freddy Wolfe, sd
WTTB 1954	1490 250	Tropics Inc. 15-36 20 St. 5454	ABC	Senator Merrill P. Barber, p John Schiavone, cm, pd	Stanley B. Wood, ce Bill Powell, nd	Ruth Mitchell, wd

WEST PALM BEACH

(Palm Beach County)

WEAT 1948	850 1,000 DA-1	RKO Teleradio Pictures Pennsylvania Hotel 3-9868	NBC H-R Reps.	Thomas F. O'Neil, p Gordon R. Kerr, gm Philip D. Porterfield, natl slm	Clifford Glick, sm Donald James, pd, nd	Charles W. Curtin, slm, pmm Ross McPherson, ce
WIRK 1947	1290 5,000-D 1,000-N DA-N	Ken-Sell Inc. 711 S. Flagler Dr. 3-1711	MBS Cooke	Joseph S. Field Jr., p, gm Rome J. Hartman, slm, opr mgr	William Heitzman, ce William Gordon, nd John Wooten, fd	Chuck Niles, sd Stacey Brown, wd
WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Dr. 2-3638	CBS Florida Bcstg. Meeker Ayres	Sydney K. Russell, p H. V. McMillan, evp, gm, cm, pd, pmm	Robert Monroe, slm Curtis Brinson, ce Robert Hawkey, nd	Michael Keyes, sd Ann Wharton, wd

WINTER HAVEN

(Polk County)

WSIR 1947	1490 250	Hundred Lakes Bcstg. Corp. 665 W. Lake Howard Dr. S.W. 32-561	MBS Devney	Tom Moore, p Lawrence A. Rollins, gm	Earl Sturgeon, cm Dick Eyrich, pd, nd	L. Orden Craig, ce
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WINTER PARK

(Orange County)

WABR 1954	1440 1,000-D	Orange County Bcstrs. Inc. 222 Hazard St. Orlando, Fla. Orlando 5-6631	R-mbeau Dora-Clayton	Ray H. Gunckel Jr., p, gm, pd, pmm	James H. Sawyer, cm Dick Webb, nd, sd	Andy Wilson, fd Gwenn Barnwell, wd
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EST. 1936

WJNO

CBS

RADIO NETWORK

"The Most Influential Voice of the Palm Beaches"

WJNO easily leads
PULSE rating October 1955
3rd LARGEST CITY
on the famous Florida Gold Coast
TRADING AREA—229,000 plus
—and a bonus tourist population year around



WEST PALM BEACH, FLORIDA



QUALITY OF
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102

EFFECTIVE BUYING INCOME

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GROWING BY LEAPS
AND BOUNDS!

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Southeastern: James S. Ayres Co.

ST. AUGUSTINE
(St. Johns County)

WFOY 1936	1240 250	Ponce de Leon Bcstg. P. O. Box 588 Valley 9-3416	CBS	John E. Bernhard Jr., p, gm, cm, nd Frankye C. Walker, pd, pmm	Ernest Raistrick, ce Bob Sheppe, fd	Julian Fant, sd Alberta Dillin, wd
WSTN 1954	1420 1,000-D	James D. Sinyard 66 Treasury St. Valley 9-9094	Indie	James D. Sinyard, o, gm, cm, pmm	Robert Morck, pd, sd Dean Bragg, ce, nd	Terry Stockdale, fd Kaye Johnson, wd

ST. PETERSBURG
(Pinellas County)

WDCL 1954		(See Tarpon Springs listing)				
WPIN 1948	680 1,000-D	Florida West Coast Bcstrs. Inc. Royal Palm Hotel 7-0511	Walker	Arthur Mundorff, o, gm Richard Marsh, cm James Carley, pd, nd	Manly St. Jean, ce Dick Baker, fd	Larry Rhodes, sd Georgiana Bushnell, wd
WSUN 1927	620 5,000	City of St. Petersburg Million Dollar Pier 5-4121	ABC	Charles L. Kelly, gm Vera New, cm	Dayton Saltsman, pd Barbara Young, pmm, wd	Louis J. Link, ce Bill Bowes, nd
WSUN-TV 1940	1380 5,000 DA-N	Pinellas Bcstg. Co. 440 1st Ave. So. 7-8108	MBS Forjoe	Nelson Poynter, p Richard L. Crago, gm John B. Olson, vp	Louis Brewer, prod mgr William D. Mangold, ce Rob Allan, nd	Warren Johnson, sd Beth McNeely, wd
WTSP-FM 1948	Ch. 273 (B) 102.5mc 4kw					

SANFORD
(Seminole County)

WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	KBS	Myron A. Reck, p, gm, pmm Roy D. Green, cm	Edna Reck, pd James S. Williamson Jr., ce	John O. Keeling Jr., nd, sd Nick Pfeiffauf, fd
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SARASOTA
(Sarasota County)

WCBQ (CP) 1949	1220 250-D DA-D	Trade Winds Bcstg. Co. c/o M. R. Larkford				
WKXY 1949	1540 1,000-D (CP-930 DA-D)	Sarasota Bcstg. Co. P. O. Box 2431 Ringling 6-6651	KBS Clark	Charles J. Fernandez, co-o, nd Antonio G. Fernandez, co-o, gm, cm	Gonzalo Fernandez, co-o Red Ermisch, pd	Robert Kohlmeyer, ce
WSPB 1939	1450 250	WSPB Inc. City Island Ringling 8-1811	CBS Pearson	Robert C. Jones Jr., p John B. Browning, gm David C. Hale, pd	James E. Grant Jr., ce Dean L. Fleischman, nd	Donald Priest, sd Dorothy Mead, wd

SEBRING
(Highlands County)

WJCM 1950	1340 250	Clearfield Bcstrs. Inc. Assembly Point on Dinner Lake 5-1811	MBS KBS	W. K. Ulerich, p W. J. Thomas, gm	Al J. Frank, sm Betty J. Frank, pd, wd	Robert Goshorn, ce James Martin, sd
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STUART
(Martin County)

WSTU 1954	1450 100	Blue Water Bcstg. Co. P. O. Box 518 1080	MBS KBS	Lester M. Combs, p, gm Reggie Martin, vp	Jim Mullins, pd	Jack McElfresh, ce
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TALLAHASSEE
(Leon County)

WMEN 1954	1330 1,000-D	WMEN Inc. Hotel Floridian 3-2550	KBS Dora-Clayton	B. F. J. Timm, p	Don C. Price, sm	Ken McNaron, ce
WTAL 1935	1270 5,000 DA-N	John H. Phipps Bcstg. Stations 2219 N. Monroe 2-1270	CBS Meeker Cummings	John H. Phipps, o J. L. Brownell, m	Edgar La Barbera, cm John French, pd	W. H. Snowden, ce
WTAL-FM 1946	Ch. 280 (A) 103.9mc 0.71kw					
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC MBS Florida-American McGillvra	F. W. Hazelton, p, gm Hurley W. Rudd, cm	Carl Brett, pd, pmm Jack Edger, ce, sd	Jack Sutor, nd Janeen Morse, wd



FLORIDA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses 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. sml; Prom. Mgr. pmm; Prod. Mgr. pdm;
ORLANDO (Orange County)						
WABR 1954	1440 1,000-D		(See Winter Park listing)			
WDBO 1924	580 5,000-N	Orlando Bcstg. Co. P. O. Box 3707 5-0541	CBS Florida Radio Net. Blair Cummings	Harold P. Danforth Sr., p, gm Wm. G. McBride, sls dir Rosalind F. Boggs, pd	J. E. Yarbrough, ce Curtis Gibson, nd, sd	Carter Scofield, fd Bill Berry, wd
WDBO-TV 1950	Ch. 222 (B) 92.3mc 25kw					
WHOO 1947	990 10,000-D 5,000-N DA-N	WHOO Inc. P. O. Box 992 5-3591	ABC Florida-American Forjoe	Edward Lamb, p Al Stockmeier, gm, cm Claude Raney, pd, pmm, sd	Don E. Compton, ce Dallas Crutcher, nd	Charles Reiner, fd Freda Hilton, wd
WHOO-FM 1946	Ch. 243 (B) 96.5mc 59kw					
WLOF 1940	950 5,000 DA-N	Mid-Florida Radio Corp. P. O. Box 5275 2-8163	Gill-Perna	Joseph L. Brechner, p Donn R. Colee, gm, cm Ernest G. Legge, pd	Lee Hall, pmm W. D. Daniel Jr., ce Ben Aycrigg, nd	Bob Keith, fd Bocky Smith, sd Cathy Sorey, wd
WORZ 1946	740 5,000-D 1,000-N DA-2	Central Florida Bcstg. Co. WORZ Bldg. 2-2451	MBS NBC Pearson	Naomi T. Murrell, p, gm M. S. Wetzel, cm Stephen Wesley, pd	W. C. Murrell Jr., pmm W. R. Miller, ce Tom Doyle, nd	Happy Ison, sd Mary Lou Edwards, wd
WORZ-FM 1951	Ch. 262 (B) 100.3mc 16.5kw					
PALATKA (Putnam County)						
WWPF 1947	1260 500 DA-N	Palatka Bcstg. Co. P. O. Box 86 East 5-4555	MBS KBS	J. E. Massey, co-o L. C. McCall, co-o, gm, ce	Herb Young, cm Claude F. White, pd	Bob James, nd Phyllis Ladd, wd
PALM BEACH (Palm Beach County)						
WWPG 1941	1340 250	Palm Beach Radio Inc. 3245 Belvedere Rd. West Palm Beach West Palm Beach 2-1515	ABC Florida-American Perry	K. A. Meer, p Robert Davis, gm, cm Rosalind Calkins, pd	Marian Tappe, pmm, wd Clyde Walkden, ce	Larry Coney, nd Ben Decker, fd, sd
WWPG-FM 1946	Ch. 250 (B) 97.9mc 3.6kw					
PANAMA CITY (Bay County)						
WDLF 1940	590 1,000 DA-N	Panama City Bcstg. Co. 323 West Beach Dr. Poplar 3-1777	NBC KBS Perry	John H. Perry Jr., p Cecil B. Kelley, gm Don Brookins, sm, cm, nd	George Feger, pd Hunt Cunningham, pmm Cal Howrigan, ce	Lyle Lincoln, fd Frank Pericola, sd Virginia Thrasher, wd
WDLF-FM 1952	Ch. 255 (B) 98.9mc 1.6kw					
WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. Sunset 5-6176	ABC MBS Devney Seminole Dora-Clayton	Elbert L. Dukate, p, gm Martha Ann Heath, pd, wd Gwynneth T. Dukate, pmm	James Frank Haynes, ce John McMullen, nd	Bill Becker, fd Chester Blakemore, sd
PENSACOLA (Escambia County)						
WBOP (CP)	980 500-D	Ray H. Gunckel Jr. 119 Laura St. Jacksonville, Fla.				
WBSR 1946	1450 250	WBSR Inc. 1603 North Pace Blvd. Hemlock 2-6173	CBS Venard, Rintoul & McConnell	Don Lynch, p, gm	Bo Mitchell, cm, pd, sd	Glenn Nichols, ce
WCOA 1926	1370 5,000 DA-N	WCOA Inc. 118 E. Intendencia St. Hemlock 2-4111	NBC Perry	John H. Perry Jr., p J. Holliday Veal, gm	Harold L. Heath, ce Don Griffith, sd	Clarine S. Porter, wd
WEAR 1946	1230 250	Gulfport Bcstg. P. O. Box 1188 Hemlock 3-8311	ABC Hollingbery	Mel Wheeler, p, gm Milt de Reyna, asst gm	Irv Welch, cm Bill Anderson, pd	Jim Smith, ce Dave Fulton, nd
WEAR-TV 1955	790 1,000-D	Charles W. Lamar Jr. P. O. Box 27 Hemlock 3-1141	McGillvra	Charles W. Lamar Jr., p Kevin P. Reilly, gm	John B. Hoag, mgr Taris Savelle, pd, wd	Lee Caput, ce
WPFA-TV						
PERRY (Taylor County)						
WPRY 1954	1400 250	Taylor County Bcstg. Co. 540	KBS	E. P. Martin, p W. E. Owens, gm Edward Lockwood, cm	Maxine Whitfield, pd Hyman Wolfe, pmm, sd Irie Brown, ce	James Underwood, nd Norma Nabinger, wd
PLANT CITY (Hillsborough County)						
WPLA 1949	1570 1,000-D	W. A. Smith 1570 S. Collins St. 2-1551	Best	W. A. Smith, o George Friend, gm, cm Mary Snapp, pd, wd	J. J. Wilson, pmm, nd James L. Derrick, ce	Joe Derrick, fd Jack Rushing, sd
QUINCY (Gadsden County)						
WCNH 1948	1230 250	Quincy Bcstg. Corp. Shelfer Heights Main 7-6700	MBS	A. B. Letson, p, gm, ce William J. Taylor, cm	Larry Draper, pd, nd, sd Hilda Massey, pmm	Agnes Kingry, wd

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MELBOURNE
(Brevard County)

WMMB 1948	1240 250	Melbourne Bcstg. Corp. Riverfront Park 574-5	MBS Florida State Net.	Louis G. Bessler, p, pmm Vern L. Bessler, vp, gm Richard B. Bate, slm Karl Meier, pd	Robert Bones, ce Gene Bueckman, nd Duane Somers, fd	Tom V. Missey, sd Phyllis Hoskins, co-wd Barbara Bancroft, co-wd
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MIAMI
(Dade County)

WFEC 1947	1220 250-D	Florida East Coast Bcstg. Co. 350 N.E. 71st 89-7534	Rambeau Ayers	Harry Trenner, p Herbert Schorr, vp, gm J. Arnold Schorr, cm, pmm	Patricia Mason, pd William Reeder, ce	Rocky Groce, nd, sd
WGBS 1944 WGWS-TV	710 50,000-D 10,000-N DA-2	Storer Bcstg. Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Miller N. Babcock, vp, gm C. Bud Dailey, cm	Donald F. Fischer, pd Edward S. Lockwood, ce George Callison, nd	Stan Ornest, sd Jane Butler, wd
WGWS-FM 1952	Ch. 242 (B) 96.3mc 1.55kw	(See Hollywood listing)				
WGMA 1953						
WINZ 1946 WMFL-TV	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. Co. Penthouse Biscayne Terrace Hotel 82-6641	Raymer	Rex Rand, p, gm Bernard E. Neary, asst gm, cm	Stanley H. Brown, ce Lee Taylor, nd	Joe Tanenbaum, sd
WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. Franklin 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	Roger Conklin, sd Billie O'Day, wd
WIOD-FM 1946	Ch. 247 (B) 97.3mc 15kw					
WLRD (FM) 1948	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 814 First St. Jefferson 8-0411	Indie	Alan H. Rosenson, gm, ce	Marshall Jay Simmons, cm	
WMIE 1947	1140 10,000-D 5,000-N DA-N	Suncoast Bcstg. Co. 139 N.E. 1st St. 3-55-56	Stars Natl.	E. D. Rivers Sr., p Buddy E. Starcher, sm Jack Nobles, pd	Sidney E. Robbins, pmm Russell H. Bennett, ce Dave Miller, nd	Hank Cutshall, fd Mel Kann, sd Shirley J. Spiegel, wd
WQAM 1921	560 5,000-D 1,000-N	Miami Bcstg. Co. 1723 duPont Bldg. Franklin 4-6121	ABC Blair Cummings	John S. Knight, p Owen F. Uridge, gm L. L. Zimmerman, cm	Walter A. Svehla, pd Ruth Tanksley, pmm Eugene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd Robert Perry, wd
WQAM-FM 1946	Ch. 235 (B) 94.9mc 8.2kw					
WVCG 1948		(See Coral Gables listing)				
WWPB 1947	1450 250	Paul Brake 414 S.W. 2nd Ave. Franklin 3-7405	KBS Walker	Paul Brake, p, gm, ce Paul Keefe, asst gm, pd, pmm	Bert Johnson, cm	Eddie Davenport, nd
WWPB-FM 1948	Ch. 268 (B) 101.5mc 8.5kw					

MIAMI BEACH
(Dade County)

WAHR 1954	1490 250	Alan H. Rosenson P. O. Box 1740 Jefferson 8-0411	Indie	Alan H. Rosenson, p, ce Marshall J. Simmons, gm, cm	Bob Bingham, nd	Gerald Schwartz, sd
WLRD (FM) 1948	Ch. 230 (B) 93.9mc 13kw	(WAHR, AM Affiliate)				
WKAT 1937	1360 5,000-D 1,000-N	WKAT Inc. 1759 Bay Rd. Jefferson 1-5711	MBS Headley-Reed	A. Frank Katzentine, p John I. Prosser, gm, cm, pd	Arthur P. Smith Jr., ce John Price, nd	Bob Evans, sd
WKAT-FM 1947	Ch. 226 (B) 93.1mc 2.88kw					
WMBM 1947	800 1,000-D	Rounsaville of Miami Beach Inc. MacArthur Causeway Jefferson 1-5586	Gill-Perna Dora-Clayton	R. W. Rounsaville, p John Fulton, mgng dir Arnold C. Kaufman, gm, cm	Milton B. Oshins, pd, pmm Paul Cram, tech dir Eugene H. Wilbur, ce	Eddie Castleberry, nd Joe Walker, sd Eleanor Neal, wd

MILTON
(Santa Rosa County)

WEBY 1954	1330 1,000-D	Milton Bcstg. Co. Ward Basin Road 2591	MBS	Clayton W. Mapoles, o, gm, pmm, nd	Earl Williford, cm Doyle Cook, pd	Bert Mead, ce Margery Laviere, wd
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NAPLES
(Collier County)

WNOG 1954	1270 500-D	George Dewey Polly Tamiami Motel 3-1234	Best	George Dewey Polly, p, gm R. H. Goodlette, cm, sm	A. C. T. Potberg, pd	Dave Traer, ce
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NEW SMYRNA BEACH
(Volusia County)

WSBB 1951	1230 250	Broadcasters Inc. New Smyrna Hotel 1230	KBS	A. V. Catterton, gm	Beverly Fleming, adv d	
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OCAIA
(Marion County)

WMOP 1953	900 1,000-D	A. B. Letson Quincy, Fla. Main 7-6700	Dora-Clayton	A. B. Letson, p Jim Kirk, gm Vernon Arnette, cm	Gene Turner, pd Lloyd Lutz, ce Ed Sherer, nd, fd	Ward Goodrich, sd Helen Kirsh, wd
WTMC 1939	1290 5,000-D 1,000-N DA-N	Ocala Bcstg. Co. 14 S. Magnolia Marion 2-4127	NBC Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm C. T. Catalano, sm	Ruth Brumball, pd Kenneth H. Brown, pmm, sd	James Harold Bailey Jr., ce John Cowden, nd

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. pm; Prom. Mgr. pmm; Prod. Mgr. pdm;
JACKSONVILLE (Duval County)						
WIVY 1948	1050 1,000-D	Edward J. Oberle Rt. 9 Box 228A	Burke Stuart	Edward J. Oberle, p, gm	Randolph S. Jones, cm	Larry Picus, sm
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Place Elgin 4-1681	NBC Blair	J. Dillon Kennedy, comr. in charge of utilities William R. Terry, gm	J. W. Douglas, cm, pmm Kenneth G. Brock, ce Starling Coleman, nd	Bernie Adams, fd Fred Rahaim, sd Margarete Scott, wd
WJAX-FM 1948	Ch. 236 (B) 95.1mc 11.5kw					
WJHP 1940	1320 5,000 DA-N	Jacksonville Journal Co. 4038 Phillips Hwy. Exbrook 8-9751	MBS Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm Bill Fraker, sm Ted Chapeau, sm	Bill Goodwin, cm Larry Bodkin, pd Charles Ost, pmm	Beecher Hayford, ce Charles Schon, nd Martha Thomas, wd
WJHP-FM 1948	Ch. 245 (B) 96.9mc 9.7kw					
WMBR 1933	1460 5,000 DA-N	Washington Post Co. P. O. Box 5187 Exbrook 8-0501	CBS CBS Radio Spot Sales	Glenn Marshall Jr., p David H. Booher, vp Sid Beighley, lcl sm Gerald White, pd	Roger A. Langston, pmm Ernest B. Vordermark, ce Bill Grove, nd	Hugh Batey, fd Dick Stratton, sd Phyllis Bishop, wd
WMBR-FM 1949	Ch. 241 (B) 96.1mc 63kw					
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 1036 Mary St. Exbrook 8-3411	Stars Natl.	Carmen Macri, o, p, gm, cm	William Cooper, pd	William Askew, ce
WOBS-TV						
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. Elgin 4-4421	ABC Florida American Group Venard, Rintoul & McConnell Ayers	James R. Stockton, p Robert R. Feagin, vp, gm	Richard C. Fellows, opr mgr James R. Donovan, ce	William E. Snyder, nd, sd Anne Daly, wd
WQIK 1955	1280 1,000-D	Telerad Inc. P. O. Box 5791 Exbrook 8-8651		John A. Boling, p, gm, cm Earl M. McRae, pd, pmm	A. M. Thomas, ce Kelsey L. Hutchinson, nd, sd	Lane C. Couey, fd Marti M. Grass, wd
WRHC 1950	1400 250	WRHC Inc. 247 Margaret St. Elgin 8-0461	Interstate United Newspapers	Harold S. Cohn, p Harold Cohn II, gm	William Johnson, ce	Joyce Joyner, wd
JACKSONVILLE BEACH (Duval County)						
WJVB 1947	1010 1,000-D	Jacksonville Beach Bcstg. Co. 5-5674	KBS	J. Lyle Williams Jr., p T. R. Mims, gm, pd W. P. Shannon, cm	L. L. Cardona Jr., pmra W. E. Alexander, ce	Kenneth H. French, nd Peggy Mims, wd
KEY WEST (Monroe County)						
WKWF 1945	1600 500	John M. Spottswood Stock Island Cypress 6-2222	MBS	John M. Spottswood, o, p, gm	Mary S. Spottswood, pd	Charles R. Lowe, ce
KISSIMMEE (Osceola County)						
WRWB 1954	1220 250-D	Emerson W. Browne Arcade Theater Bldg. 2111	KBS	Emerson W. Browne, p, gm, ce, nd		
LAKE CITY (Columbia County)						
WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 325		Alfred H. Temple, o, gm, cm Richard E. Cook, ce	Nellie Wilson, nd	Evelyn Jones, wd
LAKELAND (Polk County)						
WLAK 1936	1430 5,000-D 1,000-N	Lakeland Bcstg. Corp. P. O. Box 1211 Mutual 2-1271	NBC Pearson	S. O. Ward, p, gm, pmm William P. Lee, asst gm, ce, nd	Powell Adams, cm Garland Burt, pd	Earl Rahrer, sd
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Dr. Mutual 5-1171	MBS Cooke	Robert S. Taylor, co-o, p, pmm Ted Covington, co-o, pd, nd	Duane F. McConnell, co-o, bus mgr, ce Thomas R. Barber, cm	John M. Taylor, sd Jonnie Pinkston, wd
LAKE WALES (Polk County)						
WIPC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 712 2-9831	KBS	Kenneth H. Berkeley, p William W. Van Steenburgh, gm, cm	Shirley Tucker, pd William Johnson, ce Charles Bruce, nd	Arch Abernethy, sd Joan Kimbrel, wd
LEESBURG-EUSTIS (Lake County)						
WLBE 1949	790 1,000 DA-1	WLBE Inc. P. O. Box 790, Leesburg Leesburg 790 Eustis 790 Tavares 790	MBS Best	Paul A. Husebo, p Wendell Husebo, gm	Richard Coleman, pd Martin Kirkland, ce	W. H. Reedy, sd J. P. Gray, wd
LIVE OAK (Suwannee County)						
WNER 1949	1390 1,000-D (CP-1250)	Norman O. Protsman P. O. Box 655 1390	KBS Best	Norman O. Protsman, p, gm, cm	Faith Protsman, pd, wd Clarence S. Parker, ce, fd	Robert S. Howard, nd, sd
MARIANNA (Jackson County)						
WTYS 1948	1340 250	John H. Phipps Bcstg. U. S. 90, East 650	MBS	John H. Phipps, p L. Herschel Graves, gm Guy Hamilton, sm	Berta Hamilton, pd, wd William S. Snowden Jr., ce Bob Mack, nd	Walter Freeman, fd Karl M. Richards, sd

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FERNANDINA BEACH
(*Nassau County*)

WFBB 1955	1570 250-D	Fernandina Beach Bcstrs. 118 Atlantic Ave. 3667	KBS	Marshall W. Rowland, co-o, gm, cm	Carol C. Rowland, co-o, wd Robert C. Lay, pmm	George J. Duck, ce, nd Curtiss Gordon, sd
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FORT LAUDERDALE
(*Broward County*)

WFTL 1946	1400 250	Gore Publishing Co. P. O. Box 131 Jackson 2-2511	Sears & Ayer	J. W. Dickey, p R. L. Bowles, gm, cm Jack Swart, pd	Richard Northey, ce Orville Revelle, nd	Harry Williams, sd Darcy Sheen, wd
WWIL 1955	1580 1,000 DA-1	Missouri Bcstg. Corp. Riverland Road Jackson 3-7639	Webb	Lester A. Benson, p Nick Pagliara, vp, gm	Jack Barry, sta dir James A. McFarland, ce	Peggy Barry, wd

FORT MYERS
(*Lee County*)

WINK 1939	1240 250	Ft. Myers Bcstg. Co. Palm Beach Blvd. 4-1341	CBS Florida Net. Cooke	Edward McBride, p A. J. Bauer, gm, pmm	Bob Bradley, cm Frank Nodine, pd, sd	Bob Bachman, ce Vernon Lundquist, nd
WINK-TV 1952	1410 1,000-D 500-N DA-N (CP-5,000-D 500-N DA-2)	Robert Hecksher 2385 Hanson St. 5-1175		Robert Hecksher, o, gm, ce		

FORT PIERCE
(*St. Lucie County*)

WARN 1952	1330 1,000-D	Hurricane Bcstg. Service Inc. Angle Road 1330	KBS Continental	Murray C. Tillman, co-o, p, gm Claude C. Tillman, co-o	Will Shawver, sls rep, pd, nd C. C. Tillman Jr., pmm	John Palmer, ce Harriet Langdon, wd
WIRA 1946	1400 250	Indian River Bcstg. Co. Melody Lane 1400	NBC	James L. Howe, p, gm J. Kingsley Butt, slm	Anne Wilder, pd, nd Edward Murdoch, ce	William Strickland, sd Deborah J. Piowaty, wd

FORT WALTON BEACH
(*Okaloosa County*)

WFTW 1953	1260 1,000-D	Vacationland Bcstg. Co. 39 E. Main St. CH 3-3123		Wilbur R. Powell, p, nd	Milford A. Reynolds, gm	
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GAINESVILLE
(*Alachua County*)

WDVH 1954	980 5,000-D	WDVH Inc. P. O. Box 289 2-2528	Clark	Robert A. Vaughn, p Thomas R. Hanssen, gm, ce, sd	Jimmy Hales, cm Bill Marr, pd Jack DuMars, pmm	Jimmy Moore, nd Jack Herring, fd Faye Slaughter, wd Dan R. Lunin, ce Eloise Cozens, wd
WGGG 1948	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. Franklin 2-5791	ABC KBS Best	R. M. Chamberlin, p, gm Leon E. Mims, cm	Pierre A. Bejano, pd, pmm, nd, sd	
WRUF 1928	850 5,000 DA-N	University of Florida Franklin 2-3261	MBS Burn-Smith	Major Garland Powell, dir E. Ray Dantzler, asst dir John E. Dunnivant, cm Bob Leach, pd	Bob Smith, pmm Bertram McNamara, ce Ralph Goodwin, nd	Harold Moreland, fd Otis Boggs, sd Miriam M. Andrews, wd
WRUF-FM 1948	Ch. 281 (B) 104.1mc 12kw					

HAINES CITY
(*Polk County*)

WGTO 1955	540 10,000-D DA-D	KWK Inc. 1215 Cole St. St. Louis, Mo. MA 1-9100	Weed	Robert T. Convey, p Eugene D. Hill, gm, cm	David Schick, ce	Bayliss Corbett, nd
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HOLLYWOOD
(*Broward County*)

WGMA 1953	1320 500-D	South Jersey Bcstg. Co. P. O. Box 539 Jackson 3-2616	KBS Best	Major Ranulf Compton, p Charles C. Castle, gm, ce	Joseph Haddad, cm	Teri Kandlbinder, pd, wd
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INDIALANTIC-MELBOURNE
(*Brevard County*)

WRMF (CP)	1050 500-D	Melbourne On-The-Air Inc. c/o Rudi Oudshoff P. O. Box 36 Melbourne		Richard M. Fairbanks, co-o, p	Rudi Oudshoff, co-o, sec-treas	
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For Radio Programming that
SPONSORS BUY ...



1st with
distinguished
dramatic
stars!



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; 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.
BRADENTON (Manatee County)						
	WTRL 1947	1490 250	Trail Bcstg. Corp. Memorial Pier 3-1531	KBS Best	Howard A. Donahoe, p Bill Herson, gm Ken McKendree, sis dir	Charles A. Blake, opr dir, nd, sd Gerald W. McGougan, ce, fd Marjorie Collins, wd
CHIPLEY (Washington County)						
	WBGC (CP)	1240 250	Tri-County Radio Bcstrs. c/o E. C. Allmon General Delivery Eglin Air Force Base, Fla.		Edward C. Allmon, o	
CLEARWATER (Pinellas County)						
	WDCL 1955		(See Tarpon Springs listing)			
	WTAN 1948	1340 250	WTAN Inc. P. O. Box 1109 33-084	McGillvra	William G. Wells, p H. D. Parker, gm F. L. Parker, cm	Gene A. Robinson, pd, ce Harry Prior, nd Herb Williams, fd Bob Weatherly, sd Shirley Hughes, wd
COCOA (Brevard County)						
	WKKO 1953	860 1,000-D	Brevard Bcstg. Co. P. O. Box 1308 1020	KBS Best	Carl Collins, co-o, gm, cm, pd, pmm Davis Wilson, co-o, ce	Bob Bruner, nd Jimmy Oxford, fd Grady McAllister, sd Mercer Livermore, wd
CORAL GABLES (Dade County)						
	WVCG 1948	1070 1,000-D	Peninsular Bcstg. Corp. 223 Aragon Ave. Highland 8-7411	Good Music Bcstrs. Clark	George W. Thorpe, p, gm Barbara L. Binns, asst sm	Robert R. Hildreth, pd Thomas F. Middleton, ce
CRESTVIEW (Okaloosa County)						
	WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. P. O. Box 518 3511	KBS Florida Net. Alabama Net.	Virginia O'Neal, o Sam F. Townsend, gm Marie Douglass, cm	Carolyn Townsend, pd Charles C. O'Neal, pmm John Dungan, ce W. D. Douglass, nd
	WJSB 1954	1490 250	C. S. Henderson P. O. Box 267 7701		C. S. Henderson, p Henton D. Elmore, gm, sd Patsy Hargrove, cm, wd	Jack King, pd Roger S. Ball, pmm Howard W. Baker, ce Robert Calvert, nd Jerome Tisdale, fd
DADE CITY (Pasco County)						
	WDCF 1954	1350 1,000-D	Pasco Bcstg. Co. P. O. Box 952 670	KBS	E. P. Martin, p, gm C. E. Roye, sm, pd, pmm	G. E. Strait, ce Bill Bailey, nd, fd F. E. Elkins, sd B. J. Roye, wd
DAYTONA BEACH (Volusia County)						
	WMFJ 1935	1450 250	WMFJ Inc. 444 N. Beach St. Clinton 2-8491	ABC Florida American Group McGillvra	Harold Kaye, p Joseph B. Matthews, gm, cm	William G. Hall, pd Saul Kay, pmm Jack Siegel, ce Harry T. Brown, nd
	WNDB 1948	1150 1,000 DA-N	News-Journal Corp. 128 Orange Ave. Clinton 2-1511	MBS Perry	Julius Davidson, p R. Y. Huffman, gm, cm Elisabeth J. Weed, pd	Mary E. Hagman, pmm F. A. Scott, ce Ray Ovington, sd A. Louise Stackpole, wd
	WNDB-FM 1947	Ch. 233 (B) 94.5mc 8.5kw				
	WROD 1947	1340 250	Daytona Beach Bcstg. Corp. P. O. Box 991 Clinton 2-4626	NBC Rambeau	E. J. Sperry, p, gm Alexander N. Sims, cm	Myrna L. Monahan, pd Robert R. Andrews, ce Joseph P. Stierli, sd
DeFUNIAC SPRINGS (Walton County)						
	WDSP (CP)	1280 5,000-D	Euchee Valley Bcstg. Co. P. O. Box 202 Crestview, Fla.		W. D. Douglass, o	
	WFNM 1955	1460 1,000-D	Walton Bcstg. Co. c/o Clayton W. Mapoles P. O. Box 112 Milton, Fla.		Clayton W. Mapoles, o	
DeLAND (Volusia County)						
	WJBS 1948	1490 250	John B. Stetson U. P. O. Box 808 1490	NBC Cooke	J. Ollie Edmunds, p C. L. Menser, gm, cm, pd	John Andre, ce Dick Westervett, nd
DELRAY BEACH (Palm Beach County)						
	WDEF 1952	1420 500-D	Delray Bcstg. Corp. E. Atlantic Ave. 7311		T. K. Cassel, p Harlan G. Murrelle, exec vp	Bob Raven, gm, ce Art Arkell, cm, pd, pmm, sd Larry Bush, nd, fd Pat Boyd, wd
EAU GALLIE (Brevard County)						
	WMEG (CP)	920 1,000-D	Mel-Eau Bcstg. Co. c/o Victoria C. Martin 512 Riverview Dr. Melbourne, Fla.			
EUSTIS (Lake County)						
	WLCO 1955	1240 250	Lake County Bcstg. Co. P. O. Box 1505 700		Reggie Martin, ptrn, gm, cm W. R. Miller, ce	Art Raynor, pd, fd Phil Conant, pmm, nd Nancy Cox, wd

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Ross meets people halfway

There's only one shift in Washington. When Al Ross talks to his fans on the popular "Your Timekeeper" show, they're all doing the same thing—getting ready for the day. They're halfway through shaving, dressing, eating breakfast, driving downtown. But they're *more* than halfway *listening* to that smooth mixture of music, comment, news, time, weather, and those special *personal* commercials.

They prove it, for example, every Christmas—by turning out in thousands to meet Ross halfway, going downtown in cold weather to give dolls, toys and dollars to Washington's needy children—because Ross asks them to.

This loyalty turns itself into *sales* for canny advertisers who buy the Al Ross show (*Mondays-Fridays, 6:15-9:30 a.m., and Saturdays from 6:15 to 8:00 a.m.*)

Want to meet results halfway? Ask

WRC RADIO

NBC in Washington

A SERVICE OF  represented by NBC SPOT SALES

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; 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;
WRC 1923 WRC-TV	880 5,000 DA-N	Natl. Bcstg. Co. Sheraton-Park Hotel Adams 4-5400	NBC NBC Spot Sales	Carleton D. Smith, vp. gm Joseph Goodfellow, sis dir Harry A. Karr Jr., sim James Kovach, pd	Joan King Phillips, pmm John Rogers, ce L. A. McClelland, oper dir Jay Royen, pub dir	John Lavan, bus mgr William Grayson, prog mgr James McMurry, prod mgr Cassius Keller, nd
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 CBS Spot Sales	John S. Hayes, p Lloyd W. Dennis, vp, sm R. W. Schellenberg, cm	Patricia A. Searight, prog mgr, wd W. J. Wiggins, pmm Donald Saunders, ce	Edward F. Ryan, nd Claude Mahoney, fd Arch McDonald, sd
WTOP-FM 1946	Ch. 242 (B) 96.3 20kw					
WUST-AM- FM	(See Bethesda, Md., listing)					
WWDC 1941	1280 5,000 DA-1	WWDC Inc. 1627 K St., N.W. Tuckerman 2-7600	MBS Blair	Joseph Katz, p Ben Strouse, vp, gm Herman Paris, gen sim	Norman Reed, pd Irv Lichtenstein, prom dir	Ross H. Beville, tech dir Bob Wolff, sd
WWDC-FM 1946	Ch. 266 (B) 101.1mc 20kw					

FLORIDA

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)						Families July 1955	Retail Sales 1954(\$000)			
Alachua	57,028	16,000	\$ 53,510	\$ 14,014	\$ 1,647	16,304	Lee	23,404	9,000	33,448	8,323	1,251	12,213
Baker	6,313	1,300	2,868	844	75	1,761	Leon	51,590	15,100	49,752	11,703	1,838	10,430
Bay	42,689	16,800	48,506	13,325	1,598	15,028	Levy	10,367	2,600	5,348	1,752	154	2,235
Bradford	11,457	3,100	7,748	2,528	130	3,018	Liberty	3,182	1,000	1,188	344	505	505
Brevard	23,653	8,500	23,762	7,620	734	14,314	Madison	14,197	3,000	5,361	1,949	185	2,838
Broward	83,933	44,600	186,565	42,178	7,182	61,813	Manatee	34,704	12,600	36,745	10,206	1,417	16,504
Calhoun	7,922	2,000	3,980	1,266	108	1,466	Marion	38,187	11,800	42,030	9,631	1,205	11,763
Charlotte	4,286	1,500	3,765	1,177	128	1,265	Martin	3,807	2,700	7,452	2,662	295	3,733
Citrus	6,111	1,600	4,630	1,496	226	2,246	Monroe	29,957	10,500	26,089	8,123	1,009	11,122
Clay	14,323	4,400	8,468	3,022	343	4,604	Nassau	12,811	3,500	10,143	2,911	243	3,703
Collier	6,488	2,200	4,489	1,121	138	2,608	Okaloosa	27,533	8,400	16,310	4,687	695	9,767
Columbia	18,218	4,800	14,671	3,775	362	4,483	Okeechobee	3,454	900	2,769	816	70	1,273
Dade	495,084	213,700	955,923	193,077	47,134	259,641	Orange	144,950	45,800	167,640	37,953	6,434	58,588
De Soto	9,242	2,500	6,773	2,162	310	2,558	Osceola	11,406	4,100	10,172	3,461	310	5,072
Dixie	3,928	700	2,080	559	49	985	Palm Beach	114,688	43,900	187,913	40,354	6,161	57,946
Duval	304,029	102,300	388,881	94,996	14,733	103,679	Pasco	20,529	7,400	14,602	5,301	450	8,428
Escambia	112,706	38,600	114,096	28,770	3,565	41,812	Pinellas	159,249	75,700	249,396	44,826	7,933	87,907
Flagler	3,367	1,000	2,619	658	47	1,815	Polk	123,997	42,100	118,709	34,753	4,270	48,666
Franklin	5,814	1,600	2,483	1,156	129	1,113	Putnam	23,615	7,300	21,896	5,828	465	7,523
Gadsden	36,457	7,600	20,837	4,953	499	5,863	St. Johns	24,998	7,900	24,583	8,209	1,068	7,892
Gilchrist	3,499	600	1,879	456	67	815	St. Lucie	20,180	6,200	28,796	7,378	435	9,062
Glades	2,189	500	1,359	322	70	489	Santa Rosa	18,554	4,900	7,462	2,982	140	4,471
Gulf	7,460	2,100	5,962	1,606	236	2,338	Sarasota	28,827	13,000	55,355	14,237	1,872	19,436
Hamilton	8,981	2,000	3,740	1,167	121	1,344	Seminole	26,883	8,200	22,400	6,202	660	9,523
Hardee	10,073	2,700	7,971	2,133	223	3,531	Sumter	11,330	3,000	5,975	1,907	192	2,644
Hendry	6,051	1,700	6,835	1,249	93	2,874	Suwannee	16,986	4,100	10,271	2,781	288	3,221
Hernando	6,693	1,900	5,486	1,489	176	2,400	Taylor	10,416	2,700	9,726	2,812	260	3,083
Highlands	13,636	5,000	12,049	4,153	418	5,440	Union	8,906	1,100	2,065	917	76	718
Hillsborough	249,894	84,200	304,384	71,932	10,433	97,686	Volusia	74,229	27,700	94,733	25,343	3,872	32,841
Holmes	13,988	3,100	3,733	996	137	1,787	Wakulla	5,258	1,300	1,223	592	33	859
Indian River	11,872	4,100	13,065	4,005	543	5,535	Walton	14,725	3,800	8,397	2,149	232	3,638
Jackson	34,645	8,300	18,501	4,010	481	6,582	Washington	11,888	3,000	3,777	1,251	139	1,837
Jefferson	10,413	2,300	4,388	1,573	116	1,794	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. R. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Lafayette	3,440	700	1,401	447	..	793							
Lake	36,340	12,300	32,077	9,142	1,316	15,766							

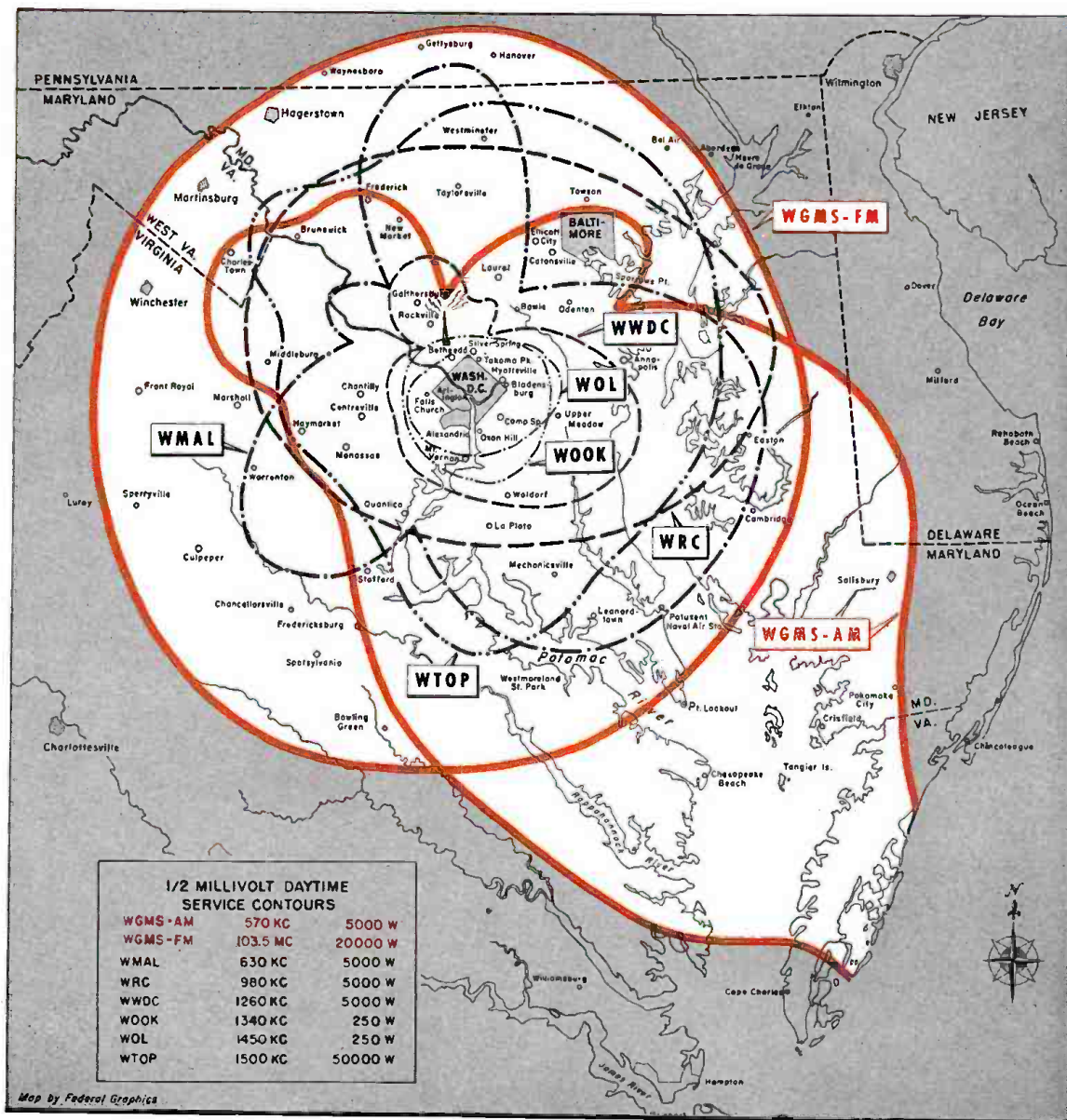
DIRECTORY OF AM AND FM STATIONS

ARCADIA (De Soto County)			
WAPG 1955	1480 1,000-D	Arcadia-Punta Gorda Bcstg. Co. P. O. Box 676 720	H. F. McKee, o Martin J. Begley Jr., gm, pd, ce
G. Kelley Lyons, cm, fd Jack Chambers, pmm, nd Phillip Hull, sd Adella Robertson, wd			
BARTOW (Polk County)			
WBAR 1953	1480 1,000-D	Radio Station WBAR Inc. P. O. Box 820 3-5111	W. A. Wynne, p John Burgreen, gm
Francis L. Pipes, pd Bill Alford, ce			
BELLE GLADE (Palm Beach County)			
WSWN 1947	900 1,000-D	Seminole Bcstg. Scarborough Bldg. 2064	Stars Natl. E. D. Rivers Jr., chmn Hubert E. Ulmer, p
Garnett L. Merck, gm Marvin Smith, cm Robert Prather, pd			

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The BIG CHANGE in Washington

WGMS NOW CAPITAL'S BIGGEST*



WGMS *the Good Music Station*

NOW BROADCASTING WITH HIGH POWER AND NIGHTTIME AM

M. Robert Rogers, President • Hotel Harrington, Washington 4, D. C. • EXecutive 3-8676
 REPRESENTED BY GOOD MUSIC BROADCASTERS and THOMAS F. CLARK

* New day half-millivolt contour covers:
 1100 more sq. land miles than WTOP; 3200 more than WMAL; 3300 more than
 WRC; 7000 more than WWDC

City County	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
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 5,000-D 1,000-N DA-2	The Good Music Station Inc. Hotel Harrington Executive 3-8878	Good Music Bcstrs.	M. Robert Rogers, p, gm Teresa Rogers, sm	Pierson Underwood, pd Stan Hamilton, pdm Jan Michael, nd Nicholas J. Chaconas, ce
WETV (TV) (CP)					
WGMS-FM 1948	Ch. 278 (B) 103.5mc 20kw				
WINX	(See Rockville, Md., listing)				
WMAL 1925	630 5,000	Evening Star Bcstg. Co. Inc. 4461 Connecticut Ave., N.W. Kellogg 7-1100	ABC Katz	John W. Thompson Jr., p Frederick S. Houwink, gm Robert W. Jonscher, mgr, cm	Martin Pinsker, pd Arnold Katinsky, pmm Allan T. Powley, ce Richard Rendell, nd James L. Gibbons, sd
WMAL-TV	DA-1				
WMAL-FM 1948	Ch. 297 (B) 107.3mc 20kw				
WOL 1924	1450 250	Washington Bcstg. Co. 2000 P St., N.W. Hobart 2-3900		Henry Rau, p, gm Charles Dillon, vp Maxwell Marvin, sm	Lloyd S. Smith, ce Sam Kaufman, sd Arlene Stern, wd Renee Allen, wd
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 Arthur A. Snowberger, vp, gm, cm	Cliff Holland, pd E. E. Stephens, ce Tex Gathings, nd, pmm Nat Albright, sd Thema Green, wd
WOOK-TV (CP)					
WFAN (FM) 1948	Ch. 262 (B) 100.3mc 20kw	(WOOK, Am Affiliate)			
WPIK	(See Alexandria, Va., listing)				

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The most exciting
**MERCHANDISING
 PLANS** in radio are
 coming from ...



1st with timely selling ideas

NOTICE!



There are more radio homes within WGAY's 2 MV contour than in each of 19 States in the United States.

WGAY also specializes in serving two of the richest counties in the United States, Montgomery and Prince Georges Counties, Maryland, (WASHINGTON, D. C., SUBURBS) which have a population of over 568,000.

All major Washington, D. C., advertisers use WGAY:

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J. C. Penney
Morton's Dept. Store
Mazor Masterpieces
P. J. Nee Furniture

Perpetual Bldg. Assoc.
First Federal Bldg. Assoc.
Interstate Bldg. & Loan
Food Fair, Inc.
Safeway Stores
Embassy Dairy

Wilkins Coffee
Rock Creek Bevs.
Briggs Meats &
Briggs Ice Cream
Fussell's Ice Cream
Coca-Cola
Montgomery Ward

Laurel Race Track
Evening Star
Daily News
Capital Transit
F. W. Woolworth
Jelleff's
Roth's Theatres
K-B Theatres

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DeSoto Dealers of Wash.
Chevrolet Dealers of Wash.
Chrysler Dealers of Wash.
Most major Wash. Automotive Advertisers
Chestnut Farms Dairy

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Schlitz Beer
Plymouth
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North America

Fels Naptha
Pfeiffers Food Products
Gunther Beer
Montgomery Ward

Lincoln-Mercury
Feen-a-Mint
Choot
Seven Up

Canada Dry
Goodyear Rubber Co.
U. S. Rubber Co
Miller High Life
Sears Roebuck



WGAY

1050 KC

1,000 Watts

Silver Spring, Maryland JUNiper 9-1050

One of America's Great Suburban Stations
Washington Metropolitan Area

Represented by Indie Sales, Inc.

DISTRICT OF COLUMBIA

MARKET DATA

	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Washington	802,178	248,600	\$1,381,435	\$277,919	\$60,956	159,229

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, 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	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.
WASHINGTON				
WARL-AM-FM		(See Arlington, Va., listing)		
WASH (FM) 1945	Ch. 246 (B) 97.1mc 15kw	Commercial Radio Equipment Co. 1319 F St., N.W. District 7-1356	Everett L. Dillard, p, gm Fred Drake, opr d	James Gustafson, cm Robert E. Best, pd Eugene V. Jurasinski, ce

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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.

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.

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1955
		Families July 1955	Retail Sales 1954(\$000)			
Kent	37,870	12,000	\$ 64,638	\$10,153	\$1,338	21,494
New Castle	218,879	70,000	321,655	70,430	7,819	69,573
Sussex	61,338	20,100	130,971	17,500	1,847	19,578

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

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; 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;
DOVER (Kent County)						
WDOV	1947	1410 1,000-D	Delaware State Capitol Bcstg. Corp. Denny's Rd. 5816	Rambeau	William S. Freed, p Cliff Goodman, gm Virginia Bracken, pd, wd	Perley Tribout, ce Harry C. McSherry, nd Earl Goodman, fd John Masters, sd
WDOX (FM) (CP)		Ch. 234 (B) 94.7mc 9.4kw	(WDOV, Am Affiliate)			
GEORGETOWN (Sussex County)						
WJWL	1951	900 1,000-D	Rollins Bcstg. of Delaware Inc. DuPont Hwy. 2567	Zimmer	O. Wayne Rollins, p Norman Glenn, gm, cm Bill Jaeger, pd	Edward Marzoa, ce, fd Marty Flancer, nd Les Coleman, sd Edna Moore, wd
MILFORD (Kent County)						
WKSB	1953	930 500-D DA-D	Kent-Sussex Bcstg. Co. P.O. Box 444 8881		H. M. Griffith Jr., co-o, gm, cm	Charles V. Lundstedt, co-o, opr mgr, ce Borden E. Smith, pd, nd Ross W. Dunbar, sd
SEAFORD (Sussex County)						
WSUX	1955	1280 500-D	Elizabeth Evans & W. Courtney Evans Dual Hwy. 13 7933	Clark	Elizabeth Evans, co-o, gm W. Courtney Evans, co-o, ce	Ralph L. Graham, cm, pmm, sd George Hack, pd, nd Bobby Killen, fd Betty Dale, wd
WILMINGTON (New Castle County)						
WAMS	1947	1380 1,000 DA-1	Rollins Bcstg. Inc. 414 French St. 4-8881	Zimmer	O. Wayne Rollins, p Byron Millenson, gm	Tim Crow, pd, nd, sd Fitzgerald McDaniel, ce
WDEL	1922	1150 5,000 DA-2	Delmarva Bcstg. Co. 10th & King Sts. Olympia 8-7268	NBC Meeker	Clair R. McCollough, sta exec Harvey C. Smith, sm	J. Robert Gulick, gen sim Richard Aydelotte, pd Paul I. Woodland, pmm J. E. Mathiot, tech dir
WDEL-FM	1950	Ch. 227 (B) 93.7mc 20kw				
WILM	1923	1450 250	Delaware Bcstg. Co. 920 King St. Olympia 4-7771	ABC Boiling	Ewing B. Hawkins, o, p Jackson F. Lee, vp, m, cm Warren Keyser, pd	Carl Jones, pmm H. Edwin Kennedy, ce Harry Thernal, nd Robert Kelley, sd Marjorie Price, wd
WTUX	1947	1290 500-D	Port Frere Bcstg. Co. Inc. 1400 Market St. 5-8821	Best	Gordon K. MacIntosh, p Howard R. Robinson, gm W. S. Ewing, cm	James L. Termine, pd, sd Edward J. Piering Jr., pmm Seymour Toberisky, ce Edwin Lupman, nd, fd Justina Spagnolo, wd

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*Serving Lower
Delaware and
the Eastern Shore
from the Heart of the Peninsula*

WSUX

SUSSEX RADIO
NYLON CAPITAL OF THE WORLD
500 WATTS — 1280 KC
 (1000 watts application pending)
Thomas F. Clark Co., Inc.
 National Representative

*Located on the new
dual lane highway
between Seaford
and Laurel*

radio
everything under the sun...



**TYPICAL
WEEKDAY
LOG . . .**

a.m.
6:45 Clock Watcher
7:00 News
7:05 Clock Watcher
8:00 News
8:15 Clock Watcher
9:00 News
9:05 Clock Watcher
10:00 News
10:05 Words & Music
11:00 News
11:05 Words & Music
12:00 News
p.m.
12:15 Words & Music
1:00 News
1:05 Top 20 Club
2:00 News
2:05 Top 20 Club
3:00 News
3:05 Top 20 Club
4:00 News
4:05 What's New
on Records
5:00 News
5:05 What's New
on Records
6:00 News
6:10 Weather
6:15 Sports Review
6:30 Supper
Serenade
7:00 News
7:05 Voices In The Air
7:15 Standby For
Music
7:30 Ballroom
Bandstand
8:00 By Request
8:30 Yale Basketball
10:00 News
10:05 Concert Hour
11:00 News
11:15 Music For
Relaxation
12:00 Sign-off



WNHC

New Haven's only

**FULL-TIME INDEPENDENT
with
COMPLETE SCHEDULE OF**

★ **NEWS**

- every hour
- headlines every half hour

★ **MUSIC**

- all day long

★ **SPORTS**

- Yale and University of
Connecticut Basketball Games

Interspersed with complete public service information . . . e.g. transportation information, road conditions from Conn. Motor Club, Weather.

WNHC

RADIO

REPRESENTED BY THE KATZ AGENCY

NEW HAVEN, CONN.

CONNECTICUT

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.
NEW HAVEN (New Haven County)					
WAVZ 1947	1260 1,000-D (CP-1300 1,000 DA-N)	WAVZ Bcstg. Corp. 152 Temple St. Spruce 7-4761	Forjoe Kettell- Carter	Victor W. Knauth, p Daniel W. Kops, gm Richard J. Monahan, cm	Erwin J. Markle, pd Samuel L. Barstein, pmm Ralph Carrano, ce George T. Phillips, nd, sd
WELI 1935 WELI-TV (CP)	960 1,000 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 H. Wright, pd Rudy Frank, pmm Frederick T. King, ce Robert S. McKernan, nd
WNHC 1944 WNHC-TV	1340 250	Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611	NBC Conn. State Katz	Patrick J. Goode, p Aldo DeDominicis, sec-treas. gm Edward D. Taddei, evp	Edward C. Obrist, sm J. Vincent Callanan, vp, sm Lee Manson, pd James W. Evans, pmm Vincent DeLaurentis, vp, ce W. Rockwell Clark, nd
WNHC-FM 1948	Ch. 256 99.1mc 10kw				
NEW LONDON (New London County)					
WNLC 1936 WNLC-TV	1490 250	Thames Bcstg. Corp. 281 State St. Gibson 2-4365	MBS Conn. State Yankee	Gerald J. Morey, p, gm Leo B. Keegan, cm Nelson C. L. Brown, pd, pmm	Randolph Barrett, ce David A. Connors, nd, sd Carol Coultier, fd Vivian Whitaker, wd
NEWTOWN (Fairfield County)					
WGHF (FM) (CP)	Ch. 233 94.5mc 20kw	William G. H. Finch P. O. Box 44			
NORWALK (Fairfield County)					
WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Co. Inc. 20 Wall St. Temple 8-5566	McGillvra	James Stolcz, p, gm, cm Dick Bounerba, pd, sd	Clarence Burnham, ce George Pleasants, nd Fran Blanchard, wd
NORWICH (New London County)					
WICH 1946	1310 1,000 DA-1	Eastern Conn. Bcstg. Co. Cuprak Rd. Turner 7-1613	Webb	Donald Lasser, p, gm Richard Reed, cm Mal Morse, pd	Edward Adler, pmm Alexander Dubenetsky, ce Ed Leonard, nd, sd Leonard Seidel, fd Betty Cole, wd
PUTNAM (Windham County)					
WPCT 1953	1350 1,000-D	Israel Putnam Bcstg. Co. 42 Main St. Walnut 8-2721		Roland A. Goyette, p Ralph F. D'Andrea, sm Henry Breault, sm	James Bonney, ce Les Douglas, nd Dick Gaumont, sd Marjorie Storm, wd
STAMFORD (Fairfield County)					
WSTC 1941	1400 250	Western Conn. Bcstg. 270 Atlantic St. Davis 4-7575	ABC Conn. State Everett- McKinney	Kingsley Gillespie, p Julian Schwartz, gm	Luther R. Wright, asst gm Edwin J. Coles, pd Robert A. Reynolds, ce
WSTC-FM 1947	Ch. 244 (A) 96.7mc 0.65kw				
TORRINGTON (Litchfield County)					
WCLR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. Hunter 9-4173	Bogner & Martin	Charles O. Scott, p, gm Alex Pernal, cm Joe Storm, pd, pmm	Gordon Zuchegna, ce Paul Chamberlain Jr., nd Ray Atherton, fd Dick Gillette, sd Jane Heck, wd
WTOR 1948	1490 250	Torrington Bcstg. Co. Inc. 93 Perkins St. Hunter 9-4181	ABC Conn. State Rambeau	Edmund Wm. Waller, p, gm Alfred G. Eyre, cm, pmm	David Eller, pd Edwin Michalski, ce Ray Marko, nd, sd Caroline Cioppa, wd
WATERBURY (New Haven County)					
WATR 1934 WATR-TV	1320 1,000 DA-1	WATR Inc. 440 Meadow St. Plaza 5-1121	ABC Conn. State Burke- Stuart	Harold Thomas, p Samuel R. Elman, gm Wallace Gordon, cm	Wally King, pd, pmm Andrew Toross, ce Robert Gillespie, nd Albert Vestro, sd
WBRY 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. Plaza 3-1125	CBS Avery-Knodel Kettell- Carter	William J. Pape, p J. Maxim Ryder, m Harry A. Devorken, cm Walter O. Howard, pd	Robert S. Holczer, pmm Frank B. Hales, ce E. Christy Erk, nd Edward J. Reilly, fd John A. Cluney, sd Grace H. Galvin, wd
WWCO 1946	1240 250	New England Bcstg. Corp. Plaza 4-5141	MBS Yankee McGillvra	Lawrence Brandon, p, gm Howard Mendel, cm, sd	Robert C. Crager, pd Phyllis Rawal, pmm Frank Granger, ce Janet Warren, wd

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WTIC...

by Every Measurement A GREAT RADIO STATION

PS

PUBLIC SERVICE

WTIC has earned the loyalty and confidence of its listeners Not only in times of emergency and disaster but every day the public welfare is our concern

M

MANAGEMENT

WTIC is managed by people who pioneered many of radio's early developments.

F

FACILITIES

The highest in power and the best in equipment provide dominant coverage in its area.

M

MARKET

Connecticut, the center of the great WTIC market, ranks first* in the U. S. in per family income. WTIC dominates this prosperous Southern New England Market ...

Total Number of Families 810,600

- * 1954 Effective Buying Income per family \$6,094
- * 1954 Effective Buying Income \$4,939,775,000

P

PROGRAMMING

The finest in network programs plus skilled local talent make its programming tops in the field.

**Measure of a Great
Radio Station**



* Copr. 1955, Sales Management Survey of Buying Power; further reproduction not licensed.

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

NEW YORK ★ BOSTON ★ CHICAGO
DETROIT ★ SAN FRANCISCO

CONNECTICUT

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	WNHC 1944 WHNC-TV	1340 250	Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611	NBC Conn. State Katz	Patrick J. Goode, p Aldo DeDominicis, sec-treas, gm Edward D. Taddei, evp	Edward C. Obrist, sm J. Vincent Callanan, vp, slm Lee Manson, pd	James W. Evans, pmm Vincent DeLaurentis, vp, ce W. Rockwell Clark, nd
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radio
everything under the sun...



WNHC

New Haven's only

FULL-TIME INDEPENDENT
with
COMPLETE SCHEDULE OF

★ NEWS

- every hour
- headlines every half hour

★ MUSIC

- all day long

★ SPORTS

- Yale and University of Connecticut Basketball Games

Interspersed with complete public service information . . . e.g. transportation information, road conditions from Conn. Motor Club, Weather.

TYPICAL WEEKDAY LOG . . .

a.m.

6:45 Clock Watcher
7:00 News
7:05 Clock Watcher
8:00 News
8:15 Clock Watcher
9:00 News
9:05 Clock Watcher
10:00 News
10:05 Words & Music
11:00 News
11:05 Words & Music
12:00 News

p.m.

12:15 Words & Music
1:00 News
1:05 Top 20 Club
2:00 News
2:05 Top 20 Club
3:00 News
3:05 Top 20 Club
4:00 News
4:05 What's New
on Records
5:00 News
5:05 What's New
on Records
6:00 News
6:10 Weather
6:15 Sports Review
6:30 Supper
Serenade
7:00 News
7:05 Voices In The Air
7:15 Standby For
Music
7:30 Ballroom
Bandstand
8:00 By Request
8:30 Yale Basketball
10:00 News
10:05 Concert Hour
11:00 News
11:15 Music For
Relaxation
12:00 Sign-off

WNHC

RADIO

REPRESENTED BY THE KATZ AGENCY

NEW HAVEN, CONN.

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1955
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	WDOX (FM) (CP)	Ch. 234 (B) 94.7mc 9.4kw	(WDOV, Am Affiliate)			
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	WJWL 1951	900 1,000-D	Rollins Bcstg. of Delaware Inc. DuPont Hwy. 2567	Zimmer	O. Wayne Rollins, p Norman Glenn, gm, cm Bill Jaeger, pd	Edward Marzoa, ce, fd Marty Flancer, nd Les Coleman, sd Edna Moore, wd
MILFORD (Kent County)						
	WKSB 1953	930 500-D DA-D	Kent-Sussex Bcstg. Co. P.O. Box 444 8881		H. M. Griffith Jr., co-o, gm, cm	Charles V. Lundstedt, co-o, opr mgr, ce Borden E. Smith, pd, nd Ross W. Dunbar, sd
SEAFORD (Sussex County)						
	WSUX 1955	1280 500-D	Elizabeth Evans & W. Courtney Evans Dual Hwy. 13 7933	Clark	Elizabeth Evans, co-o, gm W. Courtney Evans, co-o, ce	Ralph L. Graham, cm, pmm, sd George Hack, pd, nd Bobby Killen, fd Betty Dale, wd
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	WILM 1923	1450 250	Delaware Bcstg. Co. 920 King St. Olympia 4-7771	ABC Boiling	Ewing B. Hawkins, o, p Jackson F. Lee, vp, m, cm Warren Keyser, pd	Carl Jones, pmm H. Edwin Kennedy, ce Harry Thernal, nd Robert Kelley, sd Marjorie Price, wd
	WTUX 1947	1290 500-D	Port Frere Bcstg. Co. Inc. 1400 Market St. 5-8821	Best	Gordon K. MacIntosh, p Howard R. Robinson, gm W. S. Ewing, cm	James L. Termine, pd, sd Edward J. Piering Jr., pmm Seymour Toberisky, ce Edwin Lupman, nd, fd Justina Spagnolo, wd

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Delaware and
the Eastern Shore
from the Heart of the Peninsula*

WSUX

SUSSEX RADIO
NYLON CAPITAL OF THE WORLD
500 WATTS — 1280 KC
(1000 watts application pending)

Thomas F. Clark Co., Inc.
National Representative

*Located on the new
dual lane highway
between Seaford
and Laurel*

NOTICE!



There are more radio homes within WGAY's 2 MY contour than in each of 19 States in the United States.

WGAY also specializes in serving two of the richest counties in the United States, Montgomery and Prince Georges Counties, Maryland, (WASHINGTON, D. C., SUBURBS) which have a population of over 568,000.

All major Washington, D. C., advertisers use WGAY:

Woodward & Lothrop
The Hecht Co.
Lansburgh's
J. C. Penney
Morton's Dept. Store
Mazor Masterpieces
P. J. Nee Furniture

Perpetual Bldg. Assoc.
First Federal Bldg. Assoc.
Interstate Bldg. & Loan
Food Fair, Inc.
Safeway Stores
Embassy Dairy

Wilkins Coffee
Rock Creek Bevs.
Briggs Meats &
Briggs Ice Cream
Fussell's Ice Cream
Coca-Cola
Montgomery Ward

Laurel Race Track
Evening Star
Daily News
Capital Transit
F. W. Woolworth
Jelleff's
Roth's Theatres
K-B Theatres

Packard Dealers of Wash.
DeSoto Dealers of Wash.
Chevrolet Dealers of Wash.
Chrysler Dealers of Wash.
Most major Wash. Automotive Advertisers
Chestnut Farms Dairy

Market-wise national and regional time buyers and advertisers use WGAY . . .

Ford Motors
Schlitz Beer
Plymouth
Insurance Co. of North America

Fels Naptha
Pfeiffers Food Products
Gunther Beer
Montgomery Ward

Lincoln-Mercury
Feen-a-Mint
Chooz
Seven Up

Canada Dry
Goodyear Rubber Co.
U. S. Rubber Co.
Miller High Life
Sears Roebuck



WGAY

1050 KC

1,000 Watts

Silver Spring, Maryland JUNiper 9-1050

One of America's Great Suburban Stations
Washington Metropolitan Area

Represented by Indie Sales, Inc.

DISTRICT OF COLUMBIA

MARKET DATA

	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)			
Washington	802,178	248,600	\$1,381,435	\$277,919	\$60,956	159,229

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Established	TV Affiliate	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Exec. Abbreviations
WASHINGTON										
WARL-AM-FM (See Arlington, Va., listing)										
WASH (FM)		Ch. 246 (B)	1945		97.1mc	15kw	Commercial Radio Equipment Co. 1319 F St., N.W. District 7-1356	Everett L. Dillard, p, gm Fred Drake, opr d	James Gustafson, cm Robert E. Best, pd	Eugene V. Jurasinski, ce

Data corrected to Dec. 15, 1955. 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.

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.

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.

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; 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; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
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 5,000-D 1,000-N DA-2	The Good Music Station Inc. Hotel Harrington Executive 3-8876	Good Music Bcstrs.	M. Robert Rogers, p, gm Teresa Rogers, sm	Pierson Underwood, pd Stan Hamilton, pdm	Jan Michael, nd Nicholas J. Chaconas, ce
WETV (TV) (CP)						
WGMS-FM 1948	Ch. 278 (B) 103.5mc 20kw					
WINX	(See Rockville, Md., listing)					
WMAL 1925	630 5,000 DA-1	Evening Star Bcstg. Co. Inc. 4461 Connecticut Ave., N.W. Kellogg 7-1100	ABC Katz	John W. Thompson Jr., p Frederick S. Houwink, gm Robert W. Jonscher, mgr, cm	Martin Pinsker, pd Arnold Katinsky, pmm Allan T. Powley, ce	Richard Rendell, nd James L. Gibbons, sd
WMAL-TV						
WMAL-FM 1948	Ch. 297 (B) 107.3mc 20kw					
WOL 1924	1450 250	Washington Bcstg. Co. 2000 P St., N.W. Hobart 2-3900		Henry Rau, p, gm Charles Dillon, vp Maxwell Marvin, sm	Lloyd S. Smith, ce Sam Kaufman, sd	Arlene Stern, wd Renee Allen, wd
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 Arthur A. Snowberger, vp, gm, cm	Cliff Holland, pd E. E. Stephens, ce Tex Gathings, nd, pmm	Nat Albright, sd Thema Green, wd
WOOK-TV (CP)						
WFAN (FM) 1948	Ch. 262 (B) 100.3mc 20kw	(WOOK, Am Affiliate)				
WPIK	(See Alexandria, Va., listing)					

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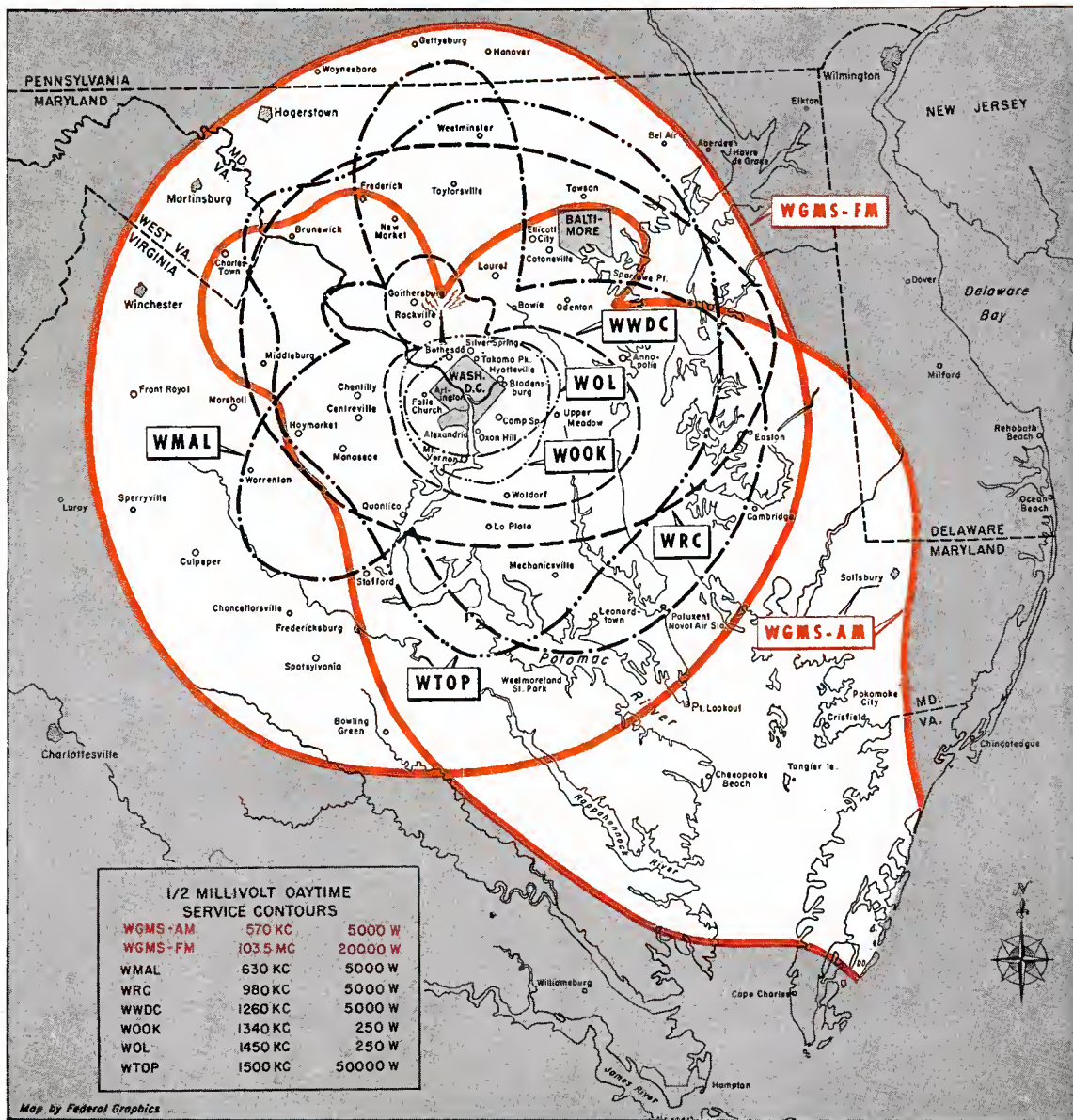
The most exciting
**MERCHANDISING
 PLANS** in radio are
 coming from ...



1st with timely selling ideas

The BIG CHANGE in Washington

WGMS NOW CAPITAL'S BIGGEST*



WGMS *the Good Music Station*

NOW BROADCASTING WITH HIGH POWER AND NIGHTTIME AM

M. Robert Rogers, President • Hotel Harrington, Washington 4, D. C. • EXecutive 3-8676
 REPRESENTED BY GOOD MUSIC BROADCASTERS and THOMAS F. CLARK

* New day half-millivolt contour covers:
 1100 more sq. land miles than WTOP; 3200 more than WMAL; 3300 more than
 WRC; 7000 more than WWDC

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; 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. John King Phillips, pmm John Rogers, ce L. A. McClelland, oper dir Jay Royen, pub dir
WRC 1923 WRC-TV	980 5,000 DA-N	Natl. Bestg. Co. Sheraton-Park Hotel Adams 4-5400	NBC NBC Spot Sales	Carleton D. Smith, vp, gm Joseph Goodfellow, sls dir Harry A. Karr Jr., slm James Kovach, pd	John Lavan, bus mgr William Grayson, prog mgr James McMurry, prod mgr Cassius Keller, nd
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 CBS Spot Sales	John S. Hayes, p Lloyd W. Dennis, vp, sm R. W. Schellenberg, cm	Patricia A. Searight, prog mgr, wd W. J. Wiggins, pmm Donald Saunders, ce
WTOP-FM 1946	Ch. 242 (B) 96.3 20kw				Edward F. Ryan, nd Claude Mahoney, fd Arch McDonald, sd
WUST-AM- FM	(See Bethesda, Md., listing)				
WWDC 1941	1260 5,000 DA-1	WWDC Inc. 1627 K St., N.W. Tuckerman 2-7600	MBS Elair	Joseph Katz, p Ben Strouse, vp, gm Herman Paris, gen slm	Norman Reed, pd Irv Lichtenstein, prom dir
WWDC-FM 1946	Ch. 266 (B) 101.1mc 20kw				Ross H. Beville, tech dir Bob Wolff, sd

FLORIDA

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Aluchua	57,026	16,000	\$ 53,510	\$ 14,014	\$ 1,647	16,304	Lee	23,404	9,000	33,448	8,323	1,251	12,213
Baker	6,313	1,300	2,868	844	75	1,761	Leon	51,590	15,100	49,752	11,703	1,638	10,430
Bay	42,689	16,800	48,506	13,325	1,596	15,026	Levy	10,367	2,600	5,348	1,752	154	2,235
Bradford	11,457	3,100	7,748	2,528	130	3,018	Liberty	3,182	1,000	1,188	344		505
Brevard	23,653	8,500	23,762	7,620	734	14,314	Madison	14,197	3,000	5,361	1,949	185	2,838
Broward	83,933	44,600	186,565	42,178	7,182	61,813	Manatee	34,704	12,600	36,745	10,206	1,417	16,504
Calhoun	7,922	2,000	3,980	1,256	108	1,466	Marion	38,187	11,800	42,030	9,631	1,205	11,763
Charlotte	4,286	1,500	3,765	1,177	128	2,165	Martin	7,807	2,700	7,452	2,662	295	3,733
Citrus	6,111	1,600	4,630	1,496	226	2,246	Monroe	29,957	10,500	26,089	8,123	1,009	11,122
Clay	14,323	4,400	8,488	3,022	343	4,604	Nassau	12,811	3,500	10,143	2,911	243	3,703
Collier	6,488	2,200	4,489	1,121	138	2,608	Okaloosa	27,533	8,400	16,310	4,687	695	9,787
Columbia	18,216	4,800	14,671	3,775	362	4,483	Okechobee	3,454	900	2,769	816	70	1,273
Dade	495,084	213,700	955,923	193,077	47,134	259,641	Orange	144,950	45,800	167,640	37,953	6,434	58,588
De Soto	9,242	2,500	6,773	2,162	310	2,558	Osceola	11,406	4,100	10,172	3,461	310	5,072
Dixie	3,928	700	2,080	559	49	965	Palm Beach	114,688	43,900	187,913	40,354	6,161	57,946
Duval	304,029	102,300	388,881	94,996	14,733	103,679	Pasco	20,529	7,400	14,602	5,301	450	8,428
Escambia	112,706	36,600	114,096	28,770	3,565	41,812	Pinellas	159,249	75,700	249,396	44,826	7,933	87,907
Flagler	3,367	1,000	2,619	658	47	1,815	Polk	123,997	42,100	118,709	34,753	4,270	48,666
Franklin	5,814	1,600	2,483	1,156	129	1,113	Putnam	23,615	7,300	21,896	5,828	465	7,523
Gadsden	36,457	7,800	20,837	4,953	499	5,863	St. Johns	24,998	7,900	24,583	8,209	1,098	7,892
Gilchrist	3,499	600	1,879	456	67	815	St. Lucie	20,180	8,200	28,796	7,378	435	9,062
Glades	2,199	500	1,359	322	70	489	Santa Rosa	18,554	4,900	7,462	2,982	140	4,471
Gulf	7,460	2,100	5,962	1,606	236	2,338	Sarasota	28,827	13,000	55,355	14,237	1,872	19,436
Hamilton	8,981	2,000	3,740	1,167	121	1,344	Seminole	26,883	8,200	22,400	6,202	660	9,524
Hardee	10,073	2,700	7,971	2,133	223	3,531	Sumter	11,330	3,000	5,975	1,907	192	2,644
Hendry	6,051	1,700	6,835	1,249	93	2,674	Suwannee	16,986	4,100	10,271	2,781	288	3,221
Hernando	6,693	1,900	5,486	1,489	176	2,400	Taylor	10,416	2,700	9,726	2,612	260	3,083
Highlands	13,636	5,000	12,049	4,153	418	5,440	Union	8,906	1,100	2,065	917	76	718
Hillsborough	249,894	84,200	304,384	71,932	10,433	97,686	Volusia	74,229	27,700	94,733	25,343	3,972	32,841
Holmes	13,988	3,100	3,733	996	137	1,787	Wakulla	5,258	1,300	1,223	592	35	859
Indian River	11,872	4,100	13,065	4,005	543	5,535	Walton	14,725	3,900	8,397	2,149	232	3,638
Jackson	34,645	8,300	18,501	4,010	481	6,582	Washington	11,888	3,000	3,777	1,251	139	1,837
Jefferson	10,413	2,300	4,388	1,573	116	1,794	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Lafayette	3,440	700	1,401	447		793							
Lake	36,340	12,300	32,077	9,142	1,316	15,766							

DIRECTORY OF AM AND FM STATIONS

ARCADIA

(De Soto County)

WAPG 1955	1480 1,000-D	Arcadia-Punta Gorda Bcstg. Co. P. O. Box 676 726	H. F. McKee, o Martin J. Begley Jr., gm, pd, ce	G. Kelley Lyons, cm, fd Jack Chambers, pmm, nd	Phillip Hull, sd Adella Robertson, wd
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BARTOW

(Polk County)

WBAR 1953	1460 1,000-D	Radio Station WBAR Inc. P. O. Box 820 3-5111	W. A. Wynne, p John Burgen, gm	Francis L. Pipes, pd	Bill Alford, ce
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BELLE GLADE

(Palm Beach County)

WSWN 1947	900 1,000-D	Seminole Bestg. Scarborough Bldg. 2064	Stars Natl. E. D. Rivers Jr., chmn Hubert E. Ulmer, p	Garnett L. Merck, gm Marvin Smith, cm	Robert Prather, pd
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 FMs 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.



Ross meets people halfway

There's only one shift in Washington. When Al Ross talks to his fans on the popular "Your Timekeeper" show, they're all doing the same thing—getting ready for the day. They're halfway through shaving, dressing, eating breakfast, driving downtown. But they're *more* than halfway *listening* to that smooth mixture of music, comment, news, time, weather, and those special *personal* commercials.

They prove it, for example, every Christmas—by turning out in thousands to meet Ross halfway, going downtown in cold weather to give dolls, toys and dollars to Washington's needy children—because Ross asks them to.


This loyalty turns itself into *sales* for canny advertisers who buy the Al Ross show (*Mondays-Fridays, 6:15-9:30 a.m., and Saturdays from 6:15 to 8:00 a.m.*)

Want to meet results halfway? Ask

WRC RADIO



in Washington

A SERVICE OF  represented by NBC SPOT SALES

FLORIDA

City County	Chan. or 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; 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	Coml. Mgr. cm; Sales Mgr.
BRADENTON (Manatee County)							
WTRF	1490	250	Trail Bcstg. Corp. Memorial Pier 3-1531	KBS Best	Howard A. Donahoe, p Bill Herson, gm Ken McKendree, sls dir	Charles A. Blake, opr dir, nd, sd	Gerald W. McGougan, ce, fd Marjorie Collins, wd
CHIPLEY (Washington County)							
WBGC (CP)	1240 250		Tri-County Radio Bcstrs. c/o E. C. Allmon General Delivery Eglin Air Force Base, Fla.		Edward C. Allmon, o		
CLEARWATER (Pinellas County)							
WDCL 1955			(See Tarpon Springs listing)				
WTAN 1948	1340 250		WTAN Inc. P. O. Box 1109 33-084	McGillvra	William G. Wells, p H. D. Parker, gm F. L. Parker, cm	Gene A. Robinson, pd, ce Harry Prior, nd Herb Williams, fd	Bob Weatherly, sd Shirley Hughes, wd
COCOA (Brevard County)							
WKKO 1953	860 1,000-D		Brevard Bcstg. Co. P. O. Box 1308 1020	KBS Best	Carl Collins, co-o, gm, cm, pd, pmm Davis Wilson, co-o, ce	Bob Bruner, nd Jimmy Oxford, fd	Grady McAllister, sd Mercer Livermore, wd
CORAL GABLES (Dade County)							
WVCG 1948	1070 1,000-D		Peninsular Bcstg. Corp. 223 Aragon Ave. Highland 8-7411	Good Music Bcstrs. Clark	George W. Thorpe, p, gm Barbara L. Binns, asst sm	Robert R. Hildreth, pd	Thomas F. Middleton, ce
CRESTVIEW (Okaloosa County)							
WCNU 1948	1010 1,000-D		Gulfshores Bcstg. Co. P. O. Box 518 3511	KBS Florida Net. Alabama Net.	Virginia O'Neal, o Sam F. Townsend, gm Marie Douglass, cm	Carolyn Townsend, pd Charles C. O'Neal, pmm	John Dungan, ce W. D. Douglass, nd
WJSB 1954	1490 250		C. S. Henderson P. O. Box 267 7701		C. S. Henderson, p Henton D. Elmore, gm, sd Patsy Hargrove, cm, wd	Jack King, pd Roger S. Ball, pmm Howard W. Baker, ce	Robert Calvert, nd Jerome Tisdale, fd
DADE CITY (Pasco County)							
WDCF 1954	1350 1,000-D		Pasco Bcstg. Co. P. O. Box 952 670	KBS	E. P. Martin, p, gm C. E. Roye, sm, pd, pmm	G. E. Strait, ce Bill Bailey, nd, fd	F. E. Elkins, sd B. J. Roye, wd
DAYTONA BEACH (Volusia County)							
WMFJ 1935	1450 250		WMFJ Inc. 444 N. Beach St. Clinton 2-6491	ABC Florida American Group McGillvra	Harold Kaye, p Joseph B. Matthews, gm, cm	William G. Hall, pd Saul Kay, pmm	Jack Siegel, ce Harry T. Brown, nd
WNDB 1948	1150 1,000 DA-N		News-Journal Corp. 128 Orange Ave. Clinton 2-1511	MBS Perry	Julius Davidson, p R. Y. Huffman, gm, cm Elisabeth J. Weed, pd	Mary E. Hagman, pmm F. A. Scott, ce	Ray Ovington, sd A. Louise Stackpole, wd
WNDB-FM 1947	Ch. 233 (B) 94.5mc 8.5kw						
WROD 1947	1340 250		Daytona Beach Bcstg. Corp. P. O. Box 991 Clinton 2-4626	NBC Rambeau	E. J. Sperry, p, gm Alexander N. Sims, cm	Myrna L. Monahan, pd Robert R. Andrews, ce	Joseph P. Stierli, sd
DeFUNIAC SPRINGS (Walton County)							
WDSP (CP)	1280 5,000-D		Euchee Valley Bcstg. Co. P. O. Box 202 Crestview, Fla.		W. D. Douglass, o		
WFNM 1955	1460 1,000-D		Walton Bcstg. Co. c/o Clayton W. Mapoles P. O. Box 112 Milton, Fla.		Clayton W. Mapoles, o		
DeLAND (Volusia County)							
WJBS 1948	1490 250		John B. Stetson U. P. O. Box 808 1490	NBC Cooke	J. Ollie Edmunds, p C. L. Menser, gm, cm, pd	John Andre, ce	Dick Westervett, nd
DELRAY BEACH (Palm Beach County)							
WDEF 1952	1420 500-D		Delray Bcstg. Corp. E. Atlantic Ave. 7311		T. K. Cassel, p Harlan G. Murrelle, exec vp	Bob Raven, gm, ce Art Arkell, cm, pd, pmm, sd	Larry Bush, nd, fd Pat Boyd, wd
EAU GALLIE (Brevard County)							
WMEG (CP)	920 1,000-D		Mel-Eau Bcstg. Co. c/o Victoria C. Martin 512 Riverview Dr. Melbourne, Fla.				
EUSTIS (Lake County)							
WLCO 1955	1240 250		Lake County Bcstg. Co. P. O. Box 1505 700		Reggie Martin, ptrn, gm, cm W. R. Miller, ce	Art Raynor, pd, fd	Phil Conant, pmm, nd Nancy Cox, wd

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FERNANDINA BEACH

(Nassau County)

WFBF 1955	1570 250-D	Fernandina Beach Bcstrs. 118 Atlantic Ave. 3667	KBS	Marshall W. Rowland, co-o, gm, cm	Carol C. Rowland, co-o, wd Robert C. Lay, pmm	George J. Duck, ce, nd Curtiss Gordon, sd
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FORT LAUDERDALE

(Broward County)

WFTL 1946	1400 250	Gore Publishing Co. P. O. Box 131 Jackson 2-2511	Sears & Ayer	J. W. Dickey, p R. L. Bowles, gm, cm Jack Swart, pd	Richard Northey, ce Orville Revelle, nd	Harry Williams, sd Darcy Sheen, wd
WWIL 1955	1580 1,000 DA-1	Missouri Bcstg. Corp. Riverland Road Jackson 3-7639	Webb	Lester A. Benson, p Nick Pagliara, vp, gm	Jack Barry, sta dir James A. McFarland, ce	Peggy Barry, wd

FORT MYERS

(Lee County)

WINK 1939	1240 250	Ft. Myers Bcstg. Co. Palm Beach Blvd. 4-1341	CBS Florida Net. Cooke	Edward McBride, p A. J. Bauer, gm, pmm	Bob Bradley, cm Frank Nodine, pd, sd	Bob Bachman, ce Vernon Lundquist, nd
WINK-TV						
WMYR 1952	1410 1,000-D 500-N DA-N (CP-5,000-D 500-N DA-2)	Robert Hecksher 2385 Hanson St. 5-1175		Robert Hecksher, o, gm, ce		

FORT PIERCE

(St. Lucie County)

WARN 1952	1330 1,000-D	Hurricane Bcstg. Service Inc. Angle Road 1330	KBS Continental	Murray C. Tillman, co-o, p, gm Claude C. Tillman, co-o	Will Shawver, sls rep, pd, nd C. C. Tillman Jr., pmm	John Palmer, ce Harriet Langdon, wd
WIRA 1946	1400 250	Indian River Bcstg. Co. Melody Lane 1400	NBC	James L. Howe, p, gm J. Kingsley Butt, slm	Anne Wilder, pd, nd Edward Murdoch, ce	William Strickland, sd Deborah J. Piowaty, wd

FORT WALTON BEACH

(Okaloosa County)

WFTW 1953	1260 1,000-D	Vacationland Bcstg. Co. 39 E. Main St. CH 3-3123		Wilbur R. Powell, p, nd	Milford A. Reynolds, gm	
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GAINESVILLE

(Alachua County)

WDVH 1954	980 5,000-D	WDVH Inc. P. O. Box 289 2-2528	Clark	Robert A. Vaughn, p Thomas R. Hanssen, gm, ce, sd	Jimmy Hales, cm Bill Marr, pd Jack DuMars, pmm	Jimmy Moore, nd Jack Herring, fd Faye Slaughter, wd
WGGG 1948	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. Franklin 2-5791	ABC KBS Best	R. M. Chamberlin, p, gm Leon E. Mims, cm	Pierre A. Bejano, pd, pmm, nd, sd	Dan R. Lunin, ce Eloise Cozens, wd
WRUF 1928	850 5,000 DA-N	University of Florida Franklin 2-3261	MBS Burn-Smith	Major Garland Powell, dir E. Ray Dantzler, asst dir John E. Dunnivant, cm Bob Leach, pd	Bob Smith, pmm Bertram McNamara, ce Ralph Goodwin, nd	Harold Moreland, fd Otis Boggs, sd Miriam M. Andrews, wd
WRUF-FM 1948	Ch. 281 (B) 104.1mc 12kw					

HAINES CITY

(Polk County)

WGTO 1955	540 10,000-D DA-D	KWK Inc. 1215 Cole St. St. Louis, Mo. MA 1-9100	Weed	Robert T. Convey, p Eugene D. Hill, gm, cm	David Schick, ce	Bayliss Corbett, nd
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HOLLYWOOD

(Broward County)

WGMA 1953	1320 500-D	South Jersey Bcstg. Co. P. O. Box 539 Jackson 3-2616	KBS Best	Major Ranulf Compton, p Charles C. Castle, gm, ce	Joseph Haddad, cm	Teri Kandlbinder, pd, wd
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INDIALANTIC-MELBOURNE

(Brevard County)

WRMF (CP)	1050 500-D	Melbourne On-The-Air Inc. c/o Rudi Oudshoff P. O. Box 36 Melbourne		Richard M. Fairbanks, co-o, p	Rudi Oudshoff, co-o, sec-treas	
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For Radio Programming that
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City County Established Call Letters 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; Prom. Mgr. pmm; Prod. Mgr. pdm;
JACKSONVILLE (Duval County)					
WIVY 1948	1050 1,000-D	Edward J. Oberle Rt. 9 Box 228A	Burke Stuart	Edward J. Oberle, p, gm	Randolph S. Jones, cm Larry Picus, sm
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Place Elgin 4-1681	NBC Blair	J. Dillon Kennedy, comr. in charge of utilities William R. Terry, gm	J. W. Douglas, cm, pmm Kenneth G. Brock, ce Starling Coleman, nd Bernie Adams, fd Fred Rahaim, sd Margarete Scott, wd
WJAX-FM 1948	Ch. 236 (B) 95.1mc 11.5kw				
WJHP 1940	1320 5,000	Jacksonville Journal Co. 4038 Phillips Hwy. Exbrook 8-9751	MBS Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm Bill Fraker, slm Ted Chapeau, sm	Bill Goodwin, cm Larry Bodkin, pd Charles Ost, pmm Beecher Hayford, ce Charles Schon, nd Martha Thomas, wd
WJHP-TV	DA-N				
WJHP-FM 1948	Ch. 245 (B) 96.9mc 9.7kw				
WMBR 1933	1480 5,000	Washington Post Co. P. O. Box 5187 Exbrook 8-0501	CBS CBS Radio Spot Sales	Glenn Marshall Jr., p David H. Booher, vp Sid Beighley, lcl slm Gerald White, pd	Roger A. Langston, pmm Ernest B. Vordermark, ce Bill Grove, nd Hugh Batey, fd Dick Stratton, sd Phyllis Bishop, wd
WMBR-TV	DA-N				
WMBR-FM 1949	Ch. 241 (B) 96.1mc 63kw				
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 1036 Mary St. Exbrook 8-3411	Stars Natl.	Carmen Macri, o, p, gm, cm	William Cooper, pd William Askew, ce
WOBS-TV					
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. Elgin 4-4421	ABC Florida American Group Venard, Rintoul & McConnell Ayers	James R. Stockton, p Robert R. Feagin, vp, gm	Richard C. Fellows, opr mgr James R. Donovan, ce William E. Snyder, nd, sd Anne Daly, wd
WQIK 1955	1280 1,000-D	Telerad Inc. P. O. Box 5791 Exbrook 8-8651		John A. Boling, p, gm, cm Earl M. McRae, pd, pmm	A. M. Thomas, ce Kelsey L. Hutchinson, nd, sd Lane C. Couey, fd Martí M. Grass, wd
WRHC 1950	1400 250	WRHC Inc. 247 Margaret St. Elgin 6-0461	Interstate United Newspapers	Harold S. Cohn, p Harold Cohn II, gm	William Johnson, ce Joyce Joyner, wd
JACKSONVILLE BEACH (Duval County)					
WJVB 1947	1010 1,000-D	Jacksonville Beach Bcstg. Co. 5-5674	KBS	J. Lyle Williams Jr., p T. R. Mims, gm, pd W. P. Shannon, cm	L. L. Cardona Jr., pmm W. E. Alexander, ce Kenneth H. French, nd Peggy Mims, wd
KEY WEST (Monroe County)					
WKWF 1945	1600 500	John M. Spottswood Stock Island Cypress 6-2222	MBS	John M. Spottswood, o, p, gm	Mary S. Spottswood, pd Charles R. Lowe, ce
KISSIMMEE (Osceola County)					
WRWB 1954	1220 250-D	Emerson W. Browne Arcade Theater Bldg. 2111	KBS	Emerson W. Browne, p, gm, ce, nd	
LAKE CITY (Columbia County)					
WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525		Alfred H. Temple, o, gm, cm Richard E. Cook, ce	Nellie Wilson, nd Evelyn Jones, wd
LAKELAND (Polk County)					
WLAK 1936	1430 5,000-D 1,000-N	Lakeland Bcstg. Corp. P. O. Box 1211 Mutual 2-1271	NBC Pearson	S. O. Ward, p, gm, pmm William P. Lee, asst gm, ce, nd	Powell Adams, cm Garland Burt, pd Earl Rahrer, sd
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Dr. Mutual 5-1171	MBS Cooke	Robert S. Taylor, co-o, p, pmm Ted Covington, co-o, pd, nd	Duane F. McConnell, co-o, bus mgr, ce Thomas R. Barber, cm John M. Taylor, sd Jonnie Pinkston, wd
LAKE WALES (Polk County)					
WIPC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 712 2-9831	KBS	Kenneth H. Berkeley, p William W. Van Steenburgh, gm, cm	Shirley Tucker, pd William Johnson, ce Charles Bruce, nd Arch Abernethy, sd Joan Kimbrel, wd
LEESBURG-EUSTIS (Lake County)					
WLBE 1949	790 1,000 DA-1	WLBE Inc. P. O. Box 790, Leesburg Leesburg 790 Eustis 790 Tavares 790	MBS Best	Paul A. Husebo, p Wendell Husebo, gm	Richard Coleman, pd Martin Kirkland, ce W. H. Reedy, sd J. P. Gray, wd
LIVE OAK (Suwannee County)					
WNER 1949	1390 1,000-D (CP-1250)	Norman O. Protsman P. O. Box 655 1390	KBS Best	Norman O. Protsman, p, gm, cm	Faith Protsman, pd, wd Clarence S. Parker, ce, fd Robert S. Howard, nd, sd
MARIANNA (Jackson County)					
WTYS 1948	1340 250	John H. Phipps Bcstg. U. S. 90, East 650	MBS	John H. Phipps, p L. Herschel Graves, gm Guy Hamilton, sm	Berta Hamilton, pd, wd William S. Snowden Jr., ce Bob Mack, nd Walter Freeman, fd Karl M. Richards, sd

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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.

MELBOURNE

(Brevard County)

WMMB 1948	1240 250	Melbourne Bcstg. Corp. Riverfront Park 574-5	MBS Florida State Net.	Louis G. Bessler, p, pmm Vern L. Bessler, vp, gm Richard B. Bate, slm Karl Meier, pd	Robert Bones, ce Gene Bueckman, nd Duane Somers, fd	Tom V. Missey, sd Phyllis Hoskins, co-wd Barbara Bancroft, co-wd
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MIAMI

(Dade County)

WFEC 1947	1220 250-D	Florida East Coast Bcstg. Co. 350 N.E. 71st 89-7534	Rambeau Ayers	Harry Trenner, p Herbert Schorr, vp, gm J. Arnold Schorr, cm, pmm	Patricia Mason, pd William Reeder, ce	Rocky Groce, nd, sd
WGBS 1944	710 50,000-D	Storer Bcstg. Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Miller N. Babcock, vp, gm C. Bud Dailey, cm	Donald F. Fischer, pd Edward S. Lockwood, ce George Callison, nd	Stan Ornest, sd Jane Butler, wd
WGBS-TV 1952	Ch. 242 (B) 96.3mc 1.55kw					
WGMA 1953		(See Hollywood listing)				
WINZ 1946	940 50,000-D	Hollywood Bcstg. Co. Penthouse Biscayne Terrace Hotel 82-6641	Raymer	Rex Rand, p, gm Bernard E. Neary, asst gm, cm	Stanley H. Brown, ce Lee Taylor, nd	Joe Tanenbaum, sd
WMFL-TV 1946	10,000-N DA-2					
WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. Franklin 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	Roger Conklin, sd Billie O'Day, wd
WIOD-FM 1946	Ch. 247 (B) 97.3mc 15kw					
WLRD (FM) 1948	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 814 First St. Jefferson 8-0411	Indie	Alan H. Rosenson, gm, ce	Marshall Jay Simmons, cm	
WMIE 1947	1140 10,000-D 5,000-N DA-N	Suncoast Bcstg. Co. 139 N.E. 1st St. 3-55-56	Stars Natl.	E. D. Rivers Sr., p Buddy E. Starcher, sm Jack Nobles, pd	Sidney E. Robbins, pmm Russell H. Bennett, ce Dave Miller, nd	Hank Cutshall, fd Mel Kann, sd Shirley J. Spiegel, wd
WQAM 1921	560 5,000-D 1,000-N	Miami Bcstg. Co. 1723 duPont Bldg. Franklin 4-6121	ABC Blair Cummings	John S. Knight, p Owen F. Uridge, gm L. L. Zimmerman, cm	Walter A. Svehla, pd Ruth Tanksley, pmm Eugene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd Robert Perry, wd
WQAM-FM 1946	Ch. 235 (B) 94.9mc 8.2kw					
WVCG 1948		(See Coral Gables listing)				
WWPB 1947	1450 250	Paul Brake 414 S.W. 2nd Ave. Franklin 3-7405	KBS Walker	Paul Brake, p, gm, ce Paul Keefe, asst gm, pd, pmm	Bert Johnson, cm	Eddie Davenport, nd
WWPB-FM 1948	Ch. 268 (B) 101.5mc 8.5kw					

MIAMI BEACH

(Dade County)

WAHR 1954	1490 250	Alan H. Rosenson P. O. Box 1740 Jefferson 8-0411	Indie	Alan H. Rosenson, p, ce Marshall J. Simmons, gm, cm	Bob Bingham, nd	Gerald Schwartz, sd
WLRD (FM) 1948	Ch. 230 (B) 93.9mc 13kw	(WAHR, AM Affiliate)				
WKAT 1937	1360 5,000-D 1,000-N	WKAT Inc. 1759 Bay Rd. Jefferson 1-5711	MBS Headley-Reed	A. Frank Katzentine, p John I. Prosser, gm, cm, pd	Arthur P. Smith Jr., ce John Price, nd	Bob Evans, sd
WKAT-FM 1947	Ch. 226 (B) 93.1mc 2.88kw					
WMBM 1947	800 1,000-D	Rounsville of Miami Beach Inc. MacArthur Causeway Jefferson 1-5586	Gill-Perna Dora-Clayton	R. W. Rounsville, p John Fulton, mgng dir Arnold C. Kaufman, gm, cm	Milton B. Oshins, pd, pmm Paul Cram, tech dir Eugene H. Wilbur, ce	Eddie Castleberry, nd Joe Walker, sd Eleanor Neal, wd

MILTON

(Santa Rosa County)

WEBY 1954	1330 1,000-D	Milton Bcstg. Co. Ward Basin Road 2591	MBS	Clayton W. Mapoles, o, gm, pmm, nd	Earl Williford, cm Doyle Cook, pd	Bert Mead, ce Margery Laviere, wd
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NAPLES

(Collier County)

WNOG 1954	1270 500-D	George Dewey Polly Tamiami Motel 3-1234	Best	George Dewey Polly, p, gm R. H. Goodlette, cm, sm	A. C. T. Pottberg, pd	Dave Traer, ce
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NEW SMYRNA BEACH

(Volusia County)

WSBB 1951	1230 250	Broadcasters Inc. New Smyrna Hotel 1230	KBS	A. V. Catterton, gm	Beverly Fleming, adv d	
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OCALA

(Marion County)

WMOP 1953	900 1,000-D	A. B. Letson Quincy, Fla. Main 7-6700	Dora-Clayton	A. B. Letson, p Jim Kirk, gm Vernon Arnette, cm	Gene Turner, pd Lloyd Lutz, ce Ed Sherer, nd, fd	Ward Goodrich, sd Helen Kirsh, wd
WTMC 1939	1290 5,000-D 1,000-N DA-N	Ocala Bcstg. Co. 14 S. Magnolia Marion 2-4127	NBC Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm C. T. Catalano, sm	Ruth Brumball, pd Kenneth H. Brown, pmm, sd	James Harold Bailey Jr., ce John Cowden, nd

FLORIDA

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; 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; J. E. Yarbrough, ce Curtis Gibson, nd, sd Carter Scofield, fd Bill Berry, wd
ORLANDO (Orange County)						
WABR 1954	1440 1,000-D	(See Winter Park listing)				
WDBO 1924	580 5,000-D	Orlando Bcstg. Co. P. O. Box 3707 5-0541	CBS Florida Radio Net. Blair Cummings	Harold P. Danforth Sr., p, gm Wm. G. McBride, sls dir Rosalind F. Boggs, pd	J. E. Yarbrough, ce Curtis Gibson, nd, sd	Carter Scofield, fd Bill Berry, wd
WDBO-FM 1950	Ch. 222 (B) 92.3mc 25kw					
WHOO 1947	990 10,000-D 5,000-N DA-N	WHOO Inc. P. O. Box 992 5-3591	ABC Florida-American Forjoe	Edward Lamb, p Al Stockmeier, gm, cm Claude Raney, pd, pmm, sd	Don E. Compton, ce Dallas Crutcher, nd	Charles Reiner, fd Freda Hilton, wd
WHOO-FM 1946	Ch. 243 (B) 96.5mc 59kw					
WLOF 1940	950 5,000 DA-N	Mid-Florida Radio Corp. P. O. Box 5275 2-8163	Gill-Perna	Joseph L. Brechner, p Donn R. Colee, gm, cm Ernest G. Legge, pd	Lee Hall, pmm W. D. Daniel Jr., ce Ben Ayerig, nd	Bob Keith, fd Bocky Smith, sd Cathy Sorey, wd
WORZ 1946	740 5,000-D 1,000-N DA-2	Central Florida Bcstg. Co. WORZ Bldg. 2-2451	MBS NBC Pearson	Naomi T. Murrell, p, gm M. S. Wetzel, cm Stephen Wesley, pd	W. C. Murrell Jr., pmm W. R. Miller, ce Tom Doyle, nd	Happy Ison, sd Mary Lou Edwards, wd
WORZ-FM 1951	Ch. 262 (B) 100.3mc 16.5kw					
PALATKA (Putnam County)						
WWPF 1947	1260 500 DA-N	Palatka Bcstg. Co. P. O. Box 86 East 5-4555	MBS KBS	J. E. Massey, co-o L. C. McCall, co-o, gm, ce	Herb Young, cm Claude F. White, pd	Bob James, nd Phyllis Ladd, wd
PALM BEACH (Palm Beach County)						
WWPG 1941	1340 250	Palm Beach Radio Inc. 3245 Belvedere Rd. West Palm Beach West Palm Beach 2-1515	ABC Florida-American Perry	K. A. Meer, p Robert Davis, gm, cm Rosalind Calkins, pd	Marian Tappe, pmm, wd Clyde Walkden, ce	Larry Coney, nd Ben Decker, fd, sd
WWPG-FM 1946	Ch. 250 (B) 97.9mc 3.6kw					
PANAMA CITY (Bay County)						
WDLF 1940	590 1,000 DA-N	Panama City Bcstg. Co. 323 West Beach Dr. Poplar 3-1777	NBC KBS Perry	John H. Perry Jr., p Cecil B. Kelley, gm Don Brookins, sm, cm, nd	George Feger, pd Hunt Cunningham, pmm Cal Howrigan, ce	Lyle Lincoln, fd Frank Pericola, sd Virginia Thrasher, wd
WDLF-FM 1952	Ch. 255 (B) 98.9mc 1.6kw					
WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. Sunset 5-6176	ABC MBS Devney Seminole Dora-Clayton	Elbert L. Dukate, p, gm Martha Ann Heath, pd, wd Gwynneth T. Dukate, pmm	James Frank Haynes, ce John McMullen, nd	Bill Becker, fd Chester Blakemore, sd
PENSACOLA (Escambia County)						
WBOP (CP)	980 500-D	Ray H. Gunckel Jr. 119 Laura St. Jacksonville, Fla.				
WBSR 1946	1450 250	WBSR Inc. 1603 North Pace Blvd. Hemlock 2-6173	CBS Venard, Rintoul & McConnell	Don Lynch, p, gm	Bo Mitchell, cm, pd, sd	Glenn Nichols, ce
WCOA 1926	1370 5,000 DA-N	WCOA Inc. 118 E. Intendencia St. Hemlock 2-4111	NBC Perry	John H. Perry Jr., p J. Holliday Veal, gm	Harold L. Heath, ce Don Griffith, sd	Clarine S. Porter, wd
WEAR 1946	1230 250	Gulfport Bcstg. P. O. Box 1188 Hemlock 3-8311	ABC Hollingbery	Mel Wheeler, p, gm Milt de Reyna, asst gm	Irv Welch, cm Bill Anderson, pd	Jim Smith, ce Dave Fulton, nd
WEAR-TV 1955	790 1,000-D	Charles W. Lamar Jr. P. O. Box 27 Hemlock 3-1141	McGillvra	Charles W. Lamar Jr., p Kevin P. Reilly, gm	John B. Hoag, mgr Taris Savelle, pd, wd	Lee Caput, ce
WPFA-TV						
PERRY (Taylor County)						
WPRY 1954	1400 250	Taylor County Bcstg. Co. 540	KBS	E. P. Martin, p W. E. Owens, gm Edward Lockwood, cm	Maxine Whitfield, pd Hyman Wolfe, pmm, sd Irie Brown, ce	James Underwood, nd Norma Nabinger, wd
PLANT CITY (Hillsborough County)						
WPLA 1949	1570 1,000-D	W. A. Smith 1570 S. Collins St. 2-1551	Best	W. A. Smith, o George Friend, gm, cm Mary Snapp, pd, wd	J. J. Wilson, pmm, nd James L. Derrick, ce	Joe Derrick, fd Jack Rushing, sd
QUINCY (Gadsden County)						
WCNH 1948	1230 250	Quincy Bcstg. Corp. Shelfer Heights Main 7-6700	MBS	A. B. Letson, p, gm, ce William J. Taylor, cm	Larry Draper, pd, nd, sd Hilda Massey, pmm	Agnes Kingry, wd

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ST. AUGUSTINE*(St. Johns County)*

WFOY 1936	1240 250	Ponce de Leon Bcstg. P. O. Box 588 Valley 9-3416	CBS	John E. Bernhard Jr., p, gm, cm, nd Frankye C. Walker, pd, pmm	Ernest Raistrick, ce Bob Sheppe, fd	Julian Fant, sd Alberta Dillin, wd
WSTN 1954	1420 1,000-D	James D. Sinyard 66 Treasury St. Valley 9-9094	Indie	James D. Sinyard, o, gm, cm, pmm	Robert Morck, pd, sd Dean Bragg, ce, nd	Terry Stockdale, fd Kaye Johnson, wd

ST. PETERSBURG*(Pinellas County)*

WDCL 1954		(See Tarpon Springs listing)				
WPIN 1948	680 1,000-D	Florida West Coast Bcstrs. Inc. Royal Palm Hotel 7-0511	Walker	Arthur Mundorff, o, gm Richard Marsh, cm James Carley, pd, nd	Manly St. Jean, ce Dick Baker, fd	Larry Rhodes, sd Georgiana Bushnell, wd
WSUN 1927	620 5,000	City of St. Petersburg Million Dollar Pier 5-4121	ABC	Charles L. Kelly, gm Vera New, cm	Dayton Saltsman, pd Barbara Young, pmm, wd	Louis J. Link, ce Bill Bowes, nd
WSUN-TV 1940	DA-N	Pinellas Bcstg. Co. 440 1st Ave. So. 7-8108	MBS Forjoe	Nelson Poynter, p Richard L. Crago, gm John B. Olson, vp	Louis Brewer, prod mgr William D. Mangold, ce Rob Allan, nd	Warren Johnson, sd Beth McNeely, wd
WTSP-FM 1948	Ch. 273 (B) 102.5mc 4kw					

SANFORD*(Seminole County)*

WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	KBS	Myron A. Reck, p, gm, pmm Roy D. Green, cm	Edna Reck, pd James S. Williamson Jr., ce	John O. Keeling Jr., nd, sd Nick Pfeifauf, fd
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SARASOTA*(Sarasota County)*

WCBQ (CP)	1220 250-D DA-D	Trade Winds Bcstg. Co. c/o M. R. Larkford				
WKXY 1949	1540 1,000-D (CP-930 DA-D)	Sarasota Bcstg. Co. P. O. Box 2431 Ringling 6-6651	KBS Clark	Charles J. Fernandez, co-o, nd Antonio G. Fernandez, co-o, gm, cm	Gonzalo Fernandez, co-o Red Ermisch, pd	Robert Kohlmeyer, ce
WSPB 1939	1450 250	WSPB Inc. City Island Ringling 8-1811	CBS Pearson	Robert C. Jones Jr., p John B. Browning, gm David C. Hale, pd	James E. Grant Jr., ce Dean L. Fleischman, nd	Donald Priest, sd Dorothy Mead, wd

SEBRING*(Highlands County)*

WJCM 1950	1340 250	Clearfield Bcstrs. Inc. Assembly Point on Dinner Lake 5-1811	MBS KBS	W. K. Ulerich, p W. J. Thomas, gm	Al J. Frank, sm Betty J. Frank, pd, wd	Robert Goshorn, ce James Martin, sd
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STUART*(Martin County)*

WSTU 1954	1450 100	Blue Water Bcstg. Co. P. O. Box 518 1080	MBS KBS	Lester M. Combs, p, gm Reggie Martin, vp	Jim Mullins, pd	Jack McElfresh, ce
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TALLAHASSEE*(Leon County)*

WMEN 1954	1330 1,000-D	WMEN Inc. Hotel Floridian 3-2550	KBS Dora-Clayton	B. F. J. Timm, p	Don C. Price, sm	Ken McNaron, ce
WTAL 1935	1270 5,000 DA-N	John H. Phipps Bcstg. Stations 2219 N. Monroe 2-1270	CBS Meeker Cummings	John H. Phipps, o J. L. Brownell, m	Edgar La Barbera, cm John French, pd	W. H. Snowden, ce
WTAL-FM 1946	Ch. 280 (A) 103.9mc 0.71kw					
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC MBS Florida-American McGillvra	F. W. Hazelton, p, gm Hurley W. Rudd, cm	Carl Brett, pd, pmm Jack Edger, ce, sd	Jack Sutor, nd Janeen Morse, wd

FIRST IN RADIO & TELEVISION IN CENTRAL FLORIDA

WDBO STATIONS

SERVING THE SUN EMPIRE SINCE 1924 · ORLANDO, FLORIDA

TAMPA

(Hillsboro County)

WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	NBC Stars Natl.	Harold Kaye, p Charles Baskerville, gm, cm	Robert Wasdon, vp	Sandy Geer, pd, pmm
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. S. Mitchell, gm, cm Van Wilson, pd	Sol Fleischman, pmm, sd Wm. Pharr Moore, ce	Mark Swingley, nd, fd Kay Dowst, wd
WDCL 1954	(See Tarpon Springs listing)					
WDAE-FM 1947	Ch. 264 (B) 100.7mc 65kw					
WEBK 1950	1300 1,000-D DA-D	Hillsboro Bcstg. Co. 1521 E. Broadway 4-4177	KBS	E. P. Martin, co-o Alpha Martin, co-o, gm, pd, wd	Elmo B. Kitts, co-o, ce	Scott Dilworth, nd
WFLA 1926	970 5,000 DA-N	The Tribune Co. 905 Jackson St. 2-0131	NBC Blair	J. C. Council, p George W. Harvey, gm Edward C. Walker, pd	Tom Matthews, pmm J. H. Mitchell, ce Sam Latimer, nd	Mardi Liles, fd Milton Spencer, sd
WFLA-FM 1948	Ch. 227 (B) 93.3mc 46kw					
WGTO 1955	(See Haines City listing)					
WHBO 1948	1050 250-D	Sulphur Springs Bctrs. Inc. 11011 Florida Ave. 91-1711		Harold A. Dunlap, p G. Max Kimbrel, gm, cm, ce Ellen Sauls, pd	Bob Ross, pmm John W. de Aguirre, nd Roy Hawthorne, fd	Bert Coyle, sd Joan Richards, wd
WIOK 1954	1150 1,000-D	H. C. Young Jr. P. O. Box 1101 4-1109	McGillvra Dora-Clayton	H. C. Young Jr., p Edwin Young, gm George Stover, cm, pd, pmm Frank Knorr Jr., p, gm George Mayrand, cm	I. D. Byars, ce Bill Perkins, nd	B. J. Jones, sd Carla McNeil, wd
WPKM (FM) 1954	Ch. 284 (B) 104.7mc 10.5kw	Fm Bcstrs. Bayshore Royal Hotel (6) 8-5144			Eloise P. Knorr, pd	G. H. Brown, ce

TARPON SPRINGS

(Pinellas County)

WDCL 1954	1470 5,000-D	Freede-Miller Bcstg. Co. P. O. Box 1470 Clearwater 81-5411	Clark	Hal M. Freede, p, sm, pmm J. McCarthy Miller, treas, gm Wm. Enard, cm	Clair Linn, pd John H. Walker, ce Richard Buckingham, nd	Everett Whitney, fd Robert Sims, sd Beatrice A. Freede, wd
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VERO BEACH

(Indian River County)

WNTM 1954	1370 1,000-D	Central Florida Bcstg. Co. 5405	MBS	Naomi T. Murrell, p Joe Hill, gm Gene Stuart, cm	Fred Marshall, pd Joan Stuart, pmm, wd Jim Sowinski, ce	Jean Smith, nd Freddy Wolfe, sd
WTTB 1954	1490 250	Tropics Inc. 15-36 20 St. 5454	ABC	Senator Merrill P. Barber, p John Schiavone, cm, pd	Stanley B. Wood, ce Bill Powell, nd	Ruth Mitchell, wd

WEST PALM BEACH

(Palm Beach County)

WEAT 1948	850 1,000 DA-1	RKO Teleradio Pictures Pennsylvania Hotel 3-9668	NBC H-R Reprs.	Thomas F. O'Neil, p Gordon R. Kerr, gm Philip D. Porterfield, natl slm	Clifford Glick, sm Donald James, pd, nd	Charles W. Curtin, slm, pmm Ross McPherson, ce Chuck Niles, sd Stacey Brown, wd
WIRK 1947	1290 5,000-D	Ken-Sell Inc. 711 S. Flagler Dr. 3-1711	MBS Cooke	Joseph S. Field Jr., p, gm Rome J. Hartman, slm, opr mgr	William Heitzman, ce William Gordon, nd John Wooten, fd	
WIRK-TV 1947	1,000-N DA-N					
WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Dr. 2-3638	CBS Florida Bcstg. Meeker Ayres	Sydney K. Russell, p H. V. McMillan, evp, gm, cm, pd, pmm	Robert Monroe, slm Curtis Brinson, ce Robert Hawkey, nd	Michael Keyes, sd Ann Wharton, wd

WINTER HAVEN

(Polk County)

WSIR 1947	1490 250	Hundred Lakes Bcstg. Corp. 665 W. Lake Howard Dr. S.W. 32-561	MBS Devney	Tom Moore, p Lawrence A. Rollins, gm	Earl Sturgeon, cm Dick Eyrich, pd, nd	L. Orden Craig, ce
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WINTER PARK

(Orange County)

WABR 1954	1440 1,000-D	Orange County Bcstrs. Inc. 222 Hazard St. Orlando, Fla. Orlando 5-6631	Rembeau Dora-Clayton	Ray H. Gunckel Jr., p, gm, pd, pmm	James H. Sawyer, cm Dick Webb, nd, sd	Andy Wilson, fd Gwen Barnwell, wd
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EST. 1936

WJNO

CBS
RADIO NETWORK

QUALITY OF
MARKET INDEX
102

"The Most Influential Voice of the Palm Beaches"

WJNO easily leads
PULSE rating October 1955

3rd LARGEST CITY
an the famous Florida Gald Coast

TRADING AREA—229,000 plus
—and a banus taurist population year around



WEST PALM BEACH, FLORIDA



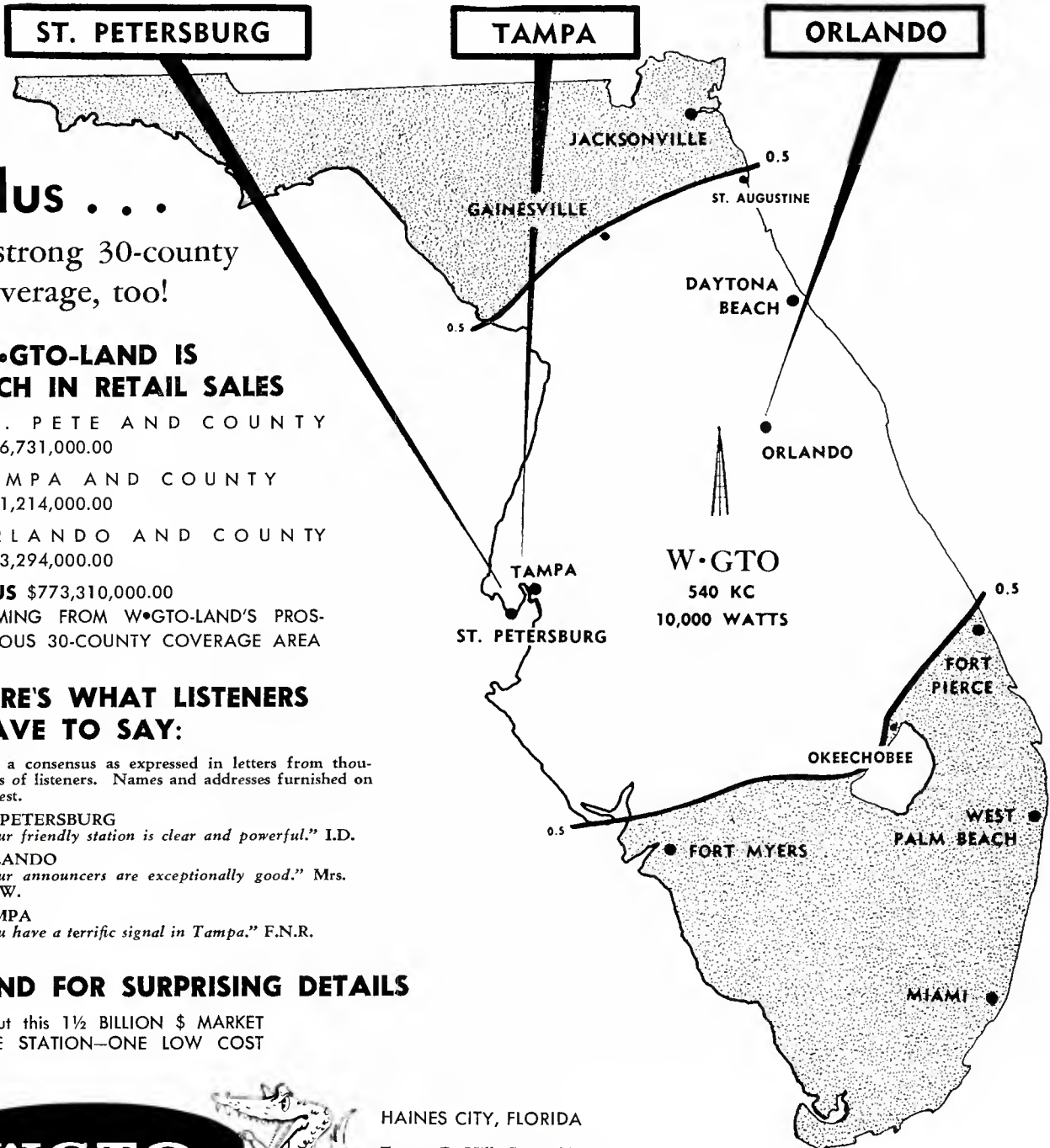
EFFECTIVE BUYING INCOME
★ \$199,131,000
RETAIL SALES
★ \$187,913,000
GROWING BY LEAPS
AND BOUNDS!

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Robert Meeker Associates, Inc.
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Florida's Big Bonus Station
Gives You Coverage of

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THREE MAJOR MARKETS at a One-Market Cost!



Plus . . .

a strong 30-county coverage, too!

● **W·GTO-LAND IS RICH IN RETAIL SALES**

ST. PETE AND COUNTY
\$286,731,000.00

TAMPA AND COUNTY
\$321,214,000.00

ORLANDO AND COUNTY
\$213,294,000.00

PLUS \$773,310,000.00

COMING FROM W·GTO-LAND'S PROSPEROUS 30-COUNTY COVERAGE AREA

● **HERE'S WHAT LISTENERS HAVE TO SAY:**

. . . a consensus as expressed in letters from thousands of listeners. Names and addresses furnished on request.

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"Your friendly station is clear and powerful." I.D.

ORLANDO
"Your announcers are exceptionally good." Mrs. E.A.W.

TAMPA
"You have a terrific signal in Tampa." F.N.R.

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HAINES CITY, FLORIDA
Eugene D. Hill, General Mgr.
Represented by
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GEORGIA

MARKET DATA BY COUNTIES

Table with columns: County, Population 1950, Families July 1955, Retail Sales 1954(\$000), Food Sales 1954(\$000), Drug Sales 1954(\$000), Radios (Families, Cars), Passenger Cars (Families, Cars). Rows list 150 Georgia counties with their respective statistics.

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

Table with columns: City, County, Call Letters, Chan. or Freq., Power, Licensee Headquarters Telephone, Network Representative, Owner, Exec. Abbreviations. Lists radio stations across Georgia with their call letters, frequencies, and management details.

Data corrected to Dec. 15, 1955. 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.

to reach **GEORGIA'S 63 GOLDEN COUNTIES** *

you need

WAGA-RADIO



POPULATION:

1,806,932

RETAIL SALES:

\$1,459,952,000

SPENDABLE INCOME:

\$2,214,452,000

**ONLY RADIO
OFFERS YOU
97% COVERAGE
OF THIS GREAT
GEORGIA
MARKET**

* **THESE 63 COUNTIES...**

(39.6% of the state's total of 159) account for 49.6% of Georgia's population, 53.6% of the state's total retail sales, and 53.9% of the total spendable income in Georgia.

To reach the 468,900 families in Georgia's 63 golden counties, you need WAGA-Radio.

Live, wide-awake programming to capture the largest possible audience, backed by aggressive merchandising and a staff of sales-minded people, will help you get maximum results for your advertising dollar.

Let our reps give you complete facts about the expanding Atlanta market and how WAGA-Radio can best be put to work for you.



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on the dial
5,000
watts **radio**
— CBS-radio in Atlanta

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Chicago—230 N. Michigan Ave.
San Francisco—111 Sutter St.

Tom Horker, National Sales Director; Bob Wood, Notional Sales Manager

GEORGIA

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; 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. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
AMERICUS (Sumter County)						
WDEC 1947	1230 250	Americus Bcstg. Co. Rembert Bldg. 3681	MBS KBS Indie Dora-Clayton	Charles C. Smith, vp, gm, nd Raymond C. LaPrade, ce	Clarence Graddick, sd	Sue M. Smith, wd
ATHENS (Clarke County)						
WGAU 1938	1340 250	J. K. Patrick Bcstg. Co. Inc. P. O. Box 1198 Liberty 6-6575	CBS KBS Brown	C. A. Rowland, co-o Tate Wright, co-o Earl B. Braswell, co-o J. K. Patrick, co-o	Burl Q. Womack, gm, nd L. D. Drewry, ce Mary L. Betts, pd	Bill Evans Jr., ce Ross Shackelford, sd Eugenia Butler, wd
WGAU-FM 1945	Ch. 258 (B) 99.5mc 4.4kw					
WRFC 1948	960 1,000-D 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. Liberty 3-3411	Forjoe	L. H. Christian, p, gm J. Thomas Lloyd, cm Edwin Martin, pd	Ed Thilenius, pmm, sd H. Randolph Holder, nd	R. D. Stephens, fd Dorothy Day McDonald, wd
ATLANTA (Fulton County)						
WAGA 1937	590 5,000 DA-N	Storer Bcstg. Co. 1018 W. Peachtree, NW Vernon 3553	CBS Katz	George B. Storer Sr., p Claude H. Frazier, gm L. W. Reynolds, cm	Les Henrikson, pd, sd R. David Mayo, pmm Hugo A. Bondy, ce	Dale Clark, nd, fd Betty Merritt, wd
WAGA-TV 1948	Ch. 277 (B) 103.3mc 43kw					
WAKE 1946	1340 250	Bartell Bcstrs. Inc. Georgian Terrace Hotel Elgin 4846		Gerald A. Bartell, p Lee Bartell, exec dir	Lou Gruenwald, pd	Charles Hoge, ce
WAKE-FM 1946	Ch. 238 (B) 95.5mc 1.85kw					
WAOK 1954	1380 5,000 DA-N	WAOK Bcstg. Co. 70 Houston St., N.E. Alpine 1515	Forjoe	L. M. George, p Dorothy Lester, sm Stan Raymond, cm	Zenas Sears, pd, nd Eathel Holley, ce	Ned Luken, sd Gertrude Nelson, wd
WEAS 1947	1010 50,000-D	WEAS Inc. Dearborn 2521	Stars Natl.	E. D. Rivers Jr., o Warren Roberts, sm	William Packham, cm William Loudermilk, ce	Don Butler, nd, sd
WERD 1948	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave., N.E. Lamar 0666	Interstate United Newspapers Dora-Clayton	J. B. Blayton Sr., o, p J. B. Blayton Jr., gm Paul E. X. Brown, pd	Albert H. Saddler, cm Jack Moore, pmm William F. Kennedy, ce	Dr. William M. Boyd, nd Samuel L. Harris Jr., sd Freddie Henderson, wd
WGKA 1955	1600 1,000-D	Glenkaren Associates Inc. 1140 Peachtree St., N. E. Elgin 6228		Locke E. Glenn, chmn of bd David L. Lyndon, gm, ce	Lee Nance, cm, pmm Norman Reyes, pd	Arthur Borgersen, nd
WGKA-FM 1955	Ch. 225 (B) 92.9mc 9.4kw					
WGLS 1949	970 1,000-D	De Kalb Bcstg. Co. 526 Church St. Crescent 6471	KBS	Henry W. Lanham, exec vp Sam W. Kane, gm	Al Ciraldo, cm, pd, pmm, sd Lawson Leake, ce	Herb Harris, nd Allen Pierce, fd
WGST 1923	920 5,000-D 1,000-N	Board of Regents Univ. Sys. of Ga. 900 Forsyth Bldg. Walnut 8441	ABC Avery-Knodel	Ben Akerman, gm Don Mitchell, cm Jack Kelly, pd, sd	Marian Lunt, pmm Ivan Miles, ce	Belnard Brown, nd Dean Dickens, wd
WGST-FM 1947	Ch. 231 (B) 94.1mc 63kw					
WQXI 1948	790 5,000-D 1,000-N DA-N	Rounsaville of Atlanta Inc. 3165 Mathieson Dr., N.E. Cherokee 2196	MBS Gill-Perna	Robert W. Rounsaville, p John Fulton, mgng dir Frank Erwin, cm	Bob Watson, pd, nd Bob Corley, pmm Paul Cram, tech dir	Elton Chick, ce Hank Morgan, sd Reba Clayton, wd
WSB 1922	750 50,000	Atlanta Newspapers Inc. 10 Forsythe St. Elgin 6711	NBC Petry	J. Leonard Reinsch, mgng dir John M. Outler, gm	Frank Gaither, sm Elmo Ellis, pd	Walter Paschall, pmm Robert A. Holbrook, ce
WSB-FM 1944	Ch. 253 (B) 98.5mc 52kw					
WYZE (CP)	1480 5,000-D	Greater South Bcstg. Co. 314 Luckie St. N.W.		P. H. Whiteraft, p		
AUGUSTA (Richmond County)						
WAUG 1952	1050 1,000-D	Garden City Bcstg. Co. Bon Air Hotel 3-4441	KBS Interstate United News- papers Inc. Brown	George C. Nicholson, co-o, gm Chester H. Jones, co-o	J. L. Solomon, cm, pmm Reese Vaughn, pd	J. C. Atkinson, ce
WAUG-FM 1952	Ch. 289 (B) 105.7mc 5.3kw					
WBBQ 1947	1340 250	Savannah Valley Bcstg. Co. Inc. 515 15th St. 4-5441	MBS Savannah Valley Net. Everett-McKinney Dora-Clayton	John H. Weiss, p Ed H. Dunbar, gm, cm George W. Fisher, pd	Patrick R. Mulherin, pmm, sd Marvin W. Tarpley, ce	Ken Kurtz, nd Martha Boyd, wd
WBBQ-FM 1955	Ch. 279 (B) 103.7mc 10.5kw					
WBIA 1946	1230 250	Media Inc. WBIA Bldg. 4-2421	NBC Pearson	J. T. Snowden Jr., vp, gm A. S. Grinalds Jr., cm	Ralph Lavendar, pd J. A. Physioc, pmm	George Kirkley, ce
WGAC 1940	580 5,000-D 1,000-N DA-N	Twin States Bcstg. Co. 664 Broad St. 2-2692	ABC Avery-Knodel	A. D. Willard Jr., p, gm D. MacDonald, vp, controller Martin E. White, cm	Stanley Carey, pd, nd James Clegg, ce J. W. Chambers, fd	Mel Evans, sd Joyce Hayward, wd
WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. Masonic Bldg. 2-8805	CBS Headley-Reed	Grover C. Maxwell, p W. Ray Ringson, gm J. R. Owens Jr., sm	Richard Warner, pd, nd, sd Rabun F. Bobo, ce	Robert Ruckle, fd Mary P. Dwyer, wd

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WSB Radio
ATLANTA

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution


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. Delmas A. Nichols, ce Robert Riddle, fd
BAINBRIDGE (Decatur County)					
WMGR 1946	930 5,000-D	Decatur Bcstg. Co. Box 375 776	MBS KBS	Charles W. Dowdy, gm	R. A. Vaughn, cm
BAXLEY (Appling County)					
WHAB 1954	1260 5,000-D	Tri-City Bcstg. Sys. P. O. Box 265 3000		Farnell O'Quinn, o, gm Marvin Massey, cm Iona Pace, pd	Dane Bruce, pmm Delmas A. Nichols, ce Robert Riddle, fd Wilbur Leggett, sd Jo Moody, nd Evona O'Quinn, wd
BREMEN (Haralson County)					
WWCS (CP)	1440 500-D	West Georgia Bcstg. Co. P. O. Box 78		J. J. Mangham Jr., ptrnr	E. E. Hubbard, ptrnr G. E. Wasdin, ptrnr
BRUNSWICK (Glynn County)					
WGIG 1949	1440 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC Ga. Assn. of Local Stations McGillvra	E. M. Champion Sr., p Hugh K. Tollison, gm John Lane, cm	Jack Lenz, pd Sammy Middleton, pmm, nd Herman F. Lange, ce Johnny Stewart, fd John Harmon, sd Edith Hensel, wd
WMOG 1940	1490 250	Radio Brunswick Inc. Torras Causeway 1500	MBS KBS Indie	Allen Woodall, p E. Jere Turk, gm, pmm Lew Carter, cm, fd, sd	Mary J. McEvan, pd Cecil Tankersley, ce Don Sheldon, nd Marian Phillips, wd
CAIRO (Grady County)					
WGRA 1950	790 1,000-D	Grady-Mitchell Bcstg. Bainbridge Rd. 2-4392	ABC, KBS Ga. Assn. of Local Stations Indie Sales	Geise Dozier, p	Lowell E. Takles, gm Bernice J. Porter, pmm, wd
CALHOUN (Gordon County)					
WCGA 1953	900 1,000-D	Gordon County Bcstg. Co. 112½ Court St. 2111		R. R. Magill, p, gm, ce Judy Magill, cm	Richard Bowman, pd Nelson Warren, pmm, sd James Bridges, nd Jim Ellis, fd
CAMILLA (Mitchell County)					
WCLB 1954	1220 1,000-D	Capel Bcstg. Co. P. O. Box 205 2776	KBS	Russell A. Browne, gm Charlie Brown, cm	Wayne Foster, ce Margaret Palmer, wd
CANTON (Cherokee County)					
WCHK (CP)	1290 1,000-D	Christian & McClure P. O. Box 1388 Athens, Ga.		L. H. Christian, ptrnr	C. A. McClure, ptrnr
CARROLLTON (Carroll County)					
WLBB 1947	1100 250-D	Carroll Bcstg. Co. Inc. P. O. Box 569 Terrace 2-7041	KBS Indie	Thomas K. Vassy, p, gm J. D. Norton Jr., cm	Hiram Bray, pd, pmm Bill Shell, ce Bob Bright, nd, sd Ethel McGiboney, wd
CARTERSVILLE (Bartow County)					
WBHF 1946	1450 250	W. R. Frier West Avenue 1200	MBS	W. R. Frier, p, gm Mrs. Ed Flack, pd	Horace Bridges, ce Hal David, nd
CEDARTOWN (Polk County)					
WGAA 1941	1340 250	Polk County Bcstg. Co. P. O. Box 807 777	KBS	Frank Proctor, co-o, gm, ce	
COLUMBUS (Muscogee County)					
WCLS 1955	1580 1,000-D	Muscogee Bcstg. Co. Inc. 1028½ Broadway 7-3648	Thos. Clark	Charlie H. Parish Jr., p, gm	Jack H. Robinson, cm
WDAK 1943 WDAK-TV	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley-Reed	Allen M. Woodall, p Miles H. Ferguson, gm W. S. Massie, cm	Patricia Lynn, pd Joe Byars, pmm Max Harper, ce Bill Henry, nd Ed Snyder, sd Louise Morris, wd

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COLUMBUS (Cont.)

WGBA 1947	1270 5,000-D	WGBA Inc. 1213½ Broadway 3-3603	Forjoe	C. A. McClure, p, gm Bob Ruppel, sm Frank Floyd Jr., cm	William L. Bowick Jr., pd F. Keith Brown, ce	Jack Collingsworth, nd, sd Carolyn Milstead, wd
WPNX 1952	1460 1,000 DA-N	Community Bcstg. Co. Inc. P. O. Box 687 Columbus (See Phenix City, Ala, listing)				
WRBL 1928 WRBL-TV	1420 5,000 DA-N	Columbus Bcstg. Co. Inc. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff Jr., p, gm Walter Graham, sm, cm Eleanor B. Whitelaw, pd	James E. Graves, pmm Joseph A. Gamble, ce	Boyd Hinton, nd, fd Rose Flournoy, wd
WRBL-FM 1946	Ch. 227 (B) 93.3mc 25kw					

**CORDELE
(Crisp County)**

WMJM 1940	1490 250	Southeastern Bcstg. Sys. 20 Ave. B St. 666	MBS, KBS Ga. Assn. of Local Stations Clark	James S. Rivers, p William E. Blizzard Jr., gm, pmm, nd	Lyle Shuman, cm Clark Standard, pd, fd Harold Harris, ce	Bob French, sd Geraldene Braswell, wd
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**CORNELIA
(Habersham County)**

WCON 1953	1450 250	Habersham Bcstg. Co. 1 Burrell St. 1450		Jack Bradley, p, cm S. Y. Sosebee, gm, nd	Jim Stevenson, pd, sd George R. Wilkes, ce	Robert A. Kilgore, fd Janet S. Davison, wd
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**COVINGTON
(Newton County)**

WGFS 1953	1430 1,000-D	Georgia Bcstg. Service Inc. 615 Monticello St. 2337	KBS Sears & Ayer	James L. Coley, p Otis Parker, gm	Jim Whately, cm	Knox Carreker, ce
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**DALTON
(Whitfield County)**

WBLJ 1940	1230 250	Dalton Bcstg. Corp. 111 S. Pentz St. 1180	MBS KBS	H. C. Kenemer, p William B. Davies, gm	Marthel Acree, pd John S. Andrews, ce	Jimmy Clark, nd, fd Lowell Fenner Jr., sd
WRCD 1954	1430 1,000-D	Whitfield Bcstg. Co. Inc. 104 S. Pentz St. 1892	Dora-Clayton	James Q. Honey, p, gm Edwin B. Jordan, cm	Michael Austin Dodd, pd Bill Stocks, pmm	Hampton C. Clark Jr., ce Mary Louise Horan, wd

**DAWSON
(Terrell County)**

WDWD 1948	990 1,000-D	Dawson Bcstg. Co. P. O. Box 390 416	MBS KBS Indie	W. C. Woodall Jr., p, gm, cm, sd	Owen W. Parnacott, pd Bruce Bostwick, pmm	Joseph N. Stephens, ce, fd Margaret Orndorff, nd, wd
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**DECATUR
(DeKalb County)**

WEAS WGLS	(See Atlanta listing) (See Atlanta listing)
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**DOUGLAS
(Coffee County)**

WDMG 1947	860 1,000-D	WDMG Inc. P. O. Box 590 564	Dora-Clayton	B. F. J. Timm, p Mary Jarrard, gm	Jimmy Holland, sd Dick Williamson, nd	Stanley H. Strickland, ce
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**DUBLIN
(Laurens County)**

WMLT 1945	1330 1,000-D	Dublin Bcstg. Co. Franklin St. 871	MBS KBS	George T. Morris, p W. Newton Morris, gm	W. C. Courson, cm Fred Watkins, pd	Sara Orr Williams, nd
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NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

EDWARD PETRY AND CO., INC.

EAST POINT
(Fulton County)

WTJH 1949	1260 5,000-D	Radio Station WTJH Cordele, Ga. 666		James S. Rivers, p James A. Davenport, gm, cm Claude V. Jones, pd, nd, sd	Raymond L. Kinnamon, pmm William J. Hill III, ce	Kermit Reid, fd Frances Sheffield, wd
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ELBERTON
(Elbert County)

WSGC 1946	1400 250	Elberton Bcstg. Co.	MBS KBS	Melvin C. Gorman, m		
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FITZGERALD
(Ben Hill County)

WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 601 Roanoke Dr. 2077	MBS, KBS Ga. Assn. of Local Stations	H. C. Vaughn, p Paul E. Reid, vp, sec, gm, pd	Tony Carter, cm, pmm Mike Pelton, ce	Bill Paek, nd, fd Charlie Ridgway, sd
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FT. VALLEY
(Peach County)

WFPM 1951	1150 1,000-D	Peach Belt Bcstg. Co. P. O. Box 229 Taylor 5-2642	KBS Ga. Assn. of Local Stations Indie	Mel Mixon, gm, cm Jerry Young, pd, fd	Al H. Evans, pmm, nd Bill Powell, ce	Hershel Pollard, sd Madeline Upchurch, wd
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GAINESVILLE
(Hall County)

WDUN 1949	1240 250	Northeast Georgia Bcstg. Co. 1140 Thompson Bridge Rd. Lenox 4-7331	Indie	John W. Jacobs Jr., p, gm Gene Blaine, sm, pd Claire Palmour, cm, wd	J. D. Matthews, ce Julius Still, nd	Roy Gaines, fd Drane Watson, sd
WDUN-FM 1949	Ch. 280 (A) 103.9mc 342kw					
WGGA 1941	550 5,000-D 500-N DA-N	Blue Ridge Bcstg. Corp. Press-Radio Center Lenox 2-6211	MBS KBS Dora-Clayton	Charles A. Smithgall, p Edmond F. Jared, gm, pmm Robert P. Schwab, cm	James A. Hartley, prod dir, fd Wilburt Darracott, ce	Robert Burton, nd Rudy Driftmeier, sd Doris Smith, wd

GRIFFIN
(Spalding County)

WHIE 1952	1320 1,000-D	Mrs. Virginia Price Bowen P. O. Box 971 9451	Dora-Clayton	Virginia Price Bowen, p Bernice Merrell, gm	Johnny Williams, cm Lew Banks, pd	Jay H. Lamb, sm, ce Jean Cole, wd
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 1001 5507	MBS KBS	A. W. Marshall Jr., p, gm		
WKEU-FM 1953	Ch. 240 (A) 95.9mc 0.44kw					

HARTWELL
(Hart County)

WKLY 1947	980 1,000-D	Louie L. Morris Estate P. O. Box 189 71		Max G. Pfaender, p, gm Burch T. Griffin, cm	Joe Grammer, pd, nd, fd, sd Broadus A. McLane, ce	Jean Vickery, wd
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HAWKINSVILLE
(Pulaski County)

WCEH 1952	610 500-D	Tri County Bcstg. Co. P. O. Box 184 Twilight 3-3381	KBS	R. T. Ragan, p James D. Popwell, gm, pmm, sd	Hugh Birdsong, cm, ce, fd Bob Banks, pd	Tony Pavone, nd Odell Floyd, wd
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JESUP
(Wayne County)

WBGR 1949	1370 1,000-D	W. Glenn Thomas Sr. P. O. Box 147 2444	KBS	W. Glenn Thomas Sr., o Eddie Lynch, m, cm, fd	Jimmy Miller, pd, nd Art Manning, ce	Glen Thomas Jr., sd Jane Bowden, wd
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LAFAYETTE
(Walker County)

WLFA 1954	1590 5,000-D	Radio Dixie Inc. P. O. Box 393 4-7676	KBS	J. A. Gallimore, p C. W. Gwyn, gm, cm, pd, nd	Leon Lloyd, ce, sd	Betty Moseley, wd
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LA GRANGE
(Troup County)

WLAG 1941	1240 250	LaGrange Bcstg. Co. 305 Broome St. 2-3505	MBS, KBS Indie Dora-Clayton	Roy C. Swank, p Edwin Mullinax, gm, cm John Boggess, pd, sd	Patricia Smith, pmm J. M. McKay, ce Don Nahley, nd	Joe Hawkins, fd Lois Van, wd
WLAG-FM 1948	Ch. 281 (B) 104.1mc 2.3kw					
WTRP 1953	620 1,000-D	Chattahoochee Bcstg. Co. Ltd. Hammett Bldg. 9877	McGillvra	Byron H. Hurst, ptrn, gm George L. Pettett, cm, sd Frank E. Hurst, bus mgr	James N. Martin, pd W. Weyman Brooks, pmm, nd Ray J. Relihan, ce	Frank Cordell, fd Martha Boyette, wd

MACON
(Bibb County)

WBML 1940	1240 250	Middle Georgia Bcstg. Co. P. O. Box 1325 3-5454	Forjoe Dora-Clayton	C. R. Rader, p George W. Patton, gm, sim	Ben Keenum Jr., bus mgr C. L. Wilder, ce	Don King, nd Helen Farmer, wd
WIBB 1948	1280 1,000-D	Peach State Bcstg. Co. Inc. Professional Bldg. 2-2505	Walker	Thomas H. Maxwell, p, gm	Donald C. Frost, cm	Gordon Price, pd
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Ins. Bldg. 2-7373	CBS Avery-Knodel	George P. Rankin Jr., p, ce Wilton E. Cobb, gm Frank Crowther, cm	Ed Pendleton, pmm Paul V. Cutrite, 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 Bldg. 5-3301	ABC MBS Branham	Edward M. Lowe, p Alfred Lowe, gm Marion P. Bragg, cm	Emory G. Stroberg, bus mgr Emanuel Farber, ce	Ted Arnold, nd Del Ward, wd

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.
MADISON (Morgan County)					
	WMGE 1955	1250 1,000-D	David L. Hitchcock Beacon Heights		David L. Hitchcock, o
MARIETTA (Cobb County)					
	WBIE 1955	1050 500-D	Marietta Bcstg. Co. 112½ Atlanta St. 8-0489		James Wilder, co-o, gm, ce Dudley D. McCaskill, co-o, p, cm
	WFOM 1946	1230 250	Fred B. Wilson & Albert L. Jones S. Cobb Dr. 8-3396	KBS	Fred B. Wilson, co-o Albert L. Jones, co-o, gm Bill Cooper, sim Don Kordecki, pd Chuck Strauss, ce Gerow Carr, fd Pepper Martin, sd Sunny Young, wd
MILLEDGEVILLE (Baldwin County)					
	WMVG 1946	1450 250	Jere N. Moore P. O. Box 476 250	MBS, KBS Ga. Assn. of Local Stations Griffith	Jere N. Moore, o Michael T. Landy, gm Josephine Ragsdale, pd Joseph S. Boone, ce, sd Anthony Seneker, nd
MONROE (Walton County)					
	WMRE 1954	1490 250	Walton Bcstg. Co. P. O. Box 191 8-1711	KBS	Warren G. Gilpin, p, gm Deral Morris, cm Dorothy B. Gilpin, pmm Hamilton Masters, ce
MOULTRIE (Colquitt County)					
	WMGA 1939	1400 250	Radio Station WMGA 999	ABC MBS KBS Everett-McKinney Sears & Ayer	John F. Pidcock, p Roy F. Zess, gm Robert Lenihan, cm Jack Shiver, pd, sd Everett Griner, pmm Homer Sloan, ce Coy Dekle, fd
	WMTM 1953	1300 5,000-D	Colquitt Bcstg. Co. P. O. Box 531 1300	Clark	N. B. Mills, ptrn, gm, cm Douglas Turner, ptrn Hugh J. McDonald, pd, pmm, sd Marion Everett, ce Ray Read, nd Gene Mills, fd Delorese Greene, wd
NEWMAN (Coweta County)					
	WCOH 1947	1400 250-D	Newnan Bcstg. Co. P. O. Box 581 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 1948	Ch. 244 (A) 96.7mc 0.33kw			
QUITMAN (Brooks County)					
	WSFB 1955	1490 250	Quitman Bcstg. Co. Citizens Natl. Bank Bldg. 2681		Emerson W. Browne, p, ce Grady Cooper Jr., gm, cm, pd David Massingill, nd Les Campbell, sd Susie Clanton, wd
ROME (Floyd County)					
	WLAQ 1947	1410 1,000 DA-N	News Publishing Co. 209 Broad St. 7767	ABC	Burgett H. Mooney Jr., p Roy Underwood, gm, nd, sd Martha Daniel, cm, pmm Charles Smithgall, o Mather Payne, p, gm Clarence Salmon, cm Wilma Boyd, pd Dan Scott, ce Walter Baldwin, fd Denise Curry, wd
	WRGA 1929	1470 5,000 DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS North Ga. Net. Walker Dora-Clayton	James F. Roberts, pd Cap Hicks, pmm, nd R. A. Starr, ce Lee Mowry, fd, sd Fran McSpadden, wd
	WROM 1946	710 1,000-D	Coosa Valley Radio Co. Horseleg Mountain 2-0833	McGillvra	Dean Covington, ptrn Ed McKay, ptrn, gm, pmm Charles Doss, ptrn, cm Dorothy McKay, pd, wd T. H. Robertson, ce Ivan Hoge, nd Bob Martin, fd
	WROM-TV				
SANDERSVILLE (Washington County)					
	WSNT (CP)	1490 250	Washington Bcstg. Co. Morningside Dr.		Jack Bradley, ptrn, p Claude Williams Jr., ptrn, vp
SAVANNAH (Chatham County)					
	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. Bryant St. 3-8808		H. B. Minick, p, gm O. Huthson, cm Stella G. Minick, pd, pmm, wd Joseph C. Testo, ce S. Ratnor, nd J. Carter, fd B. Lapp, sd
	WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642	ABC Everett-McKinney Ayers	John F. Pidcock, p, gm John G. Williams, sm, cm, pd, pmm Bennett M. McKnight, ce Richard M. Hull Jr., nd, sd Addine Lietch, wd
	WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 4-7264	Stars Natl.	E. D. Rivers Jr., chmn of bd James L. Woods, gm, cm, pd Frank Freeman, pmm W. Heyward Tuten, ce Gene R. England, nd Danny Clark, fd Burdest W. Mimms, sd Mary McDew, wd
	WSAV 1939	630 5,000	WSAV Inc. Liberty Natl. Bank Bldg. 3-0234	NBC Blair	Harben Daniel, p, gm Donald K. Jones, m, cm M. E. Thompson, opr mgr Robert W. Ward, adv mgr Duane A. Hatch, pd, nd Susan Perry, pmm Byron Strong, ce Douglas W. Strohbehn, fd Charles Rawlinson, sd Betty Broughton, wd
	WSAV-FM 1947	Ch. 262 (B) 100.3mc 15.5kw			
	WTOC 1929	1290 5,000 DA-N	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS Katz	Wm. T. Knight Jr., p, gm Ben Williams, cm Dwight J. Bruce, pd Frank S. Bryson Jr., pmm Kyle E. Goodman, ce Ben H. Quick, nd Wm. D. Randall, fd W. O. King, sd Ruth M. Goodman, wd
	WTOC-FM 1946	Ch. 247 (B) 97.3mc 7.9kw			

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STATESBORO (Bulloch County)						
	WWNS 1946	1240 250	Robert H. Thompson Sr. P. O. Box 146 Poplar 4-5446	MBS, KBS Ga. Assn. of Local Stations	Robert H. Thompson Sr., p, gm, cm Ralph E. Mikell, pd	Jack V. LoPresti, sm, ce Eloise Ware, nd Dean Baxter, fd Joe Axelson, sd Mrs. Ernest Brannen, wd
SUMMERVILLE (Chattooga County)						
	WGTA 1950	950 1,000-D	Tri-State Bcstg. Co. Inc. 296	Ga. Assn. of Local Stations Stars Natl.	William B. Farrar, co-o, m	Kenneth W. Lowry, pd James S. Stowers Jr., ce
SWAINSBORO (Emanuel County)						
	WJAT 1950	800 1000-D	Jack A. & Nancy M. Thompson P. O. Box 371 2011		Jack A. Thompson, co, gm	Jack Wiseley, sm, cm, ce
	WJAT-FM 1951	Ch. 269 (A) 101.7mc 0.97kw				
SYLVANIA (Screven County)						
	WSYL 1955	1490 250	Sylvania Bcstg. Co. P. O. Box 302 6601	KBS Ga. Assn. of Local Stations	Robert H. Thompson Sr., o, gm	Edwin H. Bass, cm, sm, ce Ralph E. Mikell, pd
THOMASTON (Upson County)						
	WSFT 1947	1220 250-D	Thomaston Bcstg. Co. WSFT Bldg. 2187	MBS, KBS Ga. Assn. of Local Stations	S. J. Carswell, gm	
THOMASVILLE (Thomas County)						
	WKTG 1946	730 1,000-D	John H. Phipps Bcstg. Stations P. O. Box 358 1501	Clark	John H. Phipps, o Herschel L. Graves, gm Louie T. Porter, sm	Ed Bray, pd Bruce E. Singleton, ce Nan P. Flowers, nd, wd Bob Castle, fd, sd
	WCTV (TV) WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, o & gm	Al Feinberg, cm
THOMSON (McDuffie County)						
	WTWA 1947	1240 250	Hickory Hill Bcstg. Co. Inc. 127 Journal St. 141	MBS KBS Savannah Valley Net.	Edgar Kobak, p Frank F. Hash, gm	H. E. Buffington Jr., cm Gene Hardin, sm, ce Doris McNease, traffic mgr
TIFTON (Tift County)						
	WTIF (CP)	1570 1,000-D	Radio Tifton P. O. Box 92 Fort Valley, Ga.		Charlie H. Parish Jr., p, gm	
	WWGS 1946	1340 250	Tifton Bcstg. Corp. 800 S. Main St.	MBS Ga. Assn. of Local Stations Clark	Ralph N. Edwards, p, gm	
TOCCOA (Stephens County)						
	WLET 1941	1420 5,000-D	R. G. LeTourneau 423 Prather Bridge Rd. 544	Clark	R. G. Le Tourneau, p Virgie E. Cralg, gm Jim Marquardt, cm	Gene Bollinger, pd, pmm C. H. Sutton, ce Jim Dillard, nd Ray Shader, sd
	WLET-FM 1947	Ch. 291 (B) 106.1mc 0.73kw				
 (CP)	1320 1,000-D	Stephens County Bcstg. Co.		Roy Gaines, co-o	C. H. Gaines, co-o
VALDOSTA (Lowndes County)						
	WGAF 1951	910 5,000 DA-N	Valdosta Bcstg. Co. 116 W. Hill Ave. 910	ABC Pearson	George B. Cook, p, gm, cm, pmm	Willard Belote, pd E. W. Green, ce, fd Ann Kirby, nd, wd Bryant Lane, sd
	WGOV 1940	950 5,000-D 1,000-N DA-2	WGOV Inc. Daniel Ashley Hotel 1420	MBS Stars Natl.	E. D. Rivers Jr., chmn of bd A. B. Smith, sta dir Ben G. Porter Jr., pd, nd	Irvin F. Key, ce Leanord H. Adey, fd Denny Denman, sd Betty Friis, wd
	WJEM 1955	1150 1,000-D	Lowndes Co. Bcstrs. P. O. Box 86 Palatka, Fla.		Betty Jo McCall, ptrn	
VIDALIA (Toombs County)						
	WVOP 1946	970 5,000-D	Vidalia Bcstg. Co. Box 391 3029	MBS KBS	Howard C. Gilreath, p, gm, cm Joe Duggan, pd	Ruby Bryant, pmm, wd Loren Dorrough, ce Max McKinzie, nd, fd Darwin Humphery, sd
WARNER ROBINS (Houston County)						
	WRPB 1954	1350 1,000-D	Warner Robins Bcstg. Co. P. O. Box 727 1357	Clark	D. L. Fountain, p Ed M. Nobles, bus mgr, cm, ce Glenn A. Weber, sm, pd	Lowell L. Register, nd Jim F. Saddler, fd Lester C. Carlson, sd Juanita Lewis, wd
WASHINGTON (Wilkes County)						
	WKLE 1955	1370 1,000-D	Max G. Pfaender P. O. Box 189 Hartwell, Ga.		Max G. Pfaender, o Ben Summers, pd	

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WAYCROSS (Ware County)						
WACL	1951	570 1,000 DA-N	Teletronics Inc. P. O. Box 858 3068	Clark	James S. Rivers Sr., p William B. Hill, gm, cm	Don Smith, pd, nd L. C. McKinney, ce
WAYX	1938	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS Ga. Assn. of Local Stations Holman	Jack Williams, o John J. Tobola, mgr, cm Raymond Williamson, pd	Charles Witt, pmm Curtis Frazier, ce Franklin Smith, nd Malcolm C. Thomas, fd Tommy Edwards, sd Grace Kleron, wd
WAYNESBORO (Burke County)						
WBRO	1954	1310 1,000-D	Burke County Bcstg. Co. Inc. P. O. Box 151 2139	KBS	Carl Pugh, co-o, gm, ce Harrod A. Pugh, co-o, sec.- treas	Jack K. McNutt, cm John L. Rowland, fd
WEST POINT (Troup County)						
WPGA	(CP)	910 500-D	Confederate Radio Co. Ave. B & E. 4th St.		Clement H. Murphy Jr., p	
WRLD	1940	1490 250	Valley Bcstg. Co. P. O. Box 312 2-2771	ABC Clark Ga. Assn. of Local Stations	J. C. Henderson, p	C. Jim Murphy, gm, cm
WRLD-FM	1947	Ch. 275 (B) 102mc 10kw				
WINDER (Barrow County)						
WIMO	1952	1300 1,000-D	Winder-Monroe Bcstg. Co. P. O. Box 528 4831	KBS Indie	W. C. Woodall Jr., p C. H. Grider, gm, cm	O. G. Swindle Jr., pd, fd, sd Royce A. Jones, pmm, nd D. E. Stafford, ce Joy Simpson, wd

IDAHO

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Ada	70,649	24,200	\$97,195	\$17,624	\$2,514	Idaho	11,423	3,200	11,087	1,913	213	3,900	
Adams	3,347	900	2,463	945	79	Jefferson	10,495	2,700	8,019	1,878	287	3,181	
Bannock	41,745	12,400	51,067	11,996	1,492	Jerome	12,080	3,300	14,995	3,232	348	3,966	
Bear Lake	6,834	1,900	7,437	1,239	239	Kootenai	24,947	7,800	26,095	7,640	703	11,919	
Benewah	6,173	1,600	5,553	1,454	40	Laath	20,971	6,100	19,388	4,395	604	6,875	
Bingham	23,271	6,600	23,000	4,898	610	Lemhi	6,278	1,700	5,910	1,728	116	2,060	
Blaine	5,384	1,400	6,480	1,433	155	Lewis	2,002	1,200	4,291	647	165	1,604	
Boise	1,776	600	1,124	405	51	Lincoln	4,256	1,100	3,311	756	74	1,201	
Bonner	14,853	4,400	13,132	3,390	310	Madison	9,156	2,400	12,116	1,989	288	2,844	
Booneville	30,210	9,600	54,429	9,211	1,056	Minidoka	9,785	2,400	8,907	1,797	218	3,701	
Boundary	5,908	1,500	6,576	1,780	78	Nez Perce	22,658	7,400	41,579	6,985	1,003	10,038	
Butte	2,722	800	2,069	467	32	Oneida	4,387	1,100	4,585	823	76	1,743	
Camas	1,079	300	999	170	40	Owyhee	6,307	1,600	5,264	1,556	87	1,684	
Canyon	53,597	16,600	64,994	13,093	1,738	Payette	11,921	3,500	11,083	2,718	269	4,350	
Caribou	5,576	2,000	9,257	1,464	54	Power	3,988	900	4,636	817	39	1,376	
Cassia	14,629	4,000	19,594	3,338	454	Shoshone	22,806	6,800	24,000	7,794	708	7,964	
Clark	918	200	774	167	496	Teton	3,204	700	2,551	527	83	988	
Clearwater	8,217	2,200	5,990	1,325	277	Twin Falls	40,979	13,000	59,470	8,987	1,360	15,771	
Custer	3,318	1,000	2,662	777	73	Vailey	4,270	1,200	5,277	1,398	97	1,327	
Elmore	6,687	2,300	7,841	879	74	Washington	8,576	2,400	13,324	1,702	198	3,035	
Franklin	9,867	2,500	9,886	1,834	267	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.							
Fremont	9,351	2,400	9,314	1,845	283								
Gem	8,730	2,300	7,272	1,823	74								
Gooding	11,101	3,200	14,786	3,167	359								

DIRECTORY OF AM AND FM STATIONS

BLACKFOOT (Bingham County)						
KBLI	1490 250	Blackfoot Bcstg. Co. P. O. Box 192 780		Howard Johnson, p	Thos. L. Morrison, gm, sd	Frank Samargis, cm
BOISE (Ada County)						
KBOI	950 5,000 DA-N	Boise Valley Bcstrs. Inc. 311 N. 10th St. 3-2511	CBS Free & Peters	Westerman Whillock, p, gm Earl Glade Jr., sm, cm, pd Hal Knudson, pmm	James M. Johntz, ce Dave Johnson, nd	Don Bish, fd Floyd Bain, sd
KGEM	1140 10,000 DA-1	Idaho Bcstg. & Tv Co. 5601 Cassia 4-3511	ABC KBS Intermountain Avery-Knode	Frank C. Carmen, p Merrill L. Skinner, gm, cm, sd	Howard J. McDonald, ce Al Butler, nd	Dick Lewis, fd Karen Peterson, wd
KIDO	630 5,000 DA-2	KIDO Inc. Chamber of Commerce Bldg. 2-4611	NBC Great Western Blair	Georgia M. Davidson, p Walter E. Wagstaff, gm John Young, cm	George Walton, pd, pmm Harold W. Toedtmeier, ce	Wayne Davis, nd Grant McDaniel, fd
KYME	740 500-D	Radio Boise Inc. Hotel Boise		Roger L. Hagadone, p, gm Richard K. Mooney, vp	Bert Godfrey, pd Martha Godfrey, traffic d	
BURLEY (Cassia County)						
KBAR	1230 250	KBIO Inc. Box 461 10	ABC Intermountain	Jessica Longston, p K. Clark, gm, cm	Marian Clark, pd, wd	Don Lockwood, ce
CALDWELL (Canyon County)						
KCID	1490 250	Caldwell Bcstg. Co. Inc. 819 Main St. 9-4664	Oakes	Clair B. Hull, p, gm Duane D. Wolfe, cm Martha N. Hull, pd	Fran Booton, pmm, nd, fd Jim Young, ce	Dick Nafsinger, sd Alice Ballantyne, wd

COEUR D'ALENE
(Kootenai County)

KVNI	1240	Coeur d'Alene Bcstg.	MBS	Alan Pollack, o
1946	250	Blackwell Island	Don Lee	
		Mohawk 4-2522		

GRANGEVILLE
(Idaho County)

KORT	1230	Far West Radio Inc.	Hub Warner, p, gm, pd, nd	Don Manning, ce	John McBoyle, sd
1954	250	P. O. Box 28	Helen H. Warner, sec-treas,		
		51	wd		

IDAHO FALLS
(Bonneville County)

KID	590	Idaho Radio Corp.	CBS	A. W. Schwieder, p	Leo Higham, pd, pmm	Bob Burtenshaw, fd
1928	5,000-D	P. O. Box 701	Bonneville	C. N. Layne, gm	Carroll Secrist, ce	Myrtle Asper, wd
KID-TV	1,000-N	4	Gill-Perna	Leonard Wasden, cm	Elayne Bybee, nd	
	DA-N					
KIFI	1400	Eastern Idaho Bcstg. &	ABC	James M. Brady, p, gm	Lorraine Brown, pmm	Keith Clarke, nd, sd
1946	250	Tv Co.	MBS	J. L. Thomas, cm	Cecil B. Criddle, ce	Dale Peterson, fd
		P. O. Box 581	Intermountain	Bobbye Barker, pd, wd		
		1054	Avery-Knodel			

LEWISTON
(Nez Perce County)

KLER	1300	Cole E. Wylie	McGillvra	Cole E. Wylie, o	Henry Neal Currie, pd	Irving Faling, fd
1953	5,000-D	2829 Country Club Dr.		William C. Rhoades, gm	Thomas W. Campbell, nd	
	1,000-N	3-5558				
	DA-N					
KOZE	950	Lewis-Clark Bcstg. Co.		Harold C. Singleton, o	Reg Roos, asst mgr	Gladys Swank, nd
1955	500-D	924 Main St.		A. Thomas Decker, m	Harry Howard, sd	
		Portland, Ore.				
KRLC	1350	H. E. Studebaker	MBS	H. E. Studebaker, p	Alben Nelson, pd	Kermit Hovey, fd
1935	5,000-D	Lewis-Clark Hotel	Don Lee	Donald Thomas, gm	Jack Clifford, pmm, nd	June Milligen, wd
	1,000-N	3-1551	Forjoe	Edward Agnew, cm	Bill Neumann, ce	
	DA-N					

MOSCOW
(Latah County)

KRPL	1400	KRPL Inc.	KBS	Roy Anderson, p	Don Broughman, pmm	Jim New, nd
1947	250	P. O. Box 396	Moore & Lund	Gale Mix, gm, cm, sd	Bert Anderson, ce	Doris Mix, wd
		2283		John Mix, pd, fd		

NAMPA
(Canyon County)

KFXD	580	Frank E. Hurt & Son	MBS	Edward Hurt, p, gm	Shirl Black, pd, pmm, fd	Byron Taylor, nd
1930	5,000	Inc.	Intermountain	Doyle Cain, sm, sd	Gilbert Rose, ce	Lu McShane, wd
	DA-N	P. O. Box 891	Avery-Knodel			
		6-4611				

POCATELLO
(Bannock County)

KSEI	930	Radio Service Corp.	NBC	Henry H. Fletcher, p, gm, cm	Olive L. Greene, pmm	John Hardaway, nd, fd, sd
1928	5,000	P. O. Box 31	Great Western	Ruthe A. Fletcher, pd, wd	Ellis W. Call, ce	
	DA-N	4000	Weed			
			Feitis			
KWIK	1240	Pocatello Tv Corp.	CBS, MBS, KBS	Robert S. Howard, p	John R. Taylor, gm	James H. Schoonover, cm
1946	250	1140 Yellowstone Ave.	Intermountain			
		3400	Avery-Knodel			

PRESTON
(Franklin County)

KPST	1340	Voice of the Rockies	KBS	Leo R. Hawks, p	M. S. Stocking, cm, wd	D. A. Nash Jr., ce, fd, sd
1948	250	Inc.	Continental	Rulon Dunn, gm		
		P. O. Box 395				
		600				

REXBURG
(Madison County)

KRXK	1230	Snake River Radio &	KBS	Gene Shumate, p, gm, nd, sd	James Clawson, pd, fd	May-Floyd Shumate, wd
1950	250	Tv Inc.	Western	Wes Lawrence, cm	Merrill Andrus, ce	
		455 S. 2nd E.	Radio Sales			
		700				

RUPERT
(Minidoka County)

KAYT	970	Inland Bcst. Co.		Mervin V. Ling, p, gm	George MacDonald, cm, sm,	E. C. Miller, ce
1955	1,000-D	149-R			sd	

SANDPOINT
(Bonner County)

KSPT	1400	Bauer Bcstg. Co.	KBS	Norman E. Bauer, p, gm, sd	Watt L. Moreland Jr., pd	Tom Brackney, fd
1949	250	P. O. Box 431	Continental	Theodore Agnew, cm, ce	John Gimlin, nd	Ione Bauer, wd
		555	Moore & Lund			

TWIN FALLS
(Twin Falls County)

KEEP	1450	Radio Sales Corp.	CBS	D. Spencer Grow, p	Richard Ryall, pd, fd, wd	Jim Keating, nd
1946	250	P. O. Box 511	Bonneville	E. E. Sullivan, gm, cm, pmm	Walt Snow, ce	D. David Lewis, sd
		3002	Gill-Perna			
			McGavern			
KLIX	1310	Southern Idaho Bcstg.	ABC	Frank C. Carman, p	Don Allen, pd	Juneau Shinn, nd
1946	1,000	& Tv Co.	MBS	Frank C. McIntyre, vp, gm	Betty Johnson, pmm	Holly Houfburg, fd
KLIX-TV	DA-2	P. O. Box 432	Intermountain	Joe Clements, sm, cm, sd	Don Cedarstrom, ce	
		2820	Avery-Knodel			
			Moore & Lund			
KTFI	1270	Radio Bcstg. Corp.	NBC	F. M. Gardner, p, gm	Lenore Parker, pd, pmm, wd	D. Raye, nd
1928	5,000-D	241 Main Ave. West	Great Western	Dewain Silvester, cm	Marvin Hartley, ce	Jack Farrar, fd, sd
	1,000-N	2400	Weed			

WALLACE
(Shoshone County)

KWAL	620	Metals Bcstg. Co.	MBS	R. Lee Black, p, gm, cm	Jane Adams, pmm	Roderic Klise, nd, sd
1938	1,000	8-2111	Holman	Wesley E. Roberts, pd	Joseph E. Martin, ce	Jane Cantrell, wd
	DA-N		Moore & Lund			

WEISER
(Washington County)

KWEI	1240	Inland Bcst. Co.		Mervin V. Ling, p	Ed C. Miller, pmm, ce	William E. Smith, music dir
1947	250	P. O. Box 791		Don D. Quigley, sm, cm, pd,	Marilyn Fox, nd, wd	
		700		sd		

MARKET DATA BY COUNTIES

County	Radio				Passenger		County	Radio				Passenger	
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954
Adams	64,690	21,200	\$72,532	\$15,990	\$2,067	20,062	Logan	30,671	8,500	30,359	6,320	530	8,842
Alexander	20,516	6,500	19,727	3,989	486	4,211	McDonough	28,199	9,100	35,739	7,476	689	9,520
Bond	14,157	4,400	13,444	2,388	188	4,324	McHenry	50,656	17,400	74,582	16,838	1,916	24,068
Boone	17,070	5,400	18,459	823	353	6,455	McLean	76,577	23,700	102,559	20,453	2,809	25,387
Brown	7,132	2,200	8,088	435	89	2,090	Macon	98,853	34,100	140,338	30,397	3,126	34,995
Bureau	37,711	11,800	39,167	1,344	553	13,315	Macoupin	44,210	13,800	38,377	10,367	798	13,400
Calhoun	6,898	1,700	4,610	453	61	1,741	Madison	182,307	60,600	193,411	55,785	5,109	62,000
Carroll	18,976	6,200	22,671	608	147	7,037	Marion	41,700	12,700	44,704	9,667	1,187	13,029
Cass	15,097	4,400	15,040	965	402	4,766	Marshall	13,025	4,000	12,471	3,288	194	4,418
Champaign	106,100	31,200	124,910	13,115	4,257	34,572	Mason	15,326	5,000	18,533	4,003	452	5,218
Christian	38,818	12,300	45,518	1,988	894	12,139	Massac	13,594	4,300	13,811	3,223	485	4,992
Clark	17,362	5,300	16,341	451	258	5,544	Menard	9,839	2,900	6,785	1,533	130	3,157
Clay	17,445	5,400	13,784	1,545	250	5,171	Mercer	17,374	5,400	18,761	3,561	302	5,791
Clinton	22,594	6,600	17,032	951	175	6,606	Monroe	13,282	3,900	13,071	2,463	149	4,552
Coles	40,328	13,000	49,533	10,012	1,040	13,283	Montgomery	32,460	10,400	30,776	7,346	530	9,769
Cook	4,508,792	1,444,200	6,288,587	1,344,797	190,660	1,232,823	Morgan	35,568	9,600	41,770	7,757	873	10,524
Crawford	21,137	7,100	20,652	4,747	420	7,757	Moultrie	13,171	3,900	10,783	2,102	149	4,129
Cumberland	10,496	3,000	5,026	1,245	90	2,691	Ogle	33,429	10,800	37,800	9,921	801	12,860
De Kalb	40,781	12,700	54,506	11,282	1,610	16,102	Peoria	174,347	56,500	226,310	52,468	6,284	57,396
De Witt	16,894	5,400	19,481	4,180	379	5,761	Perry	21,684	6,700	18,724	4,948	476	6,152
Douglas	16,706	5,100	19,350	4,636	361	5,990	Platt	13,970	4,200	12,158	2,789	278	4,866
Du Page	154,539	53,500	182,679	56,441	5,977	72,695	Pike	22,155	6,800	16,900	4,578	278	6,904
Edgar	23,407	7,800	25,266	5,433	903	7,660	Pope	6,779	1,400	2,078	435	30	1,328
Edwards	9,056	2,800	8,634	1,383	102	2,793	Pulaski	13,639	3,900	5,746	1,718	173	2,574
Effingham	21,675	6,400	27,275	4,839	377	6,666	Putnam	4,746	1,300	2,680	617	25	1,661
Fayette	24,582	7,000	18,850	3,571	344	6,971	Randolph	31,673	8,200	27,420	6,816	529	8,382
Ford	15,901	5,000	18,967	4,105	412	5,734	Richland	16,889	6,100	17,222	3,662	370	5,267
Franklin	48,685	15,400	33,202	9,867	784	12,475	Rock Island	133,558	43,000	161,108	39,709	4,906	47,980
Fulton	43,716	14,200	39,848	10,767	957	14,710	St. Clair	205,995	65,800	209,584	56,593	4,965	66,080
Gallatin	9,818	2,600	6,761	1,446	98	2,151	Saline	33,420	10,600	28,356	6,284	833	8,277
Greene	18,852	5,900	16,376	4,734	357	5,513	Sangamon	131,484	44,000	178,677	36,944	5,983	44,153
Grundy	19,217	6,100	20,660	5,486	340	7,119	Schuyler	9,613	3,000	6,739	1,772	101	2,894
Hamilton	12,256	3,600	6,377	1,426	188	2,942	Scott	7,245	2,300	6,628	1,545	98	2,344
Hancock	25,790	8,300	22,203	5,063	412	8,564	Shelby	24,434	7,600	18,275	4,460	380	7,383
Hardin	7,530	2,000	3,243	1,099	91	1,576	Stark	8,721	2,600	6,787	1,729	139	2,979
Henderson	8,416	2,500	6,005	1,364	58	2,712	Stephenson	41,595	13,200	52,209	11,589	976	14,690
Henry	46,492	15,500	54,529	11,927	1,245	16,546	Tazewell	76,165	26,000	66,367	18,101	913	28,686
Iroquois	32,348	10,200	35,914	7,558	586	11,173	Union	20,500	5,300	13,461	3,281	303	4,630
Jackson	38,124	12,200	34,980	7,772	740	10,524	Vermilion	87,079	27,900	101,955	22,437	3,571	28,900
Jasper	12,266	3,600	7,028	1,497	49	3,544	Wabash	14,651	4,500	15,520	3,503	286	4,854
Jefferson	35,892	11,600	31,850	6,173	605	10,151	Warren	21,981	7,700	24,761	4,624	420	7,156
Jersey	15,264	4,500	12,783	3,042	363	4,502	Washington	14,460	4,300	11,021	2,223	117	4,613
Jo Daviess	21,459	6,600	19,444	4,496	378	6,666	Wayne	20,933	6,300	18,792	3,723	269	6,124
Johnson	8,729	2,300	4,829	1,175	70	2,066	White	20,935	6,600	18,531	4,017	437	6,602
Kane	150,388	47,200	223,093	54,159	6,456	56,215	Whiteside	49,336	16,000	56,713	13,307	1,424	21,490
Kankakee	73,524	19,900	96,905	19,286	2,401	23,419	Will	134,336	42,000	167,043	45,765	4,728	46,495
Kendall	12,115	3,700	13,066	3,688	217	4,623	Williamson	48,621	15,800	36,658	9,881	877	12,587
Knox	54,366	17,600	70,625	15,403	1,952	19,446	Winnebago	152,385	52,200	223,459	53,440	6,019	61,807
Lake	176,097	57,200	210,208	55,473	5,622	73,982	Woodford	21,335	6,600	22,711	4,722	279	7,458
La Salle	100,610	31,400	130,025	33,761	3,324	34,676							
Lawrence	20,539	6,900	18,141	4,289	425	6,456							
Lee	36,451	10,100	36,415	8,484	801	11,538							
Livingston	37,809	10,900	38,346	7,923	678	12,702							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations		
City	County	Established	Power	Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
ALTON	(Madison County)	WOKZ	1570 1,000-D	Palen Bestg. Corp. Hotel Stratford 5-5506	KBS Sears & Ayer	Edward N. Palen, p, gm W. E. Huff, cm Tom Allen, pd	Lloyd Smith, pmm Nicholas Bono, ce Clyde Wiseman, nd, fd	Dale Ransford, sd Myrtle Gaines, wd
AURORA	(Kane County)	WMRO	1280 250-D	WMRO Inc. 184 S. River St. 7-4215		Martin R. O'Brien, o, m Vincent G. Cofey, cm, nd, sd	Jeanne M. Doran, pd	John R. Kitner, ce
BELLEVILLE	(St. Clair County)	WIBV	1260 1,000-D	Belleville Bestg. Co. 2100 W. Main St. Adams 3-5000	Indie	John W. Lewis, p, gm Clarence J. Keller, cm, pmm William C. Bailey, pd	Marvin M. Mollring, ce Ralph L. Clark Jr., nd, sd	Joseph W. Quinlan, fd Gladys Hartleb, wd
BLOOMINGTON	(McLean County)	WJBC	1230 250	Bloomington Bestg. Co. 209 E. Washington St. 5-2078	ABC Sears & Ayer	Loring Merwin, p Warner C. Tidemann, gm	John McDermott, cm Fred Muxfeld, pd, nd	Fred Bailey, ce Don McKellar, sd
		WJBC-FM	Ch. 268 (B) 101.5mc 15.5kw					
CAIRO	(Alexander County)	WKRO	1490 250	Oscar C. Hirsch P. O. Box 311 1490	MBS Pearson	Oscar C. Hirsch, o	Merrill C. Currier, cm, gm	
CANTON	(Fulton County)	WBYS	1560 250-D	Fulton County Bestg. Co. East Linn Limits 1877	KBS	Harriett B. Winsor, p Charles E. Wright, gm, cm Jerry Bidie, pd, nd, sd	Elizabeth Sawyer, pmm Howard Elliott, ce	George Tierney, fd Ruth Wright, wd

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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; Prom. Mgr. pmm; Prod. Mgr. pdm;	
CARBONDALE (Jackson County)						
WCIL 1946	1020 1,000-D	Southern Illinois Bcstg. Partnership 218 W. Main 187		Paul F. McRoy, p, gm, cm, pd, pmm, ce	Bob Armstrong, nd Roy Freeman, fd	Johnnie Hollister, wd
CARMI (White County)						
WROY 1949	1460 1,000-D	Carmi Bcstg. Co. P. O. Box 31 4161	KBS Sears & Ayer	Roy Clippinger, p Samuel A. Hassan, gm, pmm Jack Dill, cm	Bill Baker, pd, nd, sd John Greenwood, ce	Roy Pall, fd Marty Westfall, wd
WROY-FM 1951	Ch. 247 (B) 97.3mc 11.2kw					
CARTHAGE (Hancock County)						
WCAZ 1921	990 1,000-D	Superior Bcstg. Service 502 Wabash Ave. 520	Sears & Ayer	Lola Compton, p John M. Palmer, gm	Jerry Nutt, pd	Wayne Meredith, ce
CENTRALIA (Marion County)						
WCNT 1955	1210 1,000-D	Southern Illinois Bcstg. Corp. 230 8th St. Cairo, Ill. Centralia 5151	KBS	Carson W. Rodgers, p Benjamin E. Shore, gm Odell Cummings, cm	Charles O. Presley, pd, fd Loretta Mondoni, pmm, wd Perd Reynolds, ce	Harry Ricker, nd John Mount, sd
WCNT-FM 1946	Ch. 243 (B) 96.5mc 2.45kw					
CHAMPAIGN (Champaign County)						
WDWS 1937	1400 250	Champaign News Gazette Inc. 48 Main St. 6-1855	CBS Meeker	Helen M. Stevick, p Larry Stewart, sm, cm	William Robert Brown, ce	Jerry Ross, nd
WDWS-FM 1949	Ch. 248 (B) 97.5mc 27kw					
CHARLESTON (Coles County)						
WEIC 1955	1270 1,000-D DA-D	Friendly City Bcstrs. P. O. Box 107 2990	KBS	Jack G. Owens, p, gm Bob Hewitt, cm, pmm	Lloyd McFee, pd, nd Bill Setliffe, ce	Earl Strodbeck, fd, sd Louise Taylor, wd
CHICAGO (Cook County)						
WAAF 1922	950 1,000-D	Corn Belt Publishers 221 N. LaSalle St. Randolph 6-1932	Young	Ward Neff, p Wm. E. Hutchinson, vp Thomas L. Davis, gm, cm	Bill Bauer, pd, sd Fred Randazzo, pmm Carl Ulrich, ce	Mike Rapchak, nd Margaret H. Foran, wd
WAIT 1934	820 5,000 SH	Radio Station WAIT Daily News Plaza Franklin 2-0660	Forjoe	Robert O. Miller, gm, pd Julius Miller, cm	Harry W. Berg, ce Irving Rantanen, nd	Mary V. Baker, wd
WBBM 1923	780 50,000	Columbia Bcstg. Sys. Inc. 410 Michigan Ave. Whitehall 4-8000	CBS CBS Radio Spot Sales	H. Leslie Atlass, vp, gm James P. Hensley, cm Al Bland, pd	Alfred N. Greenberg, pmm William Fligel, ce William Garry, nd	George Menard, fd Joe Diehl, sd Eloise Kummer, wd
WBBM-FM 1941	Ch. 242 (B) 96.3mc 10.5kw					
WCBD 1947	820 5,000 SH	(See Zion listing)				
WCFL 1926	1000 50,000 DA-2	Chicago Federation of Labor 686 Lake Shore Drive Mohawk 4-2400	Burke-Stuart	Martin F. Hogan, gm Thomas E. Haviland, cm L. J. Ronder Jr., pd	Betty Mattson, pmm, wd Charles E. Willett, ce	Vic Barnes, nd Bob Elson, sd
WCRW 1926	1240 100 SH	Clinton R. White 2756 Pine Grove Ave. Diversey 8-4440		Clinton R. White, o & ce	J. A. White, gm	
WEDC 1926	1240 250 SH	Emil Denemark Inc. 3880 W. Ogden Ave. Crawford 7-4100		Emil Denemark, p Frank J. Kotnour, gm, cm	Bill Mack, pd, pmm, nd Wayne Smith, ce	Tony Ventrella, sd Helen Jones, wd
WEFM (FM) 1940	Ch. 238 (B) 99.5mc 44kw	Zenith Radio Corp. 6001 W. Dickens Ave. Berkshire 7-7500		E. F. McDonald Jr., p Ted Leitzell, gm	Violet Kmetz, 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) 1949	4.3kw					
*WFJL (FM) 1949	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	Ivan Bukovsky, ce
WFMT (FM) 1951	Ch. 254 (B) 98.7mc 28kw	Gale Bcstg. Co. Inc. 221 N. LaSalle St. State 2-5668		Bernard Jacobs, p, gm, cm	Norman Pellegrini, pd	
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 W. Washington Blvd. Sacramento 2-1700		John A. Dyer, gm E. M. Hinzman, cm	Herbert Rudolph, pd K. P. Freda, pmm	Wm. A. Shunk, ce

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CHICAGO (Cont.)

✓ WGN 1924 WGN-TV	720 50,000	WGN Inc. 441 N. Michigan Ave. Michigan 2-7600	MBS Hollingbery	J. Howard Wood, p Frank P. Schreiber, vp, gm William A. McGuineas, cm Bruce W. Dennis, pd	Charles A. Wilson, pmm Carl J. Meyers, ce Spencer Allen, nd	Norman Kraeft, fd Jack Brickhouse, sd Myrtle Stahl, educ-rel-dir
WIND 1927 WIND-TV (CP)	560 5,000 DA-2	WIND Inc. 400 N. Michigan Whitehall 4-2170	Am Radio Sales	Ralph L. Atlass, p, gm John T. Carey, cm H. Leslie Atlass Jr., pd	Robert Peel, pmm Kenneth Shirk, ce	James Dale, nd Jack Quinlan, sd
WJJD 1934	1160 50,000 DA-1 L-KSL	Plough Bcstg. Co. 230 N. Michigan State 2-5466	Radio-Tv Reps.	Abe Plough, p Frederick G. Harm, gm James A. Jordan, cm Ralph E. Blank, pd	Fred Livingston, pmm Walter F. Myers, ce Carl Warner, nd	Randy Blake, fd Frank Sweeney, sd Stella White, wd
WLS 1924	890 50,000	WLS Inc. 1230 W. Washington Blvd. Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm	Herb Howard, pd Wm. Nelson, pmm Thomas L. Rowe, ce	Wm. Small, nd Maynard Bertsch, fd Martha Crane, wd
WMAQ 1922 WNBQ (TV)	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot Sales	Jules Herbuveaux, gm John M. Keys, sls dir Rudi Neubauer, slm	George Heinemann, pd Howard W. Coleman, pmm Howard C. Luttgens, ce	William Ray, nd Everett Mitchell, fd
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw					
*WMBI 1926	1110 5,000-D L-KFAB, WBT	Moody Bible Institute 820 N. LaSalle St. Michigan 2-1570		Dr. William Culbertson, p C. B. Norland, gm Robert Parsons, pd	John H. Raymond, pmm A. P. Frye, ce	Don Turner, nd, fd Frances Youngren, wd William C. Florian, pd
WNIB-FM 1955	Ch. 246 (B) 97.1mc 11kw	Northern Illinois Bcstg. Co. 6 N. Hamlin Nevada 2-4347		Walter J. Trofmuk, sm	Earl Vieuxaz, cm	
WSBC 1925	1240 250 SH	WSBC Bcstg. Co. 2400 W. Madison St. Monroe 6-9060	Stars Natl.	Louis B. Lee, p, gm Harry Bibb, cm	Ruth M. O'Neill, pd	Walter Brynes, ce
WSEL (FM) 1953	Ch. 282 (B) 104.3mc 40kw	Chicago Skyway Bcstg. Co. 188 W. Randolph St. Andover 3-8767		William Irvin, p D. Irvin, gm	Virgil Kraft, cm Doris Keane, pd	Dino Ianni, asst pd George Mickey, ce
CICERO (Cook County)						
WHFC 1926 WHFC-TV (CP)	1450 250	WHFC Inc. 3350 S. Kedzie Ave. Townhall 3-6305		R. W. Hoffman, gm		
WEHS (FM) 1941	Ch. 250 (B) 97.9mc 21kw	(WHFC, Am Affiliate)				

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*Nielsen Coverage Service.

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Serving the Middle West

MBS

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Illinois
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720
On Your Dial



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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

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	
CLINTON (DeWitt County)						
WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401½ South Side Sq. 305	Abe Lincoln Holman	J. R. Livesay, p Rolland O. Looper, vp, gm, ce Jim Williams Sr., cm	Frank C. Jennings, pd Jim Williams Jr., pmm Bill Ward, nd, sd	John Barton, fd Betty Harris, wd
DANVILLE (Vermilion County)						
WDAN 1938 WDAN-TV	1490 250	Northwestern Publishing Co. 17-19 W. North St. 1000	CBS Everett-McKinney	Robert J. Burow, gm Max Shaffer, sm, sd	Honore Ronan, pd, wd	Orville Neely, ce
WITY 1953	980 1,000 DA-1	Vermilion Bcstg. Corp. P. O. Box 142 1312	KBS Burn-Smith	Dr. G. E. Metzger, p F. A. Higgins, gm Catherine Scheurich, pd, wd	F. W. Parson, pmm Taylor, Clawson, ce	Eldon Johnson, nd, fd Elzer Marx, sd
DECATUR (Macon County)						
WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder Jr., vp, gm	Robert B. King, cm E. James Seaney, pd L. E. Mayfield, ce	Harvey E. Alltop, fd John S. Rotz, sd Nancy Norman, wd
WSOY 1925	1340 250	Illinois Bcstg. Co. 1100 N. Pershing Rd. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm, cm M. H. Stuckwisch, sta sup	Eugene C. Dorsey, pd, pmm Allan L. Doyle, ce	Al Rowe, nd Eleanor Duncan, wd
WSOY-FM 1947	Ch. 271 (B) 102.1mc 31kw					
DEKALB (DeKalb County)						
WLBK 1947	1380 500-D	DeKalb Radio Studios Inc. 711 N. First St. 6-3485	Sears & Ayer	George C. Biggar, p, gm, fd Richard J. Meier, cm	R. C. Brown, pd W. Dean Clayton, ce	Ed Reilly, nd Karin Morsch, wd
DIXON (Lee County)						
WSDR 1949	1240 100	(See Sterling listing)				
DuQUOIN (Perry County)						
WDQN 1951	1580 250-D	DuQuoin Bcstg. Co. 30½ W. Main Lindon 2-3894	McGillvra	M. R. Lankford, o Phil Richardson, sm, cm, fd	Ralph Stevens, pd Art Smith, pmm, nd, sd	Thomas Hart, ce
EAST ST. LOUIS (St. Clair County)						
WTMV 1935	1490 250	On The Air Inc. Broadview Hotel Bridge 1-4625	Bogner & Martin	Alvin O. Eads, p F. J. Prendergast, gm Joe Martin, cm	D. Dellamano, pd Dan Stengel, pmm Erle White, ce	Nell Norman, nd, sd Theilma Currat, wd
EFFINGHAM (Effingham County)						
WCRA 1947	1090 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090	KBS	Joseph E. McNaughton, p George Walker, gm	Jack Lee, pd Tom Mathis, ce	Zona B. Davis, nd, wd
WSEI (FM) 1954	Ch. 329 (B) 95.7mc 20kw	Ill. Bcstg. Co. Pershing Rd. at N. Jasper St. Decatur, Ill.	Weed	Merrill Lindsay, gm		
ELGIN (Kane County)						
WRMN 1949	1410 500-D	Elgin Bcstg. Co. 158 Division St. Sherwood 1-7700	McGillvra	J. Richard Sutter, p, gm, cm, pmm	George Merker, pd, ce, fd Phyllis Warner, nd	Ron Miller, sd Florence Rogers, wd
ELMWOOD PARK (Cook County)						
WLEY (FM) 1947	Ch. 296 (B) 105.9mc 32kw	Elmwood Park Bcstg. Co. 2526 N. Harlem Ave. Tuxedo 9-1133	Reese	Zeb Zarnecki, p, gm Robert Brandt, cm	W. Corvine, pd	Don Larsen, ce
EVANSTON (Cook County)						
WEAW 1953	1330 500-D DA-D	North Shore Bcstg. Co. Inc. 2425 Main University 4-4606	Good Music Bcstrs.	Edward A. Wheeler, p, gm James Bacon, cm James Herrington, pd	Virginia McCowan, pmm Fred Dennison, ce Dave Schoemacher, nd	Pat Worrall, fd Bob Reihsen, sd Alma Platts, wd
WEAW-FM 1947	Ch. 286 (B) 105.1mc 36kw			Don Springatte, cd	Dave Schoemacher, pd	
WNMP 1948	1590 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Greenleaf 5-1590		Angus D. Pfaff, p, cm Lewis H. LaMar, asst gm, pd	Larry Attebery, pmm, nd, sd	Arthur Moser, ce
FAIRFIELD (Wayne County)						
WFIW 1953	1390 500-D	Wayne County Bcstg. Co. P. O. Box 72 2159	KBS Abe Lincoln Webb	Thomas S. Land, co-o, gm, fd Bryan Davidson, co-o, pd, ce	Garnet Williams, cm, sd Dick Berry, nd	Gladys Onstott, wd
FREEPORT (Stephenson County)						
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co. Inc. 9 N. Chicago Ave. State 436	Headley-Reed	Vincent S. Barker, p, gm, ce	Dave Taylor, cm, nd	Charles Harlan, pd

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GALESBURG*(Knox County)*

WGIL 1938	1400 250	Galesburg Bcstg. Co. 312 Hill Arcade Bldg. 4626	Rambeau	P. A. Wilson, gm, cm Max Lindberg, pmm	Richard L. Baughman, ce David W. Loring, nd	A. R. Kemp, fd James E. Dunlevey, sd
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HARRISBURG*(Saline County)*

WEBQ 1923	1240 250	First Trust Assn. 100 E. Poplar St. 28	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					

HARVARD*(McHenry County)*

WMCW 1955	1600 500-D	Esther Blodget 205 E. Brainard St.				
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HARVEY*(Cook County)*

WBEE 1955	1570 250-D	Rollings Bcstg. Co. P. O. Box 189 Edison 1-7840		O. Wayne Rollins, p Richard C. Scheele, gm	Robert Lazar, cm	Anthony Santucci, ce
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HERRIN*(Williamson County)*

WJPF 1940	1340 250	Egyptian Bcstg. Co. P. O. Box 179 381	MBS Pearson	Orval W. Lyerla, p Charles R. Cook, gm, cm, pmm	Ben Orf, ce Chet Townsend, nd, sd	Robert Fulkerson, fd Rosemary Bryant, wd
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JACKSONVILLE*(Morgan County)*

WLDS 1941	1180 1,000-D	Jacksonville Radio & Tv Bcstg. Corp. Fox Theatre Bldg. Chestnut 5-7171	Holman	Robert A. Fay, p William L. Fay, sec-treas R. Karl Baker, vp, gm, cm, pmm	Ted Fairburn, pd, nd G. J. Cassens, ce E. H. Garlich, fd	Barney Lewis, sd Roberta Hoover, wd
WLDS-FM 1948	Ch. 263 (B) 100.5mc 9.0kw					

JOLIET*(Will County)*

WJOL 1929	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Rambeau	Joseph F. Novy, co-o, p, gm, pmm Jerome F. Cerny, co-o, vp, sm	Eileen Caron, pd Lester DeCosta, ce Marion W. Philbin, nd	Wayne Churchill, fd Robert Philbin, sd Lois Zarley Jones, wd
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KANKAKEE*(Kankakee County)*

WKAN 1947	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. 3-6633	Sears & Ayer	Leslie C. Small, p Burrell Small, gm Bruce Brown, sm	Robert J. Hawkins, asst sm Donald Hoover, sim Orren Allain, pd, sd	Richard Eckels, ce Stan Ronald, nd
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KEWANEE*(Henry County)*

WKEI 1952	1450 100	WKEI Bcstg. Co. 202½ N. Tremont 4471	Best	E. D. Scandrett, p, gm, cm, pmm, ce	Paul Messplay, pd Bert Jackson, nd, fd	Phil Miler, sd Bette Jackson, wd
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LA GRANGE*(Cook County)*

WTAQ 1950	1300 500 DA-N	LaGrange Bcstg. Co. P. O. Box 408 Fleetwood 2-1300	Gill-Perna	Charles F. Sebastian, ptrnr, co-gm Russell G. Salter, ptrnr, co-gm	Ralph Faucher, cm, sd Ted Carlson, pd Stanley Noyes, pmm	William Wardle, ce Vincent Essig, nd
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LA SALLE*(LaSalle County)*

WLPO 1947	1220 250-D	LaSalle County Bcstg. Corp. P. O. Box 215 3100		Peter Miller, p William Holm, gm Roy Kurkowski, cm	Dan Lawler, pd Alan Alford, pmm	Lawrence McCann, ce Laverne Waltman, nd, fd, sd
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LINCOLN*(Logan County)*

WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 1370		Ray F. Knochel, p, gm Paul Rankin, cm William Brady, pd, nd	John H. Deal, pmm Donald Thompson, ce Fred Hoppin, fd	Earle Layman, sd Mimi Gordon, wd
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LITCHFIELD*(Montgomery County)*

WSMI 1950	1540 1,000-D	Mid-Illinois Bcstg. Co. P. O. Box 241 100	Best	Hayward L. Talley, p, gm Clark O. Whitman, sim Donald W. Yaeger, pd, sd	Orin Coddington, merc dir Robert Miller, ce, fd	Ed Johnson, sd Evelyn M. Smith, wd
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MACOMB*(McDonough County)*

WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113 E. Carroll St. Fillmore 3029	KBS	William E. Schons, p, gm Allen Fobes, sm & pd	Kenneth Peterson, cm	John Meyers, ce
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MARION*(Williamson County)*

WGGH 1949	1150 500-D (CP-5,000-D DA-D)	Marion Bcstg. Co. P. O. Box 311 824	Sears & Ayer	George W. Dodds, p, ce Jim Duncan, gm, pd	Ina Trammell, cm, wd Irv Coppl, pmm	John Anastopolis, nd, fd
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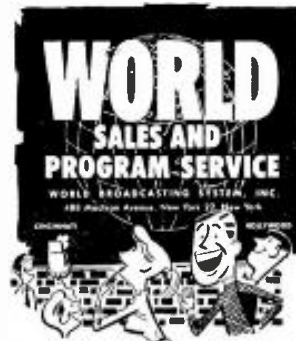
MATTOON*(Coles County)*

WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 1832½ Broadway 6464	Holman	J. R. Livesay, o, p, gm Ken Wooddell, cm, sd Bob Guess, pd, nd	John Gepford, pmm Ray Livesay, ce	Howard Miller, fd Phyllis Ariens, wd
WLBH-FM 1949	Ch. 245 (B) 96.9mc 23kw					

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METROPOLIS (Massac County)							
	WMOK 1951	920 1,000-D	Fort Massac Bcstg. Co. Natl. State Bank Bldg. 2106	Holman	James H. Firmin, gm, pmm Philip A. Roewe, cm, sd Fleeta Firmin, pd	Carlos M. Steele, ce Odell Korte, nd	J. R. Strubinger, fd Patricia Kidd, wd
MOLINE (Rock Island County)							
	WQUA 1946	1230 250	WQUA Inc. 1319 5th Ave. 4-6727	ABC Hollingbery	G. LaVerne Flambo, p, gm, cm	Wilbur L. Mason, pd, nd Harold W. Higby, ce	Bud Dawson, sd
MOUNT CARMEL (Wabash County)							
	WVMC 1946	1360 500-D	Radio Station WVMC N. Cherry St. Rd. 1360	KBS Best	Stephen P. Bellinger, mgng pnr Charles H. Green, cm	Gilbert T. Wallace, pd Eugene D. Garrett, ce Bert Freedman, nd	Venus Vaughn, fd Betty Chaffin, wd
MT. VERNON (Jefferson County)							
	WMIX 1947	940 1,000-D	Mt. Vernon Radio & Tv Co. 121½ N. 9th St. 3500	Abe Lincoln Pearson	John R. Mitchell, p Raymond J. Cheney, gm Claude Schoch, cm	Ted Strader, pmm Alva Hulbert, ce Steve Rowan, nd	Curt Bradley, fd Bob Whitaker, sd Mildred McGill, music dir
	<i>WMIX-FM</i> 1946	<i>Ch. 231 (B)</i> 94.1mc 15.2kw					
MURPHYSBORO (Jackson County)							
	WINI 1954	1420 500-D	Cecil W. & Jane Roberts P. O. Box 647 282	KBS Best	Cecil W. Robert, p R. Rayne Cox, gm	Lewis Barwick, cm	Lester D. Bilderback, ce
OAK PARK (Cook County)							
	WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Village 8-5760	Interstate-United Newspapers Natl. Time Sales Dora Clayton	Egmont Sonderling, p, gm Albert C. Michelotti, cm	Albert O'Brien, pd Sidney Schneider, ce	Jay Smith, nd Wayne Osborn, nd
	<i>WOPA-FM</i> 1950	<i>Ch. 272 (A)</i> 102.3mc 1kw					
OLNEY (Richland County)							
	WVLN 1947	740 250-D	Olney Bcstg. Co. 2156	KBS Holman	Marshall H. Poole, o, p, gm Charles R. Griggs, cm, pd Harry Hillis, pmm, nd	Paul Hartsey, ce Stanley Greatline, fd	Norm Lamkin, sd Eleanor Walter, wd
	<i>WVLN-FM</i> 1953	<i>Ch. 225 (B)</i> 92.9mc 18.5kw					
OTTAWA (LaSalle County)							
	WCMY 1952	1430 500-D	Carl H. Meyer 417 W. Madison St. 581		Carl H. Meyer, p, gm, ce Dorothy M. Meyer, cm	Dan Dunlop, nd Eddie Walters, fd	Stuart Norgard, sd
PARIS (Edgar County)							
	WPRS 1951	1440 500-D	Paris Bcstg. Corp. P. O. Box 262 3-1440		Adlai C. Ferguson Jr., p, gm	Claude V. Thomas, ce	John Powell, sd
	<i>WPRS-FM</i> 1952	<i>Ch. 252 (A)</i> 92.3mc 1kw					
PEKIN (Tazewell County)							
	WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. 15 S. Capitol 6-2134	Sears & Ayer	George C. Udry, co-o, pmm W. Kenneth Patterson, co-o, gm Margaret M. Honer, cm	Thomas Q. Dunn, pd Lowell. Lovely, ce Randall C. Furnace, nd	Fearn Wilson, fd Bill McCarty, sd Dorothy Besson, wd

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1000 Subscribers
can't be wrong!



1st
with
**Women's
Service
Features!**

PEORIA
(Peoria County)

WEEK 1946	1350 1,000 DA-2	West Central Bcstg. Co. 2907 Springfield Rd. 6-5571	NBC Headley-Reed	Robert S. Kerr, p Fred C. Mueller, gm Edward E. Kash, sm, pd	F. R. Oakley, pmm Wayne Lovely, ce	Bob Arthur, nd Chick Hearn, sd
WIRL 1948	1290 5,000 DA-2	Illinois Valley Bcstg. Co. 125 N. Jefferson Ave. 4-9239	ABC MBS H-R Reps.	Timothy W. Swain, p John H. Altorfer, vp, gm James T. Butler, asst gm Robyn Weaver, pd	Effe Sams, slm Jeanne Luukinen, pmm Rudy Luukinen, ce Ralph Smith, nd	Gary Best, fd Stretch Miller, sd Katherine Swain, wd
WMBD 1927	1470 5,000 DA-2	WMBD Inc. 212 S. Jefferson 8-0711	CBS Free & Peters	Charles C. Caley, p Marvin H. Hult, gm Robert M. Riley Jr., natl sim Charles A. Miller, prog mgr	Perry Beaumont, prom dir George Pyle, ce Harold Sundberg, nd Emil Bill, fd	Tom Kelly, sd Florence Luedeke-Monroe, wd
WMBD-FM 1947	Ch. 223 (B) 92.5mc 2.5kw					
WPEO 1946	1020 1,000-D	WPEO Inc. 926 Main 4-9249	Burke-Stuart	John R. Livingston, p, gm, cm, pmm	Harry Harrison, pd, sd Gerald G. DeVore, ce	Theodore Millan, nd Dick Herm, fd

PITTSFIELD
(Pike County)

WBBA 1954	1580 250-D	Pike Bcstg. Co. 650	Continental	Keith Moyer, p James C. Hilderbrand, gm, nd	Buzz Brooks, cm, pmm William Meyer, pd	Frank Luepke, ce Mark Stewart, sd
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QUINCY
(Adams County)

WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy Baldwin 2-6840	ABC Avery-Knodel	T. C. Oakley, p Joe Bonansinga, gm James E. Muse, cm	Ted Austin, pd William Vaughn, pmm Frank E. Laughlin, ce	Charles Griffith, nd Bill Wegman, fd
WGEM-FM 1947	Ch. 286 (B) 105.1mc 8.3kw					
WTAD 1926	930 5,000-D 1,000-N DA-N	Lee Bcstg. Inc. W.C.U. Bldg. Baldwin 2-6200	CBS Weed	Lee P. Loomis, p Walter J. Rothschild, gm, natl sim Merritt Milligan, asst mgr, pd	Ralph Lewis, prod mgr Dick Moore, pmm J. E. Gray, ce Don Nicholson, nd	Dick Faler, fd Bill Crews, sd Marian Milligan, wd
WTAD-FM 1948	Ch. 248 (B) 99.5mc 27kw					


ROBINSON
(Crawford County)

WTAY (CP)	1570 250-D	Ann Bcstg. Co. 1025 W. Market St. Taylorville, Ill.		Keith Moyer, o		
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ROCKFORD
(Winnebago County)

WROK 1929	1440 1,000-D 500-N	Rockford Bcstrs. Inc. News Tower 2-6621	ABC H-R Reps.	E. Kenneth Todd, p John J. Dixon, gm, cm Maurice P. Owens, pd, sd	Betty Thro, pmm Maurice H. Nelson, ce	Bob Feller, nd, zd Florence Shugars, wd
WROK-FM 1949	Ch. 248 (B) 97.5mc 16kw					
WRRR 1953	1330 1,000-D DA-D	Rock River Bcstg. Co. 113 S. Court St. 8-2263	Radio-Tv Reps.	William E. Walker, p L. O. Fitzgibbons, gm Jack Harvey, asst mgr	H. I. Tingley, pd Virginia Colwell, pmm George Reynolds, ce	Mike Siman, nd Shirley Kowing, wd

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ROCKFORD, ILLINOIS

WROK

Only network radio station

Only station with mobile unit for on-the-spot coverage

Only station offering such public service features as City Council meeting

WROK

Only full time station

Only station providing local sports coverage

Only station offering all-out promotion and merchandising

WROK

No. 1 for more than 30 years

☆ John J. Dixon, Gen. Mgr. ☆ H-R Nat'l. Reps.

BEST TEST CITY
in the midwest
an \$809 Million Market

Newspaper-Owned*
*Winnebago Newspapers, Inc.

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.

ROCK ISLAND
(Rock Island County)

WHBF 1925 WHBF-TV	1270 5,000 DA-N	Rock Island Bcstg. Co. Telco Bldg. 6-5441	CBS Avery-Knodel	Ben H. Potter, p Leslie C. Johnson, vp, gm Maurice Corken, asst gm, sis dir	Forest W. Cooke, pd Fern Hawks, pmm Robert J. Sinnett, ce	Wm. Ellison, nd Wm. Lohmeier, sd
WHBF-FM 1947	Ch. 225 (B) 98.9mc 37kw					

SPARTA
(Randolph County)

WHCO 1955	1230 250	Hirsch Communication Engineering Corp. P. O. Box 223 333		Robert O. Hirsch, p	Oscar C. Hirsch, gm	Buford L. Mabery, cm
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SPRINGFIELD
(Sangamon County)

WCVS 1928	1450 250	WCBS Inc. 523 E. Capitol Ave. 4-9855	ABC MBS Bogner & Martin	Harold L. Dewing, p C. W. Neeld, gm, cm	John C. Geil, pd Kenneth E. Spengler, pmm	Bruce Still, sd
WMAY 1950	970 1,000-D 500-N DA-2	Lincoln Bcstg. Co. 711 Myers Bldg. 4-1765	NBC Pearson	Gordon Sherman, p, gm, cm Syl Binkln, pd Mel Kampe, pmm	Melvin Feldman, ce W. F. Miller, nd	Bernie Waterman, sd Peggy Irving, wd
WTAX 1930	1240 250	WTAX Inc. US 66 & E. Cook St. 2-4441	CBS Weed	O. J. Keller, p, gm O. J. Keller Jr., cm John W. Midgley, pd	Bill Miller, pmm E. C. Swaringen, ce Glen Farrington, nd	Spizz Singer, fd Shelby Harbison, sd
WTAX-FM 1948	Ch. 279 (B) 103.7mc 6.7kw					

STERLING
(Whiteside County)

WSDR 1949	1240 100	Blackhawk Bcstg. Co. 218 First Ave. Main 3400		Sam Bartlett, p, gm, fd Lillian Bartlett, cm John Rohwer, asst mgr, pd	Gerald W. Gamel, pmm Edward Fisher, ce Victor Korte, nd	Bob Callighan, sd Madeline Nutthall, wd
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STREATOR
(LaSalle County)

WIZZ 1953	1250 500-D DA-D	Streator Bcstg. Co. P. O. Box 431 4147	Best	Stephen P. Bellinger, mgng ptnr Vernon R. Nunn, gm, cm	Kes Pollock, asst mgr, pd, sd Robert Finan, nd	Verne Buland, fd Jean Andrews, wd
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TAYLORVILLE
(Christian County)

WTIM 1949	1410 1,000-D DA-D	Moyer Bcstg. Co. P. O. Box 481 1410	Continental Sales	Roger L. Moyer, p	James C. Hilderbrand, gm, cm	Keith W. Moyer, pmm
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More Audience Than Other
Springfield Stations Combined!

Year after year HOOPER has shown WTAX far in front in
Springfield, Illinois.

Its average audience is more than double that of the second
ranking station.

WTAX

Hooper Radio Index
Springfield, Ill., City Zone
October 1955

	Morning	Afternoon	Evening
WTAX	46.4	46.9	45.9
Sta. B	20.3	20.3	25.1
Sta. C	21.4	14.1	14.6

CBS RADIO Affiliate

Represented by Weed & Company

Daytime Monday thru Friday. Other stations reported ranged from 1.5 to 3.7%.

IN
Springfield, Illinois
WCVS

SPRINGFIELD'S FIRST IN PROMOTION AND MERCHANDISING

(Proven by 8 National Contest Awards)

Affiliated with ABC and MBS ♦ Bogner & Martin—Nat'l Reps.

City County	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
URBANA (Champaign County)					
*WILL 1922	580 5,000-D	University of Illinois 1010 S. Wright 7-6811		Dr. David D. Henry, p Frank E. Schooley, gm John A. Regnell, pd	Pat Jordan, pmm John R. Brugger, ce Don Brown, nd
WILL-TV 1941	DA-D Ch. 215 90.9mc 300kw				John Weidert, fd Lon Kramer, sd Jessie Heathman, wd
WKID 1948	1580 250-D	WKID Bcstg. Co. Box 192 75431	KBS Pearson	Allen Embory, p	Joseph S. Rider, sm
WAUKEGAN (Lake County)					
WKRS 1949	1220 1,000-D DA-D	News-Sun Bcstg. Co. P. O. Box 500 Delta 6-7900	Sears & Ayer	William Just, p Joseph B. Kirby, gm, cm	Robert Sorensen, pd Stanley Chadwick, ce
WEST FRANKFORT (Franklin County)					
WFRX 1951	1300 1,000-D	Pyramid Radio Bcstg. & TV Co. P. O. Box 359 1300		G. W. Lambert, p Robert O. Veach, gm, cm, sd	Billy E. Spangler Jr., pd, pnm, nd
ZION (Lake County)					
WCBD 1947	820 5,000-SH	Michael J. Mintern 2714 Enoch Ave. Trinity 2-4521		Michael J. Mintern, mng d	Carl Q. Lee, cm

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WMAY

Springfield, Illinois



970 Kilocycles

1000 watts, day 500 watts, night

Represented Nationally
by
John E. Pearson Company

ON-THE-BALL



FOR NATIONAL ADVERTISERS—

- ★ Greatest coverage!
- ★ More local personalities!
- ★ More Music!
- ★ More Special Events!
- ★ More News!
- ★ More Sports!
- ★ MORE RESULTS!

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Adams	22,393	6,800	\$ 22,884	\$ 5,171	\$ 443	7,809	Marion	551,777	189,500	829,504	175,207	36,240	216,768		
Allen	183,722	62,000	265,778	57,331	8,166	67,425	Marshall	29,468	9,500	26,263	6,806	691	11,221		
Bartholomew	36,106	12,800	36,875	9,127	936	13,980	Martin	10,678	3,100	6,151	1,848	209	2,620		
Benton	11,462	3,300	12,325	2,628	346	3,772	Miami	28,201	9,100	28,254	6,690	674	10,531		
Blackford	14,026	4,300	16,048	3,765	486	4,985	Monroe	50,080	13,700	43,111	10,357	1,696	14,762		
Boone	23,993	8,100	30,762	5,765	857	8,136	Montgomery	29,122	9,500	32,753	7,501	835	10,483		
Brown	6,209	1,500	2,345	892	47	1,283	Morgan	23,726	7,700	21,992	6,015	484	9,021		
Carroll	16,010	5,200	14,241	3,451	233	6,068	Newton	11,006	3,400	12,614	2,570	403	3,867		
Cass	38,793	11,900	48,643	8,529	1,526	13,222	Noble	25,075	7,900	31,142	6,259	632	9,407		
Clark	48,330	16,400	36,877	11,167	876	16,653	Ohio	4,223	1,300	2,678	720	45	1,357		
Clay	23,918	7,600	18,252	5,320	555	7,450	Orange	16,879	5,000	11,782	3,253	473	4,754		
Clinton	29,734	9,700	32,517	8,877	829	10,763	Owen	11,763	3,500	7,503	2,040	222	3,787		
Crawford	9,289	2,500	4,751	1,065	95	2,455	Parke	15,674	4,500	11,681	2,796	342	4,765		
Daviess	26,762	7,900	24,635	5,295	556	7,425	Perry	17,367	4,900	13,558	3,551	340	4,572		
Dearborn	25,141	7,600	25,661	7,410	579	6,185	Pike	14,995	4,200	11,463	3,015	90	4,392		
Decatur	18,218	5,500	18,210	3,754	378	4,625	Porter	40,076	12,900	40,911	10,396	1,102	14,934		
De Kalb	26,023	8,300	25,153	6,580	554	9,653	Posey	19,818	5,900	16,287	3,709	248	6,327		
Delaware	90,252	30,600	102,193	23,000	3,302	32,800	Pulaski	12,493	3,800	13,528	2,790	262	4,474		
Dubois	23,785	6,700	23,276	4,232	519	6,564	Putnam	22,950	6,700	23,497	4,586	590	6,893		
Elkhart	84,512	27,900	113,398	25,007	3,602	34,893	Randolph	27,141	8,900	33,523	5,928	767	10,372		
Fayette	23,391	7,500	28,257	6,852	884	8,034	Ripley	18,763	5,800	19,520	4,496	507	6,454		
Floyd	43,955	14,900	47,009	11,704	1,164	14,347	Rush	19,799	6,100	20,066	3,642	385	6,718		
Fountain	17,836	5,800	17,265	3,764	482	6,358	St. Joseph	205,058	67,900	288,214	61,314	7,813	73,266		
Franklin	16,034	4,300	9,985	2,377	99	4,925	Scott	11,519	3,900	12,111	3,392	170	3,809		
Fulton	16,565	5,400	20,455	3,752	470	6,405	Shelby	28,026	9,200	29,946	6,502	730	10,039		
Gibson	30,720	9,500	32,453	7,282	526	9,550	Spencer	16,174	4,200	11,381	2,233	304	4,456		
Grant	62,156	19,800	65,446	15,024	2,102	22,961	Starke	15,282	5,000	17,931	3,727	158	6,014		
Greene	27,886	8,700	21,497	8,005	632	8,742	Steuben	17,087	5,600	23,001	4,676	518	6,361		
Hamilton	26,491	9,500	28,101	5,736	666	11,220	Sullivan	23,667	7,400	19,274	5,256	400	7,146		
Hancock	20,332	7,000	19,055	4,926	422	8,040	Switzerland	7,599	2,000	3,905	1,017	95	2,182		
Harrison	17,853	5,100	10,976	2,187	146	5,321	Tiptecanoe	74,473	23,400	90,817	20,281	3,583	50,355		
Hendricks	24,594	8,100	16,867	3,579	728	10,838	Tipton	15,566	4,700	11,830	2,955	323	5,947		
Henry	45,505	14,000	45,800	13,429	1,229	16,439	Union	6,412	1,800	6,309	1,532	177	31,747		
Howard	54,498	16,100	62,221	13,853	1,857	19,980	Vanderburgh	160,442	53,900	199,246	43,968	7,190	10,617		
Huntington	31,490	10,200	35,084	8,232	916	11,278	Vermillion	19,723	6,900	18,140	4,900	481	3,050		
Jackson	28,237	8,600	29,440	6,536	481	8,582	Vigo	105,180	34,500	127,968	26,630	3,947	7,170		
Jasper	17,031	5,200	17,955	4,129	310	5,672	Wabash	28,047	9,300	30,779	6,705	982	10,617		
Jay	23,157	7,400	21,363	5,105	499	8,462	Warren	8,535	2,600	4,497	1,246	92	3,050		
Jefferson	21,613	6,100	19,685	4,338	685	6,571	Warrick	21,527	6,700	17,917	4,516	300	7,170		
Jennings	15,250	3,900	10,332	2,601	173	4,192	Washington	16,520	4,900	17,811	2,197	228	5,379		
Johnson	26,183	8,600	25,365	6,237	848	12,081	Wayne	68,566	22,000	89,156	18,564	2,657	23,745		
Knox	43,415	13,300	49,455	10,624	1,270	12,929	White	19,564	6,400	19,593	3,371	343	7,602		
Kosciusko	33,002	10,800	37,388	8,720	853	13,192	White	18,042	5,900	16,935	3,548	686	6,810		
La Grange	15,347	3,900	11,358	2,761	244	4,594	Whitley	18,828	6,300	20,605	4,349	433	7,548		
Lake	369,152	116,600	491,354	124,450	12,729	129,205									
La Porte	76,808	25,000	91,403	23,845	2,292	27,820									
Lawrence	34,346	10,200	31,510	7,514	908	11,175									
Madison	103,911	35,000	116,541	27,722	4,007	38,000									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; 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
ANDERSON (Madison County)									
		WCBC	1470			Civic Bcstg. Corp.	Best	Paul E. Billheimer, p	Charles Bates, pd, sd
		1946	1,000-D			P. O. Box 350		Gordon L. Beck, gm	Kenneth Pannabecker, ce
		WCBC-TV				3-5321		Asher Sizemore, cm	Robert Matter, fd
		(CP)							Evelyn Beck, wd
		WHBU	1240			Anderson Bcstg. Corp.	CBS	C. Bruce McConnell, p	John R. Atkinson, gm
		1923	250			640 Citizens Bank Bldg.	Bolling		
						7791			
BEDFORD (Lawrence County)									
		WBIV	1340			Radio Bedford Inc.	MBS	William C. Smith Jr., p, gm	Michael Sargent, pmm
		1948	250			Radio Farm	Grant	William R. Klumpp, cm	Carl J. Finger, ce
						4421		Claude Parsons, pd	Noah T. Miller, nd, fd
BLOOMINGTON (Monroe County)									
		*WFUI (FM)	Ch. 279 (B)			Trustees of Indiana		Elmer G. Sulzer, dir	George W. Willeford, pd
		1950	103.7mc			University			L. James Roife, ce
			33kw			6811			
		WTTS	1370			Sarkes Tarzian Inc.	ABC	Sarkes Tarzian, p	Dale B. Blackwell, tech sup
		1949	5,000-D			535 S. Walnut	Meeker	Glenn Van Horn, gm, pd	John Snider, nd
		WTTV (TV)	500-N			2-3366		C. Raymond Bartlett, cm, pmm	Maurice Latimer, sd
			DA-2						Virginia Fiscus, wd
BOONVILLE (Warrick County)									
		WBNL	1540			Boonville Bcstg. Co.	KBS	H. C. Sanders, co-o, p, ce	Owen Guthrie, cm
		1950	250-D			Lynville Rd.		Norman Hall, co-o, mgr, pd,	George McCoy, pmm
						980		sd	C. K. Kleinlein, nd
									Olus Justus, fd
									Geraldine Boardman, wd
COLUMBUS (Bartholomew County)									
		WCSI	1010			Syndicate Theatres Inc.	Rambeau	Joseph P. Finneran, p	Max Cockley, ce
		1950	500-D			55 1/2 E. Court		Dick Jewell, cm, pd	Bob Banco, nd, sd
						Franklin, Ind.			A. V. Keesling, fd
						Franklin 1057			Margaret Wells, wd

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CONNERSVILLE*(Fayette County)*

WCNB 1948	1580 250-D	News-Examiner Co. 406 Central Ave. 1950	Gill-Perna	G. S. Tatman, sec E. M. Jackson, gm	R. T. Underwood, asst mgr, pd, sd	Earl E. Thompson, ce Bill Woehrmann, nd
WCNB-FM 1948	Ch. 262 (B) 100.3mc 10kw					

CRAWFORDSVILLE*(Montgomery County)*

*WBBS (FM) 1953	Ch. 292 (A) 106.3mc 1kw	First Baptist Church 116 S. Walnut St. 755		George T. King, gm, pd	Arthur B. Lewellen, ce	
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ELKHART*(Elkhart County)*

WCMR (CP)	1270 500-D DA-D	Clarence C. Moore 17th at Mishawaka Rd. 3-4567		Clarence C. Moore, p George Bridgen, cm	H. Brooks Dawson, pd	Jack L. Miller, ce
WCMR-FM (CP)	Ch. 236 (B) 95.1mc 4.5kw					
WTRC 1931	1340 250	Truth Publishing Co. Inc. P. O. Box 636 3-1960	NBC H-R Reps.	John F. Dille Jr., p Don R. McFall, gm, sd	Don Freed, cm Lester Zellmer, ce	Bill Donnella, nd
WSJV (TV)						
WTRC-FM 1947	Ch. 264 (B) 100.7mc 9.7kw					

EVANSVILLE*(Vanderburgh County)*

WEOA 1936	1400 250	Ohio Valley TV Co. Inc. P.O. Box 395 Harrison 4-9215	CBS Meeker Young	Herbert R. Levy, p Cecil M. Sansbury, gm Charles C. Palmisano, cm	Roger Garrett, pd Del Greenwood, pmm Robert M. Cleveland, ce	Brod Seymour, nd Dave Fellow, sd Nancy Thompson, wd
WEHT (TV)	(WEOA Tv Affiliate in Henderson, Ky.)					
WGBF 1923	1280 5,000-D 1,000-N DA-N	On The Air Inc. P. O. Box 485 (3) Harrison 2-1171	NBC Weed	Alvin Q. Eades, p Martin L. Leich, evp, gm, cm Pat Roper, pd	William G. Hill, pmm Erwin P. Schoeny, ce Gene Crawford, nd, fd	Marvin Bates, sd Lois Freeman, wd
WMLL (FM) 1941	Ch. 233 (B) 94.5mc 25kw	(WGBF, AM Affiliate)				
WIKY 1947	820 250-D	South Central Bcstg. Corp. 1162 Mt. Auburn Rd. Harrison 4-8284	Pearson	John A. Engelbrecht, p, gm, cm, pd, pmm	George F. Stoltz, ce George Van Horn, nd	Kenneth McCutchan, fd Bettie G. Engelbrecht, wd
WIKY-FM 1948	Ch. 281 (B) 104.1mc 19kw					
WJPS 1948	1330 5,000-D 1,000-N DA-2	WJPS Inc. 206½ Main St. Harrison 5-2221	ABC Hollingbery	Robert S. Davis, p Jack McLean, gm, cm, sd Verne Paule, pd, nd	Chuck Caldwell, pmm James Jared, ce Clara Henry, bus mgr	Russell Wood, fd Marilou Berry, wd

FT. WAYNE*(Allen County)*

WANE 1948	1450 250	Radio Ft. Wayne Inc. 1205 Ft. Wayne Bank Bldg. Anthony 6212	CBS Bolling	C. Bruce McConnell, p Robert McConnell, gm Charles E. Kennedy, sd Merlin Smith, cm	Doug Hadley, pd, nd James Voors, pmm Gene Humphrey, ce	Deloris Ziton, fash dir Robert Hill, sd June Hadley, wd
WANE-TV (CP)						
WGL 1924	1250 1,000 DA-2	News-Sentinel Bcstg. Co. Inc. 201 W. Jefferson Eastbrook 3366	ABC Headley-Reed	Helene R. Foellinger, p Merrill C. Johnson, vp, gm, cm	Norman C. Widenhofer, pd Robert Storey, pmm Damon Wilson, ce	Len Davis, sd Dorothy Conner, wd
WKJG 1947	1380 5,000 DA-2	Northeastern Indiana Bcstg. Co. Inc. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Clarence L. Schust, p Edward G. Thoms, gm Carleton B. Evans, cm	Calo Mahlock, pd Wilson Schroeder, pmm Eugene A. Chase, ce	Wayne Rothgeb, fd Hilliard Gates, sd
WKJG-FM 1947	Ch. 291 (B) 106.1mc 30kw					
WOWO 1925	1190 50,000 DA-N	Westinghouse Bcstg. Co. Inc. 124 W. Washington Anthony 2136	NBC Free & Peters	Dona'd H. McGannon, p Carl W. Vandagriff, gm H. D. Longworth, cm Guy S. Harris, pd	Hilda C. Woehrmeyer, pmm Harold L. Brokaw, ce Ray James, co-nd	Ernie Ashley, co-nd, sd Jay Gould, fd Jane Weston, wd

FRANKFORT*(Clinton County)*

WILO 1953	1570 250-D	Lake Erie Radio & TV Corp. 52½ E. Washington 3338	KBS Best	Ted M. Nelson, p Lewis M. Shroyer, gm, ce	Phil Wise, cm James Cronkright, pd, pmm, nd	Helen Carroll, wd
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Leading Radio Stations PUSH-UP PROFITS with



**1st with
Seasonal and
holiday features!**

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.		
GARY (Lake County)							
	WGRY 1950	1370 500-D	WGRY Inc. 734 Washington Turner 5-7511		George M. Whitney, p, gm, cm	Jack Smith, pd, nd	Albert Gibson, fd
	WWCA 1949	1270 1,000 DA-1	Lake Bcstg. Co. Inc. 578 Broadway Turner 6-9171	Pearson	Dee O. Coe, p, gm Boyd W. Lawlor, sm, cm Tom Whitmore, pd, sd	Charles Edwards, pmm Victor H. Voss, ce Bob Bell, nd	Patt Patterson, fd Mildred Lane, wd
GOSHEN (Elkhart County)							
	WKAM 1949	1460 500-D	Kosciusko Bcstg. Corp. 612 W. Pike St. 3-2219	KBS Holman	Josiah W. Autenrieth Jr., p, gm	William E. Holtzinger, cm Doris Knight, pd, wd	Lester R. Rash, ce, sd, fd James A. Nickerson, nd
HAMMOND (Lake County)							
	WJOB 1928	1230 250	South Shore Bcstg. Corp. Radio Center 8405 Olcott Tilden 4-1230	Rambeau	Robert C. Adair, p, gm Joe Fife, cm Gerold Mitchell, pd, fd	Len Ellis, pmm Jess Peters, ce	William Spellbring, nd Jack Naimo, sd
	WJOB-FM 1947	Ch. 222 (B) 92.3mc 3.1kw					
INDIANAPOLIS (Marion County)							
	WFBM 1924	1260 5,000 DA-N	Consolidated Tv & Radio Bcstrs. Inc. 1330 N. Meridian St. Melrose 4-8521	ABC MBS Katz	Harry M. Bitner Jr., p William F. Kiley, gm Hugh L. Kibbey, sm Franklin H. Small, cm Martin R. Williams Sr., p	Michael Finn, pd Bernard Carney, pmm Harold Holland, ce Gilbert Forbes, nd	Harry Martin, fd Tom Carnegie, sd Ann Wagner, wd
	WFMS (FM) (CP)	Ch. 238 (B) 95.5mc 15kw	Williams FM Service 7401 E. 14th St.				
	WIBC 1938	1070 50,000-D 10,000-N DA-2	WIBC Inc. 2835 N. Illinois St. Walnut 4-2661	Blair	R. M. Fairbanks, p, gm Gil Berry, cm William L. Dean, pd, pmm	Robert W. Minton, ce Gordon Graham, nd Harry Andrews, fd	William F. Fox Jr., sd Joan Evans, wd
	WIRE 1924	1430 5,000 DA-N	Indianapolis Bcstg. Inc. 307 N. Pennsylvania St. Melrose 5-1541	NBC Free & Peters	Eugene C. Pulliam, p Willard C. Worcester, vp, gm Daniel C. Park, cm M. Wayland Fullington, pd	Richard L. Higgs, pmm Eugene E. Alden, ce Donald Bruce, co-nd Allen Jeffries, co-nd	Tom Peden, fd Charles Brockman, sd Mrs. Wilbur Shaw, wd
	WISH 1941	1310 5,000-D 1,000-N DA-N	Universal Bcstg. Co. 1440 N. Meridian St. Melrose 4-6411	CBS Boiling	C. Bruce McConnell, p Robert B. McConnell, vp, gm Robert F. Ochsley, cm	William Frosch, pd James A. Buck, pmm Stokes Gresham Jr., ce	Dallas DeWeese, nd Luke Walton, sd
	WXLW 1948	960 5,000-D DA-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Walnut 5-8494	Pearson	Lyman S. Ayres, p Robert D. Enoch, vp, gm	Eugene W. Strack, asst mgr Greg Smith, pd	Norbert Goetzinger, ce
	(CP)	1500 5,000-D	Rollins Bcstg. Inc. Moore Bldg. Rehoboth Beach, Del.		O. Wayne Rollins, p		
JASPER (Dubois County)							
	WITZ 1948	990 1,000-D	Jasper On The Air Inc. P. O. Box 167 678		Dr. G. E. Metzger, p Dennis J. Keller, gm Al Farber, cm John Williamson, pd	Beverly Chism, pmm Peter L. Russo, ce Jim Young, nd	Carl E. Holler, fd Jack Brandt, sd Mary Kay Boehm, wd
	WITZ-FM 1954	Ch. 284 (B) 104.7mc 1.65kw					
KENDALLVILLE (Noble County)							
	WKTL 1955	1570 250-D DA-D	Noble-DeKalb Bcstg. Co. P. O. Box 47 764		Charles R. Palmquist Jr., o, gm, sd	Albert Vanden Bosch, cm, fd Jack J. Loos, pd	Donald L. Head, ce, nd Charlotte Whitson, wd
KOKOMO (Howard County)							
	WIOU 1948	1350 1,000 DA-2	North Central Indiana Bcstg. Corp. 212½ N. Main 6184	CBS Weed	R. H. Blackledge, p John Carl Jeffrey, vp, gm, cm, pmm	Elvin Cunningham, ce Dan O'Meara, nd Ray Watson, fd	Art Collier, sd Adele Norman, wd
LAFAYETTE (Tippecanoe County)							
	WASK 1942	1450 250	WFAM Inc. McCarty Lane 2-4300	MBS Rambeau	O. E. Richardson, p, gm, cm James Mathis, pd Henry Rosenthal, pmm	Richard Cochran, ce Earl Richardson, nd	Harry Bradway, sd Bonnie Reising, wd
	WFAM-TV						
LA PORTE (La Porte County)							
	WLOI 1948	1540 250-D	La Porte County Bcstg. Co. La Porte Savings Bank & La Porte Loan & Trust Co. Bldg. 3734	McGillvra	Hoytte Scott, p James H. Shoemaker, gm, cm	Maxine Ford, pd Sam Weller, pmm	Harold Phipps, ce Pat Patterson, fd
LEBANON (Boone County)							
LINTON (Greene County)							
	WBTO 1954	1600 500-D	Linton Bcstg. Co. State Hwy, 54		Henry C. Sanders, ptrn	Norman Hall, ptrn	
LOGANSPORT (Cass County)							
	WSAL 1949	1230 250	Logansport Bcstg. Corp. 3111	MBS	Glenn L. Miller, p Robert E. Jackson, gm Joseph A. Wiler, cm	Ira G. McCormack Jr., pd Donald C. Neal, pmm Raymond A. Olson, ce	Ted Burkland, nd Victor H. Sterling, fd

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MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Adams	40,234	13,600	\$32,141	\$ 7,249	\$ 1,080	20,409	La Plata	14,880	4,100	17,714	3,818	535	5,286
Alamosa	10,531	2,700	14,010	2,811	424	2,993	Larimer	43,554	14,500	51,180	11,395	1,809	18,966
Arapahoe	52,125	19,900	65,357	22,446	2,977	31,563	Las Animas	25,902	6,700	17,619	5,285	440	6,015
Archuleta	3,030	600	2,058	372	249	630	Lincoln	5,909	1,800	7,962	1,231	351	2,079
Baca	7,964	2,500	6,806	1,587	247	2,146	Logan	17,187	5,200	25,289	4,325	563	7,940
Bent	8,775	2,100	5,368	1,432	184	2,249	Mesa	38,974	12,800	46,933	10,585	1,454	15,435
Boulder	48,298	15,600	58,779	14,474	1,975	20,072	Mineral	698	200	451	159	35	205
Chaffee	7,168	2,100	8,537	2,279	205	2,717	Moffat	5,946	1,700	9,036	2,114	340	2,148
Cheyenne	3,453	1,100	2,927	537	91	1,005	Montezuma	9,991	2,800	10,447	2,414	466	3,064
Clear Creek	3,289	1,200	4,041	934	168	1,352	Montrose	15,220	4,400	15,068	3,256	429	4,921
Conjcos	10,171	2,100	4,273	1,051	146	1,856	Morgan	18,074	5,300	25,739	4,476	732	8,351
Costilla	6,087	1,000	1,594	362	92	877	Otero	25,275	7,400	22,904	5,377	704	7,935
Crowley	5,222	1,300	3,928	878	147	1,491	Ouray	2,103	600	1,198	346	144	648
Custer	1,573	600	798	231	46	537	Park	1,870	500	1,615	290	95	794
Delta	17,365	5,400	13,039	3,067	374	5,331	Phillips	4,924	1,400	7,379	1,232	283	1,974
Denver	415,786	154,900	699,934	130,473	28,580	184,915	Pitkin	1,646	500	1,617	424	78	795
Dolores	1,966	600	1,282	416	59	683	Prowers	14,836	4,900	17,777	2,582	816	4,584
Douglas	3,507	1,100	2,623	685	122	1,660	Pueblo	90,188	28,200	102,410	23,430	2,442	32,521
Eagle	4,488	1,200	3,025	907	125	1,597	Rio Blanco	4,719	1,600	5,489	1,590	345	1,863
Elbert	4,477	1,000	2,441	550	133	1,451	Rio Grande	12,832	3,400	11,215	2,370	427	3,471
El Paso	74,523	30,000	103,673	22,841	4,973	37,247	Routt	8,940	2,400	6,537	1,428	303	2,500
Fremont	18,366	5,500	15,211	3,693	524	6,177	Saguache	5,664	1,300	3,871	630	157	1,463
Garfield	11,625	3,600	12,777	2,902	536	3,947	San Juan	1,471	400	684	197	71	282
Gilpin	850	200	561	229	50	510	San Miguel	2,693	700	1,668	690	118	894
Grand	3,963	1,000	5,790	709	381	1,560	Sedgewick	5,085	1,500	6,247	1,232	243	1,774
Gunnison	5,716	1,600	6,009	1,577	197	1,648	Summit	1,135	400	739	236	61	538
Hinsdale	1,263	100	136	54	37	82	Teller	2,754	600	2,411	663	122	1,045
Huerfano	10,549	2,700	6,714	1,785	177	2,387	Washington	7,520	2,400	7,964	2,037	259	2,667
Huerfano	1,976	600	1,862	528	114	786	Weid	67,504	19,700	71,801	13,700	1,769	24,207
Jackson	55,887	22,000	53,370	15,202	2,511	32,775	Yuma	10,827	3,200	11,364	2,018	458	3,788
Jefferson	3,003	900	2,307	543	88	944							
Kiowa	8,800	2,800	9,581	1,517	397	2,871							
Kit Carson	8,600	2,800	9,581	1,517	397	2,871							
Lake	6,150	1,700	7,464	1,936	321	2,817							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Chan. or Freq.	Power	Licenses Headquarters Telephone	Network Representative	Owner	Exec. Abbreviations
ALAMOSA							
<i>Alamosa County)</i>							
KGIW	1450	D.L. & Katholeen Allen	MBS	D. L. Allen, p, gm, ce	Katholeen Allen, pmm, wd	John Voe, fd	
1929	250	East of Alamosa 26	KBS	Kyle McClaugherty, pd	Glen Lee, nd	Bud De Dautell, sd	
AURORA							
<i>Arapahoe County)</i>							
KOSI	1430	Mid-America Bcstg. Co.	Forjoe	David M. Segal, p	Lonnie A. Licata, pd, ce	Jerry Eton, sd	
1954	5,000-D	9100 East Colfax Empire 6-2695		Edward M. Guss, gm	Bobby Beers, pmm	Darlene Chaffee, wd	
BOULDER							
<i>Boulder County)</i>							
KBOL	1490	Boulder Radio KBOL Inc.	Holman	Russel Shaffer, p, gm	John Wilcox, pd	Pete Hansson, nd, sd	
1947	250	P. O. Box 146 Hillcrest 2-2242		Gene Palm, cm	Blair Dobbins, ce		
KRNW (FM)	Ch. 247 (B)	Colo. Recording Co.					
(CP)	97.3mc						
	5.9kw						
FRANCONIA CITY							
<i>Fremont County)</i>							
KRLN	1400	Royal Gorge Bcstrs. Inc.	KBS	Raymond M. Beckner, p, gm, cm, nd	Ray Beckner Jr., pd	Q. Bryan, sd	
1947	250	1615 Central Ave. 1400			Ed Wood, ce		
COLORADO SPRINGS							
<i>El Paso County)</i>							
KCMS (FM)							
1953 (See Manitou Springs Listing)							
KRDO	1240	Pikes Peak Bcstg. Co.	Avery-Knodel	Harry W. Hoth, p, gm, cm	Pat Kelly, pmm	William Gear, nd	
1947	250	399 S. 8th St. Melrose 2-1515		Jack Finlayson, pd, sd	Herbert Schubarth, ce	Harold Redabaugh, wd	
KRDO-TV							
KVOR	1300	Riggs & Greene Inc.	CBS	John S. Riggs, p	Earl Leonard, ce	Dick Stedman, sd	
1924	1,000	515 S. Tejon Melrose 2-3536	Columbine	Verl Bratton, gm, cm	Tom Atkins, nd	JoAnn Rowe, wd	
KKTU (TV)			Hollingsbery	Dave Scott, pd			
KWBY	740	Music Bcstg. Corp.	Radio-TV	John L. Buchanan, o	Ralph Petti, cm, sd	George Kaufman, ce	
1955	250-D	P. O. Box 784 Melrose 4-5511	Reps.	Russell R. Chapman, m, pmm	Dick Gillham, pd	Steve Austin, nd	
MORTEZ							
<i>Montezuma County)</i>							
KVFC	740	Jack Hawkins & Barney Hubbs	KBS	Jack W. Hawkins, ptrn, gm	Jack James, pd	Dottie Wayt, wd	
1955	1,000-D	KVFC Bldg. 622	Best	George Fender, cm	Charles Russell, fd		
MORFAT							
<i>Moffatt County)</i>							
KRAI	1230	Northwestern Colorado	KBS	George O. Cory, gm	Dale G. Moore, asst gm	Dick Bonderud, sm	
1948	250	Bcstg. Co. P. O. Box 65 707	Intermountain				
		(CP 550kc, 1,000-D 500-N DA-N)	Columbine				
DELTA							
<i>Delta County)</i>							
KDTA	1400	Monarch Bcstg. Co.		D. E. Towne, p, gm, sd	Rose Mary Towne, pd, wd	Wallace Torfin, nd, fd	
1955	250	P. O. Box 452 140		Dorothy Green, cm, pmm	Charles Jackson, ce		

Data corrected to Dec. 15, 1955. 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.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	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.	
DENVER (Denver and Jefferson Counties)																	
KDEN (CP)	1340 250	Capitol Bcstg. Co. 1601 W. Jewell St.		Ewald E. Koepke, ptrn													Frank E. Amole Jr., ptrn
KFML 1955	1390 1,000-D	Evert A. Bancker Jr. 262 Fillmore St. Denver, Colo. East 2-7768		Evert A. Bancker Jr., p, gm													
KFML-FM (CP)	Ch. 224 98.5mc 2.35kw																
KFSC 1954	1220 1,000-D	Francisco C. (Paco) Sanchez 3340 Lafayette St. Acoma 2-8935 (See Englewood listing)	Oakes Natl. Time Sales	Francisco V. (Paco) Sanchez, p													Levi J. Beall, gm Joseph Lito, pd Oran E. Kelley, ce
KGMC KIMN 1922	950 5,000	KIMN Inc. 5350 W. 20th Ave. (14) Belmont 7-2734	MBS Intermountain Avery-Knodel	A. L. Glasmann, p Collin W. Lowder, gm Kenneth E. Palmer, cm													Ted Nelson, pd, pmm Robert Blanchard, ce John Bosman, nd Bill Reed, sd
KLIR 1953	990 1,000-D	George Basil Anderson 6535 W. Jewell Ave. Walnut 2-1189	KBS Continental Biddick	George Basil Anderson, o, gm, pd													L. L. "Bert" Tracy, cm H. G. Kinkaid, bus mgr
KLZ 1922 KLZ-TV	560 5,000 DA-1	Aladdin Bcstg. Corp. 131 Speer Blvd. Main 3-4271	CBS Great Western Katz	Hugh B. Terry, p, gm Phil Hoffman, sm Lee Fondren, cm John Conners, co-pd													Charles Roberts, co-pd Harold Storm, pmm Harvey Wehrman ce Sheldon Peterson, nd Pat Gay, wd Bill Jones, fd Starr Yelland, sd Lloyd Knight, nd
KMYR 1941	710 5,000 DA-1	Dolph-Petty Bcstg. Co. Security Life Bldg. Main 3-4161	Young	Berry Long, vp, gm, cm Bob Martin, pd, pmm, sd													Joe Finch, ce Ken White, nd Chuck Muller, fd John Henry, sd
KOA 1924 KOA-TV	850 50,000	Metropolitan Television Co. 1625 California Main 3-6211	NBC NBC Spot Sales	William Grant, p, gm Ralph Radetsky, exec asst Robert Q. Hix, cm													Jim Atkins, pd Orville Rennie Sr., pmm J. A. Slusser, ce
KOA-FM 1949	Ch. 239 (B) 95.7mc 23kw																
KOSI *KPOF 1928	910 5,000-D 1,000-N S.H.	(See Aurora listing) Pillar of Fire 1845 Champa St. Tabor 5-3733		Bishop Arthur K. White, p Kathleen M. White, gm													L. Ray Sharpe, pd Paul Schissler, ce
KTLN 1948	1280 5,000 DA-2	Radio Station KTLN Inc. 431 W. Colfax Acoma 2-4811	Radio-Tv Reps.	Leonard Coe, p, gm Dean Jarvis, cm Jack Helling, pd													Lee P. Mehlig, natl sis Norman Peterson, ce Rich Froemke, nd, sd Kaytee Ellen, wd
KVOD 1925	630 5,000 DA-1	San Luis Valley Bcstg. Co. Midland Savings Bldg. Tabor 5-2291	ABC KBS Columbine Free & Peters	George Cory, p Dale G. Moore, gm Art Peterson, sm													Earl Ferguson, cm Bill Keene, pd, sd Merrie Lynn, pmm, wd Ralph Heikkila, ce Bob Mott, nd Ben Stanton, publicity dir
DURANGO (La Plata County)																	
KIUP 1935	930 5,000-D 1,000-N DA-N	San Juan Bcstg. Co. Inc. P. O. Box 641 117	MBS Holman	J. A. Segerberg, p R. E. (Pat) O'Brien, gm Al Gare, cm													Herb Jobses, pd, fd Lindsey Becker, pmm Lou Shaw, ce Frank Toomey, nd Dave Hill, sd Lee O'Brien, wd
ENGLEWOOD (Arapahoe County)																	
KGMC 1952	1150 1,000-D	Grady Franklin Maples & R. B. McAllister P. O. Box 239 Sunset 1-4481		Grady Franklin Maples, co-o, gm, co-pd, pmm, fd, sd J. Kenneth Brothers, cm													George G. Entz, co-pd David F. White Jr., ce Carl Siskind, nd Frances Prosser, wd
FORT COLLINS (Larimer County)																	
KCOL 1947	1410 1,000 DA-N	Northern Colorado Bcstg. Co. 1800 La Porte 2600	Intermountain	Herb Hollister, p Ellis Atteberry, gm, pmm Bob McClary, cm													Holly Hoff, pd Dan Coltrane, ce Mona Atteberry, nd Bill Hansen, sd Dorothy Collier, wd
FT. MORGAN (Morgan County)																	
KFTM 1949	1280 500-D	Morgan County Bcstg. Co. P. O. Box 431 1000		Robert H. Dolph, p, gm, pmm Lloyd Walker, cm, sd													Dawson Jelnick, pd, fd Dick Stemple, ce Helen Cudworth, nd Ann Hastings, wd

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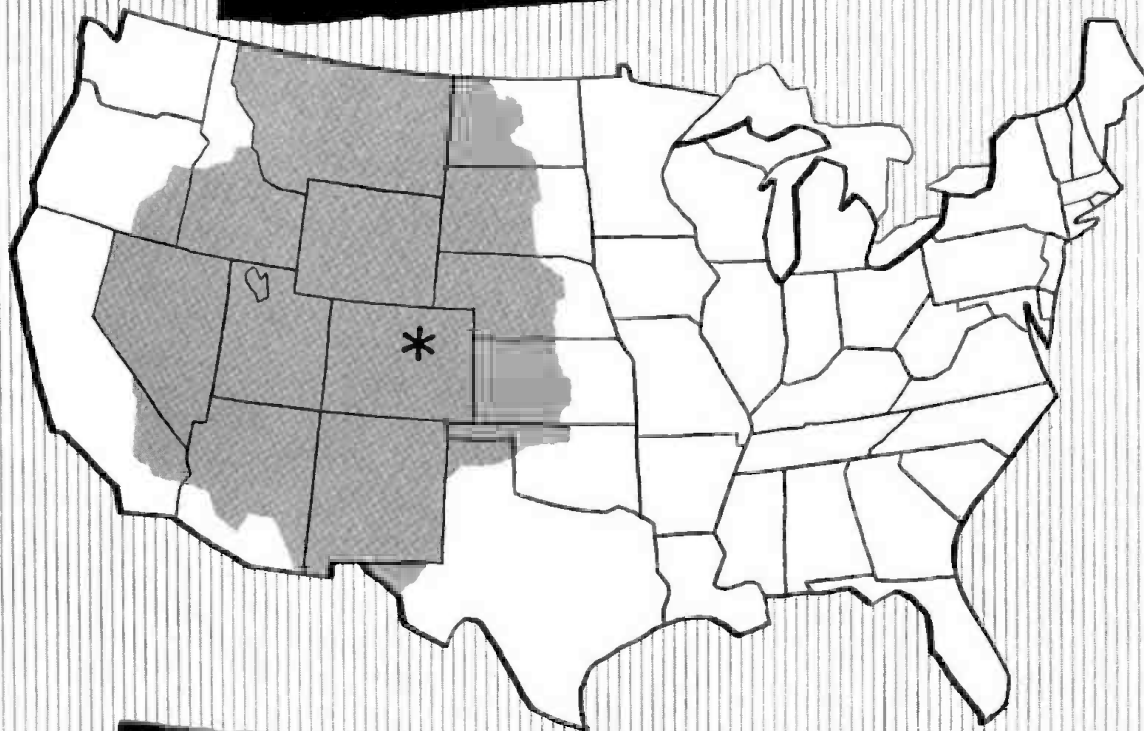
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WORLD BROADCASTING SYSTEM, INC.
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FACILITIES LIMITED, VICTORY BUILDING, TORONTO



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*** 302 counties in 12 states!**

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than any radio station in America!**

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Radio
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Covers The West... *Best!*

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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;
GLENWOOD SPRINGS (Garfield County)						
	KGLN 1950	980 1,000-D	KGLN Inc. P. O. Box C 777	MBS Western Slope Net. Holman	Rex Howell, p Jerry Fitch, gm, cm, pmm, nd	Marcie Fitch, pd, wd Bonner Z. Baker, ce Denny Hawkins, fd Bob Duffy, sd
GOLDEN (Jefferson County)						
	KFML (FM) 1953	Ch. 253 (B) 98.5mc 2.35kw	Evert A. Bancker Jr. 262 Fillmore St. Denver, Colo. East 2-1768		Evert A. Bancker Jr., p, gm Lowell Switzer, cm	Jim Douglass, pd Arthur L. Robertson, ce
GRAND JUNCTION (Mesa County)						
	KEXO 1948	1230 250	Voice of Western Colorado Inc. 2508 North Ave. 1230	Intermountain Oakes	D. Spencer Grow, p H. Abbott Tesson, gm, cm Bob Collins, pd	Jane Elbon, pmm Jim Elcher, ce Gene Wilburn, nd, sd Ed Lewis, fd Jody Beane, wd
	KFKJ 1926 KFJX-TV	920 1,000-D 500-N	Western Slope Bcstg. Co. Inc. P. O. Box 30 1300	MBS Holman McGuire	Rex G. Howell, p, gm E. Anson Thomas, cm Gregory Chancellor, pd	Cecil Whitchurch, ce Ray Kelley, nd Bill Warner, fd Robert Hale, sd Peg Thomas, wd
GREELEY (Weld County)						
	KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	Intermountain Holman	H. E. Green, p William G. Stewart, gm, nd Virginia Sears, cm	Jack Redus, pd, sd Dick Frink, pmm Harry Brewer, ce Everett Shupe, gm Larry Kirk, fd Sue Mosier, wd
	KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	KBS McGillvra	Elwood H. Meyer, p	
LA JUNTA (Otero County)						
	KBNZ 1936	1400 250	Otero Bcstg. Co. P. O. Box 485 42	MBS KBS Intermountain Indie	M. S. Morrison, co-o A. B. Crichton, co-o	R. D. McGregor, gm, cm, ce Bob Mahaffey, pd, nd, fd Jack Lee, pmm, sd
LAKEWOOD (Jefferson County)						
	KLAK 1955	1580 250-D	Lakewood Bcstg. Service Inc. 1315 Oak St. Belmont 3-5525		Maurice J. DaVolt, p, gm Julia W. DaVolt, cm	Edythe G. Sweeney, pd Lloyd W. Skillin, ce
LAMAR (Prowers County)						
	KLMR 1948	920 1,000-D 500-N DA-N	Southeast Colo. Bcstg. Co. P. O. Box 632 804	MBS Intermountain Continental	Ralph Eaton, p Dennis Behan, gm	William M. Jack Jr., slm J. William Adams, pd
LEADVILLE (Lake County)						
	KLVC 1951	1230 250	Arline S. Hodgins 520 W. 6th St. 70	Intermountain Clark	Arline S. Hodgins, p Raymond E. Roberts, gm, cm	Kent Roberts, pd, pmm Howard Eldridge, ce Mrs. R. E. Roberts, wd
LONGMONT (Boulder County)						
	KLMO 1949	1050 250-D	Grady Franklin Maples, Edna Hill Maples, & David White Jr. Imperial Hotel 1911		Robert J. Cutting, gm, pd, pmm Thomas White, cm	Walter Robinson, ce Joseph Jackson, nd William McGhee, sd
LOVELAND (Larimer County)						
	KLOV 1955	1570 250-D	Loveland Bcstrs. 1440 E. 6th St. 1570	KBS	James Claude Grisham, p, fd John W. Ecklin, gm, ce	Kenneth Waddell, cm, pmm Vonnice Ecklin, pd Don Freddy, sd Vonnice Ecklin, wd
MANITOU SPRINGS (El Paso County)						
	KCMS (FM) 1953	Ch. 285 (A) 104.9mc 0.89kw	Garden of the Gods Bcstg. Co. P. O. Box 592 Mulberry 5-5776		C. M. Edmonds, p, ce	Mrs. C. M. Edmonds, gm Max Morath, cm, pd
MONTE VISTA (Rio Grande County)						
	KSLV 1954	1240 250	San Luis Valley Bcstg. Co. 109 Adams St. 348	KBS Columbine Community Net.	George O. Cory, p Dale G. Moore, gm Bill Merrick, sm	Herb Shields, cm Shulom Kurtz, pd. Mike Tucker, pmm Tom Weir, ce Jim Harris, nd Don Snyder, sd
MONTROSE (Montrose County)						
	KUBC 1946	1260 1,000-D 500-N DA-N	Uncompahgre Bcstg. Co. P. O. Box 279 599	KBS Community Service Net.	F. J. Hartman, p George Cory, gm Robert Churney, sta dir	Dale G. Moore, cm Ed DeJulio, pd, nd, sd Jim Richey, sis pmm Tom Weir, ce Lorraine Kretschman, wd
PUEBLO (Pueblo County)						
	KCSJ 1947 KCSJ-TV	590 1,000 DA-1	Star Bcstg. Co. 2226 Big Hill Rd. Lincoln 4-5782	Intermountain Avery-Knodel	Ray J. Williams, p Cliff Hendrix, gm, pd	Ray Whitworth, cm, sd Howard Myers, pmm Marion Cunningham, ce John Douglas, nd
	KDZA 1947	1230 250	Pueblo Radio Co. 3011 Elizabeth St. Lincoln 4-5646	McGillvra	Dee B. Crouch, p, gm, cm, pd, pmm, ce	
	KGHF 1928	1350 5,000-D 1,000-N DA-N	Colorado Bcstg. Co. Inc. P. O. Box 293 Lincoln 2-5570	ABC Columbine Gill-Perna	Gifford Phillips, p Robert D. Ellis, gm John H. McGill, sm	William Mahoney, cm Paul Hinds, ce Kenneth Reyhons, nd Dale Cunningham, fd
	KFEL (CP)	970 1,000-D	Frank Donald Hall 1665 W. Evans Ave. Denver, Colo.		Frank Donald Hall, o	

MADISON*(Jefferson County)*

WORX (CP)	1270 1,000-D DA-D	Electronic Laboratories Inc. P. O. Box 96 962	Best	Clarence E. Henson, p, ce Herbert L. Arms, gm	Lloyd L. Walker, cm Graham C. Taylor, nd, sd	Condon F. Boaz, fd
WORX-FM 1950	Ch. 245 (B) 96.7mc 0.35kw					

MARION*(Grant County)*

WBAT 1947	1400 250	Marion Radio Corp. Resneck Bldg. 5500	CBS Best	John L. Ramp, o, p William C. Fowler, vp, gm, sd	Arthur G. von Dielingen James L. Landry Jr., pd Robert F. Crandall, ce	Bill Shannon, nd Guy T. Harris, fd Phyllis Whiteman, wd
WMRI 1955	860 250-D DA-D	Chronicle Publishing Co. Pennsylvania St. 5705		Gardner Thomas, p Ken Kilmer, gm Robert Fincannon, slm, sd	Ralph Wayne, pd Chester Ferice, pmm Lloyd Smith, ce	Harry Waterhouse, nd Joan Taylor, wd
WMRI-FM 1948	Ch. 295 (B) 106.9mc 31kw					

MICHIGAN CITY*(La Porte County)*

WIMS 1948	1420 1,000-D 500-N DA-N	Northern Indiana Bcstrs. Inc. Old Chicago Road 5-5245	Rambeau	William N. Udell, p Al Halus, co-cm Jay School, co-cm Richard S. Olson, pd	Stewart C. McDonnell, pmm Robert J. Schilling, ce John H. Gleason, co-nd Robert E. Pfister, co-nd	Charles Sharpless, fd Frank Sauline Jr., co-sd Howard Murdock, co-sd Ruth Pritchett Bleck, wd
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MT. VERNON*(Posey County)*

WPCO 1955	1590 500-D	Mt. Vernon Bcstg. Co. Hiway 62-W PO 3-4484	Triangle Radio Net.	H. C. Sanders, co-o Norman Hall, co-o, pd F. Courtney Smith, gm Owen Guthrie, cm	Charlie Fitch, pmm Melvin Thompson, ce Bruce Roth, nd	Olus Justus, fd C. Haymes, sd Emily Schaffer, wd
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MUNCIE*(Delaware County)*

WLBC 1926	1340 250	Tri City Radio Corp. P. O. Box 271 U. S. Highway No. 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 7.4kw	(WLBC, Am Affiliate)				

NEW ALBANY*(Floyd County)*

WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Co. P. O. Box 285 4-2235	Best	Roy L. Hickox, p, gm Lynn Stephens, cm Keith L. Reising, pd	Joe Gillum, pmm Tom Allebrandt, ce Jerry Fordyce, nd, sd	Jerry East, fd Barbara McMurray, wd
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NEW CASTLE*(Henry County)*

WCTW(FM) 1947	Ch. 273 (B) 102.5mc 4kw	Courier-Times Inc. 202½ S. 14th St. 2600	Scheerer	Scott B. Chambers, p Howard A. White, gm, cm	William E. Turner, pd Francis A. Thompson, ce	Jack Van Hoose, sd
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NORTH VERNON*(Jennings County)*

WOCH 1955	1480 500-D	Dorrell Ochs P. O. Box 46 Fillmore 9-8421		Dorrell Ochs, o Donald K. Edwards, gm, cm Edwin P. Healy, asst mgr, pd, pmm, ce	Jerry Castor, nd, sd Eddie Sears, fd	Margarite Ochs, wd
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NOTRE DAME*(St. Joseph County)*

WNDU 1944	1490 250	South Bend Bcstg. Corp. Juniper Road				
WNDU-TV						

PERU*(Miami County)*

WARU 1954	1600 1,000-D	Wabash Peru Bcst. Co. 4448	KBS	Dr. Wendell Hansen, p Howard McWilliams, pd	Robert Bassett, ce Floyd Sonafank, sd	Jane Eikenberry, wd
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PORTLAND*(Jay County)*

WPGW 1950	1440 500-D DA-D	Glenn West P. O. Box 608 1094	KBS	Glenn West, p, gm, cm, ce K. K. Rippey, fd	Ted Montgomery, sd	Mrs. Glenn West, wd
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PRINCETON*(Gibson County)*

WRAY 1950	1250 1,000-D	Princeton Bcstg. Co. P. O. Box 8 1250	McGillvra	M. R. Lankford, o, gm D. T. Critchfield, cm	Stuart K. Lankford, pd Harold S. Bass, ce	Richard Lankford, nd
WRAY-TV (CP)						

RICHMOND*(Wayne County)*

WKBV 1926	1490 250	Central Bcstg. Corp. West Main St. 3-1156	ABC Meeker	Lester G. Spencer, gm Roland L. Nusbaum, cm Marie Robbins, pd	Bill Woehrmann, pmm Louis Dunning, ce Ted Westbrook, nd	Cedric & Mary Liz Miller, fd Spencer Danes, sd Janis Ison, wd
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SALEM*(Washington County)*

WSLM 1953	1220 250-D	Don H. Martin Radio Ridge 700	KBS Best	Don H. Martin, p, gm Boyd Smedley, cm, sd Margaret Martin, pd, wd	Barney Schocke, pmm Darrell Dixon, ce	Ben Hilton, nd Erwin Eisert, fd
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SEYMOUR*(Jackson County)*

WJCD 1949	1390 1,000-D	Dr. Azra C. Baker 1534 Ewing 1212		Dr. Azra C. Baker, p, gm Bob Shippee, cm, fd	Bob Sparks, pd Arnold Haun, ce	Dick Laut, nd Vi Jaynes, wd
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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
SOUTH BEND (St. Joseph County)						
	WHFS (FM) (CP)	Ch. 267 (B) 101.3mc 8.6kw	Commercial Sound & Hi-Fidelity 114 North Hill St.		Allen E. Kester Sr., ptr	Allen E. Kester Jr., ptr
	WJVA 1947	1580 250-D	Booth Radio & Tv Stations Inc. P. O. Box 179 Central 4-1111	Pearson	John L. Booth, o, p Martin Creel, gm Clay Salyer, cm	Jack Freeborn, pd Stephen Grundtner Jr., ce Robert E. Porter, nd Jack D. Deafenbaugh, sd Louise Offersen, wd
	WNDU 1944	1490 250	South Bend Bcstg. Corp. P. O. Box 989 Central 3-7111	ABC Bolling	Bernard C. Barth, vp Wm. Thomas Hamilton, gm C. J. Pajakowski, cm	William M. Etherton, pd R. E. Laffoon, pmm George B. Smith, ce Robert J. Drain, pd Judd Choier, pmm Arthur R. O'Neil, ce Lamont McLoughlin, nd Frank Crosiar, sd Sue Riley, homemaker G. R. Houser, nd Joe Boland, sd Eleanor Moore, wd
	WSBT 1921	960 5,000	South Bend Tribune 223 W. Colfax Ave. Central 3-3141	CBS Raymer	Franklin D. Schurz, vp Neal B. Welch, gm Richard W. Holloway, natl sim	
	WSBT-TV	DA-2				
TELL CITY (Perry County)						
	WTCJ 1948	1230 250	Tell City Bcstg. Co. 740		James R. Brewer, o & gm	
TERRE HAUTE (Vigo County)						
	WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034	NBC Weed	Alvin Eades, p Wm. F. Rippetoe, gm, cm Ralph S. McHargue, pd, pmm	Howard Stewart, ce Martin Plasac, nd A. D. Luers, fd Darl Wible, sd Martha M. Turner, wd
	WBOW-FM 1947	Ch. 266 (B) 101.1mc 12kw				
	WTHI 1947	1480 1,000	Wabash Valley Bcstg. Corp. 918 Ohio St. Crawford 9481	CBS Bolling	Anton Hulman Jr., p J. M. Higgins, gm George A. Foulkes, radio dir	Bill Ewing, pmm Don E. Petit, ce Howard Caldwell, nd, sd Helen Ryan, wd
	WTHI-TV	DA-2				
	WTHI-FM 1947	Ch. 260 (B) 99.9mc 7.4kw				
VINCENNES (Knox County)						
	WAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787	MBS Free & Peters	Eugene C. Pulliam, p Howard Greenlee, gm	Lorraine Monnin, pd, wd George A. Bright, sim Ralph Baldwin, ce A. H. Edmondson Sr., nd
WABASH						
	WAIU-FM (CP)	Ch. 248 (B) 97.5mc 4.6kw	Wabash-Peru Bcstg. Co.			
WARSAW (Kosciusko County)						
	WRSW 1952	1480 500 DA-2	Reub Williams & Sons Inc. Times Bldg. 194		R. B. Williams, p William Mallenhour, gm, cm, nd	Marie Snyder, pd, wd Jack Essenberg, pmm Fred Gresso, ce Milo Clase, fd, sd
	WRSW-FM 1948	Ch. 297 (B) 107.3mc 34kw				
WASHINGTON (Davies County)						
	WAMW 1955	1580 250-D	Washington Radio Inc. P. O. Box 89 1810	Best	Helen B. Bausman, p Joseph Edwards, gm Joseph Floerke, cm	Eugene Cabel, pd Paul Davis, ce Jim Foster, pmm, nd Barbara Wirts, wd
	WFML (FM) 1948	Ch. 293 (B) 106.5mc 14kw	(WAMW, AM Affiliate)			
WEST LAFAYETTE (Tippecanoe County)						
	*WBAA 1922	920 5,000 1,000 DA-N	Purdue University 92-2385		Dr. Frederick L. Hovde, p James S. Miles, gm John DeCamp, prog sup, sd	John Henderson, educ sup Ralph R. Townsley, ce John Glade, nd Horace Tyler, fd Mary Alice Crosson, wd

Data corrected to Dec. 15, 1955. 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-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.

Again in '56 ...
RADIO'S BIG NEW IDEAS
 are out of this world ...



1st with
Big Audience
Quiz Shows

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Adair	12,282	3,700	\$ 9,504	\$ 1,593	\$ 225	4,368	Jones	19,401	5,500	21,990	3,620	431	6,633
Adams	8,753	2,500	7,018	732	99	3,085	Keokuk	16,797	5,400	16,923	2,445	284	5,831
Allamakee	16,351	4,400	16,685	3,130	206	5,079	Kossuth	26,241	7,200	26,420	4,746	522	9,254
Appanoosa	19,883	6,000	14,337	3,210	375	5,805	Lee	43,102	13,100	45,425	10,425	1,546	14,580
Audubon	11,379	3,300	13,313	2,075	188	4,322	Linn	104,274	34,800	165,963	28,662	5,546	39,418
Benton	22,656	6,900	22,612	4,438	356	8,160	Louisa	11,101	3,100	13,545	2,086	298	3,880
Black Hawk	100,448	32,900	133,316	25,849	3,447	38,114	Lucas	12,069	3,600	12,140	2,677	243	3,984
Boone	28,139	8,100	23,256	4,554	571	9,642	Lyon	14,697	4,000	13,568	2,065	251	5,394
Bremer	18,884	5,600	21,930	3,723	265	7,178	Madison	13,131	4,000	11,921	2,106	293	4,885
Buchanan	21,927	5,800	17,848	3,166	243	6,692	Mahaska	24,672	7,700	26,771	4,305	702	8,676
Buena Vista	21,113	7,000	27,738	5,126	531	8,463	Marion	25,930	7,400	12,839	5,199	521	7,923
Butler	17,394	5,300	18,890	2,752	265	6,714	Marshall	35,611	10,900	45,872	9,442	995	13,028
Calhoun	16,925	5,200	15,946	3,128	386	6,172	Mills	14,064	3,400	11,049	1,954	258	4,429
Carroll	23,065	6,400	31,102	4,727	478	8,165	Mitchell	13,945	3,900	16,696	2,686	171	4,936
Cass	18,532	6,100	24,222	4,215	568	7,185	Monona	16,303	4,700	14,723	2,777	335	5,396
Cedar	16,910	5,300	19,040	2,875	318	6,454	Monroe	11,814	3,100	8,149	2,091	163	3,643
Cerro Gordo	46,053	14,300	71,915	14,064	1,613	16,879	Montgomery	15,685	5,100	18,918	3,373	453	5,916
Cherokee	19,052	5,100	20,401	3,253	507	8,801	Muscatine	32,148	10,400	40,129	7,370	626	11,666
Chickasaw	15,228	4,200	16,835	3,828	290	5,040	O'Brien	18,970	5,900	22,417	3,864	381	7,219
Clarke	9,369	2,900	8,543	2,278	175	3,077	Osceola	10,181	2,800	10,073	1,735	87	3,909
Clay	18,103	5,900	29,182	5,292	546	7,100	Page	23,921	7,000	34,673	4,246	765	7,761
Clayton	22,522	6,400	20,183	3,619	386	7,403	Palo Alto	15,891	4,200	15,002	2,575	330	5,454
Clinton	49,664	15,700	63,414	13,185	1,247	17,672	Plymouth	23,252	6,500	26,633	4,757	528	8,493
Crawford	19,741	5,500	19,066	3,834	387	6,836	Pocahontas	15,496	4,300	15,017	2,986	385	5,833
Dallas	23,661	7,500	28,128	5,750	642	9,047	Polk	226,010	75,500	337,275	63,833	10,266	79,829
Davis	9,959	2,800	5,845	1,490	190	3,389	Pottawatomie	69,682	21,200	69,097	16,167	1,978	24,802
Decatur	12,601	3,500	9,072	2,351	252	3,583	Poweshiek	19,344	5,600	20,070	4,201	424	6,742
Delaware	17,734	5,000	13,915	2,768	320	6,134	Ringgold	9,528	2,900	6,687	944	169	3,142
Des Moines	42,056	13,900	56,135	13,107	1,649	15,752	Sac	17,518	5,300	18,980	3,485	370	6,769
Dickinson	12,756	3,800	15,231	2,694	343	4,952	Scott	100,698	32,400	142,830	25,930	3,976	37,843
Dubuque	71,337	19,800	92,220	18,552	1,479	21,490	Shelby	15,942	4,300	17,924	2,198	331	5,777
Emmett	14,102	4,100	15,390	3,069	388	5,542	Sioux	26,381	7,200	25,906	4,806	569	9,549
Fayette	26,294	8,000	23,967	4,663	430	9,466	Story	44,294	12,900	44,649	10,745	1,236	14,399
Floyd	21,505	6,700	21,366	4,722	527	7,456	Tama	21,688	6,700	23,675	3,752	308	7,637
Franklin	16,268	5,000	16,323	2,822	227	6,183	Taylor	12,420	3,700	7,892	1,558	165	4,058
Fremont	12,323	3,400	9,772	2,077	217	4,108	Union	15,651	5,200	15,221	3,211	433	5,254
Greene	15,544	4,600	15,960	2,964	336	5,997	Van Buren	11,007	3,400	7,938	1,502	118	3,546
Grundy	13,722	4,100	13,339	2,164	318	5,575	Wapella	47,397	14,700	49,038	11,027	1,609	14,681
Guthrie	15,197	4,300	12,143	2,168	246	5,042	Warren	17,758	5,300	12,723	2,942	209	6,213
Hamilton	19,660	6,200	20,699	3,991	489	7,527	Washington	19,557	6,100	24,764	3,471	562	6,904
Hancock	15,077	4,200	13,453	2,703	264	5,588	Wayne	11,737	3,600	8,769	1,899	246	3,738
Hardin	22,218	7,200	30,735	5,372	584	8,641	Webster	44,241	13,500	59,329	10,324	1,092	16,494
Harrison	19,560	5,600	17,001	3,229	488	8,205	Winnebago	13,450	3,700	16,311	2,647	333	4,999
Henry	18,708	5,500	18,842	3,578	466	6,487	Winneshiek	21,639	6,100	18,345	3,469	331	6,755
Howard	13,105	3,700	13,437	2,443	183	4,371	Woodbury	103,917	35,100	145,990	27,345	4,612	34,663
Humboldt	13,117	3,800	14,168	2,687	227	4,869	Worth	11,068	3,100	9,020	2,056	125	3,324
Ida	10,697	3,100	13,545	2,310	286	4,255	Wright	19,652	6,200	21,158	4,460	546	7,185
Iowa	15,835	4,600	17,246	2,884	297	5,602							
Jackson	18,622	5,400	19,088	3,652	433	6,625							
Jasper	32,305	9,900	34,009	8,637	814	12,357							
Jefferson	15,696	4,900	14,486	3,123	337	5,549							
Johnson	45,756	12,600	47,904	8,843	1,557	13,369							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

AMES (Story County)			KBS Best	W. S. Rupe, p A. A. Skinner, gm L. J. Grafunder, cm	Ruby Tillerson, pd Doyle Kelso, ce Joe Kennedy, nd	A. C. Anderson, fd Jim Ford, sd Bess Ferguson, wd
KASI 1948	1430 1,000-D	Ames Bcstg. Co. Main at Burnett Cedar 2-3152				
WOI 1922	640 5,000-D	Iowa State College Service Bldg. Cedar 2-3400		Dr. James H. Hilton, p Richard B. Hull, gm Merritt C. Ludwig, asst to gm Robert C. Mulhall, cm	Richard F. Vogl, pd Marguerite Theobald, pmm Keith K. Ketcham, ce	George Halsey, nd Dale R. Williams, fd, sd Martha Duncan, wd
*WOI-FM 1949	Ch. 211 90.1mc	Iowa State College of Agriculture & Mechanic Arts				
WOI-TV	16kw					
ATLANTIC (Cass County)			KBS	Franklin G. Miller, p, co-gm H. A. (Skeet) Preston, co-gm, sd	E. G. Faust, cm Robin Morrow, pd, pmm	Deane Johnson, ce Robert Einhaus, nd, fd
KJAN 1950	1220 250-D	Nishna Valley Bcstg. Co. North Olive 1717				
BOONE (Boone County)			Pearson	Lois Crawford, p, gm Gerald Kleppinger, pd	Kieth Ketcham, ce	Bill Hughes, ce
*KFGQ 1927	1260 250-D	Boone Biblical College 924 W. 2nd St. 1119W				
*KFGQ-FM 1950	Ch. 257 (A) 99.3mc 0.31kw					
KWBG 1950	1590 1,000-D 500-N DA-N	Boone Bcstg. Co. P. O. Box 36 1590		Mrs. H. A. Garvey, p H. A. Garvey, gm	Dick Canier, cm Tom Quinlan, pd	Dale Burge, ce Bill Travis, nd
BURLINGTON (Des Moines County)			ABC Venard, Rintoul & McConnell	G. B. McDermott, p David H. Steidle, gm Marc Howard, cm, sd	Dick Mosena, pd Bruce McKim, pmm John F. Gallino, ce	Arlen Carroll, nd Dave Johnson, fd Ellyn Mack, wd
KBUR 1941	1490 250	Burlington Bcstg. Co. Roosevelt Ave. Plaza 2-2701				
CARROLL (Carroll County)			Iowa Tall Corn Pearson	Vincent Collison, co-o Marvin Collison, co-o Milford Collison, co-o	M. W. McPherson, gm Leo R. Mayr, cm Eugene H. Reiff, pd, asst gm, ce	Andy Hilger, nd, sd Lee Sandberg, fd Edna G. Collins, wd
KCIM 1950	1380 1,000 DA-2	Carroll Bcstg. Co. 520 N. Adams 3586				

CEDAR RAPIDS

(Linn County)

KCRG 1947 KCRG-TV	1600 5,000 DA-N	Cedar Rapids Tv Co. First Ave. at First St. SW 4-4194	MBS Everett-McKinney	Joseph F. Hladky Jr., vp Wade S. Patterson, sm, cm Raiph D. Willey, pd	Edna A. Herbst, prom dir, wd Carl Rollert, ce	Richard D. Yoakam, nd Bob Brooks, sd
KPIG 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 First St. S.W. 3-8265		James I. Mitchell, gm Kenneth C. Delp, cm	Ronald R. Barkley, pd Wayne C. Cornils, ce	John H. Tholen, nd, sd Sally Wing, wd
WMT 1922 WMT-TV	600 5,000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 4-0171	CBS Katz	William B. Dolph, p William B. Quarton, vp, gm Lew Van Nostrand, sim Bruce Anderson, pd	James Bowermaster, pmm George Hixenbaugh, ce Leo Cole, bus mgr Dick Cheverton, nd	Chuck Worcester, fd Tait Cummins, sd Helen Roberts, wd

CENTERVILLE

(Appanoose County)

KCOG 1947	1400 100	Hiawatha Bcstg. Co. 1910 S. Maine St. 131	MBS McGillvra	Alex Chesley, p, gm Richard Moran, cm Vic Avers, pd, pmm, nd	Warren Gohn, ce Gene Logston, fd	Larry Cirillo, sd Jean Logston, wd
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CHARLES CITY

(Floyd County)

KCHA 1949	1580 250-D	Radio Inc. 300½ N. Main 787	KBS	Charles J. Ellis, p, pmm, ce LuVerne J. Bromberg, sm, cm, pd	Phyllis Boggess, nd	Robert Monroe, sd
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CHEROKEE

(Cherokee County)

KCHE 1952	1440 500-D	Cherokee Bcstg. Co. 219½ W. Main St. 51	Best	Charles Reznikov, p, gm, pd, pmm, fd	Robert Lanxon, cm, sd Sterling Heil, ce	Caryl Lee Cline, nd
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CLINTON

(Clinton County)

KROS 1947	1340 250	Clinton Bcstg. Corp. 246 5th Ave. South 446	MBS Iowa Tall Corn Net. Pearson	Bernard M. Jacobsen, vp, gm Darline Gordon, cm	Gerald A. Parker, ce Lee White, nd	David Sylvester, fd Hank Dhlmann, sd
KROS-FM 1947	Ch. 242 (B) 96.1mc 13kw					

COUNCIL BLUFFS

(Pottawattamie County)

KSWI 1947	1580 500-D	Nonpareil Bcstg. Co. 120 S. Main 4041	Hagg	Robert H. O'Brien, p, gm, ce Richard B. Gurney, cm	Robert M. Hallgren, pd, nd Marjorie W. Morris, pmm, wd	Dale Kadavy, sd
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CRESTON

(Union County)


KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. 55	Iowa Tall Corn Pearson	Arden D. McKee, p E. M. Horning, gm, cm Jack Mills, pd, pmm, nd	Henry A. Ankeny, ce Daun Ford, fd	Dutch Horning, sd Delores Thorp, wd
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DAVENPORT

(Scott County)

KFMA 1952	1580 250-D	KFMA Bcstg. Co. 415 Perry St. 8-4407	McGillvra	Lester L. Gould, p, gm Bill Greener, pd, nd, fd, sd, wd	Doris E. Hanner, pmm Francis B. Shawver, ce	Dorothy R. Gould, wd
KSTT 1946	1170 1,000 DA-2	Quint Cities Bcstg. Co. 310½ Harrison St. 6-2541	MBS Walker	Frederick Epstein, p, gm, cm Jim Wychor, pd, ce	Bill Allan, fd	Jim Watt, sd


1170 KC 1000 CLEAR CHANNEL



DAVENPORT, IOWA

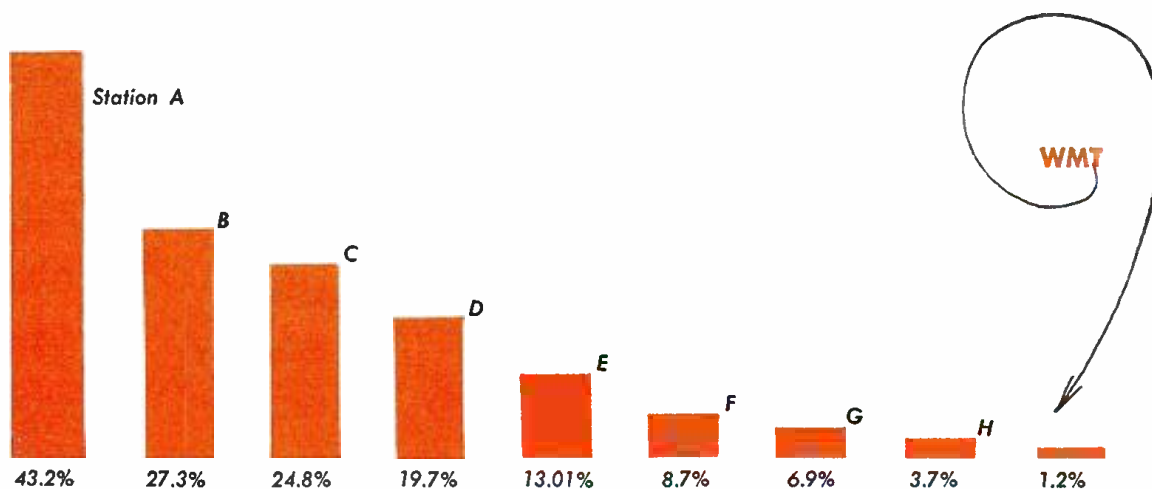
QUINT CITIES BROADCASTING COMPANY

**COVERING EASTERN IOWA AND
WESTERN ILLINOIS LIKE A BLANKET**



FARM COMMUNITIES DAVENPORT ROCK ISLAND MOLINE EAST MOLINE BETTENDORF FARM COMMUNITIES

NATIONALLY REPRESENTED BY THE WALKER COMPANY



Data above is taken from the Hector Blassingame survey—22nd annual edition of this famed study.

Hector was out to determine which Iowa station had the greatest number of box elders in the foyer, a study that would seem inconsequential on the surface, but one that's actually loaded with insignificance. Thing is, Hector is kind of a bug on box elders.

Please note low count for WMT. Our foyer is practically all jack* pine.

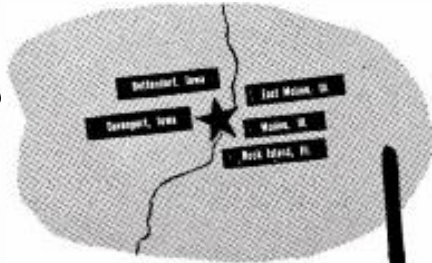
*Jack has long been one of our prime interests. We make it ourselves by making it for others. Ask the Katz man. There's one in every foyer.

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.
DAVENPORT (Cont.)					
WOC 1922 WOC-TV WOC-FM 1948	1420 5,000 DA-2 Ch. 279 (B) 103.7mc 33kw	Tri-City Bcstg. Co. 805 Brady St. 3-3661	NBC Free & Peters	B. J. Palmer, p Ernest C. Sanders, sm Mark Wodlinger, cm	Paul Arvidson, ce Bob Frank, nd Hal Hart, sd Mary Louise Marshall, wd
DECORAH (Winneshiek County)					
KDEC 1947	1240 250	Scenic Bcstg. Co. 308 1/2 W. Water St. 1240	MBS KBS Pearson	Verne Koenig, p, gm, pd	Kenneth Bjerke, cm Arnold Zaruba, ce
*KWLC 1926	1240 250 SH	Luther College 687		Leslie G. Rude, gm, pd	Oliver M. Eittrheim, ce Robert Ruen, nd
DES MOINES (Polk County)					
KCBC 1947	1390 1,000 DA-1	Majestic Bcstg. Co. 3512 Ingersoll 7-4483		Karl Peters, p Rollo H. Bergeson, gm Claire E. Grant, cm	Mary Schwind, pd Donald R. Prudy, slm Robert S. Brown, ce John Goslin, nd Stud Bunce, sd
KIOA 1948	940 10,000-D 5,000-N DA-2	Town & Farm Co. 10th & Mulberry 2-9191	ABC H-R Reps.	Don Searle, p Bill Martin, evp Joe Rohrer, gm, vp	Willard Morton, bus mgr Albert Michael, pmm Joe Philippon, pd, sd U. L. Lynch, ce R. J. Nash, nd Bill Hitt, fd
KRNT 1935 KRNT-TV	1350 5,000 DA-N	Cowles Bcstg. Co. 715 Locust St. 3-2111	CBS Katz	Gardner Cowles, p Robert W. Dillon, sm Paul M. Elliott, cm	Richard H. Covey, pd Joe G. Hudgens, pmm Charles F. Quentin, ce Russ VanDyke, nd Al Coupee, sd
KSO 1921	1460 5,000 DA-N	KSO Inc. 1910 Ingersoll Ave. 3-0571	Avery-Knodel	Lyman S. Ayres, p Raymond W. Baker, gm Robert D. Enoch, evp	Lee R. Lemon, pd Floyd E. Bartlett, ce Glenn Goodwin, nd Bob Earle, sd Marilyn Ketcham, wd
KWDM 1948	1150 1,000 DA-2	Des Moines Bcstg. Corp. 419 1/2 Locust 2-8363	MBS	George W. Webber, p, cm, pmm Robert L. Webber, gm	Edith D. Webber, pd, wd Werner C. Schwarz, ce John T. Flynn, nd Ralph Bassett, fd Max P. Rauer, sd

Data corrected to Dec. 15, 1955. 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.

The QUINT CITIES

5 Cities — 2 Counties
Major Market of 250,000*



WOC covers this market. WOC sells your product or services. Surveys prove it. WOC advertisers know it.

WOC has delivered this market's favorite radio listening since 1922 . . . a market with money in its pockets (\$448,747,000 effective buying income*) . . . a market that spends this money (\$303,938,000 annual retail sales*) . . . a market blanketed by WOC.

Select WOC - NBC Affiliate, 5000 Watts, 1420 Kc — for a successful selling campaign. Get the facts from your nearest F & P office . . . or direct from WOC.

*1955 SALES MANAGEMENT "Survey of Buying Power"

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Free & Peters Inc.
Exclusive National Representatives

Tri-City Broadcasting Co., Davenport, Iowa

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.
DES MOINES (Cont.)				
WHO 1924 WHO-TV	1040 50,000	Central Bcstg. Co. 1100 Walnut St. Atlantic 8-6511	NBC Free & Peters	Col. B. J. Palmer, p Paul A. Loyet, vp. res mgr W. W. Woods, asst mgr Jack Kerrigan, pd Cecil Huntzinger, prod mgr John Schweiker, sis pmm Reed E. Snyder, ce Jack Shelley, nd Herb Plambeck, fd Jim Zabel, sd
DUBUQUE (Dubuque County)				
KDTH 1941	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 3-7351	NBC Iowa Tall Corn Net. Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm George Freund, pd Gordon Kilgore, pmm Donald Abitz, ce Dom Goodman, nd G. McAleese, fd, sd Mary McGuire, wd
WDBQ 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC MBS Meeker	Charles T. Landon, p James R. King, gm Harry Hatzenbuehler, cm Thomas G. Goodman, pd, fd Robert E. Carpenter, pmm Donald Heim, co-ce Francis Barker, co-ce Vaughn Gayman, nd David Castrodale, sd Eva Ann Wright, wd
ESTHERVILLE (Emmet County)				
KLIL 1952	1340 100	Estherville Bcstg. Co. Emerson 2-3521		William E. Schons, p, gm Jack Turnbull, sm Robert Whyte, pd Cleon LeMont, ce James Colston, nd Richard Greene, sd Mavis L. Peterson, wd
FAIRFIELD (Jefferson County)				
KFAD 1953	1570 250-D	Hiawatha Bcstg. Inc. P. O. Box 494 345	KBS McGillvra	S. A. Chesley, p, gm Larry Cirillo, cm, sd Quentin Woodward, pd Pat Flaherty, pmm Warren Gohn, ce Stuart Hamill, nd Gene Logston, fd
FORT DODGE (Webster County)				
KVFD 1939 KQTV (TV) (CP)	1400 250 540 1,000-D	Northwest Bcstg. Co. Warden Bldg. 4-0351 Ft. Dodge Bcstrs.	MBS Iowa Tall Corn Pearson	Edward Breen, p, gm Max Landes, cm Drexel Peterson, pd Harold W. Cassill, p Robert Brown, pmm, sd David Gilbert Sinclair, ce Kenneth Peterson, nd Wyman N. Schnepf, vp & gm Durwood Early, fd Mary Rankin, wd
FORT MADISON (Lee County)				
KXGI 1948	1380 500-D	KXGI Inc. Marquette Bldg. 1380	Iowa Tall Corn Pearson	J. E. McNaughton, p Lloyd Mallette, pd Harold Hackbarth, ce M. E. Mosley, nd Dick Rouleau, fd, wd Jim Smith, sd
IOWA CITY (Johnson County)				
KXIC 1948	800 1,000-D DA-D	Johnson County Bcstg. Corp. 108½ E. Washington 8-1181	Iowa Tall Corn Pearson	Scott Swisher, p Gene Claussen, gm, cm, sd Robert Hutchison, pd, nd F. M. Broders, pmm Elliott Full, ce G. M. Ludwig, fd Alberta Brunton, wd
*WSUI 1919 *KSUI-FM 1947	910 5,000 DA-2 Ch. 219 91.7mc 17.5kw	State University of Iowa 8-0511		Carl H. Menzer, gm Lee Eitzen, pd S. J. Ebert, ce Robert Zenner, sd
KEOKUK (Lee County)				
KOKX 1947	1310 1,000-D 500-N DA-2	Keokuk Bcstg. Co. 5th & Main Sts. 235	Best	H. W. Stadler, p Gary E. Schroeder, gm Kenneth Hodges, cm Joe Malkin, pd, ce Lee Loomis, pmm Eddy Rodgers, fd Jim Smith, sd
LEMARS (Plymouth County)				
KLEM 1954	1410 1,000-D	B & B Bcstg. Co. P. O. Box 1410 1410		C. E. Loving, p Bob McKune, gm, cm Bob Coddington, ce Larry O'Toole, sd Lou McKune, wd
MARSHALLTOWN (Marshall County)				
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	Iowa Tall Corn Pearson	John Norris, p William P. White, gm William C. Doll, cm Dale Smith, pd, pmm, sd Herbert G. Anderson, ce Howard Vint, fd
MASON CITY (Cerro Gordo County)				
KGLO 1937 KGLO-TV 1948 KGLO-FM 1948	1300 5,000 DA-N Ch. 266 (B) 101.1mc 16kw	Lee Radio Inc. Second & Pennsylvania 2800	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, gm Lloyd Loers, cm Bob Clausen, pd Don Harrer, pmm Roger Sawyer, ce Ken Kew, nd, sd Al Heinz, fd
KRIB 1948	1490 250	Edward B. Lamson 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 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	Holman Devney	Robert M. Carson, p, gm John Whitsell, cm, pmm Robert Booe, pd, nd Hubert J. Marshall, ce Charles F. Barber, fd Ed Colbert, sd Georgia Caouette, wd
MUSCATINE (Muscatine County)				
KWPC 1947 KWPC-FM 1948	880 250-D Ch. 259 (B) 99.7mc 0.78kw	Muscatine Bcstg. Co. Mulberry & Houser Amherst 3-2442	Iowa Tall Corn Net. Pearson	George J. Volger, ptnr, gm, cm Mrs. George J. Volger, ptnr Robert Doan, pd Lee McKee, ce Frank Mangold, nd, sd Rosemary Block, wd
NEWTON (Jasper County)				
KCOB 1955	1280 500-D DA-D	Newton Bcstg. Co. P. O. Box 190 2100		John J. Brandt, gm Bob Phillips, pd, nd Jim Edwards, ce, fd

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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.

Pulse Shows It, Too! Same Song -- Same Tune:

HIGHEST

RATINGS

MORNING 44%

AFTERNOON . . 36%

EVENING 33%

KRNT

DES MOINES RADIO

WHERE SOMETHING HAPPENS EVERY HOUR OF EVERY DAY!

SALES RECORD BROKEN!

1955 Local Sales
Volume Reached
All-Time High and
KRNT has had Some
Pretty High Highs!

KATZ HAS ALL THE FACTS

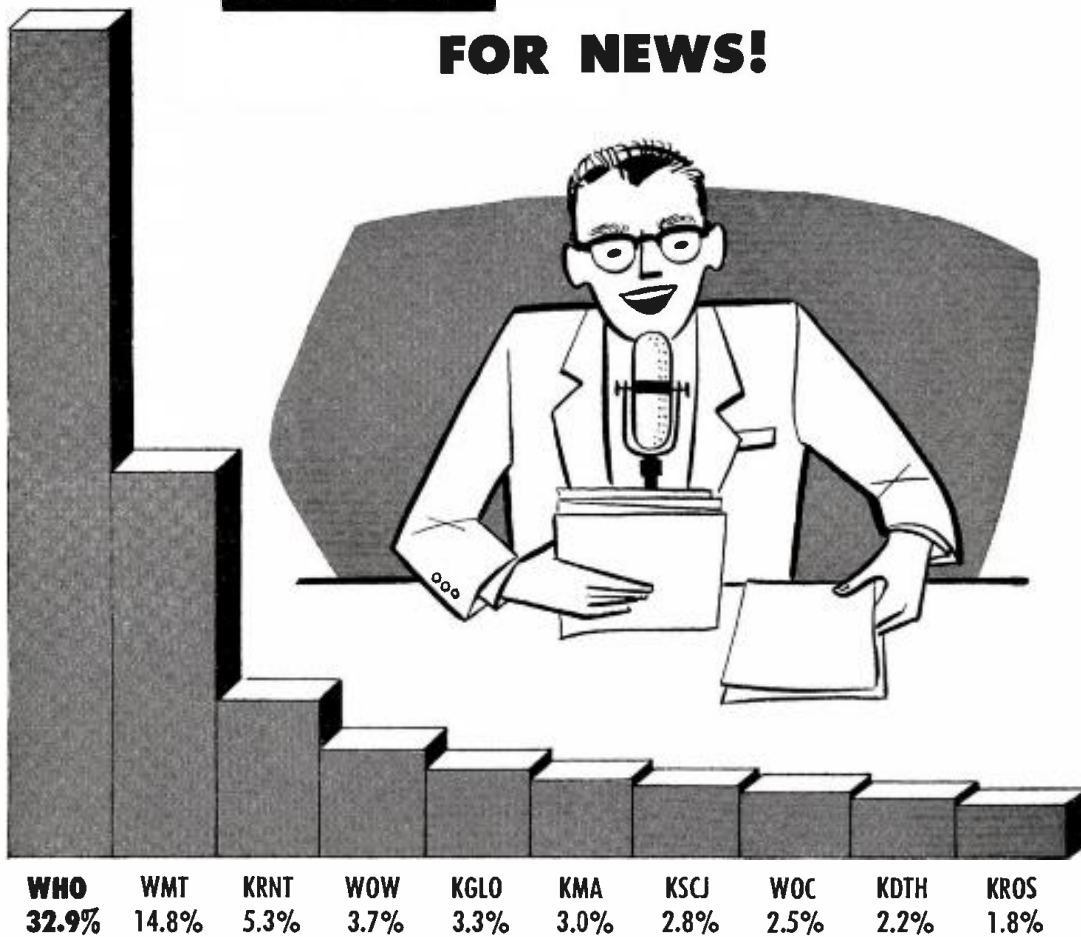
Get the CHOICE* Advertising Buy In Iowa

KRNT

A Cowles Operation

*It's the choice of more local buyers
who count their results at the cash reg-
isters. You can get the "local sell", too!

WHO IS IOWA'S FAVORITE RADIO STATION FOR NEWS!



THE chart above is lifted intact from the authoritative 1955 Iowa Radio-Television Audience Survey — the 18th consecutive study by Dr. Forest L. Whan of Iowa audiences.

The 1955 Survey proves that except for working, listening to the radio is still the principal activity in the average Iowa home — and that *WHO* still gets the biggest bunk of radio-listening in the State.

Write us or ask Free & Peters for your complimentary copy. Except for rates and availabilities, it tells you ALL you need to know about radio and television in Iowa!



FREE & PETERS, INC., National Representatives



**BUY ALL of IOWA—
Plus "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	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.	Executive Abbreviations
OELWEIN (Fayette County)						
KOEL 1950	950 500 DA-1 (CP-1,000-D 500-N DA-2)	Northeast Iowa Radio Corp. 109 S. Frederick 120	Iowa Tall Corn Pearson	C. W. Crahan, p W. J. Teich, gm Don L. (Fibber) McKee, cm	Robert Zimmerman, pd, sd George Patrick, pmm Burt N. Murphy, ce	Dick Petrik, nd Paul Ruse, fd Lucile J. Helebrant, wd
OSKALOOSA (Mahaska County)						
KBQE 1950	740 250-D	Oskaloosa Bcstg. Co. P. O. Box 518 Orchard 3-3493	Iowa Tall Corn Pearson	E. G. Wenrick, p Glen Stanley, gm, cm	Lew Hudson, pd, pmm Robert Moore, ce	Dick Trotter, nd, fd, sd Rebecca Weber, wd
OTTUMWA (Wapello County)						
KBIZ 1941	1240 250	KBIZ Inc. 209 E. 2nd St. Murray 2-4535	ABC MBS	James J. Conroy, p, gm Alice E. Fisher, sm, cm, nd	Woody Hirsch, pd Lloyd Hanson, ce	Dean Osmundson, fd Chuck Fellers, sd
KLEE 1954	1480 500-D	Mid-America Bcstg. Co. Inc. 223 W. Second St. Murray 4-5425	Forjoe	David M. Segal, p, gm Monty Moncrieff, sm	Bill Brown, cm Jim Price, pd, nd, sd	Ted Porter, ce, fd Marrie Currin, wd
SHENANDOAH (Page County)						
KFNF 1924	920 1,000-D 500-N	Capital Bcstg. Co. 1302	MBS Iowa Tall Corn Pearson	Ethel Abbott, p C. Earl Williams, gm Earl Blakesley, pd	Franz Cherny, ce Charles Williams, nd	Dean Barnett, fd Carl R. Anderson, sd
KMA 1925	960 5,000 DA-N	May Bcstg. Co. Lowell & Elm Sts. 192	ABC Petry	Edward W. May, p Owen Saddler, evp, gm Anthony J. Koelker, sm Warren Nielson, pd	Floyd Nelson, pmm R. J. Schroeder, ce Dean Naven, nd Merrill Langfitt, fd	Jack Gowling, assoc fd Don Joe, sd Doris Murphy, wd H. B. Arkoff, slm
SIoux CITY (Woodbury County)						
KMNS 1949	620 1,000 DA-2	Siouxland Bcstg. Co. Insurance Exchange Bldg. 8-0628	Tall Corn Net. Pearson	William F. Johns Jr., p Robert J. Flynn, gm Don Frost, pd	Ray Coffie, pmm Phil Maher, ce Don Miller, nd	Dick McDonald, fd Gene Sherman, sd
KSCJ 1927 KTIV (TV)	1360 5,000 DA-N	Perkins Brothers Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, gm, cm	Elizabeth Sammons, pd Jean Harraday, pmm	S. C. Dier, ce
KTRI 1939	1470 5,000 DA-2	Sioux City Bcstg. Co. 400 Commerce Bldg. 8-0165	Venard, Rintoul & McConnell	John C. Kelly, p Lennon Kelly, vp	H. W. Cassill, gm Robert Hanson, pd, nd	Sam Seldon, ce Jean Robinson, wd
SPENCER (Clay County)						
KICD 1942	1240 250	Iowa Great Lakes Bcstg. Co. P. O. Box 631 1240	Pearson	Ben B. Sanders, p, gm, cm Mason Dixon, pd T. L. Shumate, pmm	Eldon, Kanago, ce Harvey Sanford, nd Filmore Stoermer, fd	Steve Allen, sd Mary Lundt, wd

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EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

EDWARD PETRY AND CO. INC.

STORM LAKE
(Buena Vista County)

KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Park Bldg. 1490		Oscar Grau, p Paul R. Benson, gm, pd, pmm Budd Duvall, cm	Robert Lamb, ce Jerry Carr, nd Dave Rees, fd	Chuck Ney, sd Margaret Weber, wd
KAYL-FM 1949	Ch. 269 (B) 101.5mc 8.9kw					

WATERLOO
(Black Hawk County)

*KNWS 1953	1090 1,000-D	Northwestern College P. O. Box 31 Adams 3-3108	American Family Net.	Dr. Richard A. Elvee, p Loren F. Bridges, gm	A. Dale Golding, pd	Chuck Frank, ce
KWWL 1947	1330 5,000-D	Black Hawk Bcstg. Co. Hotel Russell Lamson Adams 4-4404	ABC NBC Avery-Knode!	R. J. McElroy, p, gm Don E. Inman, sis dir Warren Mead, pd	Julia. Manz, pmm T. W. Kirksey, ce Ed Falk, nd	Bob Newbrough, fd Clare Rampton, sd Libbie Vaughn, wd
KWWL-TV 1942	1,000-N DA-2 (CP-5,000 DA-2)					
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Hwy. 20 East Adams 3-3371	ABC Bolling	Egmont Sonderling, p, gm Alan Henry, sm, cm	Don E. Kassner, opr dir, ce Al Laval, pmm	Grant Price, nd Byron Gosden, sd

WEBSTER CITY
(Hamilton County)

KJFJ 1950	1570 250-D	Land O'Corn Bcstg. Co. E. Hwy. U. S. 20 1500	KBS	C. V. Warren, p Ray Malmberg, gm	Charles H. Warren, cm G. D. Warland, pd, nd, fd	John Ingerston, ce
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KANSAS

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)						Families July 1955	Retail Sales 1954(\$000)			
Allen	18,187	6,000	\$17,629	\$3,550	\$ 409	* 782,137	Lyon	26,576	7,800	28,688	5,876	1,034	
Anderson	10,287	3,200	7,508	1,373	225		McPherson	23,670	7,700	25,465	5,153	803	
Atchison	21,496	6,500	18,431	4,369	817		Marion	16,307	5,000	13,322	2,852	305	
Barber	8,521	2,700	8,014	1,687	273		Marshall	17,926	5,800	14,691	3,383	453	
Barton	29,909	10,300	54,104	10,859	1,461		Meade	5,710	1,600	6,656	1,170	196	
Bourbon	19,153	6,500	16,598	4,019	445		Miami	19,698	6,000	15,074	3,806	497	
Brown	14,651	5,200	14,103	2,438	426		Mitchell	10,320	3,000	11,607	1,937	352	
Butler	31,001	11,300	39,509	8,909	1,124		Montgomery	46,487	16,200	56,404	14,452	1,907	
Chase	4,631	1,600	2,922	810	93		Morris	8,485	2,400	6,109	1,473	170	
Chautauqua	7,376	2,200	5,760	1,185	200		Morton	2,610	900	3,030	703	147	
Cherokee	25,144	8,100	15,174	5,387	492		Nemaha	14,341	4,100	9,825	2,068	394	
Cheyenne	5,668	1,600	5,990	1,272	170		Neosho	20,348	6,500	21,503	5,332	583	
Clark	3,946	1,200	3,774	609	53		Ness	6,322	2,100	4,501	840	154	
Clay	11,697	3,700	11,180	2,129	257		Norton	8,808	2,700	9,870	1,628	266	
Cloud	16,104	5,000	15,839	3,151	400		Osage	12,811	4,200	7,242	1,833	185	
Coffey	10,408	2,900	7,351	1,308	185		Osborne	8,558	2,500	6,632	1,502	198	
Comanche	3,888	1,300	3,005	500	128		Ottawa	7,265	2,400	4,575	1,078	120	
Cowley	36,905	12,100	44,280	10,045	1,126		Pawnee	11,041	2,800	13,284	2,259	345	
Crawford	40,231	14,500	40,060	9,896	1,258		Phillips	9,273	3,300	8,343	1,708	157	
Decatur	6,185	2,100	5,614	1,153	142		Pottawatomie	12,344	3,500	9,905	1,849	288	
Dickinson	21,190	6,800	20,981	4,317	582		Pratt	12,156	3,800	18,445	3,638	511	
Doniphan	10,499	3,200	4,558	1,246	180		Rawlins	5,728	1,600	4,372	750	127	
Douglas	34,086	11,300	37,957	8,444	1,440		Reno	54,058	18,100	75,398	14,677	2,365	
Edwards	5,936	2,100	5,166	1,195	200		Republic	11,478	3,600	7,023	1,592	236	
Elk	6,679	1,900	3,964	1,033	140		Rice	15,635	5,000	17,319	4,163	627	
Ellis	19,043	5,300	22,542	4,581	669		Riley	33,403	9,000	30,910	6,397	1,068	
Ellsworth	8,465	2,800	7,368	1,659	245		Rooks	9,043	2,900	12,312	2,339	455	
Finney	15,092	4,400	27,217	4,407	512		Rush	7,231	2,100	6,683	1,181	187	
Ford	19,670	5,400	32,197	4,959	902		Russell	13,406	4,100	20,150	4,530	479	
Franklin	19,928	6,400	19,715	4,283	604		Saline	33,409	12,500	64,721	10,867	1,411	
Geary	21,671	6,900	19,203	4,348	574		Scott	4,921	1,400	6,544	1,764	106	
Gove	4,447	1,000	3,587	612	75		Sedgwick	222,290	94,500	374,608	70,271	12,038	
Graham	5,020	1,500	4,581	487	151		Seward	9,972	3,300	23,172	4,604	569	
Grant	4,638	1,500	5,135	1,067	56		Shawnee	105,418	39,000	141,459	30,292	4,228	
Gray	4,894	1,300	3,364	612	128		Sheridan	4,607	1,100	3,304	588	51	
Greeley	2,010	600	2,379	669	45		Sherman	7,373	2,000	9,091	1,445	216	
Greenwood	13,574	4,200	16,592	3,581	426		Smith	8,846	2,800	5,880	1,570	188	
Hamilton	3,696	1,000	3,684	606	43		Stafford	8,616	2,700	8,423	2,189	259	
Harper	10,283	3,300	9,523	2,090	337		Stanton	2,263	500	1,330	228	34	
Harvey	21,698	7,000	28,282	5,423	529		Stevens	4,518	1,200	4,982	1,112	68	
Haskell	2,606	700	2,133	345	119		Sumner	23,648	8,600	23,337	4,936	764	
Hodgeman	3,310	900	1,691	332	20		Thomas	7,572	2,200	9,650	1,483	345	
Jackson	11,098	3,400	8,316	1,789	166		Trego	5,888	1,600	4,307	751	75	
Jefferson	11,084	3,500	7,130	1,882	196		Wabaunsee	7,212	2,200	4,129	1,205	133	
Jewell	9,698	2,800	4,028	901	127		Wallace	2,508	700	2,120	343	22	
Johnson	62,783	30,800	60,762	21,664	3,257		Washington	12,977	4,000	6,880	1,165	167	
Kearney	3,492	1,000	2,488	442	43		Wichita	2,840	700	3,588	625	25	
Kingman	10,324	3,100	8,885	2,090	248		Woodson	14,315	4,900	11,154	2,743	247	
Kiowa	4,743	1,500	4,688	1,024	127		Wyandotte	6,711	2,100	4,452	1,078	106	
Labette	29,285	10,200	32,087	7,944	820		* State wide total	165,318	55,500	171,255	45,862	7,271	
Lane	2,808	1,000	2,597	605	23								
Leavenworth	42,361	10,700	31,230	7,846	1,150								
Lincoln	6,643	1,900	4,416	957	117								
Linn	10,053	3,200	5,287	911	164								
Logan	4,206	1,200	5,075	1,023	127								

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ARKANSAS CITY
(Cowley County)

KSOK 1947	1280 1,000-D 100-N	KSOK Bcstg. Co. P. O. Box 455 2666	KBS	Oscar S. Stauffer, p S. C. Thompson, vp, gm	Richard B. Moore, pd N. Wayne Owens, ce	Arch E. Gibson, nd, sd
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ATCHISON
(Atchison County)

KARE 1939	1470 1,000 DA-1	Griffith-Buenning Bcstg. Co. 5th & Kansas Ave. 2477	KBS Sears & Ayer	James M. Griffith, co-ptnr, gm, fd Paul H. Buenning, co-ptnr, cm	L. D. Winegardner, ce Ed Arthur, nd	Bill Ervin, sd
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Owner
						<i>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.</i>	
CHANUTE (Saline County)							
	KCRB 1952	1460 1,000-D	Cecil W. and Jane A. Roberts Beach & Plummer 434	KBS Best	Cecil W. Roberts, p Duane W. Hoisington, gm, pmm, ce	Fay Clopine, cm Paula Hoisington, pd, wd	Tom Alden, nd, fd Jim Martin, sd
COFFEYVILLE (Montgomery County)							
	KGGF 1930	690 10,000-D 5,000-N DA-2	Midwest Bcstg. Co. 8th & Elm 1843	ABC Sunflower Net. Pearson	Richard M. Seaton, p Robert L. Pratt, gm, pmm E. B. Spoonamore, cm	Richard S. Embody, pd J. Sarto Jaminet, ce Harold Springer, nd	Joe Cook, fd Clyde Walthall, sd
COLBY (Thomas County)							
	KXXK 1947	790 5,000-D	Western Plains Bcstg. Co. Inc. 380 W. Fourth St. 790	H-R Reps.	Don Searle, p Bill Martin, evp Ed Mason, vp, gm Bill Moore, regional slm	Willard Morton, bus mgr Albert Michael, pmm U. L. Lynch, ce Don Secord, nd	Bud Clem, fd Pete Howard, sd Fay Karlin, wd
CONCORDIA (Cloud County)							
	KFRM 1947	550 5,000-D DA-D	KMBC Bcstg. Co. 11th & Central Sts. Kansas City, Mo. Harrison 1-2650	ABC MBS Free & Peters	John T. Schilling, vp, gm Donald D. Davis, vp, cm, pmm George Higgins, vp, slm	Dick Smith, pd Henry Goldenberg, ce Claude Dorsey, nd	Phil Evans, fd Sam Molen, sd Bea Johnson, wd
	KNCK 1954	1390 500-D	General Bcstg. Co. Inc. 1414	KBS	W. F. Danenbarger, p, gm, nd Oscar W. Allen, vp, cm, pd	Gene Shrouf, ce Jim Farley, fd	Jim Cameron, sd Marla McGregor, wd
DODGE CITY (Ford County)							
	KCNO 1930	1370 5,000-D 1,000-N DA-N	Dodge City Bcstg. Co. 705 2nd St. Hunter 3-3151	MBS Hagg	Jess Denious Jr., p Wendell Elliott, gm Ruth Petersen, cm	Herschel Holland, pd Frank Miller, ce Virginia Anderson, nd	Bob Harper, sd Frances Elliott, wd
EL DORADO (Butler County)							
	KBTO 1953	1380 500-D	El Dorado Bcstg. Co. 205½ S. Main 3480	Indie	Jim Platt, gm Jay Pratt, cm Chuck Nichols, pd	Billie Jo Harms, pmm Jay Williams, ce Bob Lutz, nd	Gene Countryman, fd Dick Curtis, sd Jetta Sue Lee, wd
EMPORIA (Lyon County)							
	KVOE 1939	1400 250	Lyon County Bcstg. Co. Inc. P. O. Box 350 153	MBS KBS Gill-Perna	Sherwood R. Parks, p, gm Richard Fraley, slm Shirley Musgrave, pmm	Everett Thompkins, ce Walter Conway, nd Jim Umland, fd	Jim Mitchell, sd LaRetta Reveil, wd
FORT SCOTT (Bourbon County)							
	KMDO 1954	1600 500-D	Fort Scott Bcstg. Co. P. O. Box 72 2545	KBS Magic Circle	Lloyd Clinton McKenney, p Jim McKenney, sm	Victor Lindsey, pd, nd Phil Hendricks, ce	Forrest F. Short, sd Trudy Mull, wd
GARDEN CITY (Finney County)							
	KIUL 1935	1240 250	KIUL Inc. 509½ N. Main 3251	NBC KBS Holman	Robert Wells, p, gm, sd Joe Weddie, cm	Tony Jewell, pd, nd, fd Mary Connors, pmm	Joe Tennessee, ce Lucille Kaiser, wd
	KNCO 1948	1050 1,000-D	Ark Valley Bcstg. Co. P. O. Box 247 3041	Continental	Elsworth Sherman, p Bob Emery, gm Jim Austin, cm, sd	Wilma Goulding, pd Mike Sterling, ce	John Hendry, nd Art Wilson, fd
GOODLAND (Sherman County)							
	KWGB 1947 KWGB-TV (CP)	730 1,000-D	James E. Blair 331	MBS KBS	James E. Blair, o, gm Bert Blair, cm	Carl Lewis, ce	T. L. Blair, fd
GREAT BEND (Barton County)							
	KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2007 17th 4317	NBC Sunflower Net. Pearson	Helen T. Coogan, p Grover C. Cobb, vp, gm Robert D. Hilgendorf, asst gm, fd, sd	Dale W. McCoy Jr., slm Ray H. Beals, pd Bette Moore, pmm	Gilbert Hanzlicek, ce James F. Heaton, nd Betty Painter, wd
HAYS (Ellis County)							
	KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 4-2578	KBS Holman	Frank Motz, p Bob Schmidt, gm, cm Kay Melia, pd, sd	Bud Ryan, pmm Glen Barnett, ce Don Gill, nd	Carl Wells, fd Carol Anderson, wd
HUTCHINSON (Reno County)							
	KWBW 1935	1450 250	Nations Center Bcstg. Co. 17th & Harding Mohawk 2-4486	NBC KBS Venard, Rintoul & McConnell	Bess Marsh Rickard, p John W. Powell, gm Robert Hanna, slm, sd	Bill Scott, asst gm, pd Dan Salmon, pmm	O. G. Coburn, ce Dean Curfman, nd
	KWHK 1946	1260 1,000-D 500-N DA-2	KWHK Inc. 18 W. 5th St. 5-4461	Everett-McKinney	John D. Hill, p M. H. Clary, ce	Jack Lynch, sd	Shirley Sailer, wd
INDEPENDENCE (Montgomery County)							
	KIND 1947 KIND-FM 1953	1010 250-D Ch. 223 (A) 93.5mc 0.72kw	Central Bcstg. Inc. 1010	MBS KBS	Neis Rupard, p, gm James Nelson, pd		

Data corrected to Dec. 15, 1955. 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.

YOU CAN COVER

87

COUNTIES

IN

KANSAS – OKLAHOMA – MISSOURI – ARKANSAS

**By Using The "Most Listened To" Station
In Southeast Kansas—Northeast Oklahoma**

KGGF

COFFEYVILLE, KANSAS

10,000 watts • 690 kc.

Represented by John E. Pearson Co.

JUNCTION CITY

(Geary County)

KJCK 1949	1420 1,000-D	Junction City Bcstg. Co. 724½ N. Washington 8-3165	Indie	Ralph L. Weir Jr., p, gm, cm Bruce Karns, pd Antonio Valencia, pmm	Royce Baerg, ce Don Whitebread, nd Hayes Beck, fd	Jack Chaney, sd Marie Muse, wd
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KANSAS CITY

(Wyandotte County)

KCKN 1925	1340 250	KCKN Bcstg. Co. Waltower Bldg. Victor 2-3884	Capper	W. A. Bailey, p Joe Story, gm Gladys Richardson, off mgr	Bill Sutherland, pd Lewis Dickensheets, ce	Max Bicknell, nd
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LAWRENCE

(Douglas County)

*KFKU 1924	1250 5,000 DA-N ST-WREN	University of Kansas Viking 3-2700		R. Edwin Browne, dir Mildred Seaman, pd	Glenn Price, pmm R. P. Stringham, ce	Wilson Bryan Key Jr., nd Alice Eastwood, sports mgr
KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. R. 5 Viking 3-1320	Indie	Arden Booth, gm Tom Beal, cm Bill Drake, pd, fd	John Humphrey, ce John Herrington, nd	E. C. Quigley, sd Bette Booth, wd

LEAVENWORTH

(Leavenworth County)

KCLO 1948	1410 500-D	Cecil W. Roberts P. O. Box 809 3620	KBS Midwest Bcstg. Sys. Best	Cecil W. Roberts, p John F. Spahr, gm	A. F. Moretti Sr., cm A. F. Moretti Jr., pd	Leo E. Phillips, ce
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LIBERAL

(Seward County)

KSCB 1948	1270 1,000-D	Seward County Bcstg. Co. P. O. Box 311 Main 4-3891	Best	Alf M. Landon, p Leon S. Salathiel, gm	J. Hobart Hill, cm	Wayne Pash, ce
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MANHATTAN

(Riley County)

KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 N. 4th Prescott 8-4451	KBS	Fred A. Seaton, p Lowell E. Jack, gm, pd, pmm Paulson Leighton, cm	Herbert P. Lavin, ce Saralena Sherman, nd, wd	William Patterson, fd Allen Collier, sd
*KSAC 1924	580 5,000-D	Kansas State College Prescott 6-8811		James A. McCain, p Kenneth E. Thomas, dir	Devere Nelson, asst dir, fd, sd Bernard P. Holbert, ce	G. E. Landen, nd Miriam Dexter, wd
KSAC-TV	500-N ST-WIBW					

McPHERSON

(McPherson County)

KNEK 1949	1540 250-D	K. R. Krehbiel McPherson Daily Republican 1540	KBS	K. R. Krehbiel, o Hank Dais, gm	Morris Heitschmidt, pd, nd Claude Hughes, ce	Bob Bartter, sd Betty Jo Donham, wd
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NEWTON

(Harvey County)

KJRG 1953	950 500-D	George Basil Anderson P. O. Box 77 3240	KBS	George Basil Anderson, p Bob Kent, gm, cm, ce	Don Toland, nd, sd	Bill Stephenson, fd
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OTTAWA

(Franklin County)

KOFO 1949	1220 250-D	Ottawa Bcstg. Co. P. O. Box 46 1045		Roderick B. Cupp, co-o, gm Edwina W. Cupp, co-o	Thomas F. Ruble, cm	Gerald Servatius, ce
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PARSONS

(Labette County)

KLKC 1948	1540 250-D	Community Bcstg. Co. 109½ S. Central 4050	KBS Margic Circle	Carol B. Combs, p Richard R. Combs, gm	Bill Kramer, cm Eugene L. Joslin, pd, fd	Clifford F. Hardy, ce Jack Bateman, nd, sd
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PITTSBURG

(Crawford County)

KOAM 1937	860 10,000-D	Pittsburg Bcstg. Co. Professional Bldg. 2165	NBC Sunflower Net. Pearson	E. V. Baxter, p, gm Warren Stout, cm	Frank Smith, pd, nd Paul Hudson, pmm	Leo Stafford, ce Bob Parkhurst, sd
KSEK 1947	1340 250	KSEK Bcstg. Co. P. O. Box 610 742	KBS Magic Circle Cooke	Oscar S. Stauffer, p Thad M. Sandstrom, gm	William Plowman, slm	Paul A. Winders, ce

PRATT

(Pratt County)

KWSK 1952	1570 250-D	Clem Morgan 207½-209½ S. Main 1570	KBS	Clem Morgan, o, gm, cm, nd Francis C. Morgan, pd	David L. Tucker, pmm Lyle Fick, ce	M. H. Morgan, wd
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RUSSELL

(Russell County)

KRSL (CP)	990 250-D	Prairie States Bcstg. Co. KRSL Bldg. Hudson 3-2194	KBS	Bill Scott, gm	Melville L. Gleason, ce	
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SALINA

(Saline County)

KSAL 1937	1150 5,000 DA-N	KSAL Inc. 201 W. Iron Ave. 3701	MBS Sunflower Net. Pearson	R. J. Laubengayer, p, gm Ray V. Jensen, mgr, cm Alfred Thompson, pd	Kip Lamer, pmm Donald Engelhardt, ce John Henshall, nd	Sonny Slater, fd Edward C. Linck Jr., sd
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TOPEKA

(Shawnee County)

KJAY 1949	1440 5,000-D 1,000-N DA-2	Robert Rohrs 908 Kansas Ave. 3-1335	Walker	Robert Rohrs, p, gm, cm Wayne J. Hatchett, ce	Roy Vernon, pd, nd	
KTOP 1947	1490 250	Charles B. Axton Route 2 4-3444	MBS	Charles B. Axton, p, gm, pmm	Charles G. Anderson, cm Charlie Christian, pd, nd, sd	Lee Born, ce Louise Axton, wd
WIBW 1924	580 5,000	Topeka Bcstg. Assn. 1035 Topeka Blvd. 3-2377	CBS Capper	H. S. Blake, p Ben Ludy, gm Lewis Dickensheets, asst gm, ce	Hilton Hodges, slm Art Holbrook, studio mgr Vic Boutwell, publicity dir	Ken Reed, nd Wes Seyler, fd
WIBW-TV	DA-N ST-KSAC					

The Kansas Farm Market

—Facts for the Sales-Minded Executive



KANSAS FARM INCOME SOARS! The Kansas farmer's income is phenomenal: \$8,830 per household—after taxes!† (Compare this with your metropolitan markets!) They've got the cash to buy just about anything they want. Sell it to them on the radio station they listen to most—WIBW.*



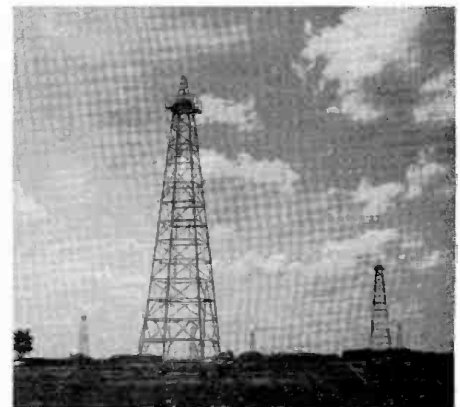
KANSAS FARMS HIGHLY MECHANIZED! Kansas farmers own 30.6% more automobiles, 59.3% more trucks, 49% more tractor, 13.2% more corn pickers, and 22.2% more combines than U. S. average!** Tap this vast prosperity with WIBW—the radio station Kansas farmers listen to most.*



A DOUBLE MARKET! You sell a double market when you sell the Kansas farmers. You sell them as big-buying consumers—and as businessmen. (Farming is Big Business in Kansas). And remember, these two-in-one prospects listen to WIBW more than any other radio station.*



HIGH STANDARD OF LIVING. Kansas farm families are buying like crazy, buying cars, implements, tools, appliances, luxuries of all kinds. They're building barns, sheds, homes, granaries. They're using services like never before. And everyday, thousands of these buying decisions are guided by WIBW.



DIVERSIFIED INCOME: STEADY BUYING. Wheat, corn, hay, oats, flax, rye, soybeans, potatoes, cattle, hogs, sheep, poultry, and oil—these give Kansas farmers a steady year-round income with no great seasonal ups or downs. Get your share of this prodigious buying power by using WIBW, the Kansas Farmers' first listening choice.*

Twenty-eight years ago, at the dedication of WIBW, the late Senator Capper said, "WIBW primarily is a farm station, designed to appeal to listeners on farms and in small towns." This premise has guided our programming ever since. We've made WIBW indispensable to Kansas farmers. We've furnished them with the kind of farm service and entertainment they need and want. That's why WIBW is the radio station Kansas farmers listen to most—that's why it's the best medium for selling the Kansas farm market.

* Kansas Radio Audience, 1954.
† Consumer Markets, 1955.
** WIBW Research Department

**TOPEKA,
KANSAS**

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City



Rep: Capper Publications, Inc.

TOPEKA (Cont.)

WREN 1928	1250 5,000 DA-N ST-KFKU	WREN Bcstg. Co. 411 W. 10th St. 2-0505	ABC Sunflower Net. Pearson	Alf M. Landon, p Max G. Falkenstien, gm, sd Gerald K. Barker, sim	Bob Richmond, pd Rea Bowman, ce	Frank Jones, nd, fd Catherine Brandenburg, wd
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WICHITA
(Sedgwick County)

KAKE 1947	1240 250	KAKE Bcstg. Co. 1500 North West St. Whitehall 3-4221	MBS McGillvera	Mark H. Adams, p Roger W. Pepperd, cm	Scot McCullough, pd	Ira E. Courtney, ce
KAKE-TV (CP)						
KANS 1936	1480 5,000-D 1,000-N DA-2	Kans. Bcstg. 1015 N. Broadway Hobart 4-2387	NBC Sunflower Net. Pearson	Kenyon Brown, co-o Frank J. Lynch, co-o Dave Wilson, pd, sd	Ted Heithecker, pmm L. F. Heithecker, ce	George Gow, nd Mary Anne McNally, wd
KFBI 1923	1070 10,900-D 1,000-N DA-N	KFBI Inc. 42nd & Broadway N. Temple 8-3777	ABC Avery-Knode	Howard Lane, p Hale Bondurant, gm, cm Elmer Curtis, pd	Lew Hunter, pmm K. W. Pyle, ce Henry Harvey, nd	Lester Weatherwax, fd George Wells, sd Marie MacDonald, wd
KFH 1922	1330 5,000 DA-N	Radio Station KFH Co. KFH Bldg. Amherst 2-4491	CBS Blair	John Rigby, p Marcellus M. Murdock, evp Thomas P. Bashaw, gm John N. Merrell, sim	Donald Anderson, prog sup Russel Lowe, pmm Virgil G. Hinshaw, ce	George Doyle, nd Bruce Behymer, fd Jack Munley, sd
KFH-FM 1948	Ch. 262 (B) 100.3mc 11kw					
KWBB 1951	1410 1,000 DA-2	Wichita Beacon Bcstg. Co. Inc. P. O. Box 486 Temple 8-3331	Hollingbery Brown	O. E. Bradley, p J. Milton Hall, vp, gm John Merrell, cm	Virginia Welch, pd Gene Williams, ce Jim Setters, nd, fd	Don Hoover, sd Ann Canady, wd

KENTUCKY

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio				Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Food Sales 1954(\$000)					Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Food Sales 1954(\$000)		
Adair	17,603	3,900	\$ 5,639	\$ 1,108	\$ 239	3,479	Laurel	25,797	5,800	10,889	3,483	197	4,748		
Allen	13,787	3,800	6,634	1,501	203	3,147	Lawrence	14,418	3,100	4,789	1,537	121	1,914		
Anderson	8,984	2,400	6,964	1,600	72	3,030	Lee	8,739	1,700	1,546	494	70	1,303		
Ballard	8,545	4,000	4,929	1,600	121	3,404	Leslie	15,537	2,900	2,991	1,677	72	779		
Barren	28,461	8,300	21,756	4,527	752	7,850	Letcher	39,522	7,800	19,110	6,274	251	4,999		
Bath	10,410	2,400	2,707	1,038	59	1,802	Lewis	13,520	2,800	3,896	1,264	68	2,684		
Bell	47,602	9,900	32,940	8,190	750	6,385	Lincoln	18,668	4,400	7,401	1,558	155	3,422		
Boone	13,015	4,000	4,360	1,744	144	6,703	Livingston	7,184	2,100	2,448	930	74	2,084		
Bourbon	17,752	5,000	14,754	4,108	344	5,225	Logan	22,335	6,200	14,653	3,861	412	5,360		
Boyd	49,948	13,900	46,640	13,312	1,522	15,655	Lyon	6,853	1,400	1,636	548	60	1,196		
Boyle	20,532	5,400	22,221	4,682	790	6,606	McCracken	49,137	25,700	78,817	16,686	3,006	21,705		
Brecken	8,424	2,400	4,208	1,199	78	2,424	McCreary	16,660	3,300	6,336	2,597	121	2,342		
Breathitt	19,964	3,500	3,704	1,428	125	1,285	McLean	10,021	2,700	3,479	1,263	121	2,294		
Breckenridge	15,528	3,700	5,256	1,895	215	3,290	Madison	31,179	8,800	19,973	4,804	817	7,974		
Bullitt	11,349	3,100	4,243	1,415	70	3,722	Magoffin	13,839	2,300	2,003	778	29	1,122		
Butler	11,309	2,300	2,019	748	63	1,583	Marion	17,212	3,900	11,670	1,939	75	4,144		
Caldwell	13,199	3,800	8,244	2,372	258	3,484	Marshall	13,387	4,400	6,319	1,740	121	4,798		
Calloway	20,147	6,000	14,227	3,511	372	6,255	Martin	11,677	2,100	2,025	974	121	1,375		
Campbell	76,196	24,400	58,961	22,067	2,419	27,520	Mason	18,486	5,100	19,543	3,986	741	5,532		
Carlisle	6,208	1,800	2,751	890	82	1,929	Meade	9,422	2,400	5,483	981	80	2,955		
Carroll	8,517	2,300	6,657	2,053	291	2,947	Menifee	4,798	1,000	616	261	121	739		
Carter	22,559	4,800	7,110	2,191	179	3,579	Mercer	14,943	4,100	10,134	2,223	413	5,207		
Casey	17,446	3,700	4,157	950	34	3,050	Metcalfe	9,851	2,400	2,530	313	69	1,579		
Christian	42,359	10,600	35,432	7,212	624	13,575	Monroe	13,770	3,200	5,484	1,329	121	2,559		
Clark	18,898	5,400	18,114	4,421	446	6,162	Montgomery	13,025	3,300	11,604	3,221	301	4,322		
Clay	23,116	3,900	4,534	1,130	70	2,375	Morgan	13,624	3,100	2,236	656	33	1,597		
Clinton	10,605	2,300	2,847	619	65	1,682	Muhlenberg	32,501	7,700	17,148	5,868	370	6,388		
Crittenden	10,818	2,800	5,149	1,671	65	2,573	Nelson	19,521	4,800	12,664	2,272	411	4,850		
Cumberland	9,309	2,200	3,025	834	63	1,315	Nicholas	7,532	2,000	3,258	1,091	148	2,114		
Davless	57,241	16,600	56,363	12,545	1,538	18,826	Ohio	20,840	5,600	6,720	2,678	208	3,569		
Edmonson	9,376	2,100	1,870	585	62	1,486	Oldham	11,018	2,600	5,352	1,215	77	4,328		
Elliott	7,085	1,300	618	376	62	735	Owen	9,775	2,700	4,191	1,000	152	2,304		
Estill	14,677	3,100	4,603	1,631	185	2,744	Owsley	7,324	1,400	439	191	121	855		
Fayette	100,746	30,100	137,036	27,299	5,473	29,984	Pendleton	9,610	2,700	3,644	1,164	98	2,846		
Fleming	11,962	3,000	5,209	1,603	65	3,488	Perry	46,586	8,700	25,729	6,147	403	5,403		
Floyd	53,500	10,200	22,965	5,829	327	5,596	Pike	81,152	17,000	39,878	11,003	490	12,658		
Franklin	25,933	7,800	22,544	5,651	789	8,276	Powell	6,812	1,400	1,684	217	121	1,188		
Fulton	13,668	3,600	14,336	3,756	396	3,321	Pulaski	38,452	9,400	19,805	4,983	526	8,281		
Gallatin	3,969	1,100	1,940	651	56	1,383	Robertson	2,881	800	744	243	63	689		
Garland	11,029	2,800	5,199	1,211	66	2,864	Rockcastle	13,525	3,000	3,951	1,460	99	2,154		
Grant	9,809	2,700	5,740	1,711	174	3,412	Rowan	12,708	2,900	5,947	1,387	67	2,906		
Graves	31,364	11,000	23,397	5,632	611	9,193	Russell	13,717	3,100	3,568	1,078	87	2,394		
Grayson	17,063	4,400	6,250	1,178	166	3,349	Scott	15,141	4,300	10,293	3,236	261	4,275		
Green	11,261	3,100	4,671	1,003	68	2,591	Shelby	17,912	5,000	14,174	3,185	411	6,147		
Greenup	24,887	5,900	7,437	3,627	289	6,446	Simpson	11,678	3,300	10,394	2,199	418	3,144		
Hancock	6,009	1,500	1,965	561	59	1,480	Spencer	6,157	1,400	3,445	642	33	1,894		
Hardin	50,312	11,000	26,095	7,241	478	15,189	Taylor	14,403	3,900	10,114	1,986	74	4,289		
Harlan	71,751	15,100	42,860	12,045	1,025	10,363	Todd	12,890	3,300	5,577	1,637	241	2,471		
Harrison	13,736	3,900	10,330	2,618	285	4,752	Trigg	9,683	2,100	4,072	890	64	2,108		
Hart	15,321	3,900	7,769	1,467	245	3,658	Trimble	5,148	1,400	1,194	368	121	1,432		
Henderson	30,715	9,600	27,151	7,030	776	10,690	Union	14,893	4,000	13,279	3,033	498	4,329		
Henry	11,394	3,200	6,232	1,481	269	2,904	Warren	42,758	12,000	38,576	7,381	1,423	12,100		
Hickman	7,778	2,100	2,854	1,100	121	1,808	Washington	12,777	3,100	6,414	1,120	66	3,217		
Hopkins	38,815	10,900	30,951	7,554	711	10,326	Wayne	16,475	3,600	5,225	1,752	71	2,421		
Jackson	13,101	2,600	2,165	816	63	1,428	Webster	15,555	4,400	8,151	2,179	186	3,710		
Jefferson	484,615	155,700	594,946	141,572	26,183	162,094	Whitley	31,940	7,000	18,233	5,007	541	5,519		
Jessamine	12,458	3,400	6,475	2,036	259	3,409	Wolfe	7,615	1,400	1,104	255	121	807		
Johnson	23,846	5,400	12,115	3,127	34	3,437	Woodford	11,212	3,100	6,826	1,950	300	3,328		
Kenton	104,254	34,700	98,231	32,794	3,830	31,422									
Knott	20,320	3,300	3,083	1,045	68	1,428									
Knox	30,409	6,400	7,315	2,417	67	3,689									
Larue	9,956	2,600	5,910	839	69	2,966									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ASHLAND
(Boyd County)

WCMI 1935	1340 250	Ashland Bcstg. Co. Inc. 120 20th St. East 4-6111	CBS Air Trails Net. H-R Reprs.	Charles Sawyer, p J. Pattison Williams, evp Alex Buchan, vp W. R. Martin, sm	Collis A. Young, cm John B. Sowards, pd, pmm, nd	Robert L. Gilmore, ce Bill Campbell, fd Dick Martin, sd
WCMI-FM 1948	Ch. 229 (B) 93.7mc 2.75kw					
WTCR 1954	1420 5,000-D	WTCR Inc. P. O. Box 848 Cattlettsburg 661	Clark	Connie B. Gay, o, gm Jane E. Trimmer, p	Gordon Anderson, cm James E. Oakes, pmm	Steve Hart, ce

City County	Call Letters Established TV Affiliate	Chan. or Freg. 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.
BARBOURVILLE (Knox County)					
	WBVL 1955	950 1,000-D	Brown Radio & Tv Co. 109 Sycamore St. 498		Dwight L. Brown, p, gm Everett Lawson, ce D. C. Mullins, nd Mrs. Cecii Newport, wd
BARDSTOWN (Nelson County)					
	WBRT 1954	1320 1,000-D	V. R. Anderson Hartford, Ky. 100	KBS	V. R. Anderson, p Thomas E. Skinner, gm Jack E. Emerson, cm, pd Felice Penew. cont dir Polly Hall, wd
BENTON (Marshall County)					
	WCBL 1954	1290 1,000-D	Purchase Bcstg. Co. Lakeside 7-2581	KBS Continental	Shelby McCallum, p, nd Joe McNeiley, gm Betty McCallum, cm Jerry Don Crutchfield, pd Howard Copeland, pmm, sd Ray Turner, ce Chuck Thompson, fd Lorine Cooksey, wd
BOWLING GREEN (Warren County)					
	WKCT 1947	930 1,000-D 500-N DA-N	Daily News Bcstg. Co. P. O. Box 727 Victor 3-4325	ABC Pearson	J. Ray Gaines, p Alvis H. Temple, gm, pmm Jeff Wright, cm, sd Jack Eversole, pd, nd Haro Durham, co-ce Jack Hendricks, co-ce Hank Brosche, fd Joann Rudolph, wd
	WLBJ 1940	1410 5,000-D 1,000-N DA-2	Greenwood Bcstg. Co. 901 Fairview Ave. Victor 3-3212	MBS KBS Burn-Smith	Cy N. Bahakel, o Robert Proctor, cm, sd Helen Given, pd Joe Hamilton, pmm, nd Hugh W. Tyler, ce Odes Blanton, fd Dean Danner, wd
	WLBJ-FM 1948	Ch. 266 (B) 101.1mc 8.4kw			
CAMPBELLSVILLE (Taylor County)					
	WLCK 1950	1450 250	Taylor County Bcst. Co. P. O. Box 248 380	Best	R. L. Turner, p, gm Lindsey Harden, asst gm, cm Tommie Kerr, pd, pmm, fd J. B. Crawley, ce Turney Harding, sd Rachel Marple, wd
	WTCO 1948	1150 1,000-D	South Central Ky. Bcstg. Co. Lebanon Rd. 250	KBS	H. T. Parrott, p Clifford Spurlock, gm, cm
CENTRAL CITY (Muhlenberg County)					
	WMTA 1955	1380 500-D	Central City-Greenville Bcstg. Co. 110 N. First St. 818		L. L. Stone, co-o A. E. Stone, co-o Ralph Utley, co-o Bobby Anderson, cm, sd Johnny Tooley, pd, nd, fd Conway Smith, ce Shirley Hancock, wd
	WNES 1955	1600 500-D	Muhlenberg Bcstg. Co. P. O. Box 325 100		Andy Anderson, p Ronald L. Beane, gm, cm, sd V. R. Anderson, p Dean Harden, pd, nd Robert J. Beane, ce Bob Ruff, fd Jacqueline Beane, wd
	WNES (FM) (CP)	Ch. 270 (B) 101.9mc 21.5kw			
COLUMBIA (Adair County)					
	WAIN 1951	1270 1,000-D	Tri-County Radio Bcstg. Corp. 4111	KBS Best	S. C. Bybee, p, gm, fd Lanier Burchett, cm, sd Oris Gowen, pd Ray Doss, pmm Lewis Owens, ce Allen Young, nd Maxie Alexander, wd
CORBIN (Whitley County)					
	WCTT 1947	680 1,000 DA-N	Corbin Times-Tribune Inc. 1071	MBS	J. Springer Robinson, p John L. Crawford, gm S. G. Hembree, cm Kenneth Z. Turner, pd C. R. Austin, ce Arch Wyatt, sd
COVINGTON (Kenton County)					
	WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave. Juniper 1-5300	KBS	Arthur L. Eilerman, p, gm, cm Walter R. Rehbaum, pd Paul F. Mathew, ce Donald E. Eubanks, nd Dr. J. O. Tyson, fd Robert A. Atterton, sd Carmen G. Eilerman, wd
CUMBERLAND (Harlan County)					
	WCPM 1951	1490 250	Blanfox Radio Inc. 260	MBS KBS Burns-Smith	R. B. Helms, p J. Frank Fox, vp, ce E. F. Shadburne, gm, cm Art Grunewald, pd, sd Suzy Ellis, wd

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Prosperous Radio Stations
get **MONEY-MAKING**
IDEAS from



1st with **BIG-NAME**
STARS and **MUSIC**



KENTUCKY

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	
DANVILLE (Boyle County)							
	WHIR 1947	1230 250	Commonwealth Bcstg. Corp. P. O. Box 234 1230	MBS KBS Holman	W. T. Isaac, p, cm David B. Highbaugh, vp, pd, nd, fd, sd	Henry C. Lovell, ce	Carroll Hake, wd
ELIZABETHTOWN (Hardin County)							
	WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151	KBS Best	J. W. Hodges, p Walter D. Huddleston, gm Calvin Skaggs, cm	Thomas A. Maples, pd Thomas M. Baldwin, ce, fd	Bill Earle, nd Dorothy Scantland, wd
EMINENCE (Henry County)							
	WSTL (CP)	1600 500-D	J. W. Dunavent		J. W. Dunavent, o		
FRANKFORT (Franklin County)							
	WFKY 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. 4-8281	MBS, KBS Blue & White Burn-Smith	Ken Hart, p, gm C. A. McLain, cm Mary Flynn, pd, pmm, wd	Wallace Roach, ce Don Wheeler, nd	Robert Heath, fd Paul Scott, sd
FRANKLIN (Simpson County)							
	WFKN 1954	1220 250-D	Franklin Bcstg. Co. North High St. 33	KBS Best	L. L. Valentine, p, gm, fd A. W. Kockritz Jr., cm	Neil Hill James, pd, wd Howard H. Ogies, pmm	William French, ce Stan R. Portmann, nd, sd
FULTON (Fulton County)							
	WFUL 1951	1270 1,000-D	Ken-Tenn Bcstg. Corp. P. O. Box 482 1270	Best	Warren L. Moxley, p J. O. Lewis, acting gm	Horace Bowden, cm, ce Dorothy Boyd, pd, wd	Gene Gardner, nd, fd Vern Brooks, sd
	WFUL-FM 1951	Ch. 285 (A) 104.9mc 0.5kw					
GLASGOW (Barren County)							
	WKAY 1946	1490 250	Glasgow Bcstg. Co. Olive 1-2141	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
HARLAN (Harlan County)							
	WHLN 1941	1280 1,000-D	Blanfox Radio Co. Inc. 625	MBS, KBS Good Coal Burn-Smith	R. B. Helms, p, gm, pmm James T. Morgan, cm	Jack McCoy, pd, sd J. Francke Fox, ce	Jack Hoskins, nd Pat Farmer, wd
	WKYV (CP)	1410 1,000-D	KY-VA Bcstg. Corp.				
HARRODSBURG (Mercer County)							
	WHBN 1955	1420 1,000-D	Pioneer Bcstg. Co. Old Opera House 1420		C. H. Hulse, co-o Charles Shuffett, co-o Frank Orwin, co-o	Bernie Tracy, gm Bill Yeakle, cm	Yancy Bowling, ce John Alexander, nd
HAZARD (Perry County)							
	WKIC 1947	1430 1,000-D	BMG Bcstg. Corp. Peoples Bank Bldg. 720	MBS Best	Fred Bullard, co-o, p Charles Metcalf, co-o, vp, gm, pmm, nd	Richard Goodlette, co-o, vp Bob Mansfield, cm, sd	Norma Strong, pd, wd Harold Logan, ce
HENDERSON (Henderson County)							
	WSON 1941	860 500-D	Henderson Bcstg. Co. 121 North Main St. 3923	MBS	Hecht S. Lackey, p, gm Ewing Graham, cm	Martin E. Schaeffer, pd, nd Doris E. Gibson, ce, fd	Del McLachlan, sd Jane Halle, wd
	WSON-FM 1946	Ch. 258 (B) 99.5mc 20kw					
HOPKINSVILLE (Christian County)							
	WHOP 1940	1230 250	Hopkinsville Bcstg. Co. 120 S. Va. St. Tuxedo 5-5331	CBS	F. Ernest Lackey, p, gm Katherine Peden, cm Margaret Wyatt, pd, wd	Mary Ruth Long, pmm Leo Y. Wilson, ce Frank Cameron, nd	Drury Embry, fd George Gray, sd
	WHOP-FM 1948	Ch. 254 (B) 98.7mc 8.8kw					
	WKOA 1954	1480 1,000-D	Pennyrite Bcstg. Co. P. O. Box 101 Tuxedo 6-1204	KBS	Charles W. Stratton, p, gm Marie Harte, cm	Don Ritter, pd, pm Walter Wilson, ce	Robert McGaughey, nd, fd Betty Doss, wd
LEBANON (Marion County)							
	WLBN 1953	1590 1,000-D	Lebanon-Springfield Bcstg. Co. P. O. Box 647 486	KBS Best	Charles Shuffett, co-o, cm C. H. Hulse, co-o, ce	Allen Baker, pd J. T. Whitlock, pmm	Emerson Lay, fd Mary Lou Clements, wd

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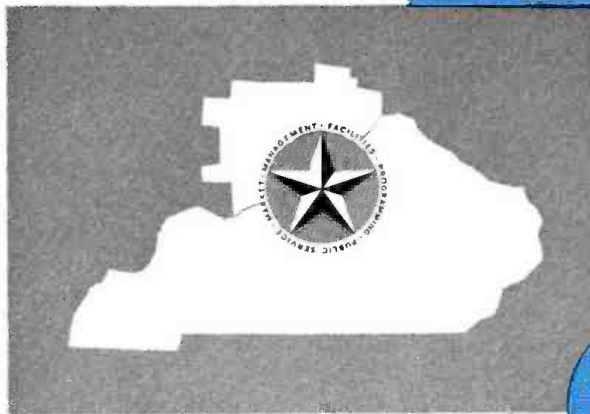
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listens to radio . . .**

**. . . in the WHAS market area
where 83% of the 1,930,000 adults listen to radio
in an average week . . . And where 160 stations
compete for this huge audience, one station stands out.**

**WHAS commands more than a 49% share
of this audience in an average week.**

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between RADIO and radio . . .**

in many more ways than one.



**go where there's growth . . .
go WHAS**



VICTOR A. SHOLIS, Director

NEIL CLINE, Station Manager

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Represented Nationally by Henry J. Christal Co., Inc.

KENTUCKY

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; 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 Coml. Mgr. cm; Sales Mgr.
LEXINGTON (Fayette County)						
	WLAP 1922 WLAP-TV	630 5,000-D 1,000-N DA-2	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p, gm Miller Welch, cm	Jack Brooks, pd, pmm H. C. Locklar, ce
	WLAP-FM 1950	Ch. 233 (B) 94.5mc 3.5kw				
	WLEX 1946 WLEX-TV	1300 1,000 DA-N	Central Kentucky Bcstg. Co. 134 N. Limestone St. 3-0433	Forjoe	J. D. Gay Jr., p Earl L. Boyles, evp, gm Les Tackett, cm	Jim Robertson, ce Sue Fennimore, nd, wd Dick Dixon, fd Cawood Ledford, sd
	WVLK 1947	590 1,000 DA-1	Bluegrass Bcstg. Co. Phoenix Hotel 4-6470	MBS Burn-Smith	Donald J. Horton, p Ted Grizzard, vp, gm George T. Webb, cm	Claude Sullivan, pd, sd Jay Watters, pmm Paul Dunbar, ce Raymond P. Holbrook, nd, i Maggie Welsh, wd
LONDON (Laurel County)						
	WFTG 1955	1400 250	London Bcstg. Co. P. O. Box 333 598		Elmo Mills, gm	Russell Henson, sm Charles Redmond, cm
LOUISVILLE (Jefferson County)						
	WAVE 1933 WAVE-TV	970 5,000 DA-1	WAVE Inc. 334 E. Broadway Wabash 2201	NBC NBC Spot Sales	George W. Norton Jr., p Nathan Lord, gm LaVell Waltman, cm	James Caldwell, pd, pmm Wilbur Hudson, ce Rodney Ford, nd Shirley Anderson, fd Ed Kallay, sd
	WGRC 1938	790 5,000-D 1,000-N DA-2	Northside Bcstg. Corp. Ky. Home Life Bldg. Wabash 8871	MBS Walker	J. Porter Smith, p Charles L. Harris, gm Tom Underwood, cm, pmm	Ward Hatcher, pd W. J. Morrison, ce Jack Donnell, nd Jerry East, fd Jerry Brown, sd Agnes Burke, wd
	WHAS 1922 WHAS-TV	840 50,000	WHAS Inc. 525 W. Broadway Wabash 2211	CBS Christal	Barry Bingham, p Victor A. Sholls, vp, dir Neil D. Cline, sm John M. Fouts, sls dir	Samuel H. Gifford, pd William F. Loader, pmm Orrin W. Towner, eng dir Barney Arnold, fd Jimmy Finegan, sd Phyllis Knight, wd
	WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	KBS Forjoe	Harold Kaye, p Glen A. Harmon, vp, opr dir	Harry McTigue, gm, sd Charles A. Schacht Jr., cm James J. Nathan, slm Melvin C. Scarsdale, ce
	WKLO 1948 WKLO-TV (CP)	1080 5,000-D 1,000-N DA-2	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Air Trails Net. Blair	Charles Sawyer, p J. P. Williams, evp, gm	Alexander Buchan, vp D. C. Summerford, mgr Michael G. Jennings, pmm Theodore E. Jones, ce
	WKYW 1947	900 1,000-D	Radio Kentucky Inc. 431 Jefferson St. (2) Clay 4811	Burn-Smith	F. Eugene Sandford, p, treas	Edwin E. S. Weldon, vp, sm H. Parker Smith, cm
	WLOU 1948 WQXL-TV	1350 1,000-D	Rounsaville of Louis- ville Inc. 2549 S. 3rd St. Melrose 7-3689	Gill-Perna Dora-Clayton	Robert W. Rounsaville, p Arthur Selley, gm Joseph T. Starr, cm	James Carter, pd William Summers, pmm, sd Paul Cram, tech dir Steve Dawson, ce Ed Cook, nd Cathy Curry, wd
MADISONVILLE (Hopkins County)						
	WFMW 1947	730 250-D	Messenger Bcstg. Co. P. O. Box 387 1885	KBS Continental	Edgar Arnold Sr., p H. W. Wells, gm, nd, fd E. L. Kelley, cm, sd	John Gatlin, pd Ernie Allen, pmm Evers Mick, ce Glenda Ausenbaugh, wd
	WFMW-FM 1949	Ch. 230 (B) 93.9mc 2.8kw				

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WLEX
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Your Best Buy in the Blue Grass!

According to a 1955 survey made by Western Union and the combined Lexington newspapers, WLEX has the largest listening audience in the area. This comes as no surprise, since Lexington's No. 1 sports station has long proved most productive for advertisers with products or services to sell in this rich market!

Lexington's Only Non-Directional Station

WLEX • LEXINGTON, KENTUCKY

Contact Forjoe & Company, Inc. Earl L. Boyles, V. P. and Gen. Mgr.

COVERING CENTRAL KENTUCKY LIKE THE BLUE GRASS

WLEX
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with **WAVE**

you don't buy the hills—

YOU BUY THE GOLD!

To do a good radio job in the *one* really "golden" Kentucky market, you don't have to waste money digging far back in the hills.

WAVE GIVES YOU KENTUCKY'S BRIGHTEST MARKET—
AT THE RIGHT COST. WAVE's 50% BMB daytime area almost exactly coincides with the rich Louisville Trading Area, which accounts for 42.5% of the state's *total* effective buying income.

GILT-EDGED PROGRAMMING—NETWORK AND LOCAL.
WAVE is the *only* NBC station in or near Louisville. *Local* programming is top-drawer, too. Our staff numbers 62 good people, 44 exclusively for on-the-air radio activities.

Dig that WAVE, and you've got the gold! NBC Spot Sales has all the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**



SPOT SALES
National Representatives



City County	Call Letters TV Affiliate Established	Chan. or Power Freq.	Licensee Telephone Headquarters	Representative Network	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. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;
MAYFIELD (Graves County)						
	WKTM 1946	1050 1,000-D	Kentucky Bcstg. Co. P. O. Box 232 46	Best	Michael R. Freeland, ptrn, gm	John M. Latham, ptrn, cm Jerry Watson, pd
	WKTM-FM 1955	Ch. 269 (A) 107.1mc 0.510kw				
	WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co. Paducah Rd. 1597	Paschall	H. M. Suthard, p T. E. Brewer, gm, cm Otis L. Davis, asst mgr	Margaret Cannon, pd John E. Skelton, ce Robert G. Horton, nd Bing Hampton, sd Barbara Washam, wd
	WNGO-FM 1955	Ch. 234 (B) 94.7mc 2.3kw				
MAYSVILLE (Mason County)						
	WFTM 1948	1240 250	Standard Tobacco Co. 626 Forest Ave. Logan 4-3361	MBS KBS	Charles P. Clarke, p John W. Betts, gm Herbert N. Williams Jr., cm	Gene A. Waters, pd Billy C. Cooper, ce J. Scott True, fd Lawrence W. McGill, sd
MIDDLESBORO (Bell County)						
	WMIK 1948	560 500-D	Cumberland Gap Bcstg. Co. P. O. Box 698 980	KBS Holman	U. G. Brummett, p Maurice K. Henry, gm, cm	Talmadge R. England, ce Jack McPreson, sd Bill Baker, pd, nd Cris Rogers, fd
MONTICELLO (Wayne County)						
	WFLW 1955	1570 250-D	Wolf Creek Bcstg. Co. P. O. Box 36 290		James Shacklette, p, gm, pd Welby Hoover, cm	Reid Hucaby, ce Clinton Collins, fd Edward Brandon, sd Charline Conley, wd
MOREHEAD (Rowan County)						
	WMOR 1955	1330 1,000-D	Morehead Bcstg. Co. Main Street 880		W. J. Sample, p Roy C. Cornette, vp	William M. Whitaker, gm Murvel J. Hall, asst mgr Earl S. Young, ce Bernie Fieler, sd
MURRAY (Cottaway County)						
	WNBS 1948	1340 250	Murray Bcstg. Co. Box 548 1340		H. T. Waldrop, o & p	Ed Griffin, sm
NEWPORT (Campbell County)						
	WNOP 1948	740 1,000-D	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 1-7100	Interstate United Newspapers	James G. Lang, p Ann Rolife Lang, gm	R. Doug Nunn, sm, pd, pmm, nd, fd Robert C. Gilmore, cm, sd R. E. Sullivan, ce
	WNOP-TV (CP)	DA-D				
OWENSBORO (Daviess County)						
	WOMI 1938	1490 250	Owensboro Bcstg. Co. Inc. Livermore Rd. & Byers Ave. Murray 3-1558	MBS Burn-Smith	Lawrence W. Hager, p Hugh O. Potter, gm, cm	Cliffordean Potter, pd, wd James B. Wilkinson, pmm Harold I. Peters, ce Marshall W. Bruner, nd, fd, sd
	WOMI-FM 1948	Ch. 223 (B) 92.5mc 19.5kw				
	WVJS 1947	1420 1,000 DA-2	Owensboro On The Air 324 Allen St. Murray 3-3521	AEC Rambeau	Vincent J. Steele, p Malcolm Greep, vp, gm John T. Rutledge, asst gm, cm	Larry Adams, pd, nd Lee C. Hayden, pmm, wd Robert Earl Jagoe, ce Earl Fisher, fd LeRoy Woodward, sd
	WVJS-FM 1950	Ch. 241 (B) 96.1mc 45kw				

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WORLD BROADCASTING SYSTEM, INC.
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CINCINNATI HOUSTON

CANADIAN REPRESENTATIVES ALL-CANADA FACILITIES LIMITED, VICTORY BUILDING, TORONTO

= MORE REVENUE!

PADUCAH
(McCracken County)

WKYB 1946	570 1,000-D 500-N DA-2	WKYB Inc. 504 Kentucky Ave. 2-1878	NBC Pearson	E. J. Paxton Jr., p, gm Sam Livingston, bus mgr, sd	Joe Pat Knight, pd Ernest Pell, 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. 4th & B'way 2-8231	CBS Sears & Ayer	Pierce E. Lackey, p Prewitt Lackey, gm	Ray Molfield, asst mgr, pd, pmm, nd, fd, sd	U. C. Morris, ce Evelyn Stahl, wd
WPAD-FM 1946	Ch. 245 (B) 96.9mc 36kw					

PAINTSVILLE
(Johnson County)

WSPF 1949	1490 250	Big Sandy Bcstg. Co. Moade Bldg. 1196	MBS KBS Best	Ted Arnold Silvert, p, gm Jack Welch, cm, sd	Bill Barker, pd, fd	Gene Baldrige, ce
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PARIS
(Bourbon County)

WKLX 1955	1440 1,000-D	Stephens Industries Inc.		D. C. Stephens, o	Stan Scott, sm	Vernon Hutchinson, ce
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PIKEVILLE
(Pike County)

WLSI 1949	900 1,000-D	Cumberland Publishing Co. 456		Mrs. W. J. Ward Jr., p Roy E. Alexander, gm, cm John C. Adkins, pd, pmm, nd	Guy N. Ferrell, ce Mike Paxton, fd	Hal Wanzer, sd Edna Aders, wd
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. 1280	MBS KBS	Jack L. Hatcher, p, gm	James K. Hoskins, ce	J. Virginia Hatcher, wd

PRESTONBURG
(Floyd County)

WPRT 1952	960 1,000-D (CP: 1270 kc, 5,000-D)	Stephens Industries Inc. South Lake Drive 5951	KBS	D. C. Stephens, p Rex Osborne, gm, cm, pmm Ollie Robinson, pd	V. E. Hutchinson, ce Charles Spradlin, nd Ellis Boggs, fd	Clarence Robinson Jr., sd Amy Turner, wd
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PRINCETON
(Caldwell County)

WPKY 1950	1580 250-D	Princeton Bcstg. Co. Dawson Rd. 2072	KBS Continental	Leslie Goodaker, p, gm Ellis Burnam, cm	Mrs. Leslie Goodaker, pd Wilburn Wilson, pmm	Marvin Mahoney, ce
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RADCLIFF
(Hardin County)

WSAC 1955	1470 1,000-D	Ft. Knox Bcstg. Corp. Ft. Knox, Ky.		Byron E. Cowan, p William J. Harris Jr., gm Joseph Cowan, cm	Clement Cockrell, pd, nd William Gerson, pmm, sd	Gene Hornback, ce Lee Hutson, wd
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RICHMOND
(Madison County)

WEKY 1953	1340 250	WEKY Inc. McKee Bldg. 1340	MBS KBS	Dages I. Boyle, p O. C. Halyard Jr., gm, sd Fred Welch, cm	Edith Abel, pd John Sullivan, pmm Estil Reed Anderson, ce	Bob Hanger, nd Charles Mastin, fd Lakki Keyser, wd
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RUSSELLVILLE
(Logan County)

WRUS 1953	800 1,000-D	South Kentucky Bcstrs. Nashville Rd. 459	Best	Roth E. Hook, p Woodrow Sosh, gm	Earl Johnson, sm, ce James H. Johnson, slm, pd	Stanford Murphy, fd Gene Locke, nd, sd
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SOMERSET
(Pulaski County)

WSFC 1947	1240 250	Southeastern Bcstg. Co. US Hwy. 27, N. 1240	MBS Best	Mike Layman, p, gm Donald F. Orwin, cm John A. Hartnett, pd	Ralph F. Denton, tech dir Johnny Agostine, ce Clyde Denton, nd	Hugh Hurst, fd Bob Haney, sd Priscilla Roser, wd
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WAVANCELEVE
(Breathitt County)

WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vanceleve 3, Jackson Exchange	Continental	Dr. Lela G. McConnell, p Wilfred Fisher, gm, cm	Violet Person, pd, wd Kenneth Amspaugh, ce, fd	Louis Bouck, sd
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WHITESBURG
(Letcher County)

WTCW 1953	920 1,000-D	Ky.-Va Bcstg. Corp. 2711		Kenneth J. Crosthwait, p Don Crosthwait, gm Frank L. Jones, cm, fd	Mrs. Beryl Davis, pd, wd Charles Read, pmm	Irving Grove, ce Raymond Webb, nd
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VINCHESTER
(Clark County)

WWKY 1954	1380 1,000-D	Vincchester Bcstg. Co. P. O. Box 492 1380	MBS Best	N. B. Ratliff, p Charles Drew, gm Tom Wade, cm	Betty Barnett, pd Jay Watters, pmm Thomas Bratton, ce	Herman Kelly, nd, fd Claude Sullivan, sd Lois Mack, wd
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LOUISIANA

MARKET DATA BY PARISHES

Parish	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Acadia	47,050	12,400	\$27,979	\$ 4,959	\$ 634	*689,873	Natchitoches	38,144	9,200	24,179	6,825	916			
Allen	18,035	5,200	15,458	3,035	377		Orleans	570,445	179,000	658,644	138,686	27,402			
Ascension	22,387	5,900	14,687	3,858	387		Ouachita	74,713	23,800	93,457	15,842	2,560			
Assumption	17,278	4,000	6,216	1,317	198		Plaquemines	14,239	3,500	9,433	5,265	358			
Avozelles	38,031	10,000	14,573	3,153	479		Pointe Coupee	21,841	5,300	9,675	1,849	279			
Beauregard	17,766	5,300	11,533	3,741	269		Rapides	90,648	27,000	69,092	16,318	1,903			
Bienville	19,105	4,400	7,324	2,281	214		Red River	12,113	2,700	5,465	1,453	34			
Bossier	40,139	12,000	26,603	7,241	486		Richland	26,672	6,400	13,890	3,078	486			
Caddo	176,547	55,400	221,306	45,974	7,617		Sabine	20,880	5,200	6,708	1,772	243			
Calcasieu	89,635	31,600	104,885	23,527	2,443		St. Bernard	11,087	3,300	12,848	3,874	184			
Caldwell	10,293	2,600	3,703	784	169		St. Charles	13,363	3,500	7,606	2,775	265			
Cameron	6,244	1,200	2,726	1,228	77		St. Helena	9,013	2,300	1,272	417	23			
Catahoula	11,634	2,700	5,030	1,634	200		St. James	15,334	3,400	8,481	2,491	182			
Claborne	25,063	6,200	12,325	3,516	548		St. John the Baptist	14,861	3,300	6,398	2,444	127			
Concordia	14,398	3,700	5,444	1,924	150		St. Landry	78,476	19,300	73,563	15,847	1,523			
De Soto	24,398	5,900	11,644	3,081	516		St. Martin	26,353	6,000	10,480	2,125	239			
E. Baton Rouge	158,236	57,200	175,072	34,339	6,585		St. Mary	35,848	9,800	57,887	19,314	1,225			
E. Carroll	16,302	3,800	7,980	1,914	331		St. Tammany	26,988	7,900	16,585	4,216	441			
E. Feliciana	19,133	3,200	5,220	1,621	103		Tangipahoe	53,218	15,100	34,560	7,333	1,196			
Evangeline	31,629	8,600	11,686	2,542	133		Tensas	13,209	3,200	5,924	1,507	253			
Franklin	29,376	7,000	11,817	2,960	399		Terrebonne	43,328	11,300	38,532	10,233	868			
Grant	14,263	3,500	3,600	1,253	46		Union	19,141	4,800	7,695	1,558	169			
Iberia	40,059	10,800	36,710	8,061	921		Vermillion	36,925	10,000	20,297	3,661	547			
Iberville	26,750	7,000	16,435	4,479	352		Vernon	18,974	5,800	11,354	3,929	431			
Jackson	15,434	3,700	9,451	2,001	212		Washington	38,371	10,500	23,021	4,895	735			
Jefferson	103,873	40,800	105,068	30,277	3,652		Webster	35,704	9,900	28,169	7,495	1,075			
Jefferson Davis	26,298	7,200	22,010	4,587	393		W. Baton Rouge	11,738	3,100	4,758	1,748	128			
Lafayette	57,743	16,800	51,944	8,174	1,128		W. Carroll	17,248	3,700	7,085	1,213	205			
Lafourche	42,209	10,800	40,983	9,639	926		W. Feliciana	10,169	1,500	2,090	682	54			
La Salle	12,717	3,600	8,339	2,148	263		Winn	16,119	4,300	6,628	1,722	290			
Lincoln	25,782	6,900	17,024	3,113	471										
Livingston	20,054	5,500	8,691	3,381	162										
Madison	17,451	4,300	8,729	1,953	208										
Morehouse	32,038	8,700	18,060	4,880	564										

* State wide total.
 Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	Power	Licenses Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ABBEVILLE (Vermillion Parish)									
		KROF	960	1948	1,000-D	Abbeville Bcstg. Service P. O. Box 306 90		George P. Martin, gm, cm, & ce	Ebba Lou Martin, pd
ALEXANDRIA (Rapides Parish)									
		KALB	580	1935	5,000-D	Alexandria Bcstg. Co. 801 Washington St. 3-2543	ABC Louisiana State Net. Weed	T. B. Lanford, o Willard L. Cobb, gm Walter D. Meison, m	Alex Marchand, pd, sd Mary Petrie, pmm, nd Jesse R. Sexton, ce
		KALB-TV	1,000-N		DA-N				
		KALB-FM	Ch. 245 (B)	1948	96.9mc 11.5kw				
		KDBS	1410	1953	1,000-D	Dixie Bcstg. Service P. O. Box 306 3-7454	KBS	Irving Ward-Steinman, ptrn, John Anthony Lazarone, ptrn	Dallas Ed Pebbles, cm William G. Lynch, sta dir
		KSYL	970	1947	1,000	KSYL Inc. Bolton Ave. at Hwy. 71 6611	NBC Everett-McKinney	Milton Fox, p, cm Virgil G. Evans, gm, pmm	Bruce Rainey, pd, fd Leo Brians, ce
AMITE (Tangipahoe Parish)									
		WABL	1570		500-D	Amite Bcstg. Co. P. O. Box 571 Hazlehurst, Miss.		Louis Alford, ptrn	Phillips D. Brady, ptrn
BASTROP (Morehouse Parish)									
		KTRY	730	1948	250-D	Morehouse Bcstg. Co. P. O. Box 193 1400	KBS	Nathan Bolton, co-o A. R. McCleary, co-o	Bill Davis, gm G. I. Johnson, cm
BATON ROUGE (E. Baton Rouge Parish)									
		WAFB	1460	1948	5,000-D	Modern Bcstg. Co. of Baton Rouge Inc. 929 Government St. 4-8571	MBS Young	Tom E. Gibbens, p, gm Ron Litteral, slm Owen Elliott, mgr of radio, pd	Grace McElveen, pmm Donald K. Allan, ce
		WAFB-TV	1,000-N		DA-N				
		WAFB-FM	Ch. 282 (B)	1948	104.3mc 3kw				
		WIBR	1300	1948	1,000	Community Bcstg. Co. P. O. Box 1226 8-6716	Walker	G. T. Owen, p Robert Earle, vp, gm	Scott W. Erwin, asst mgr, pd E. E. Case, ce
		WJBO	1150	1934	5,000	Baton Rouge Bcstg. Co. 444 Florida St. 2-5271	NBC Louisiana Net. Hollingbery	Douglas L. Manship, p Chas. P. Manship Jr., sec-treas R. Kelly Maddox, gm	John D. Woodriddle, slm George R. Bonnell, prod sup Josephine R. Dabadie, off mgr.
		WBRZ (TV)	DA-1						Theodore Hubert, ce Alton R. Crouch, nd Walter F. Hill, sd
		WBRZ (FM)	Ch. 251 (B)	1941	98.1mc 7.6kw	(WJBO, AM Affiliate)			
		WLCS	910	1946	1,000	Air Waves Inc. 204 North St. 2-4411	ABC Rambeau	Norman Saurage, p Lamar Simmons, vp, gm Olas F. Olsen, slm	Herman E. Nelson Jr., pd, pmm, nd
		WLCS-FM	Ch. 266 (B)	1949	101.1mc 2.6kw				
		WXOK	1280	1953	1,000-D	WXOK Inc. 243 Convention St. 4-7604	ForJoe	Jules Paglin, co-o Stanley Ray Jr., co-o Tommy McGuire, gm	Lucille J. Pollack, pd Noel Walter, ce Bert Winder, nd

Data corrected to Dec. 15, 1955. 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.

BOGALUSA*(Washington Parish)*

WEXY 1954	920 1,000-D	Bogalusa Bcstg. Corp. P. O. Box 689 Republic 2-4254	Dixie Bcstg. Sys. Clark	Charles W. Holt, p Robert N. Robinson, vp, gm Bill Stewart, sm	Dan Franklin, pd Vernon D. Jones, ce	Ed Cummins, nd, fd, sd, wd
WKCC 1947	1490 250	Curt Siegelin, Adminis- trator, Estate of Doro- thy Moss Siegelin, Deceased. 607 Rio Grande St. Republic 5-1355	KBS	Curt Siegelin, adm, gm John H. Knight, cm, fd	Delos Knight Jr., pd, sd Vernon Jones, ce	Lacy Richardson, nd

COVINGTON*(St. Tammany Parish)*

WARB 1953	730 250-D	A. R. Blossman Inc. 590	KBS	David C. Blossman, p, gm	Mark D. Ray, cm	Vernon E. Dudley, ce
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CROWLEY*(Arcadia Parish)*

KSIG 1947	1450 250	KSIG Bcstg. Co. P. O. Drawer 228 1450	Clark	Hirsch J. Scholl, p Louis M. Basso, gm Ninia G. Guidry, cm	Boyce J. Trahan, pd W. H. Bland, ce Alden C. Sonnier, nd, fd	Edmond M. Keim, sd Mary Grace M. John, wd
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DE RIDDER*(Beauregard Parish)*

KDLA 1950	1010 1,000-D	Sabine Bcstg. Co. P. O. Box 46 7600	KBS	Cyril W. Reddoch, ptrn John B. McCrary, ptrn Ralph L. Hooks, gm, cm	Ted Thompson, pd, ce Winsett Reddoch, pmm Bill Tracy, nd, sd	Gerald Reddoch, fd Clarice Ann Hooks, wd
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EUNICE*(St. Landry Parish)*

KEUN 1952	1490 250	Tri-Parish Bcstg. Co. Inc. 3041	MBS	Vincent Riehl, p John A. Chauvin, gm, sd	Terrell McCrory, cm Karl Derouen, pd, wd	Henry Baham, ce J. R. Janot, fd
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GOLDEN MEADOW*(Lafourche Parish)*

KLFT 1955	1600 500-D	Leo J. Theriot Theriot Bldg. 5-5185	Best	Leo J. Theriot, p, gm H. Earl Herron, sm, pd, ce S. R. Vidrine, cm, pmm	Katherine Richardelle, nd Dudley Bernard, fd	Jerry Chatagnier, sd Lois Pitre, wd
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HAMMOND*(Tangipahoa Parish)*

WFRP 1947	1400 250	Louisiana Bcstrs. P. O. Box 432 960	KBS	Cyril W. Reddoch, co-o, gm	Ralph L. Hooks, co-o	Wayne L. Sanders, cm, sm
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HOMER*(Claiborne Parish)*

KVHL (CP)	1320 1,000-D	Claiborne Bcstg. Corp. c/o W. M. Bigley Radio Station KVMA Magnolia, Ark.		Frank Harkness, p		
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HOUMA*(Terrebonne Parish)*

KCIL 1948	1490 250	KCIL Inc. P. O. Box 1031 6828	NBC KBS Indie	Denver T. Brannen, p Evan H. Hughes, gm Les Ryder, cm	Virginia Ryder, pd, wd Ken Rogers, pmm T. J. Chancey, ce	John Scott, nd, sd Milton David, fd
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JENNINGS*(Jeff Davis Parish)*

KJEF 1950	1290 500 DA-N	Jennings Bcstg. Co. 1521 Lake Arthur Ave. 1155	MBS KBS	Clovis L. Bailey, p, gm, ce	Jerry Dugas, cm	Jackie Todd, wd
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LAFAYETTE*(Lafayette Parish)*

KLFX 1950	1420 1,000-D	Camellia Bcstg. Co. Box 398 8-9494	ABC Louisiana Rambau	Paul H. DeClouet, p William A. Patton, gm	J. W. Corcoran, cm Bob Casteillon, pd, nd	Fred Hebert, ce
KVOL 1935	1330 1,000 DA-N	Evangeline Bcstg. Co. 519 S. Buchanan Center 4-5151	NBC Meeker	George H. Thomas, gm Evan H. Hughes, sm, nd Thomas G. Pears, cm	Betty Jane Arceneaux, pmm Louis P. Pilcher, ce Don Fischer, sd	Al Terry, fd Jo Elyn Chambers, wd
KVOL-FM 1940	Ch. 241 (B) 96.1mc 15kw					

LAKE CHARLES*(Calcasieu Parish)*

KAOK 1947	1400 250	KAOK Inc. 1 Mill St. Hemlock 6-7541	MBS Forjoe	Jules Pagley, p Stanley Ray, sec-treas Thomas A. Gresham, vp co-mgr, cm	Roy K. Rhodes, co-mgr, pd, nd, sd Walter Jones, ce	Jim Lester, fd Virginia Morgan, wd
KLOU 1947	1580 1,000 DA-1	Gulf Bcstg. Co. P. O. Box 975 Hemlock 6-7277	Pearson	G. T. Owen, p Bob Earl, vp Roger S. Davison, gm	Harry E. Cook, slm John Carlson, pd, pmm, nd	Harry Adrian, ce Keith Ryan, sd
KPLC 1935	1470 5,000-D	Calcasieu Bcstg. Co. P. O. Box 1521 Hemlock 9-2713	NBC Louisiana Net. Weed	T. B. Lanford, p David Wilson, gm R. L. White, cm	A. B. Craft, pd, ce Nita Wilburn, pmm Joe Keith, nd	Jack Jackson, fd Sam Tarleton, sd Verna Eady, wd

MANSFIELD*(DeSoto Parish)*

KDBC 1954	1360 1,000-D	DeSoto Bcstg. Corp. P. O. Drawer 740 1360	Louisiana State Net.	H. E. Sewell, p Arthur L. Greene, gm, cm, pd, pmm, sd	Boyd Allinson, ce Don Haynes, nd	R. U. Johnson, fd
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MARKSVILLE*(Avoyelles Parish)*

KAPB 1954	1370 1,000-D	Avoyelles Bcstg. Corp. 204 E. Mark St. 7206	MBS KBS	W. L. Billups, p Chester J. Coco, evp Dave Chapman, gm, pd	Willie J. Bordelon, cm Katherine Ducote, pmm Donald Bordelon, ce	Kermit Ducote, fd Blanche Swan, wd
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MINDEN*(Webster Parish)*

KAPK 1952	1240 100	Parish Bcstg. Corp. Lakeview Dr. 2940		Martin Kirsch Jr., p, gm M. E. Brown, asst mgr	Billy Hyatt, ce Jim Blanchard, nd	Howard McKenney, sd Billye Sue Bryant, wd
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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.
MONROE (Ouachita Parish)					
	KLIC 1950	1230 250	Dr. Frank P. Cerniglia Bernhardt Bldg. 3-4617	MBS	Dr. Frank P. Cerniglia, p, gm, pmm Lou Swanson, cm
	KMLB 1930	1440 5,000-D 1,000-N DA-N	Liner's Bcstg. Station Inc. Frances Hotel 7161	ABC NBC Pearson	Mrs. R. W. Gaston, p Charles Price, vp, gm
	KMLB-FM 1947	Ch. 281 (B) 104.1mc 17kw			
	KNOE 1944	1390 5,000	James A. Noe KNOE Rd. 8155	H-R Reps.	James A. Noe, p Paul Goldman, gm Allen Hundley, radio m Bill Enis, pd, pmm, co-nd
	KNOE-TV	DA-N			Jack Ratliff, ce Mac Ward, co-nd J. J. Joyce Jr., fd
					Hugh Coburn, co-sd Harry Arthur, co-sd Dixie Ware, wd
MORGAN CITY (St. Mary Parish)					
	KMRC 1954	1430 500-D	Tri City Bcstg. Inc. P. O. Box 889 2011	KBS	Warren J. Fortier, p Earl Wooton, gm
					Ben W. Walker, ce
					Irene Davis, wd
NATCHITOCHESES (Natchitoches Parish)					
	KNOC 1947	1450 250	Natchitoches Bcstg. Co. Box 232	KBS	B. Hillman Bailey Jr., p, gm & ce
					Norman A. Fletcher, cm & pd Don Lyons, pmm
					Dwayne Murphy, fd Nelda Eyer, wd
NEW IBERIA (Iberia Parish)					
	KANE 1946	1240 250	New Iberia Bcstg. Co. P. O. Box 383 Emerson 9-6726	ABC KBS	George H. Thomas, ptrn Dierrell Hamm, gm
	KVIM 1951	1360 1,000-D	Queen City Bcstg. Co. P. O. Box 50 2-5826		Paul M. Cochran, p John H. Coco, gm, sd A. J. Guerin, cm
					Lou Barrilleaux, pd Eldridge White, ce Charlie Price, nd
					B. Romero, fd June Richard, wd
NEW ORLEANS (Orleans Parish)					
	WBOK 1951	800 1,000-D DA-D	WBOK Inc. 505 Baronne Tulane 5363	Forjoe	Stanley W. Ray Jr., co-o, gm Jules J. Paglin, co-o Ed Prendergast, sm
	WDSU 1923	1280 5,000	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Blair	Edgar B. Stern Jr., p Robert D. Swezy, evp, gm A. Louis Read, vp, cm
	WDSU-TV 1948	DA-1			Tom Hicks, vp, prog mgr Marion Annenberg, pmm Lindsey Riddle, ce
	WDSU-FM 1948	Ch. 287 (B) 105.3mc 2.95kw			
	WJBW 1926	1230 250	Louise C. Carlson Inc. Cigall Bldg. Magnolia 3488		Louise C. Carlson, p, gm Edward C. Carlson, asst gm James E. Gordon, cm, pmm
	WJMR 1946	990 250-D	Supreme Bcstg. Co. 1500 Canal St. Canal 0356	Bolling	Chester F. Owens, p George A. Mayoral, vp, gm, cm
	WJMR-TV				C. Aubrey Moore, pd
	WRCM (FM) 1945	Ch. 246 (B) 97.1mc 5.9kw	(WJMR affiliate)		
	WMRY 1950	600 500-D (CP-1,000-D)	Southland Bcstg. Co. 2107 Dryades St. Tulane 4941	Gill-Perna	Lester Kamin, p Mort Silverman, gm, cm
	WNOE 1925	1060 50,000-D 5,000-N DA-2	James A. Noe St. Charles Hotel Express 2173	H-R Reps.	James A. Noe, o, p Steve French, vp, gm

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Sell, SELL!**



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PROGRAM SERVICE
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CINCINNATI HOLLYWOOD

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BIG NAMES that draw
BIG AUDIENCES and
BIG BUSINESS!**

NEW ORLEANS (Cont.)

WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	ABC Avery-Knodel	Henry G. Plitt, p John R. O'Meallie, vp, gm Dennis V. Donegan, cm	Marshall Pearce, pd, nd Eldon Durand, pmm	Harold G. Nebe, ce Scott Muni, sd
WTIX 1953	1450 250	Mid-Continent Bcstg. Co. 624 Canal St. Magnolia 3562	Young	Todd Storz, p Fred Berthelson, vp, gm, cm Donald A. Loughnane, pd Bill Armstrong, pmm	Dale L. Moudy, vp, eng dir Morris E. Jones, ce Orville Carson Rennie, prod mgr Carl J. Junker, pd	Larry Wilson, sp events dir Jimmy Steele, nd John Barrett, sd Patricia Gant, wd Martin Burke, pmm
WTPS 1948	940 1,000-D 500-N DA-N	Times Picayune Pub- lishing Co. 615 Howard Ave. Canal 5581	MBS Branham	John F. Tims, p Henry F. Wehrmann, gm		
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. Hotel New Orleans Canal 3521	KBS Radio-Tv Reps.	A. L. Chilton, p J. A. Oswald, gm, cm	Ken Elliott, pd	Harrison C. Mondy, ce
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194	CBS Katz	Rev. Patrick W. Donnelly, p W. H. Summerville, gm L. N. Baird, cm	E. M. Hoerner, pd J. D. Bloom, ce George Shannon, fd Charles A. Schmid, pd	W. J. Brengel, sd Jill Jackson, wd James H. Hibdon, ce
WWMT (FM) 1954	Ch. 239 (B) 95.7mc 48kw	Fidelity Bcstg. Inc. 2031 St. Charles Ave. Raymond 5904		George R. Montgomery, p gm		
OAKDALE (Allen Parish)						
KREH 1953	900 250-D	Louisiana Bcstg. Service P. O. Box 571 900	KBS	Cyril W. Reddoch, co-o	Ralph L. Hooks, co-o, gm	Mel Bennett, cm, sm
OPELOUSAS (St. Landry Parish)						
KSLO 1947	1230 250	KSLO Bcstg. Co. P. O. Box 392 2633	ABC KBS Sears & Ayer	W. E. Jones, p, gm A. E. Reed Jr., cm	Wandell Allegood, pd, sd Rita Valin, pmm, wd	R. M. Cole, ce Floyd Cormier, nd, fd
RUSTON (Lincoln Parish)						
KRUS 1947	1490 250	Clarence E. Faulk Jr. Railroad Ave. 1490	KBS Best	Clarence E. Faulk Jr., p	Kenneth L. Whitaker, gm	
SHREVEPORT (Caddo Parish)						
KANV 1954	1050 250-D	Northwest Louisiana Bcstg. Corp. P. O. Box 3811 2-3122	Dora-Clayton United Bcstg.	Travis T. Halley, p Glenn V. Wilson, gm, cm Doris F. Nargassans, pd, pmm	Carl Gouliden, ce Brown E. Moore, nd Thomas Howard, fd	Ernest Miller, sd Mary Esther Brown, wd
KCLJ 1950	980 5,000-D	Southland Bcstg. Co. 205 Milam St. 4-6681	Young Brown	John H. Pace, gm & cm		

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Says HOOPER*—MORNING & AFTERNOON

This is the station which has changed the whole complexion of New Orleans radio listening practically overnight. Eleventh among eleven stations just 30 months ago, WTIX went to first place in just 10 months—and now is perched atop the market in all-day average audience. What does it? The Mid-Continent formula—with its ideas, excitement, programming. Call Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.

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MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City Represented by John Blair & Co.
KOWH, Omaha Represented by H-R Reps, Inc.
WTIX, New Orleans Represented by Adam J. Young, Jr.

LOUISIANA

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
SHREVEPORT (Cont.)						
KENT 1947	1550 1,000-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, sm	Irv Zeidman, pd, sd Bill Monroe, pmm	L. J. Carlson, ce Bob Shipley, nd
KJOE 1954	1480 1,000-D	Audiocasting Inc. 507 Spring St. 2-0732	Forjoe	Joe Monroe, p, gm Homer H. Odom, cm	Bobby Ward, pmm Jim Gilmore, ce	Doug Way, nd, sd Dollye Lloyd, wd
KRMD 1928	1340 250	Radio Station KRMD P. O. Box 1712 3-6171	ABC Louisiana Net. Weed	T. B. Lanford, p W. L. Switzer, gm, cm Elizabeth A. Roberts, pd	Don R. Runyon, ce Fred Walters, nd	Neal Dry, fd E. R. Bernstein, sd
KRMD-FM 1949	Ch. 266 (B) 101.1mc 11.8kw					
KTBS 1922	710 10,000-D 5,000-N DA-2	KTBS Inc. 312 E. Kings Hwy. 7-3644	NBC Texas Quality Net. Petry	E. Newton Wray, p, gm Michael A. Roppolo Jr., sm Joe B. Foster, cm	Mary Lou O'Brien, pmm C. H. Maddox, ce Nick Gearhart, nd	Glenn Dunkel, fd Jay Harmon, sd
KTBS-FM 1952	Ch. 243 (B) 96.5mc 14kw					
KWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. P. O. Box 1387 2-8711	CBS Branham	William H. Bronson, p Henry B. Clay, evp, gm F. A. Watkins Jr., cm Horace Logan, pd	James T. Briggs, pmm W. E. Antony, tech dir O. S. Droke, ce	Reid Collins, na Jack Timmons, fd Jack Fisher, sd
KWKH-FM 1948	Ch. 233 (B) 94.5mc 13.5mc					
SPRINGHILL (Webster Parish)						
KBSF 1954	1460 1,000-D	Springhill Bcstg. Co. P. O. Box 614 669	KBS	Roy M. Fish, p Johnnie K. Hill, gm Merle Kilgore, pd	Robert R. Wainwright, ce, nd Don Burford, fd	Howard Gene Clark sd Betty J. Whitlow, wd
SULPHUR (Calcasieu Parish)						
KSUL 1955	1310 500-D DA-D	Southern Bcstg. Co. P. O. Box 895 Jackson 7-5266	KBS	J. A. West Jr., co Al Tremble, gm	Royce Johnson, pd, nd James A. Robinson, ce	George Thompson, fd, sd Peggy Petty, wd
TALLULAH (Madison Parish)						
KTLD 1954	1360 500-D	Howard E. Grith Radio KTLD 1360	KBS Best	Howard E. Griffith, p, ce Si Willing, gm, cm	George Mack, pd Bob Storm, nd	Max Mac Donald, fd
THIBODAUX (Lafourche Parish)						
KTIB 1953	630 500-D	Delta Bcstrs. Inc. Lafourche Comet Bldg. 5348	Louisiana Net. Paschall Brown	Ferd H. Block, p Don L. Gatz, gm, ce Ray Saadi, cm, pmm	Roy J. Hill, pd, nd Leroy Martin, fd	Jim Owens, sd Marie Bergeron, 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.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

RATINGS

HOOPER

Jan. - Feb., 1955

K-JOE LEADS

90 quarter hours
per week, Monday
through Sunday

PULSE

May - June, 1955

K-JOE LEADS

80 quarter hours
per week, Monday
through Sunday

74.6% OF THE ENTIRE BUYING
POWER IN THE SURROUNDING
TEN COUNTY AREA IS WITHIN
20 MILES OF OUR TRANSMITTER.

BEYOND THIS AREA, OTHER
MARKETS ARE DOMINATED
BY STATIONS LOCATED THERE



... tell the latest
SHREVEPORT, LA., story

KJOE

Popular Music, News and Personalities
Cover this Rich 10 County Market

OVER 480,000 POPULATION
OVER 124,000 RADIO HOMES
OVER \$375,000,000 RETAIL SALES

AT LOWEST COST

PER 1,000 RADIO HOMES

RATES PER MINUTE

K-JOE	Station X	Station Y
\$7.00	\$22.00	\$13.25

KJOE

1000 WATTS DAYTIME
NON-DIRECTIONAL

Joe Monroe, Pres. & Gen. Mgr.

507 Spring St., Shreveport, La.



SHREVEPORT'S
NUMBER ONE
LOCAL STATION

Rep:
FOR JOE
for K-JOE
of "cuss"

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. Prom. Mgr. pmm; Prod. Mgr. pdm;
VILLE PLATTE (<i>Evangeline Parish</i>)					
KVPI 1953	1050 250-D	Ville Platte Bcstg. Co. Evangeline Bank Bldg. 5888		Lionel B. Deville, p Chris T. Duplechain, gm, cm, pd, pmm	J. L. Sylvester, ce, nd Bootsy Cappel, fd, sd
WEST MONROE (<i>Ouachita Parish</i>)					
KUZN (CP)	1310 1,000-D	Howard E. Griffith 3708 De Siard St.		Howard E. Griffith, o	
WHITE CASTLE (<i>Iberville Parish</i>)					
KEVL 1955	1590 1,000-D	Big League Bcstg. Co. c/o Mrs. Elayn Hunt Reywood Bldg. Baton Rouge, La.		William C. Lee Jr., p	
WINNFIELD (<i>Winn Parish</i>)					
KVCL 1955	1270 1,000-D	Southern Bcstg. Co. P. O. Box 548 5822		James A. West Jr., ptrn Elgie M. Risinger, ptrn	Delvin R. White, ptrn William G. Darland Jr., gm, cm

MAINE

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Androscoggin	83,594	24,000	\$96,038	\$28,089	\$1,947	*239,404	Piscataquis	18,617	5,200	14,343	4,584	530	
Aroostook	96,039	23,500	98,959	26,156	2,189		Sagadahoc	20,911	6,100	15,904	6,199	341	
Cumberland	169,201	49,900	208,429	61,027	5,605		Somerset	39,785	10,900	28,067	9,722	787	
Franklin	20,682	5,600	17,256	5,518	411		Waldo	21,587	6,100	14,444	4,535	261	
Hancock	32,105	9,700	26,245	10,092	467		Washington	35,187	9,600	22,732	7,921	620	
Kennebec	83,881	23,000	84,841	23,793	2,043		York	93,541	26,900	77,426	27,766	2,136	
Knox	28,121	8,500	27,745	8,407	563		* State wide total.						
Lincoln	18,004	5,200	18,493	5,675	256		Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Oxford	44,221	11,800	34,065	12,116	897								
Penobscot	108,198	28,800	120,602	31,212	2,738								

DIRECTORY OF AM AND FM STATIONS

AUGUSTA
(*Kennebec County*)

WFAU 1946	1340 250	Twin City Bcstg. Co. 160 Bangor St. Mayfair 3-3878	MBS Yankee O'Connell Borgatti	Faust Couture, p Norman G. Gallant, gm Harry Simons, cm	Mona Toothaker, pd Gregory Evans, pmm Joseph Roy, sup eng	James Shaw, nd Louis Ochmanski, sd Catherine Rice, wd
WRDO 1932	1400 250	WRDO Inc. 175 Water St. Mayfair 3-4735	NBC Weed	Adeline B. Rines, p Donald K. Powers, gm, cm Leslie R. Hublely, pd, pmm	Harold T. Dinsmore, ce Lawrence Geraghty, nd Linwood Brofee, fd	Donald McWilliams, sd Dorothy M. Campbell, wd

BANGOR
(*Penobscot County*)

WABI 1924	910 5,000	Community Bcstg. Service 57 State St. 6446	ABC MBS Yankee Hollingbery	Horace A. Hildreth, p Leon P. Gorman Jr., vp, gm Donald Knowles, loc cm John MacRae, pd	Pamela Dill, pmm Walter L. Dickson, ce Ralph Hunt, nd	John Manchester, fd Paul Dugas, sd Jeanne DuMont, wd
WGUY 1947	1230 250	Bangor Bcstg. Corp. 26 Central St. 7354	CBS Lobster Net. Everett-McKinney Borgatti	Sherwood J. Tarlow, p Arthur D. Stamler, gm, pmm Nicholas A. Bell, cm	Kenneth A. Manley, pd Donald H. Sylvia, ce George Fennell, nd	Neil Mack, fd Philip E. Wolley, sd Dorothy Ramsdell, wd

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TOGETHER OR SEPARATELY
MeBS STATIONS DO THE JOB BETTER



For all-Maine advertising coverage, use

THE MAINE BROADCASTING SYSTEM

First Maine regional network—three NBC affiliates
 Serves more than 220,000 families—all counties
 The only Maine network regularly programmed as group
 One contract covers for three stations
 Reaches more families at lower cost

Represented by Weed & Company



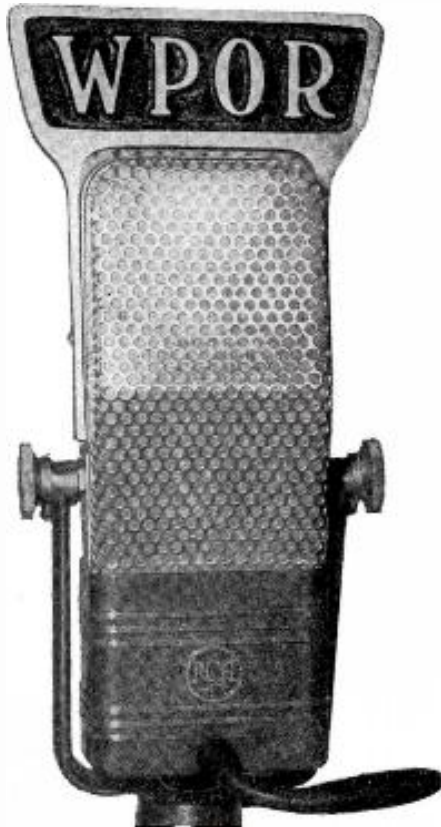
WCSH
Portland

WRDO
Augusta

WLBZ
Bangor



WLBZ 1926	620 5,000 DA-N	Maine Bcstg. Co. 100 Main St. 2-4656	NBC New England Regional Net. Maine Bcstg. Sys. Weed	Adeline Rines, p Edward E. Guernsey, gm Gordon Kelley, cm	Irving Hunter, pd John Wibby, ce William Mincher, nd	Jake Brofee, fd Eddie Owen, sd Laurel Norris, wd
BIDDEFORD (York County)						
WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566	MBS Yankee Raymer	Victor C. Diehm, co-o Arthur Deters, p, gm, ce	Carl Swanson, cm Tom Lummis, pd	William Petit, nd, sd
BRUNSWICK (Cumberland County)						
WCME 1955	900 250-D	Westminster Bcstg. Co. P. O. Box 179		Roger H. Strawbridge, p		
HOULTON (Aroostock County)						
WABM 1950	1340 250	Aroostock Bcstg. Corp. 1340 N. Road 2257	MBS, KBS Yankee Maine Bcstg. Sys. Webb	Harry E. Umphrey, p Harold D. Glidden, gm	Ted Coffin, cm, pd, pmm R. W. McIntosh, ce	Dewey DeWitt, sd
LEWISTON (Androscoggin County)						
WCOU 1938	1240 250	Twin City Bcstg. Co. 223 Lisbon St. 4-8921	MBS Yankee-Lobster O'Connell Borgatti Holman	Faust Couture, p John C. Libby, gm, sd Oscar Normand, cm	Annette Howaniec, pd Carl P. Rounds, ce Don Roberts, nd	Harold Alberghini, fd Meredith Jordan, wd
WCOU-FM 1948	Ch. 230 (B) 93.9mc 13.7kw					
WLAM 1947	1470 5,000	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC Everett-McKinney Kettell-Carter L. F. O'Connell	Elden H. Shute Jr., p Frank S. Hoy, gm Romeo E. Sansoucy, cm	Harold W. Dutch, pd F. Parker Hoy, pmm Henry G. Root, ce	Frederick Gage, nd Richard Gove, sd Sonia Forgue, wd
WLAM-TV DA-1						
PORTLAND (Cumberland County)						
WCSH 1925	970 5,000 DA-N	Main Radio & Tv Co. 157 High St. Spruce 2-0181	NBC New England Regional Net. Weed	Adeline B. Rines, p William H. Rines, mgng dir Albert W. Smith, cm Arthur Owens, opr dir	Ray Mercier, pd Linwood T. Pitman, pmm Charles R. Brown, ce Philip N. Johnson, nd	Linwood H. Brofee, fd Don MacWilliams, sd Agnes Gibbs, wd
WCSH-TV						
WGAN 1938	560 5,000 DA-1	Guy Gannett Bcstg. Services 390 Congress St. Spruce 2-4661	CBS Avery-Knodel Foster	Jean Gannett Williams, p Creighton E. Gatchell, vp, gm Francis H. Farnum Jr., sm, pd	Robert W. Jennings, cm Virginia K. Stimson, pmm Roger W. Hodgkins, ce Nunmi Casavola, nd	George Hunter, fd Linn Wells, sd Jane C. Lauten, wd
WGAN-TV						
WPOR 1946	1490 250	Oliver Bcstg. Corp. 477 Congress St. Spruce 3-8111	ABC, MBS Yankee Lobster Hollingbery Kettell-Carter	Harold H. Meyer, p, gm William J. Mullen, natl slm Henry Jordan, loc slm	Robert O'Wrlil, pd, nd Aileen Tuck, pmm Thomas F. Conneen, ce	Howie Leonard, sd Martha Standish, wd
WMTW (TV)						



WPOR is not Portland's only station . . . but

It's the *only* station in Portland where radio is not a secondary operation. It's the *only* station in Portland that *features* Music, News and Sports. It's the *only* station in Portland that raked up 15 quarter hour firsts out of 24 tested in a recent Survey. It's the *only* station in Portland that doesn't claim or charge you for questionable coverage outside the greater Portland market . . .

And it's the *only* station in Portland that can truthfully say,

***“Portland's favorite station” —
ask anyone!***

Represented by George P. Hollingbery. Boston—Kettell-Carter

AMERICAN • YANKEE • MUTUAL • DOWNEAST

PORTLAND, MAINE

PRESQUE ISLE
(Aroostock County)

WAGM 1931	1450 250	Aroostock Bcstg. Co. 489 Main St. 8821	MBS Yankee Net. Maine Bcstg. Sys. Webb	Harry Umphrey, p Harold D. Glidden, gm	Dick Marshall, cm, pd Lester E. Hughes, ce	Dick Meyer, nd, fd Dewey Dewitt, sd
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ROCKLAND
(Knox County)

WRKD 1952	1450 250	Knox Bcstg. Co. 493 Main St. 1600	ABC O'Connell Borgatti Holman	Carleton D. Brown, p Paul R. Huber, gm V. B. Crockett, cm	Alford M. Thurlow, ce Raymond Gross, nd, sd	Frank Knight, fd Marian Laine, wd
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RUMFORD
(Oxford County)

WRUM 1953	790 1,000-D	Rumord Bcstg. Co. 89 Congress St. 1057	Lobster O'Connell Borgatti	Melvin L. Stone, p, nd Kenneth J. Ellis, gm, sd George B. Cunningham, cm	Harold Andrews, pd, fd John Dalton, pmm	Edward J. Tremblay, ce Eileen Moore, wd
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SKOWHEGAN
(Somerset County)

WGFM (CP)	1150 1,000-D	Pineland Bcstg. Co. 61 Water St.	Lobster O'Connell Borgatti	Melvin L. Stone, p	Edward J. Tremblay, gm	Harold Andrews, pd
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SOUTH PARIS
(Oxford County)

WKTQ 1955	1450 250	Oxford Bcstg. Co. Alpine St. 1061		Gerald T. Higgins, p, cm Elden H. Shute Jr., vp Dick Dean, pd	Louise Keith, pmm Howard Grover, ce Denny Shute, nd	Jack Quinn III, sd Jane Draper, wd
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WATERVILLE
(Kennebec County)

WTVL 1946	1490 250	Kennebec Bcstg. Co. 38 Silver St. TR 3-3311	ABC Lobster O'Connell	Carleton D. Brown, p, cm Harold L. Vigue, cm Fred Preble, pd	Ken Chase, pmm, fd Don Sutherland, ce Paul McClay, nd	Hugh Rawlinson, sd Evalyn Paige, wd
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MARYLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Passenger				County	Population 1950	Radio		Passenger			
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954-55	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954-55		
Allegany	89,558	25,500	\$72,602	\$22,469	\$2,287	21,832	Montgomery	164,401	56,700	236,274	55,153	6,283	84,449		
Anne Arundel	117,392	33,700	91,626	30,881	3,159	38,904	Prince Georges	194,182	66,000	154,138	57,838	5,529	82,974		
Baltimore	1,219,961*	364,100	1,449,014	391,522	50,699	328,171	Queen Annes	14,579	3,900	14,309	4,224	262	4,414		
Calvert	12,100	2,900	7,032	1,963	102	3,668	St. Marys	29,111	7,300	23,405	8,622	251	6,755		
Caroline	18,234	5,200	21,658	4,048	403	5,977	Somerset	20,745	5,400	14,710	4,070	310	4,503		
Carroll	44,907	11,700	43,253	8,675	1,007	15,387	Talbot	19,428	5,900	33,110	6,758	1,276	6,684		
Cecil	33,356	9,000	38,676	13,210	552	11,209	Washington	78,886	22,900	77,438	21,338	2,008	25,325		
Charles	23,415	5,400	23,170	5,759	302	7,503	Wilcomico	39,641	12,000	54,647	10,045	1,042	13,195		
Dorchester	27,815	7,500	20,156	5,967	424	7,931	Worcester	23,148	6,800	42,653	6,915	627	6,612		
Frederick	62,287	17,700	55,482	13,150	1,265	19,665	* Independent city of Baltimore combined with Baltimore County.								
Garrett	21,259	4,800	14,852	3,304	244	4,725									
Harford	51,762	15,700	56,071	15,384	1,259	18,712									
Howard	23,119	6,500	16,250	3,323	421	8,290									
Kent	13,677	3,800	16,714	4,495	394	4,546									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ANNAPOLIS

WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. P. O. Box 749 Colonial 3-2500	Pearson Dora-Clayton	Morris H. Blum, p, gm
WASL 1946	810 250-D	Chesapeake Radio Corp. Truxton Heights Colonial 3-9211		Robert L. Blalock, p Patrick W. Larkin, gm, cm Jack Lehman, pd
WNAV 1948	1430 1,000 DA-N	Capital Bcstg. Co. P. O. Box 829 Colonial 3-2639	Forjoe	Albert H. MacCarthy, p Malcolm A. Campbell Jr., m, sd
WNAV-FM 1948	Ch. 256 (B) 99.1mc 16.6kw			Joseph P. Raymond, pmm Joseph H. Griscom, ce William Earle, nd, fd
				Earl Salmon, cm Elizabeth Straubel, pd, wd Alan Laffler, ce
				Robert J. Bennett, sd Muriel E. Blalock, wd
				Bill W. Fillingham, asst mg fd Mike James, nd

The most exciting
**MERCHANDISING
PLANS** in radio are
coming from...



1st with
timely
selling ideas!

Data corrected to Dec. 15, 1955. 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, 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.

BALTIMORE

(Baltimore County)

WYAE 1955		(See Dundalk listing)				
WBAL 1925	1090 50,000	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., sm John T. Wilner, eng'g vp George E. Hull, p H. Shelton Earp Jr., gm, cm	William N. Rock, pd Alfred Burk, slm F. W. Cardall, bus m Thomas J. White Jr., nd	Conway Robinson, fd Mollie Martin, wd Joseph M. Croghan, wd William C. Bareham, ce
WBAL-TV	DA-N					
WBMD 1947	750 1,000-D	Key Bcstg. Corp. 879 Park Ave. Mulberry 5-7095			Thomas O'Connor, pd, fd Leo W. Karns, ce	George Bauman, nd, sd Polly Dorsey, wd
WCAO 1922	600 5,000 DA-1	Monumental Radio Co. 1102 N. Charles St. (1) 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, co-wd Lynn Carroll, co-wd
WCAO-FM 1948	Ch. 274 (B) 102.7mc 20kw					
WCBM 1924	680 10,000-D 5,000-N DA-2	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 5-8400	MBS Bolling	John Elmer, o, p George H. Roeder, evp, gm John K. Healy, cm	Charles A. Roeder, pd, nd Newell Warner, pmm G. Porter Houston, ce	Edward Fenton, sd Jacqueline Soble, wd
WEBB 1955		(See Dundalk listing)				
WFBR 1922	1300 5,000 DA-1	Baltimore Radio Show Inc. 10 E. North Ave. (2) Mulberry 5-1300	ABC Blair	Robert S. Maslin Jr., p Robert B. Jones Jr., vp, gm W. Dudley Tichenor, asst gm, sis dir	W. Bert Hanauer, pd Jean L. Mowbray, pmm William Q. Ranft, ce	Lou Corbin, nd Bill LaFevre, sd Helen K. Neel, wd
WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 9-7808	Forjoe	Thomas G. Tinsley Jr., p R. C. Embry, gm, pmm George Shaffer, cm Sam Kraretz, gm	Anna Ray Suter, pd Charles Chalmers, ce	John Hedeman, nd Joel Chaseman, sd
WITH-FM 1949	Ch. 282 (A) 104.3mc 20kw				Al Hedrick, ce	
WSID 1947	1010 1,000-D	United Bcstg. Co. of Eastern Maryland Inc. 912 N. Charles St. (1) Saratoga 7-8250	Dora-Clayton Oakes United Bcstg. Co. Snyder	Richard Eaton, p, nd Marvin Mirvis, vp, gm, cm	Helen G. Wherley, pd, pmm, wd	A. A. Snowberger, ce
WTWF (TV) (CP)						
WTOW 1955	1570 1,000-D	WTOW Inc. 26 W. Pennsylvania Ave. Valley 5-9660	Stars Natl.	John S. Booth, p Sam Lawder, mgr, cm, sd Ed Baekey, pd	Alvin Wolf, pmm Sam Hecker, ce	Stan Roberts, nd Virginia Webster, wd
WWIN 1951	1400 250	Belvedere Bcstg. Corp. 1119 N. Charles St. Saratoga 7-3555		Thomas F. McNulty, p, gm Clifford Inman, cm, pd, ce	Anthony B. Hartman, pmm	Nelson Baker, sd

BETHESDA

(Montgomery County)

WGMS 1947		(See Washington, D. C., listing)				
WETV (TV) (CP)						
WUST 1951	1120 250-D	Broadcast Management Inc. 1343 U St., N.W., Washington, D. C. Hobart 2-0011	Forjoe	Harold E. Sheffers, p, gm Jackson Lowe, cm Georgette Leighton, pd	Ruth M. Weaver, pmm, wd Robert T. Blanks, ce	John Drew, nd John Bandy, sd
WUST-FM 1951	Ch. 292 (A) 106.3mc 0.5kw					

CAMBRIDGE

(Dorchester County)

WCEM 1947	1240 250	Shore Bcstg. Co. The Pines 1580	MBS	G. P. Richards, p S. M. Cannon Jr., sm, cm	Bette B. Robbins, pd	Wilson D. Price, ce
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<p>In Baltimore's Metropolitan Area, 1st in sales in Md.</p> <p>IT'S WSID that gets the bid Baltimore's Favorite Independent</p> <p>WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.</p> <p>In Baltimore WSID has more listeners per dollar cost than any other independent station.</p> <p>SOON—WSID-TV</p>	<p>U</p> <p>B</p> <p>C</p>	<p>CBS In Hagerstown, <i>Capital of Western Maryland</i> 2nd in sales in Md.</p> <p>IT'S WARK-CBS that leads the entire area</p> <p>'Mark WARK' on your list</p> <p>Leads any TWO other stations in listening audience according to all surveys available.</p> <p>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</p>
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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; sllm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr. sm; Prod. Mgr. pdm;
CUMBERLAND (Allegany County)						
WCUM 1948	1490 250	Tower Realty Co. P. O. Box 360 Parkview 4-5400	CBS Forjoe	Karl F. Steinmann, p Eldred Steinmann, gm, pmm Roy Knotts, cm	James Webster, pd, fd Paul Custer, ce	William Criswell, nd, sd Susan Smith, wd
WCUM-FM 1948	Ch. 275 (B) 102.9mc 1.39kw					
WDYK 1949	1230 250	Western Maryland Bcstg. Co. 450 Byrd Ave. Parkview 2-7000	ABC Clark	Richard A. Raese, p Michael Hurst, gm	Floyd V. Cozad, cm Chad Riley, pd, sd	George Sokol Jr., ce
WTBO 1928	1450 250 (CP-950 1,000-D 500-N DA-2)	Cumberland Valley Bcstg. Corp. 31 Frederick St. Parkview 2-6666	NBC Branham	Arthur W. German, p M. Virginia Rosenbaum, gm, wd	Raymond Miller, cm Robert Sosamond, pd, nd	Ralph Wirgman, ce
DUNDALK (Baltimore County)						
WAYE 1955	860 500-D DA-D	Erway Bcstg. Corp. Dunkirk Bldg. Baltimore 22, Md. Atwater 4-3800	KBS Best	Guy S. Erway, p Lee Case, gm Francis I. Roberts, cm	Jack Day, pd Duane Cornett, ce Russ Andrews, nd	John MacClean, sd Meta Marie Wallin, traffic mgr
WEBB 1955	1360 1,000-D DA-D	1360 Bcstg. Co. P. O. Box 26 Mulberry 6-3180	Gill-Perna	Leon Back, p Bentley A. Stecher, gm Waddell Shields, pd	Herb Kenney, pmm Joseph Sporney, ce Milton Macfarland, nd	Frank Graham, fd Buddy Young, sd Maxine Lane, wd
FREDERICK (Frederick County)						
WFMD 1936	930 1,000 DA-N	Monocacy Bcstg. Co. 1 W. 7th St. Monument 3-4181	CBS Meeker	Laurence Leonard, p Roger A. Beane, cm	Eve Leonard, pd Howard C. Fisher, ce	John Zufall, fd
HAGERSTOWN (Washington County)						
WARK 1947	1490 250	United Bcstg. Co. of Western Maryland 128 S. Prospect St. 4500	CBS United Bcstg.	Richard Eaton, p S. E. Phillips, vp, gm Hunter Reams, pd, fd	Richard Collyer, pmm, nd G. Harold Brewer, ce	Terry Hourigan, sd Jean Phillips, wd
WJEJ 1932	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	ABC MBS Walker	Grover C. Crilley, p, gm Wm. H. Paulsgrove, cm, pmm Robert Leasher, pd	George McIntire, ce Glenn Thomas, nd, sd	George Jennings, fd Betty Andrews, wd
WJEJ-FM 1947	Ch. 284 (B) 104.7mc 9.36kw					
HAVRE de GRACE (Harford County)						
WASA 1948	1330 1,000-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 Allen Anderson, sd	Monica Schwarz, wd
LEONARDTOWN (St. Mary's County)						
WKIK 1953	1370 1,000-D	Southern Maryland Bcstrs. Inc. Greenwood 5-2211		Charles E. Springer, p, pd, nd, fd, sd	James L. Bittner, gm, ce	William C. Redd, cm, pmm
LEXINGTON PARK (St. Mary's County)						
WPTX 1953	920 500-D	Patuxent Radio Inc. Great Mills 2-1031 KBS	KBS	William J. Thomas, p, gm Sam H. Stonebraker, m, pmm	Ralph W. Hawkins, pd, nd, sd Hal J. Kuhn, ce	Robert Helder, fd Hazel Roberts, wd
MORNINGSIDE (Prince Georges County)						
WPGC 1954	1580 1,000-D (CP: 10,000-D DA-D)	WPGC Inc. Washington 23, D. C. Redwood 6-7770		Maxwell Richmond, p	Melvin Winters, ce	Robert Bankston, nd
OAKLAND (Prince Georges County)						
WBUZ (FM) 1947	Ch. 238 (B) 95.5mc 16.5kw	Chesapeake Bcstg. Co. P. O. Box 8510 Capital Heights, Md. Redwood 6-8000		Leslie Smith, gm		

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For Radio Programming that
SPONSORS BUY...



**1st with
distinguished
dramatic
stars!**

POCOMOKE CITY
(Worcester County)

WDVM 1955	540 500-D	Eastern Shore Bcstg. Co. Dun Swamp Rd. 937	Zimmer	G. Russell Chambers, p	Dave Welborne, gm
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ROCKVILLE
(Montgomery County)

WINX 1951	1600 1,000-D (CP-1,000-D 500-N DA-2)	Montgomery County Bcstg. Co. 2900 Tilden St. Emerson 3-2798	United	Richard Eaton, p Arthur A. Snowberger, vp	Pierre D. Eaton, gm Richard Denham, pd	John Robbins, sd Alice Gallagher, wd
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SALISBURY
(Wicomico County)

WBOC 1940 WBOC-TV	960 1,000 DA-N	Peninsula Bcstg. Co. Radio-TV Park 6131	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, vp, gm, cm John W. Downing Jr., pd	Jack W. Ward, ce Phil Adams, nd	John B. Greenberger, sd Katherine Gray, wd
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SILVER SPRING
(Montgomery County)

WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. Juniper 9-1050	Indie	John W. Kluge, p Joseph L. Brechner, gm Stuart J. Hepburn, cm	Chuck Dulane, pd, nd, fd Val Thomas, pmm Arthur McDougall, ce	John Cooley, sd Marion Brechner, wd
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TOWSON
(Baltimore County)

WTOW 1955	1570 1,000-D	WTOW Inc. 26 W. Pennsylvania Ave. 5-9660		John S. Booth, p Sam Lawder, gm, cm	Ed Baekey, pd	Sam Hecker, ce
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WESTMINSTER
(Carroll County)

WTTR 1953	1470 1,000-D	Carroll County Bcstg. Corp. Uniontown Road 1170		Russell H. Morgan, vp, gm, cm, ce	Severne S. MacLaughlin, pd, pmm, nd, fd	Kaye Kolb, sd Gladys Wimert, wd
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WHEATON
(Montgomery County)

WDOH 1953	1540 250-D	Commercial Radio Equip- ment Co. 1319 P St., N.W. Washington 4, D. C. District 7-1356		Everett L. Dillard, o, gm James A. Gustafson, cm	Fred Drake, opr mgr Robert E. Best, pd, pmm	Eugene V. Jurasinski, ce Margarette Berentsen, nd
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(The fabulous 200-mile-long "49th State")

IN THIS \$400,000,000 MARKET:

WBOC carries 30% more general advertisers day by day, 200% more National Advertisers, than the next largest medium.

WBOC has a larger staff than all other stations combined.

WBOC is the only network affiliate, and the only station operating 6:00 AM to midnight.

WBOC consistently has the largest audiences by far, as shown by all independently conducted surveys.

Yet it costs no more to use WBOC than the smaller stations.

WBOC

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One of America's Finer Radio Stations

RADIO-TV PARK SALISBURY, MARYLAND

WBOC-TV

Is the only TV station with a consistent signal serving this market.

ABC and CBS Television Networks

National Representatives: Headley-Reed

National Representatives: Burn-Smith Co., Inc.

ASK FOR COVERAGE MAP AND COUNTY-BY-COUNTY DETAILED MARKET STATISTICS

President: John W. Downing

Vice Pres.-Gen.Mgr.: Charles J. Truitt

MASSACHUSETTS

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Barnstable	46,805	16,100	\$ 77,847	\$ 23,922	\$ 2,666	*1,301,224	Nantucket	3,484	1,100	7,174	2,324	278			
Berkshire	132,966	39,900	152,162	41,485	3,445		Norfolk	392,308	121,700	376,189	119,792	13,564			
Bristol	381,569	117,400	389,443	118,618	13,185		Plymouth	189,468	60,900	215,803	85,482	5,794			
Dukes	5,633	1,700	7,715	3,241	414		Suffolk	886,615	258,500	1,407,987	32,7057	39,576			
Essex	522,384	162,200	552,060	174,336	16,816		Worcester	546,401	182,600	608,509	175,676	15,483			
Franklin	52,747	16,600	59,157	16,236	1,206										
Hampden	367,971	113,400	457,981	120,523	15,083										
Hampshire	87,594	24,100	73,030	18,873	2,174										
Middlesex	1,064,569	311,300	948,967	281,520	31,554										

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

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	Owner	Executive Abbreviations
ATTLEBORO (Bristol County)								
	WARA 1950	1320 1,000 DA-2	Attleboro Radio Assn. 8 N. Main St. 1-1320	Walker	Howard H. Sweet, p Keith S. Field, gm William A. Dawson Jr., cm	David P. Mohr, pd Raymond D. Arnold, ce Charles J. Mahan, nd	Howard L. Peterson, sd Jo Sherman, wd	
BOSTON (Suffolk County)								
	WBMS 1946	1090 1,000-D	WBMS Inc. Hotel Somerset Copley 7-3065	Indie	Jack Berkman, p Norman Furman, gm Ken Malden, pd	Harry Paul, pmm Don Snider, ce	Steve James, nd, fd Lillian Burchett, wd	
	WBZ 1921 WBZ-TV	1030 50,000 DA-1	Westinghouse Bcstg. Co. Inc. 1170 Soldiers Field Rd. Algonquin 4-5670 (See Springfield listing)	NBC New Eng. Reg. Net. Free & Peters	Donald H. McGannon, p Paul E. Mills, gm William J. Williamson, cm Grady Edney, pd	Charles L. Burrow, pmm W. H. Hauser, ce Rod McLeish, nd	Malcolm MacCormack, fd Leo Egan, sd Mildred Carlson, wd	
	WBZA 1924							
	WCOP 1935	1150 5,000 DA-2	Post Publishing Co. 489 Boylston St. Copley 7-0123	Weed	John Fox, p Roy V. Whisnand, gm Peter T. McGovern, cm Irwin E. Dierdorf, pd, nd	Norah A. Yardley, pmm Roland C. Hale, ce Jim Dixon, fd	Len Master, co-sd Hal Laycoe, co-sd Mildred Bailey, wd	
	WCOP-FM 1948	Ch. 264 (B) 100.7mc 20kw						
	WEEI 1924	590 5,000 DA-1	Columbia Bcstg. Sys. Inc. 182 Tremont St. Hubbard 2-2323	CBS CBS Radio Spot Sales	Arthur Hull Hayes, p Harvey J. Struthers, gm Thomas Y. Gorman, cm	Kenneth R. Ovenden, pd John T. Curry Jr., pmm Charles Ashley, nd	Louis A. Webster, fd Fred Cusick, sd	
	WEEI-FM 1948	Ch. 277 (B) 103.3mc 20kw						
	WHDH 1929	850 50,000 DA-2	WHDH Inc. 6 St. James Ave. Hancock 6-5500	Blair	Robert B. Choate, p William B. McGrath, mngng dir Alexander M. Tanger, cm	George M. Perkins, pd 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						
	WMEX 1934	1510 5,000 DA-1	The Northern Corp. 70 Brookline Ave. Commonwealth 6-3900		John E. Reilly, p, pd, nd Wm. S. Pote, gm	Lawrence Flynn, cm George Kaplan, pmm	Wm. Ferruzzi, ce Frank Fallon, sd	
	WNAC 1922 WNAC-TV	680 50,000 DA-1	RKO Teleradio Pictures 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Reps.	Thomas F. O'Neil, p Norman Knight, evp, gm George Steffy, vp Thomas Bateson, cm	John D. Maloy, pd George W. Hallberg, pmm Irving B. Robinson, ce	Leland Bickford, nd Les Smith, sd Louise Morgan, wd	
	WNAC-FM 1948	Ch. 253 (B) 98.5mc 20kw						
	WORL 1950	950 5,000-D	Pilgrim Bcstg. Co. 705 Beacon St. (15) Copley 7-3800	Headley-Reed	Joseph Dunn, p Arthur E. Haley, gm, cm	Alan Dary, pd Polly E. Haddad, pmm	John W. Parker, ce Hank Elliott, nd, sd	
	WVDA 1953	1260 5,000 DA-N	Victor Diehm Assoc. Inc. Hotel Bradford Hancock 6-1122 (See Brookline listing)	ABC Raymer	Victor C. Diehm, p Len Hornsby, gm, cm John Mounteer, pd, wd	John C. Gilmore, pmm Robert J. Hallenbeck, ce George Sweeney, nd	Arthur Lypscon, fd Dick Donovan, sd	
	WVOM 1948							
BROCKTON (Plymouth County)								
	WBET 1946	1460 1,000 DA-N	Enterprise Publishing Co. 60 Main St. 7062	Walker	Charles A. Fuller, gm, nd Earle G. Clement, cm	Arthur B. Jones, pd, fd Charles Nowell, ce	Walter Dunbar, sd Freddie Seymour Dalton, w	
	WBET-FM 1947	Ch. 249 (A) 97.7mc 0.8kw						
BROOKLINE (Suffolk County)								
	WVOM 1947	1600 5,000 DA-1	Champion Bcstg. System 790 Commonwealth Ave. Beacon 2-5650	KBS McGillvra	Benjamin Bartzoff, vp, gm	James A. Fitzgerald Jr., pd	Jerome Bartzoff, ce	
CAMBRIDGE (Middlesex County)								
	WTAO 1948 WTAO-TV	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Elliot 4-0500 (WTAO, AM Affiliate)	Keller	Frank L. Lyman Jr., p Wallace Dunlap, gm, cm Ed Penney, pd	Herbert Evans, ce Ken Wayne, nd, sd	Bob Mehrman, fd Betty Goodman, wd	
	WXHR (FM) 1946	Ch. 245 (B) 96.9mc 20kw						

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CHICOPEE
(Hampden County)
WACE
1946

(See Springleld listing)

FALL RIVER
(Bristol County)

WALE 1400
1948 250

WSAR 1480
1921 5,000
DA-2

Narragansett Bcstg. Co.
374 Central St.
4-3535

Fall River Bcstg. Co.
Walker St.
Somerset, Mass.
Fall River 7-9477

MBS
Yankee
Walker

ABC
Headley-Reed
Kettell-Carter

George L. Sisson Jr., p, gm
Marky Gosciminski, cm, pm

Frank W. Miller, p
Lincoln W. N. Pratt, gm,
treas

Madeleine M. Hamel, bus dir
Roland J. Berube, ce

Cornelius D. Sullivan, cm
Joseph Welch, pd, nd, fd, sd

Chris Barnes, nd, sd
Lois Deane, wd

Arnold Malloy, ce
June Miller, wd

FITCHBURG
(Worcester County)

WEIM 1280
1941 1,000
DA-N

WFGM 1580
1950 1,000-D

WEIM Fitchburg Inc.
717 Main St.
3-3766

Wachusett Bcstg. Corp.
455 Main St.
3-4897

MBS
Yankee
Kettell-Carter
Walker

Henry G. Molina Jr., p, gm
Al Maffie, sm

David M. Myers, p
Ruane B. Hill, gm
Richard W. Ziegler, cm

Jim Chalmers, cm
Dave Rodman, pmm

Al Maffie, pd

Les Levinson, co-pmm, nd
Kirk Anderson, co-pmm, fd,
sd

Tal Hood, pd
Donald L. Coleman, ce
Doris Hardy, wd

FRAMINGHAM
(Middlesex County)

WKOX 1190
1947 1,000-D

WKOX Inc.
Mountwaite Ave.
Trinity 3-7409

Webb
Kettell-Carter

A. A. Anderson, p
Richard E. Adams, gm
Lewis F. Sargent, cm

Roy Leonard, pd
Francis W. Bartol, ce

James Robbins, nd
Bill Galvin, sd

GARDNER
(Worcester County)

WGAW 1340
1946 250

Gardner Bcstg. Co.
3 Pleasant St.
1490

Webb
Borgatti

Emellen R. Robillard, p
William C. Engel, vp, gm
Perry C. Copeland, cm

Durham Caldwell, pd, pmm
Gordon Wiley, ce
Robert E. Johnson, nd

Kieth Silver, sd
Elaine Engel, wd

GREENFIELD
(Franklin County)

WHAI 1240
1938 250

WHAI-FM Ch. 252 (A)
1948 98.3mc
1ku

Haigis Bcstg. Corp.
486 Main St.
Prescott 4-4301

MBS
Yankee
Walker

John W. Haigis Sr., o
John W. Haigis Jr., p, gm
Harry J. Frank, slm

Ira I. Hewey, pd, sd
June K. Greene, pmm, wd
Leland F. Wheeler, ce

Graydon H. Spragg, nd
Woodbridge B. Brown, fd

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BIDDEFORD-SACO, ME. MBS-YANKEE



WAZL Hazleton, Pa. NBC-MBS **WHOL** Allentown, Pa. CBS **WHLM** Bloomsburg, Pa. **WIDE** Biddeford-Saco, Me. MBS-Yankee **WVDA** Boston, Mass. ABC
(All Stations Represented by Paul H. Raymer Company)

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Owner
HAVERHILL (Essex County)							
	WHAV 1947	1490 250	WHAV Bcstg. Co. Inc. 30 How St. Drake 4-4733	Nona Kirby Stars Natl.	Robert I. Kimel, gm Arthur Flynn, pd Edward I. Cetlin, treas	David E. Cate, ce Edward V. Johnson, nd	Alan H. Noyes, sd Patricia S. Johnson, wd
HOLYOKE (Hampden County)							
	WREB 1950	930 500-D	Valley Bcstg. Corp. Holyoke Natl. Bank Bldg. Jefferson 2-3296	WREB Radio Sales	John H. Vondell Jr., sm Robert H. Berger, slm	Vernon K. Jones, nd	Frank T. Cook, ce
LAWRENCE (Essex County)							
	WCCM 1947	900 1,000-D	Lawrence Bcstg. Co. 278 Essex St. 3-7171	Walker	George H. Jaspert, p, gm Daniel B. Ruggles III, cm Forrest N. Morgan, pd	William Varney, pmm Norman Round, ce	Alexander C. Macbeth, sd Anne D. Minahan, wd
	WLLH 1934		(See Lowell listing)				
LOWELL (Middlesex County)							
	WCAP 1951	980 1,000-D	Northeast Radio Inc. 243 Central St. Glenview 4-0404	Kettell-Carter	Israel Cohen, p	William J. Warren, gm, cm	Theodore Cohen, ce
	WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Square, Lowell Cregg Bldg., Lawrence Lowell, Glenwood 8-8715 Lawrence 2-2148	MBS Yankee Kirby	Gerald Harrison, p A. N. Armstrong, gm, cm	Tom Clayton, pd, sd Tony Michaels, ce	Fred Simmons, nd
	WLLH-FM 1948	Ch. 258 (B) 99.5mc 12.2kw					
LYNN (Essex County)							
	WLYN 1946	1360 1,000-D	Puritan Bcstg. Service 7 Willow St. 5-6200	Walker	Theodore Feinstein, p	Melvin Lahr, gm, cm	
MEDFORD (Middlesex County)							
	WHIL 1952	1430 1,000-D	Conant Bcstg. Co. Inc. 99 Revere Beach Pky. Mystic 6-1430	Bcstg. Time Sales	Sherwood J. Tartlow, p, gm Joseph Kruger, sm, cm Bob Walsh, pd	Jim Alyward, pmm Sal Fulchino, asst mgr, ce	Mike Norton, nd, sd Verna Dodier, wd
NEW BEDFORD (Bristol County)							
	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	Dick Burgess, pd Brownell Brightman, ce	Jerry Jerome, nd Dave Sweet, sd
	WBSM-FM 1949	Ch. 247 (B) 97.3mc 2.5kw					
	WNBH 1921	1340 250	E. Anthony & Son Inc. 432 County St. 8-5228	MBS Yankee Walker	Basil Brewer, vp	Henry M. Solomon, m, cm	
	WNBH-FM 1946	Ch. 251 (B) 98.1mc 20kw					
NORTH ADAMS (Berkshire County)							
	WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. Inc. 466 Curran Hwy. Mohawk 3-6567	McGillvra Kirby	J. Gordon Keyworth, p, treas. gm, ce Richard J. O'Brien, comm rep	Roy M. Anderson, prog mgr, nd	Bernard Bullett, sd Belva C. Keyworth, wd
	WNAW 1949	860 250-D	Cecil H. Clifton P. O. Box 193 Mohawk 3-5356		Cecil H. Clifton, p	Nathaniel N. Jones, sm	Ralph Haneman, ce
NORTHAMPTON (Hampshire County)							
	WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. Inc. 78 Main St. 4275	KBS Borgatti Webb	John H. Williams, p Alexander W. Milne, gm, cm	Joseph Fennessey, pd, nd Peregrine White, ce	G. Gordon Miller, sd

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CANADIAN REPRESENTATIVES ALL-CANADA RADIO
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

for **FRESH, NEW
FEATURES**

that make Radio Sales Click in '56!

ORANGE
(Franklin County)

WCAT (CP)	1390 1,000-D	James W. Miller Blanchard Bldg. Southbridge, Mass.	James W. Miller, o
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PITTSFIELD
(Berkshire County)

WBEC 1947	1490 250	Western Mass. Bcstg. Co. 33 Eagle St. 8292	ABC Kettell-Carter Everett-McKinney	L. K. Miller, p W. W. Budrow, gm Ed Johnson, cm	Paul Edwards, pd, pmm, sd Walton T. Ayer, ce Ed Farrell, nd	Dana Jones, fd Pat Turner, wd
WBEC-FM 1947	Ch. 232 (A) 94.3mc 1kw					
WERK 1937 WMGT-TV	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee Walker Borgatti	Leon Podolsky, p Walter Kearsy, gm Martin Schecter, cm	Edward Merritt, pd, fd Leonard Lavendol, ce Laughran Vaber, nd	Dan Healy, sd Marlene Rossbach, wd

PLYMOUTH
(Plymouth County)

WPLM 1955	1390 500-D	Plymouth Rock Bcstg. Co.	John T. Campbell
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QUINCY
(Norfolk County)

WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. P. O. Box 373 Mayflower 9-1300	James D. Asher, p, gm Kenneth P. Fallon Jr., cm Charles Glass, pd	Arthur Fred Lane, ce Herbert Fontaine, nd	George Geyer, sd Ida Newman, wd
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SALEM
(Essex County)

WESX 1939	1230 250	North Shore Bcstg. Corp. P. O. Box 710 5670	Webb	James D. Asher, treas William C. Asher, gm, pmm Charles E. Asher, cm	Norman Durkee, pd, ce, nd, fd	Thomas Brown, sd Nancie Vaillancourt, wd
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SOUTHRIDGE
(Worcester County)

WESO 1955	970 500-D	WESO Inc. Blanchard Bldg. Porter 4-4381	Walker	James W. Miller, p Robert F. Nims, gm, cm Robert S. Binet, pd	Ralph N. Winquist, ce Joseph P. Capillo, nd, sd	William H. Mende, fd Esther Costa, wd
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SPRINGFIELD
(Hampden County)

WACE 1946	730 1,000-D	Regional Bcstg. Co. Hotel Bridgway Lyceum 4-6654	Bolling	David Hayes, p Ralph J. Robinson, gm, cm	Sy Levy, pd, pmm, nd Dick Glinka, ce	Ruth Batcheller, wd
WBZA 1924	1030 1,000	Westinghouse Bcstg. Co. Inc. Hotel Kimball 6-8336	NBC New England Regional Net. Free & Peters	Donald H. McGannon, p Paul E. Mills, gm William J. Williamson, cm Grady Edney, pd	Charles L. Burrow, pmm W. H. Hauser, ce Rod McLeish, nd	Malcolm MacCormack, fd Leo Egan, sd Mildred Carlson, wd

WACE

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Sugar 'n Spice with Ruth Batcheller—Notre Dame football—Person-
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any Bolling Company man about our food merchandising.

CALL ANY BOLLING COMPANY OFFICE

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
SPRINGFIELD (Cont.)						
WHYN 1941 WHYN-TV	560 1,000 DA-1	The Hampden-Hampshire Corp. P. O. Box 898 1300 Liberty St. Republic 4-1126	CBS Branham Weed	Charles N. DeRose, gm Patrick J. Montague, cm William Martin, pd	Michael Horn, pmm A. J. Paley, ce	Bill Keating, sd Helen Hope, wd
WHYN-FM 1947	Ch. 226 (B) 93.1mc 20kw 3.2ktw					
WJKO 1948	1600 5,000-D	Springfield Bcstg. Co. P. O. Box 898 Republic 2-7487	Gill-Perna Kirby	Earle G. Hewinson Sr., p, cm, sd	Chris M. Manitsas, gm, pd, ce Phil Drumheller, nd	William Kupec, fd Carol Stowe, wd
WMAS 1932	1450 250	WMAS Inc. 101 West St. Republic 7-1414	MBS Yankee H-R Reprs.	Gerald Harrison, p Robert Donahue, gm Zack Land, cm	Roland Dumas, pd, nd John Michnovetz, ce	George Sands, sd Lynn Pond, wd
WMAS-FM 1947	Ch. 234 (B) 94.7mc 1.35ktw					
WSPR 1936	1270 1,000 DA-1	WSPR Inc. 63 Chestnut St. Republic 2-4182	ABC Hollingsbery Kettell-Carter	Alan C. Tindal, p, gm Jack Sullivan, cm	Paul Monson, pd, pmm Valentino Partyka, ce	Steve Bishop, nd, sd
TAUNTON (Bristol County)						
WPEP 1949	1570 1,000-D	Silver City Bcstg. Corp. 174 Broadway 4-7528	Walker	J. Marshall McGregor, p James Milton Hammond, gm Edwin Stawniak, cm	Joseph G. Quill, sm, pd Lawrence Prado, ce Edward Litchfield, nd, sd	Harold Woodward, fd Marguerite McGregor, wd
WALTHAM (Suffolk County)						
WCRB 1948	1330 1,000 DA-2	Charles River Bcstg. Co. Inc. Boston 54, Mass. Twinbrook 3-7080	Good Music Bcstrs.	Theodore Jones, p, gm, slm Richard L. Kaye, sm	David S. MacNeill, pd, nd, sd Leonard Buckwalter, ce	Sylvia Haft, wd
WCRB-FM 1954	Ch. 273 (B) 102.5mc 9.2ktw					
WARE (Hampshire County)						
WARE 1948	1250 1,000-D (CP: 1,000 DA-N)	Central Bcstg. Corp. Off East St. 1250	MBS, KBS Yankee Webb Walker Tele-Bcstrs.	H. Scott Killgore, p William R. Sweeney, gm	A. Drawbridge, pd Marie DeMott, pmm	David C. Price, ce, fd Pauline J. Mattson, wd
WEST SPRINGFIELD (Hampden County)						
WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. Republic 9-4768	Walker	Lawrence A. Reilly, p, gm James L. Spates, opr mgr	Holland D. Cameron, cm George Erwin, pd	James L. Spates, ce
WEST YARMOUTH (Barnstable County)						
WOCB 1940	1240 250	E. Anthony & Sons Inc. S. Sea Ave. Hyannis 501	MBS Yankee Walker	Basil Brewer, p Paul W. Stiles, mgr, cm	Marilyn Boesse, pd Frank L. Lynch, ce	Edgar H. Semprini, nd, sd Maggie Perkins, wd
WOCB-FM 1948	Ch. 232 (A) 94.3mc 1kw					
WORCESTER (Worcester County)						
WAAB 1931 WAAB-TV (CP)	1440 5,000 DA-1	WAAB Inc. 34 Mechanic St. Pleasant 2-5611	ABC, MBS Yankee Webb Foster	George F. Wilson, p, gm H. Alan Whittemore, pd, pmm	George Capalbo, ce	John J. O'Rourke, nd
WNEB 1946	1230 250	New England Bcstg. Co. 405 Main St. Pleasant 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 1,000 DA-1	WORC Inc. 4 Walnut St. Pleasant 5-3101	ABC Forjoe Kettell-Carter	Robert F. Bryar, p Harold Kaye, vp	Kenneth Leslie, gm M. D. Morris, slm	Herman Rosen, asst slm Carroll Philbrook, ce
WTAG 1924	580 5,000 DA-2	WTAG Inc. 18 Franklin St. Pleasant 5-4321	CBS Christal	Robert W. Booth, p Herbert L. Krueger, vp, gm Robert J. Brown, cm	A. J. Brissette, prog-prod mgr Bernard J. LaPlante, slm	E. A. Browning, ce James G. Little, nd John V. Ambrose, sd
WTAG-FM 1940	Ch. 241 (A) 96.1mc 10ktw					

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1st
 with
**Women's
 Service
 Features!**

MARKET DATA BY COUNTIES

County	Radio					Passenger		County	Radio					Passenger	
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Population 1950		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Alcona	5,856	1,500	\$ 5,501	\$ 1,724	\$ 109	2,081	Lapeer	35,794	9,600	35,021	9,485	800	12,359		
Alger	10,007	2,500	7,723	2,320	253	2,631	Leelanau	8,647	2,300	5,042	1,686	146	3,133		
Allegan	47,493	14,800	48,778	13,547	954	18,109	Lenawee	64,629	20,900	77,798	20,876	2,251	26,500		
Alpena	22,189	6,300	24,900	7,018	656	8,053	Livingston	28,725	8,700	30,923	7,458	751	11,106		
Antrim	10,721	3,100	8,513	2,817	284	3,246	Luce	8,147	1,400	5,972	1,886	78	1,871		
Arenac	9,644	2,600	9,770	2,103	217	3,350	Mackinac	9,287	2,300	9,577	3,552	188	2,531		
Baraga	8,037	2,100	5,729	1,719	108	2,184	Macomb	184,961	64,800	225,384	69,439	7,777	90,036		
Barry	26,183	8,600	23,248	6,692	686	9,831	Manistee	18,524	5,900	16,036	4,759	686	6,151		
Bay	88,461	26,900	103,259	26,336	3,608	30,882	Marquette	47,654	14,000	43,954	13,765	909	15,156		
Benzie	8,306	2,300	8,490	2,871	418	2,995	Mason	20,474	6,300	23,239	6,748	611	7,309		
Berrien	115,702	40,000	154,282	42,182	6,298	49,464	Mecosta	18,968	5,500	17,533	4,793	648	5,900		
Branch	30,202	9,500	31,908	7,900	629	11,372	Menominee	25,299	7,200	18,950	5,302	204	8,397		
Calhoun	120,613	38,400	157,401	40,526	6,007	45,272	Midland	35,662	11,100	38,178	10,795	1,170	14,507		
Cass	23,165	9,800	24,613	6,738	753	11,572	Missaukee	7,458	2,000	5,689	1,398	82	2,233		
Charlevoix	13,475	3,600	12,102	3,678	382	4,441	Monroe	75,666	24,100	79,506	21,483	2,615	31,139		
Cheboygan	13,731	3,400	14,634	4,305	521	4,117	Montcalm	31,013	10,100	39,950	10,333	1,085	12,498		
Chippewa	29,206	7,900	34,350	9,438	543	9,012	Montmorency	4,125	1,100	4,747	1,264	80	1,592		
Clare	10,253	3,000	10,589	3,128	471	3,965	Muskegon	121,545	39,700	152,688	45,271	5,508	46,953		
Clinton	31,195	9,200	23,698	5,643	472	10,668	Newaygo	12,567	6,600	17,743	5,265	464	7,322		
Crawford	4,151	1,200	5,138	1,580	91	1,511	Oakland	369,001	137,900	537,178	147,103	17,149	199,059		
Delta	32,913	9,000	29,804	9,368	741	10,390	Oceana	16,105	4,900	13,487	3,890	381	5,652		
Dickinson	24,844	7,500	25,937	7,424	444	8,336	Ogemaw	9,345	2,600	10,190	2,919	225	3,091		
Eaton	40,023	13,000	39,092	10,683	1,335	15,294	Ontonagon	10,282	2,600	8,913	2,334	157	3,429		
Emmett	16,534	4,500	21,979	4,992	598	5,172	Osceola	13,797	3,800	11,420	3,017	278	4,492		
Genesee	270,983	88,400	410,683	103,477	15,127	117,311	Oscoda	3,134	900	2,892	1,258	92	1,078		
Gladwin	9,451	2,300	8,171	2,146	47	3,221	Ostego	6,435	1,600	7,232	1,812	82	2,464		
Gogebic	27,053	7,600	27,336	7,120	641	8,189	Ottawa	73,751	23,600	84,442	20,757	2,526	29,405		
Grand Traverse	28,598	8,000	40,952	8,775	1,172	9,822	Presque Isle	11,996	2,700	9,838	3,172	216	4,504		
Gratiot	33,429	9,700	36,574	9,493	834	12,367	Rescommon	5,916	2,200	10,284	3,186	403	2,731		
Hillsdale	31,916	11,200	31,086	6,859	547	12,093	Saginaw	153,515	46,800	184,339	47,539	6,231	55,378		
Houghton	39,771	11,000	31,461	11,893	571	10,334	St. Clair	91,599	29,300	109,562	30,301	3,076	34,934		
Huron	33,149	9,000	36,900	7,520	749	12,553	St. Joseph	35,071	11,700	42,285	10,352	1,158	15,268		
Ingham	172,941	56,200	261,175	64,234	8,090	70,089	Sanilac	30,837	9,000	28,923	7,387	656	11,293		
Ionia	38,158	10,900	35,291	9,820	1,120	14,255	Schoolcraft	9,148	2,300	9,696	3,231	125	2,835		
Iosco	10,906	3,500	14,727	4,411	607	4,535	Shiawassee	45,967	14,400	45,652	12,297	1,210	17,769		
Iron	17,692	5,200	20,006	6,141	327	6,366	Tuscola	38,258	11,100	36,436	9,417	851	14,286		
Isabella	28,964	7,700	24,151	6,649	444	9,161	Van Buren	39,184	13,200	43,383	13,234	1,289	15,777		
Jackson	107,925	33,900	138,024	34,215	5,351	41,530	Washtenaw	134,606	39,500	161,219	41,532	7,226	48,880		
Kalamazoo	126,707	41,500	164,209	39,340	6,816	49,557	Wayne	2,435,235	751,200	3,454,221	780,376	147,523	909,183		
Kalkaska	4,587	1,200	3,253	1,239	79	1,579	Wexford	18,628	5,700	18,534	4,508	577	6,152		
Kent	283,292	95,300	399,089	96,102	17,820	113,798									
Keweenaw	2,918	600	1,003	668	80	968									
Lake	5,257	1,600	3,749	1,355	80	1,736									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; 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	Pres. p	Exec. vp. evp.	Gen. Mgr. gm	Sta. Mgr. sm	Coml. Mgr. cm	Sales Mgr.	
Executive Abbreviations																		
News, Farm, Sports or Women's Dir. nd, fd, sd, wd.																		
ADRIAN (Lenawee County)																		
WABJ	1490	1945	250			Gerity Bcstg. Co.	2982 Treat Rd.	Colfax 5-7123	ABC	Best	James Gerity Jr., p	Robert W. Cessna, sm	Albert L. Bishop, cm	J. O. Stone, pd, nd	Galen Stutzman, ce	Don Dean, fd	Keith Roper, sd	Carol Commer, wd
ALBION (Calhoun County)																		
WALM	1260	1952	500-D			Calhoun Bcstg. Co.	101 N. Superior	5065	KBS		J. E. Bedient, p			M. H. Wirth, gm				
ALMA (Gratiot County)																		
WFYC	1280	1948	1,000-D			WFYC Inc.	5310 N. State Rd.	95	KBS		Victor R. Wilson, p	David W. Sommerville, gm, sd		Ray Beckwith, cm	Bruce Rigg, pd, ce, fd		Don Seaman, nd	Lillian Curtis, wd
ALPENA (Alpena County)																		
WATZ	1450	1946	250			Midwestern Bcstg. Co.	1049		MBS KBS	Paul Bunyan Holman	Les Biederman, p			Drew McClay, gm			William Kiker, ce	
ANN ARBOR (Washtenaw County)																		
WHRV	1600	1947	1,000	DA-1		Huron Valley Bcstrs. Inc.	4230 Packard Rd.	Normandy 2-4573	ABC	Walker	John R. Chapman, p, gm	James H. Hopkins, pd, pmm, nd		Richard W. Johnston, ce	C. Richmond, fd		H. J. Hockstad, sd	S. E. Hammer, wd
WPAG	1050	1945	1,000-D			Washtenaw Bcstg. Co. Inc.	Hutzel Bldg.	Normandy 2-5517	Everett-McKinney		Edward F. Baughn, o, gm	Kenneth MacDonald, cm		Albert Samborn, pd, nd	Donald Bowdish, ce		Howard Heath, fd	Robert Ufer, sd
*WUOM-FM	Ch. 219	1948	91.7mc	92kw		Regents U. of Michigan	504 S. State St.											
BAD AXE (Huron County)																		
WLEW	1340	1950	250			Port Huron Bcstg. Co.	935 S. Van Dyke Rd.	1010			John Wismer, gm	Jim Muehlenbeck, sm		Ernie Ferrily, pd	Loren Guild, ce		Dick Jeffries, nd	

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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; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
BATTLE CREEK (Cathoun County)					
WBCK 1948	930 1,000 DA-2	Michigan Bcstg. Co. Security Natl. Bank Bldg. 3-5555	MBS Burn-Smith	Robert H. Holmes, p	Eugene F. Cahill, gm Harley Hammond, ce
WELL 1925	1400 250	Federated Publications Inc. Michigan Natl. Bank Bldg. Woodward 4-7173	ABC Meeker	Robert B. Miller, p Paul J. Haller, gm, cm	Jack Shoemaker, pd, nd Jack Newman, pmm Earl Stone, ce Bill Dagg, sd
BAY CITY (Bay County)					
WBCM 1925	1440 1,000-D 500-N	Michigan Bcstg. Co. Wenonah Hotel 3-7551	ABC Michigan Net. Hollingbery	Robert H. Holmes, p Leo A. Jylha, gm Charles E. Anthony, cm	Robert Benkelman, pd Ralph H. Carpenter, ce Frank J. Walsh, nd, sd G. Edward Vallender, fd Melda G. Lynn, wd
WBCM-FM 1946	Ch. 241 (B) 96.1mc 41kw				
BENTON HARBOR (Berrien County)					
WHFB 1947	1060 1,000-D	Palladium Publishing Co. Fairplain Ave. Walnut 5-2113	Holman	Stanley Banyon, p J. P. Scherer, gm John P. Chase, cm, fd	Raymond Turner, pd Munson U. Robinson, ce Ray Mittan, nd Don Beuhler, sd Mary Alice Gerhart, wd Richard Pomeroy, pm m
WHFB-FM 1947	Ch. 260 (B) 99.9mc 9.2kw				
BIG RAPIDS (Mecosta County)					
WBRN 1953	1460 1,000-D	WBRN Inc. 13804 Northland 648	KBS Best	Spencer Denison, p, gm, cm, pd	Richard F. Cook, ce
CADILLAC (Wexford County)					
WATT 1945	1240 250	Midwestern Bcstg. Co. U. S. 131 South Prospect 5-7831	MBS, KBS Paul Bunyan Holman	Les Biederman, p Art Nyhus, gm	Merritt L. Chandler, slm Bill Kiker, ce

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Coverage in the
Battle Creek-Kalamazoo
Area

MICHIGAN BROADCASTING COMPANY Battle Creek, Mich.

CHARLOTTE
(Eaton County)

WCER 1390
(CP) 1,000-D

Eaton County Bestg. Co.
408 Federal Square Bldg.
Grand Rapids, Mich.

Craig E. Davids, co-o

Roy W. McLean, co-o

CHEBOYGAN
(Cheboygan County)

WCBY 1240
1955 250

Straits Bestg. Co. Best
Mackinaw Ave.
554

Richard E. Hunt, p, gm, pmm
Ben Morrow, cm, sd

Dick Welsh, pd
Norb Poepelman, ce

Cliff Carr, nd
Geri McDonald, wd

COLDWATER
(Branch County)

WTVB 1590
1949 5,000-D
500-N
DA-N

Twin Valley Bcstrs. Inc. Southern
P. O. Box 32 Michigan
1230 Radio Net.
Best

E. Harold Munn Jr., sta dir
James B. Luck, asst sta dir
Gilbert N. Ketcham, cm

Virgil Royer, ce
William J. H. Smith, nd

Ernest H. Golieb, sd
Joyce Walker, wd

WTVB-FM Ch. 252 (A)
1950 98.3mc
0.26kw

DOWAGIAC
(Cass County)

WMKL 1440
(CP) 500-D

Cass County Bestg. Co.
75 Church St.
Coldwater, Mich.

Gilbert N. Ketcham, co-o

James B. Luck, co-o

DEARBORN
(Wayne County)

WKMH
1946

(See Detroit listing)

DETROIT
(Wayne County)

CKLW 800
1931 50,000
CKLW-TV DA-1

Western Ontario Bestg. MBS
Co. Young
Guardian Bldg.
Woodward 1-7200

J. E. Campeau, p, gm
E. Wilson Wardell, cm
John Gordon, pd

A. R. Gloster, pmm
William Carter, ce
Austin Grant, nd, fd

Art Lang, sd
Myrtle Labbitt, wd

CKLW-FM Ch. 230 (A)
1949 93.9mc
0.25kw

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50,000 WATTS 800 KC.

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

DETROIT (Cont.)

WCAR 1939	(See Pontiac listing)					
WCAR-FM 1948						
*WDET (FM) 1948	Ch. 270 (B) 101.9mc 52kw	Wayne University 5063 Cass Temple 1-4441		Paul B. Rickard, gm Lee S. Dreyfus, sm	J. Daniel Logan, asst mgr	Robert F. Schlorff, ce
WEXL 1925	1500 10,000-D	(See Royal Oak listing)	Katz	George B. Storer, p Harry R. Lipson, vp, mgng dir Gar Meadowcroft, asst mgng dir	Paul Frincke, ce Mike Perrini, nd	Chuck Bergeson, sd Rosemary McGann, wd
WJBK-TV 1926	1,000-N DA-2	Storer Bestg. Co. Second & Bethune Trinity 3-7400				
WJBK-FM 1946	Ch. 226 (B) 93.1mc 30kw					
WJLB 1926	1400 250	Booth Radio & Tv Stations Inc. Buhl Bldg. Woodward 2-0220 (WJLB, AM Affiliate)	Forjoe	John L. Booth, o, p Edwin E. Nyy, sm Eric V. Hay, slm	George Kendall, pd, pmm, fd G. Elwood Ryan, ce	Richard Pavey, nd Barney Lee, sd
WBRI (FM) 1941	Ch. 250 (B) 97.9mc 3.3kw					
WJR 1927	760 50,000	WJR, The Goodwill Station Inc. Fisher Bldg. (2) Trinity 5-4440	CBS Christal	John F. Patt, p Worth Kramer, vp, gm F. Sibley Moore, vp, opr mgr Elmer O. Wayne, slm	Ron Gamble, pd Andrew Friedenthal, ce Jack White, nd	Marshall Wells, fd Bob Reynolds, sd Agnes May, wd
WJR-FM 1948	Ch. 242 (B) 96.3mc 24kw					
WKMH 1946	1310 5,000-D 1,000-N DA-2 (CP-5,000 DA-2)	Knorr Bestg. Corp. WKMH Bldg. Tiffany 6-8500	Michigan Bestg. Sys. Headley-Reed	Frederick A. Knorr, p John Carroll, gm John O. Gilbert Jr., cm	Robin Seymour, pd Jack Davidson, pmm Jerrold Martin, ce	Frank Gaal, nd Richard Buller, fd Van Partick, sd
WKMH-FM 1946	Ch. 1310 (B) 100.3mc 7kw					
WLDM (FM) 1949	Ch. 238 (B) 93.3mc 20kw	Lincoln Bestg. Co. 15401 W. Ten Mile Rd. (37) Jordan 4-5335	Good Music Bcstrs.	Harold I. Tanner, p, gm Robert J. Conger, cm	Richard J. Bernard Jr., pd	Jerome F. Steadley, ce
WMUZ (FM) 1948	Ch. 278 (B) 103.5mc 25kw	Mich. Music Co.				

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From the functional studios of W E X L . . . home of "Detroit's Easy Listenin' Station," Greater Detroit gets careful program fare of music and news and sports acutely attuned to area tastes.

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Twenty-four hours a day, W E X L delivers Greater Detroit. It's Michigan's oldest independent—32 years in the business—and now serving over 950,000 homes. Whatever your delivery job, W E X L has just the horsepower to do it fast. You don't pay for coverage beyond your distribution area nor for wattage which wanders around in search of a sale.

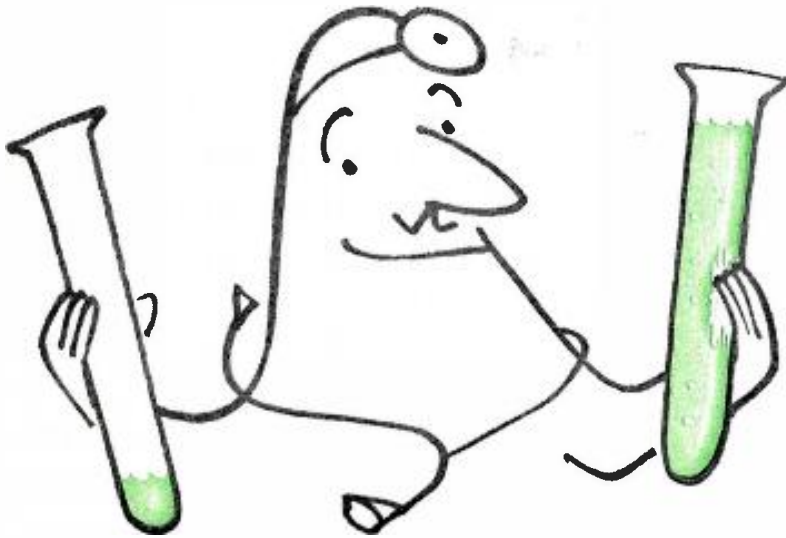
For delivery, Call W E X L

JACOB B SPARKS, PRES. & GEN. MGR., GORDON A. SPARKS, SEC'Y & TREAS. & MGR., GARNET G. SPARKS, VICE PRES & CH. ENG.

FOR 32 YEARS MICHIGAN'S OLDEST INDEPENDENT SERVING OVER 950,000 HOMES



WEXL



NEW PROOF...

one radio station dominates the Great Lakes area

You'll start to find out about WJR's amazing sales power the minute you put your nose in the revolutionary new report on radio listenership made by Alfred Politz Research, Inc.

Here's a really new method of audience study—qualitative as well as quantitative. It proves that radio stations, like printed media, have circulations—regular, faithful listeners.

Based on an extremely large sample (1,873 interviews) checked around the clock, Politz found that in the Great Lakes market WJR is the constant companion of more people than any other radio station.

In fact, in an average day, 41.4% of all adults specify that WJR is *their* radio station.

That's even more meaningful when you realize that in the parts of four states surveyed by Politz there are 196 other radio stations fighting for listeners.

Politz asked what kind of programs listeners preferred, and what station they chose for their favorite program.

Read this: for comedy, 52% prefer WJR; 47%

prefer WJR for drama; for the news, 42% choose WJR; for music (and some other stations are nothing but) 24% choose WJR; 38% prefer the sports news via WJR; and 37% of farm listeners prefer WJR market reports.

Politz didn't stop there. His researchers found that people regard one station as best for "reliability and completeness," for "handling of advertising," "types of programs," for "helpfulness," and in "public spirit." Again, WJR.

That isn't all. The real payoff in station preference and trust came in answer to a question asking what people would do in case of a war rumor. More than 50% said they'd turn on the radio. And 25% of the total said they'd turn on WJR.

Even *that* isn't all. The whole report is *must* reading for anyone concerned with advertising and selling.

For your free copy either write directly to WJR, Detroit 2, Michigan, or your local Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 Watts CBS Radio Network

This offer is limited—to those who have something to sell in Detroit and the Great Lakes area.



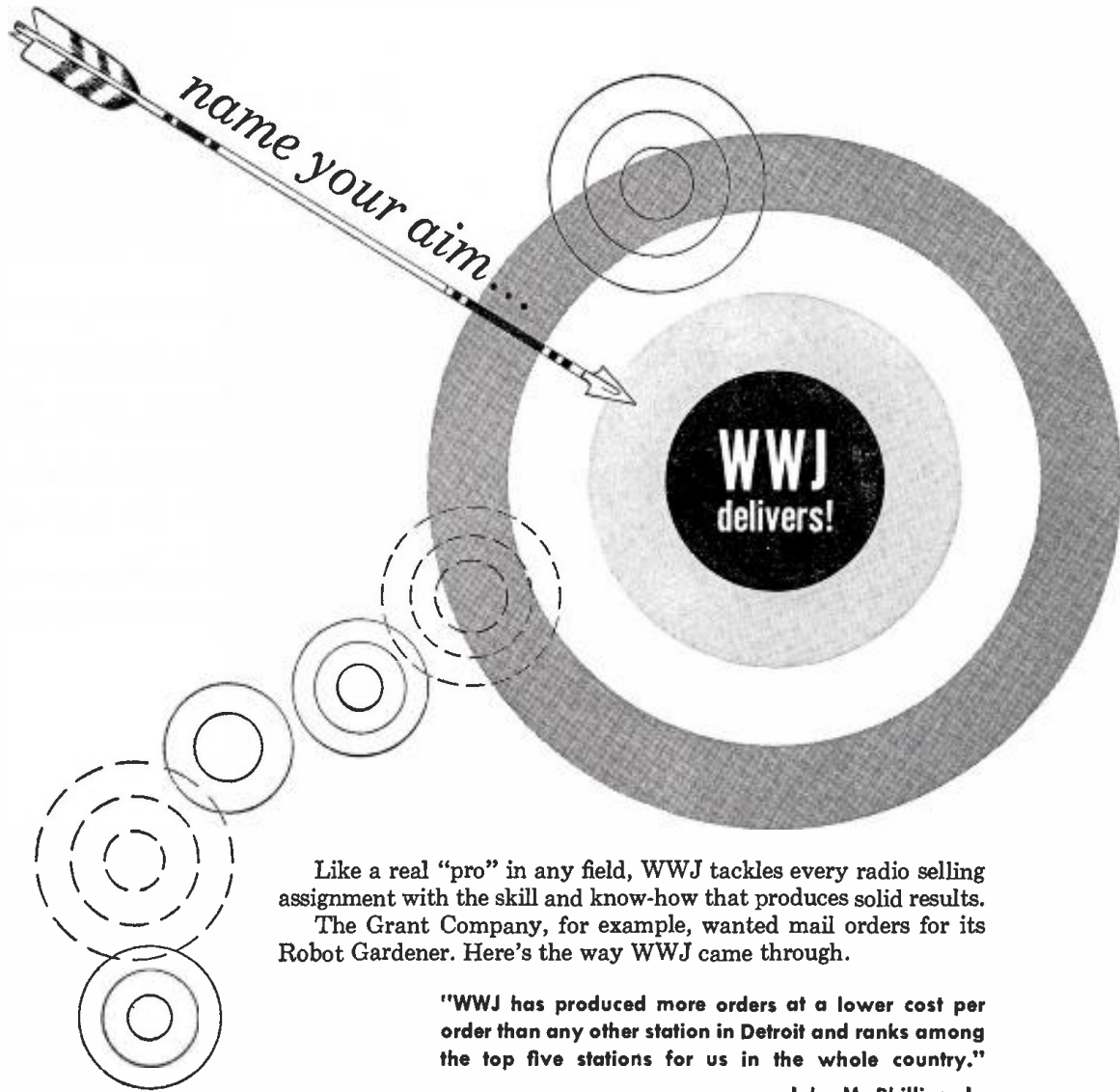
City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
DETROIT (Cont.)				
WWJ 1920 WWJ-TV	950 5,000 DA-N	Evening News Assn. 622 W. Lafayette Woodward 2-2000	Free & Peters McDermott	Warren S. Booth, p Edwin K. Wheeler, gm Don DeGroot, asst gm Henry C. Rogers, bus mgr
WWJ-FM 1941	Ch. 246 (B) 97.1mc 50kw			Robert J. McIntosh, sm Robert Henabery, prod mgr Edgar J. Love, ce
WXYZ 1925 WXYZ-TV	1270 5,000 DA-N	WXYZ Inc. 1700 Mutual Bldg. Woodward 3-9321	ABC Blair	James G. Riddell, p Harold S. Christian, gm Hal Neal, cm
WXYZ-FM 1948	Ch. 266 (B) 101.1mc 14kw			Philip Brestoff, pd Robert Baldrice, pmm Charles Kotcher, ce
DOWAGIAC (Cass County)				
(CP)	1400 500-D	James B. Luck and Gilbert N. Ketchum dba Cass Co. Bcstg. Co.		
EAST LANSING (Ingham County)				
*WKAR 1922 WKAR-TV	870 5,000-D DA-N	State Board of Agriculture Edgewood 2-1511		John A. Hannah, p Robert J. Coleman, gm Lawrence Frymire, pd
WKAR-FM 1948	Ch. 213 (E) 90.5mc 93kw			Norris E. Grover, ce Rob Downey, nd Art Boroughs, fd
ESCANABA (Delta County)				
WBBC 1941	880 1,000 DA-2	Delta Bcstg. Co. 606 Ludington St. 3190	MBS Walker	Geo. D. Lindenthal, p, gm, cm F. J. Lindenthal, sec-treas Vince Casey, pd
WESK 1953	1490 250	Northern Bcstg. Corp. Sherman Hotel 3750	NBC Northern Net.	Stanley R. Pratt, p R. J. Staffeld, gm R. E. Wagner, cm
FLINT (Genesee County)				
WAMM 1955	1420 500-D DA-D	Binder-Carter-Durham Inc. c/o Richard S. Carter 711 National Bldg. (3)		Charles Rutledge, sm
WBBC 1947	1330 1,000 DA-2	Booth Radio & Tv Stations Inc. G-3076 E. Bristol Rd. Cedar 9-8686	MBS Weed	John L. Booth, p Jerry Schroeder, gm Jim Rush, pd
*WFBE (FM) 1953	Ch. 236 (B) 95.1mc 1.3kw	Flint Board of Education		Sam Somora, pmm E. H. Clark, ce Larry Jones, nd

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Leading Radio Stations PUSH UP PROFITS with . . .



1st with Seasonal and Holiday Features!



Like a real "pro" in any field, WWJ tackles every radio selling assignment with the skill and know-how that produces solid results. The Grant Company, for example, wanted mail orders for its Robot Gardener. Here's the way WWJ came through.

"WWJ has produced more orders at a lower cost per order than any other station in Detroit and ranks among the top five stations for us in the whole country."

**John M. Phillips, Jr.
Phillips and Cherbo
Chicago, Illinois**

That's just one of the many success stories in WWJ's brimming files—success stories covering mail orders, over the counter sales, distribution, increased prestige for the advertiser and his product.

Name your aim in Detroit. WWJ, a real "pro", will deliver.

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—87.1 MEGACYCLES



Basic **NBC** Affiliate

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS National Representatives: FREE & PETERS, INC.

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
FLINT (Cont.)						
WFDF 1922	910 1,000 DA-1	The Trebit Corp. Garland at First Ave. Cedar 2-7158	NBC Katz	H. M. Bitner Jr., p L. W. Lindow, gm Martin Levey, cm, pmm	E. A. Knopf, pd, fd Gerald Wolpert, ce Larry Ganger, nd	Dan Hunter, sd Betty Clarke, wd
*WFWM (FM) 1952	Ch. 296 (A) 107.1mc 0.4kw	Regents U. of Michigan				
WKMF 1953	1470 1,000 DA-1	Knorr Bcstg. Corp. 112 W. Water St. Cedar 9-7608	Headley-Reed	Fred A. Knorr, p W. Eldon Garner, gm	Phillp R. Munson, cm, pmm Dusty Rhodes, pd, sd	John C. Woodard, ce Stan High, nd
WMRP 1946	1570 500-D	Methodist Radio Parish Inc. 3217 Lapeer St. (3) Cedar 3-5112		Herbert Hausser, p William H. Morford, gm	Virgil Lewis, cm	Duane Mrohs, ce
WTAC 1946	600 1,000-D 500-N DA-2	WTAC, The Big Station Inc. 740 S. Saginaw St. Cedar 2-1136	ABC Hollingbery	John M. Shaheen, p David Mendelsohn, sm B. Burge, pd	Thomas J. Warner, natl slm Robert Wheaton, ce	Edward Berryman, nd, sd Dorothy Miller, wd
FREMONT (Newaygo County)						
WBFC 1955	1490 250	Paul A. Brandt Beebe St. 415	KBS Capital Radio Net. Best	Paul A. Brandt, o Al LaGuire, gm, cm Ward J. Mayrand, pd, fd	Glen E. Mapes Jr., pmm Ivan L. Homan, ce Richard E. Knudsen, nd	Wesley Cooper, sd Theresa Gill, wd
GAYLORD (Otsego County)						
WATC 1950	900 1,000-D	Midwestern Bcstg. Co.	MBS Paul Bunyan Holman	Les Biederman, p, gm C. O. Reed, cm	Robert Fritz, pd	William H. Kiker, ce
GRAND RAPIDS (Kent County)						
WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 399 Garfield Ave. S.W. Glendale 6-9541	McGillvra	William Kulper Sr., p, gm, pd Peter Vanden Bosch, cm William E. Kulper Jr., pmm	Gilbert Waite, ce Robert Beukema, nd	John Radar, fd, sd 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 Richard Groenevelt, ce	Tom Van Tol, nd Dirk Nebbeling, fd	Bruce Grant, sd Mid Baer, wd

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1956
THURSDAY
8

Buy MICHIGAN Radio today!

WJIM - LANSING .. Best Buy

*Higher ratings .. **

*Greater coverage .. **

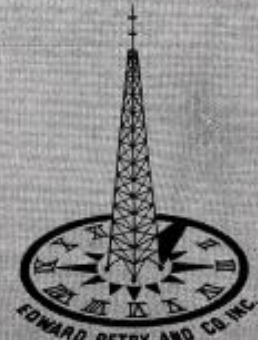
*Lower cost .. **

Contact Petry for current avail !!

THEATRE
TICKETS
6/66

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO



EDWARD PETRY AND CO. INC.

FLINT
largest
General
Motors
plant
city
in the
world

served by
WFDF

FLINT . . . the largest General Motors plant city in the world . . . is now Michigan's *Second Market*. And it's a big rich market . . . where people spend on a scale in keeping with their record earnings. Retail sales, right now, are running 69% above the national average . . . and due to go up.

Record years are predicted for Buick, Fisher Body, AC Spark Plug, Chevrolet, and Ternstedt and that means even bigger payrolls for Flint. WFDF can help you get your share of this increasing consumer dollar. Thirty-three years of selling Flint means that WFDF market-wise programming is a sure result getter . . . paying off now better than ever. Call Katz. They can tell you how Flint and WFDF best fit your market plan.

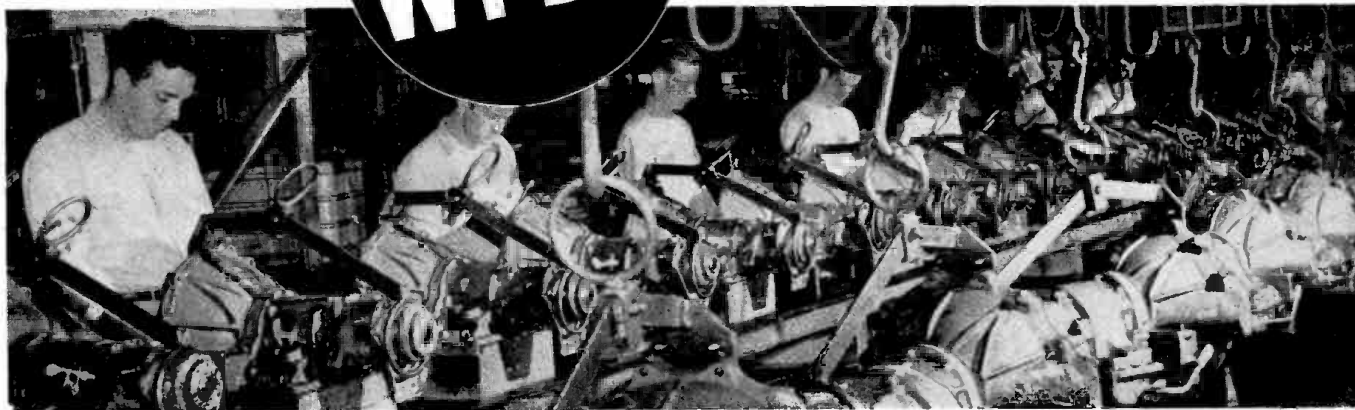
910 KC • Flint, Michigan
 NBC affiliate

WFDF market area data

Population	331,800
Households	90,260
Radio Homes	89,180
Consumer Spendable Income	\$547,399,000
CSI per Household (county)	6,065
CSI per Household (Flint)	7,055
Total Retail Sales	403,320,000
Retail Sales per Household (county)	4,468
Retail Sales per Household (Flint)	5,900

1955 Consumer Markets

Represented Nationally by the Katz Agency



Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

MICHIGAN

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GRAND RAPIDS (Cont.)					
WJEF 1945	1230 250	Amalgamated Properties Inc. 187 Monroe N.W. Glendale 6-8512	CBS Avery-Knodel	John E. Fetzler, p Carl E. Lee, mgng dir	Martin Giaimo, sm, cm, pd Bruce M. Glycaddgis, ce Ellis Shotwell, newscaster Margaret Curley, wd
WJEF-FM 1945	Ch. 229 (B) 93.7mc 115kw				
WLAV 1940	1340 250	Versluis Radio & Tv Inc. 6 Fountain St. N.E. Glendale 6-5461	ABC Pearson	Leonard A. Versluis, p Lee G. Stevens, gm Donald Mullen, pd	Carroll Hutchings, ce Robert S. Greenhoe, nd Jack Harrison, sd Edith Kaleser, wd
WLAV-FM 1947	Ch. 245 (B) 96.9mc 1.75kw				
WMAX 1954	1480 500-D (CP 1,000-D)	WMAX Inc. 113 Lyon N.W. Glendale 6-8621	Best	Charles A. Sprague, gm, ce	Joseph C. Hooker, cm, pd Roy W. Marsh, pmm
WOOD 1924	1300 5,000	Grandwood Bcstg. Co. 120 College Ave. S.E. GL 9-4125	NBC Katz	Harry M. Bitner Jr., p Willard Schroeder, gm Michael O. Lareau, sim	Clark Grant, pd John Dragomier, pmm Louis Bergenroth, ce Frank G. Sisson, nd Carol Duvail, wd
WOOD-TV	DA-N				
HILLSDALE (Hillsdale County)					
WBSE 1955	1340 100	Baw Beese Bcstrs. Inc. 92½ N. Broad St. Hemlock 7-4444	Southern Michigan Net. Best	Stanley H. White, p E. Harold Munn Jr., gm, ce Ronald Hutson, cm	E. Harold Munn, Sr., acting sta dir, acting pd Merritt W. Greene, nd David R. Scott, sd
WBSE-FM (CP)	Ch. 280 (A) 103.9mc 1kw				
HOLLAND (Ottawa County)					
WHTC 1948	1450 250	Holland Bcstg. Co. 5 East 8th St. 9482	Best	W. A. Butler, p Sandy Meek, gm, cm William Gargano, pd	William Young, pmm John L. Klungle, ce William Allen, fd Harold Volkema, sd Mary Emma Young, wd
HOUGHTON (Houghton County)					
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 Peter Fausone, sd
HOUGHTON LAKE (Roscommon County)					
WHGR 1954	1290 1,000-D	Sparks Bcstg. Co. 3431 Houghton Lake Dr. Greenwood 8-3040		J. B. Sparks, p, gm Gordon A. Sparks, sec-treas Garnett G. Sparks, vp, ce	Robert D. Dittmer, sm, sd Lee Hohisel, nd Richard Greenwald, fd Beverly Dittmer, wd
IONIA (Ionia County)					
WION 1953	1430 500-D	Ionia Bcstg. Co. P. O. Box 143 1537	Best	Monroe MacPherson Jr., p, gm, pd Kenneth Chapin, cm	Ben Thompson, pmm, sd Erwin L. Fuller, ce Harry Boyes, nd C. Chandler Bergeon, fd Jo Ann Raymond, wd
IRON MOUNTAIN (Dickinson County)					
WMIQ 1947	1450 250	Iron Mountain- Kings- ford Bcstg. Co. Inc. 211 East Ludington St. 2031	ABC Northern Net.	Frank J. Russell, p	William C. Johnson, gm, cm, sm
IRON RIVER (Iron County)					
WIKB 1949	1230 250	WIKB Inc. 232 W. Genesee St. 102	KBS Walker	Henry Frailing, p Bud Shields, gm, cm Milo Jordan, pd	Bob Campbell, pmm Les Patten, ce Al Silven, nd Dave MacDonald, fd Eric Eliason, sd Anne Cascioli, wd
IRONWOOD (Gogebic County)					
WJMS 1931	630 1,000 DA-N	Upper Michigan-Wiscon- sin Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p, gm Laura Johnson, pd	Arne Dahlbacka, ce Richard Williamson, nd Leonard Johnson, sd Rose Isaac, wd
ISHPEMING (Marquette County)					
WJPD 1947	1240 250	Ishpeming Bcstg. Co. Jenks Block Hudson 6-9937	KBS	Dr. J. P. Deegan, p	Mrs. James P. Deegan, gm Robert Olson, sm
JACKSON (Jackson County)					
WIBM 1927	1450 250	Booth Radio & Tv Stations Inc. 2511 Kibby Rd. State 2-7176	ABC Weed	John L. Booth, p George P. Lasley, gm Robert B. Lees, cm, pmm	Jack Underwood, pd, nd Paul Wolfcale, ce Jack Freeborn, fd Tom O'Connor, sd Kay Schwenk, wd
WKHM 1951	970 1,000 DA-2	Jackson Bcstg. & Tv Corp. 441 Wildwood Ave. State 4-7181	MBS Michigan Bcstg. Sys. Headley-Reed	Fred A. Knorr, p Merritt W. Greene, mgng dir	Milton Maltz, pd Kenneth Herkimer, ce John Marshall, nd, fd, sd

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YOU MIGHT SKATE 100 YARDS IN 11.4 SECONDS*—

**BUT . . . YOU NEED WKZO-WJEF RADIO
TO BREAK RECORDS
IN WESTERN MICHIGAN!**

WKZO Kalamazoo and WJEF Grand Rapids deliver the Greater Western Michigan market day and night at less cost than any other radio buy!

The March, '55, 6-county Pulse Report for the Kalamazoo-Battle Creek area credits WKZO with more than **TWICE AS MANY** listeners as the next station, *day and night!*

January, '55 Hoopers for Grand Rapids credit WJEF with 20.7% more *morning* listeners than the next station . . . 20.7% more *afternoon* listeners . . . 53.3% more *nighttime* listeners!

Ask Avery-Knodel for *all* facts on WKZO-WJEF—CBS Radio for Grand Rapids, Kalamazoo, Battle Creek and Greater Western Michigan.



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-WJEF

**CBS RADIO
KALAMAZOO**

**CBS RADIO
GRAND RAPIDS**

Avery-Knodel, Inc., Exclusive National Representatives

* *Loretta Neitzel set this world's record for women at Detroit in January, 1929.*

MICHIGAN

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KALAMAZOO (Kalamazoo County)						
WKLZ (CP)	1470 500-D	Circle Corp. P. O. Box 863		Joseph F. Butler, ptr	Ralph E. Patterson, ptr	
WKMI 1947	1360 5,000-D 1,000-N DA-N	Steere Bcstr. Corp. State Theater Bldg. 4-0111	Forjoe	Howard D. Steere, p Emil J. Popke Jr., gm F. K. Doyle, cm	Dan Daniels, pd Kenneth Farrance, ce	Bob Barr, nd Ron Bontsema, sd
WKZO 1923 WKZO-TV	590 5,000 DA-N	Fetzer Bcstg. Co. 124 W. Michigan Ave. 5-2101	CBS Avery-Knode	John E. Fetzer, p Carl E. Lee, vp, mgng dir John W. O'Harrow, natl sls dir	Charles T. Lynch, pd Robert Dye, pmm Arthur E. Covell, ce	Len Colby, nd, sd Carl Collin, fd Louise Carver, wd
LANSING (Ingham County)						
WILS 1947	1320 5,000-D 1,000-N DA-2	Lansing Bcstg. Co. 437 N. Washington Ave. IV 2-1655		John C. Pomeroy, p, gm, cm David L. Froh, sm, sd Richard French, pd	Stanley Kirby, pmm John Whitacre, ce John Maters, nd	Clarke Manning, fd Dorothy M. Doane, wd
WJIM 1954 WJIM-TV	1240 250	Gross Telecasting Inc. 2820 E. Saginaw IV 2-1333	ABC NBC Petry	Harold F. Gross, p, gm Howard K. Finch, vp, cm	Kenneth Richards, pd	Charles L. Brady, ce
LAPEER (Lapeer County)						
*WMPC 1926	1230 250	Liberty St. Gospel Church				
LUDINGTON (Mason County)						
WKLA 1944	1450 250	Ludington Bcstg. Co. E. Ludington Ave. 1450	ABC KBS Best	Raymond A. Plank, p, gm, pmm Donald M. Hack, cm, sd	Charles J. Hagerman, pd, ce Tom Roy, nd	Gordon J. Andersen, fd Charlene R. Englebrect, v
MANISTEE (Manistee County)						
WMTE 1951	1340 250	Manistee Radio Corp. P. O. Box 322 1340	MBS Best	Dr. T. A. Manwell, p Stephen P. Cole, gm Edward H. Owens, cm	Ken Kott, nd Bob Amsterburg, fd	Frank Balcer, sd Betty Noteware, wd
MARINE CITY (St. Clair County)						
WDOG 1950	1590 1,000-D DA-D	Radio St. Clair Inc. Rockwell 2-1111		Jerry W. Coughlin, p, pmm Harry C. Coughlin, gm, cm	John S. Bell, pd, nd, sd Carleton E. Goodwin, ce	Bob Milton, fd Wilma Drysdale, wd

MICHIGAN

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SAGINAW (Saginaw County)						
WKNX 1947 WKNX-TV	1210 1,000-D	Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471	Gill-Perna	William J. Edwards, p, gm Howard H. Wolfe, sm Robert M. Chandler, cm Paul Carey, pd	L. Lee Purvis, bus mgr Max W. Thomas, ce Britt Temby, nd	Robert Dyer, fd Dick Davis, sd Alicia Jacques, wd
WSAM 1940	1400 250	Knorr Bcstg. Corp. 2435 Holland Ave. 2-8161	NBC Michigan Bcstg. Sys. Headley-Reed	Fred A. Knorr, p Vincent Picard, mgng dir, cm Richard Schueler, pd, pmm	Orrin A. Nordenskjold, ce Bruce Malle, nd, sd	Ken Clark, fd Marilyn Dinninger, wd
WSAM-FM 1947	Ch. 281 (B) 98.1mc 1.7kw					
WSGW 1950	790 1,000 DA-2	Booth Radio & Tv Stations Inc. Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, vp, gm, cm	Frederick W. Krell, pd Harold Volz Jr., ce Frank Wells, nd	Richard Rybicki, fd Fritz Van, sd Mary Kay, wd
SAULT STE. MARIE (Chippewa County)						
WSOO 1940	1230 250	Hiawathaland Bcstg. Co. 208 Ashmun St. Melrose 2-2231	ABC Northern Net.	Stanley R. Pratt, p Richard Y. Burnett, gm, cm J. Oscar Frenette, pd	Tom McHale, pmm Wm. F. Morris, ce Homer W. Foster, nd	Dave Clement, fd Jack Piner, sd Vera Hotton, wd
STURGIS (St. Joseph County)						
WSTR 1951	1230 250	WSTR Inc. P. O. Box 67 1199	Southern Michigan Net. Best	Dr. Clarence H. Snyder, p E. Harold Munn Jr., gm	Robert Geerdes, cm, pd, pmm, nd, sd	William S. Miller, ce, fd
WSTR-FM 1953	Ch. 276 (A) 103.1mc 0.285kw					
TRAVERSE CITY (Grand Traverse County)						
WTCM 1941 WPBN (TV)	1400 250	Midwestern Bcstg. Paul Bunyan Bldg. 2700	MBS Paul Bunyan Holman	Les Biederman, gm		

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OWOSSO

(Shiawassee County)

WOAP 1080
1948 250-D

Owosso Bcstg. Co.
2300 N. Shiawassee
980

Great Lakes Net.
McGillvra

J. E. Campbell, p
M. H. Wirth, gm

Merrill Walker, sm
Fran Bowles, ce

Edwina Hansen, wd

PETOSKEY

(Emmet County)

WMBN 1340
1946 250

Midwestern Bcstg. Co.

MBS
Paul Bunyan
Holman

Les Blederman, gm

PONTIAC

(Oakland County)

WCAR 1130
1939 1,000-D
(CP move to
Detroit)

WCAR Inc.
P. O. Box 55
Federal 3-7141

Pearson

H. Y. Leyinson, p, gm
Wayne N. Cook, vp, ce
William G. Lenhard, vp, cm

Lawrence W. Bova, prod mgr
D. M. Shaver, sls sup
James R. Balmer, asst ce

Albert Kahn, pd
Bruce G. Martyn, sd
Allene Warbler, traffic dir

WCAR-FM Ch. 258 (B)
1948 99.5mc
20kw

WPON 1480
1954 500
DA-N

Gerity Bcstg. Co.
7 S. Perry St.
Federal 8-0444

Best

James Gerity Jr., p
O. W. Myers, gm

Larry Payne, sm
William L. Belaney, cm

Elwood Brown, ce
Gib Shanley, sd

PORT HURON

(St. Clair County)

WHLS 1450
1938 250

Port Huron Bcstg. Co.
932 Military St.
Yukon 2-8536

KBS
Gill-Perna
Michigan Spot
Sales
ABC

John F. Wismer, ptrn, gm
Thomas G. Sickelsteel, sm

John J. Shepard, cm
Jack E. Shannon, pd

Harold E. Oliver, ce
Fred J. Letzgus, nd

WTTH 1380
1947 1,000
DA-1

Times Herald Co.
606 Water St.
Yukon 5-5171

F. Granger Weil, evp
Richard S. Sommerville, gm
Kenneth M. Blevins, asst gm

Kenneth E. Kunze, ce
Ronald E. Mires, nd
William Vincent, fd

J. Edward Senyczko, sd
Jane Marshall, wd

ROGERS CITY

(Presque Isle County)

WHAK 960
1948 5,000-D

Rogers City Bcstg. Co.
Moltke Drive
7751

Harvey A. Klann, p, gm, ce
Albert G. Klann, cm, pmm

Harry E. Brege, pd
James Tague, nd, sd

Jack Brown, fd
Mildred G. West, wd

ROYAL OAK

(Oakland County)

WEXL 1340
1923 250

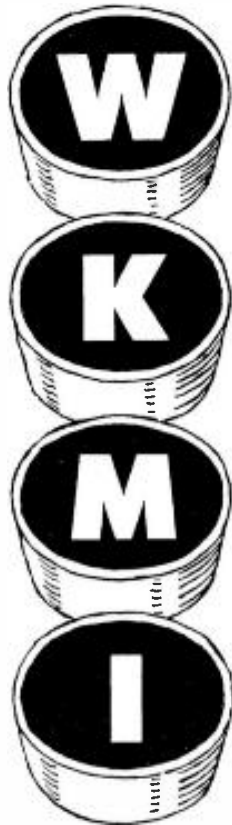
Sparks Bcstg. Co.
P. O. Box 190
Jordan 4-6523

Jacob B. Sparks, p
Gordon A. Sparks, cm, pd

Ernie P. Holder, pmm
Garnet G. Sparks, ce

Jack Ihrie, nd
Bob Terry, sd

WOMC (FM) Ch. 282 (B)
1947 104.3mc
18kw



WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

KALAMAZOO AND BATTLE CREEK

MICHIGAN'S BEST REGIONAL BUY

INFLUENCES OVER TEN COUNTIES OF THE RICHEST FARMERS IN THE LAND (SEE MAP)



- **NOW 5000 WATTS**
- **Covering 1,719,000 Population in primary markets**
- **270,000 in Metropolitan Kalamazoo • Battle Creek**
- **84,000 Prosperous commercial farms**

WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN

MICHIGAN

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	
Established	TV Affiliate	Power						
SAGINAW (Saginaw County)								
1947	WKNX-TV	1210 1,000-D		Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471	Gill-Perna	William J. Edwards, p, gm Howard H. Wolfe, sm Robert M. Chandler, cm Paul Carey, pd	L. Lee Purvis, bus mgr Max W. Thomas, ce Britt Temby, nd	Robert Dyer, fd Dick Davis, sd Alicia Yacques, wd
1940	WSAM	1400 250		Knorr Bcstg. Corp. 2435 Holland Ave. 2-8161	NBC Michigan Bcstg. Sys. Headley-Reed	Fred A. Knorr, p Vincent Picard, mgng dir, cm Richard Schueler, pd, pmm	Orrin A. Nordenskjold, ce Bruce Malle, nd, sd	Ken Clark, fd Marilyn Dinninger, wd
1947	WSAM-FM	Ch. 281 (B) 98.1mc 1.7kw						
1950	WSGW	790 1,000 DA-2		Booth Radio & Tv Stations Inc. Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, vp, gm, cm	Frederick W. Krell, pd Harold Volz Jr., ce Frank Wells, nd	Richard Rybicki, fd Fritz Van, sd Mary Kay, wd
SAULT STE. MARIE (Chippewa County)								
1940	WSOO	1230 250		Hiawathaland Bcstg. Co. 208 Ashmun St. Melrose 2-2231	ABC Northern Net.	Stanley R. Pratt, p Richard Y. Burnett, gm, cm J. Oscar Frenette, pd	Tom McHale, pmm Wm. F. Morris, ce Homer W. Foster, nd	Dave Clement, fd Jack Piner, sd Vera Hotton, wd
STURGIS (St. Joseph County)								
1951	WSTR	1230 250		WSTR Inc. P. O. Box 87 1199	Southern Michigan Net. Best	Dr. Clarence H. Snyder, p E. Harold Munn Jr., gm	Robert Geerdes, cm, pd, pmm, nd, sd	William S. Miller, ce, fd
1953	WSTR-FM	Ch. 276 (A) 103.1mc 0.285kw						
TRAVERSE CITY (Grand Traverse County)								
1941	WTCM	1400 250		Midwestern Bcstg. Paul Bunyan Bldg. 2700	MBS Paul Bunyan Holman	Les Biederman, gm		

Data corrected to Dec. 15, 1955. If executives or services for FM are same as *Hours*. ST—Share Time.
 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 AM affiliate, names are not repeated.

MINNESOTA

MARKET DATA BY COUNTIES

	Radio					Motor Vehicle		Radio					Motor Vehicle	
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Registra- tion 1954	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Registra- tion 1954		
Aitkin	14,327	3,700	\$ 9,287	\$ 2,610	\$ 183	5,901	18,966	5,200	18,880	3,744	363	9,183		
Anoka	35,579	11,500	17,806	6,075	541	15,810	15,165	4,200	15,052	3,021	281	7,282		
Becker	24,836	6,400	18,633	3,716	305	11,172	25,832	6,400	20,802	4,453	337	11,240		
Beltframe	24,892	6,700	23,096	5,036	648	9,595	42,277	12,300	50,561	9,876	1,043	21,172		
Benton	15,911	3,900	15,164	3,695	208	6,742	14,931	3,800	12,870	2,025	195	7,333		
Big Stone	9,607	2,400	12,097	2,394	185	4,955	20,929	5,300	13,548	3,840	313	8,647		
Blue Earth	38,327	11,100	61,130	9,880	1,256	20,710	22,435	6,400	30,840	5,008	431	11,993		
Brown	25,895	7,400	31,147	6,127	867	13,635	12,909	3,300	10,771	2,379	162	7,109		
Carlton	24,584	6,600	19,928	6,643	429	10,924	48,228	13,500	68,882	9,217	3,017	22,384		
Carver	18,155	5,100	16,300	2,550	413	8,910	51,320	13,200	42,880	6,998	715	22,166		
Cass	19,468	4,900	12,121	3,678	376	7,526	12,965	3,500	18,165	2,902	372	6,257		
Chippewa	16,739	4,700	21,989	3,417	336	8,857	18,223	4,800	13,800	2,717	246	8,037		
Chicago	12,669	3,700	10,098	2,220	246	6,851	14,003	3,800	19,095	2,956	228	8,119		
Clay	30,363	9,200	45,627	12,509	643	15,619	35,900	9,700	35,426	7,265	798	17,845		
Clearwater	10,204	2,500	8,210	1,572	189	4,429	10,204	2,500	8,210	1,572	189	4,429		
Cook	2,900	900	2,766	1,007	41	1,458	355,332	113,700	523,654	109,294	14,657	152,058		
Cottonwood	15,763	4,500	18,284	3,673	349	9,176	6,806	1,600	5,981	1,703	42	2,930		
Crow Wing	30,875	9,200	37,162	9,734	784	15,237	22,127	6,200	24,321	4,594	449	12,507		
Dakota	49,019	14,400	40,495	8,587	1,189	23,587	23,954	6,600	23,493	4,291	362	13,298		
Dodge	12,624	3,400	10,109	2,612	198	5,986	36,235	8,100	33,443	7,812	829	14,458		
Douglas	21,304	6,200	25,091	5,213	463	10,981	11,278	3,200	13,436	2,169	144	6,038		
Fairbault	23,879	6,900	26,748	4,891	592	13,936	14,505	3,700	12,160	2,326	219	6,573		
Fillmore	24,465	7,100	24,463	4,808	538	12,001	205,062	64,700	239,717	62,199	6,061	87,336		
Freeborn	34,517	10,200	39,300	7,244	588	17,248	16,486	4,300	14,399	3,187	357	7,731		
Goodhue	32,118	9,400	38,213	6,917	738	15,964	10,661	2,800	6,337	1,120	85	4,598		
Grant	9,542	2,600	10,064	1,740	183	5,022	15,816	4,100	12,872	1,802	278	8,590		
Hennepin	676,579	217,800	989,505	202,911	32,191	310,767	70,681	17,100	76,918	13,825	1,520	28,888		
Houston	14,435	4,000	12,081	2,778	196	7,237	21,155	6,300	26,835	5,457	484	11,286		
Hubbard	11,085	3,100	8,876	2,593	157	5,037	11,106	2,800	12,302	2,300	230	6,261		
Isant	12,123	2,900	9,285	1,936	236	5,274	10,606	4,400	22,427	3,996	269	7,753		
Itasca	33,321	10,900	34,301	10,248	654	16,594	25,420	6,500	19,996	5,511	326	10,220		
Jackson	16,306	4,500	16,795	2,893	313	8,594	8,053	2,200	9,737	1,602	181	4,352		
Kanabec	9,192	2,600	7,540	1,501	270	4,074	16,878	4,600	17,310	3,477	283	7,657		
Kandiyohi	28,644	7,800	33,487	6,253	615	13,275	12,906	3,300	16,538	2,327	265	5,646		
Kittson	9,649	2,400	8,108	856	117	5,639	14,957	4,600	17,177	2,769	357	7,431		
Koochiching	16,910	4,800	15,889	4,268	391	7,300	34,544	10,600	30,453	7,032	600	15,511		
Lac Qui Parle	15,545	3,700	14,084	2,513	219	7,419	13,881	3,900	15,230	2,750	387	7,620		
Lake	7,781	2,900	7,274	2,180	91	4,720	10,567	2,600	10,703	2,709	192	5,247		
Lake of the Woods	4,955	1,200	3,525	668	38	2,015	39,841	11,500	43,991	9,985	977	16,888		
Le Sueur	19,088	5,600	19,542	3,545	378	9,915	27,716	7,700	30,285	7,616	451	13,741		
Lincoln	10,150	2,800	10,042	1,625	208	5,433	16,279	4,500	17,736	2,624	258	8,465		
Lyon	22,253	6,400	35,440	5,953	636	11,232								
McLeod	22,198	6,500	27,435	4,524	520	13,312								
Mahnomen	7,059	1,400	4,683	899	83	2,658								
Marshall	16,125	4,000	12,208	2,316	173	8,380								
Martin	26,653	7,500	28,873	4,745	635	14,320								

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.

Reach Half of All Minnesota Farmers

(families with 60% of Minnesota's farm income)

With The 5-Star Linder Radio Group

KWLM

Willmar

KMHL

Marshall

KDMA

Montevideo

KLGR

Redwood Falls

KTOE

Mankato

An average of 78% of our advertisers have used our stations *continuously* since we began broadcasting — proof that Linder Stations move merchandise.



- **OUTSIDE FRINGE TV AREA!**
(80 Miles From Nearest TV Station)

- **OVER 1,250,000 PEOPLE!**

- **OVER \$1,000,000,000 IN RETAIL SALES!**

RADIO IS BIGGER THAN EVER in this Billion Dollar agricultural market! There's 98% saturation of the radio homes in our area . . . and 68% of the 600,000 autos are radio-equipped. You'll find radios in most stores, offices, garages and barns—even on the tractors in the field. The Linder Radio Group completely dominates this prosperous farm and urban audience of a million and a quarter people. These are loyal, receptive listeners who prefer their "hometown" station!

It's Easy To Do Business With The Linder Stations!

All stations are under one ownership; and you get one billing. Stations are available individually or in combination. Ideal stations for test campaigns!

For Brochure write to

HARRY W. LINDER, Executive Offices, KWLM, Willmar, Minn.

Represented by John E. Pearson Co.

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; 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
ALBANY (Stearns County)					
KASM 1950	1150 500-D	Stearns County Bcstg. Co. 5-3005	KBS Continental	William Blattner, p Urban J. Keppers, gm Dale Howard, cm, ce	Cliff Mitchell, pd, nd, fd Lyle Nelson, pmm Paul Stacke, sd Sally Hanauka, wd
ALBERT LEA (Freeborn County)					
KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338	ABC Meeker Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstye, gm, cm Dale Dickerson, pd	Robert Holt, ce Marie Prosser, nd Cliff Cairns, fd Tres Goddard, sd Rae Carroll, wd
ALEXANDRIA (Douglas County)					
KXRA 1949	1490 250	Alexandria Bcstg. Corp. 1315 Broadway Rockwell 3-3131	ABC KBS UMBS	Everette Q. Walters, p, cm Kenneth A. Tessmer, m Kenneth C. Bechtel, pd	Kenneth L. Olson, ce, fd Ercel Aga, nd Ray Lang, sd Fran Anderson, wd
ANOKA (Anoka County)					
KANO (CP)	1470 1,000-D	Anoka Bcstg. Co. c/o John H. Lemme 105 E. Broadway Little Falls, Minn.	✓ John H. Lemme, p	
AUSTIN (Mower County)					
KAUS 1949	1480 1,000	Cedar Valley Bcstg. Co. Inc. Hemlock 3-8836	MBS Avery-Knodel	Gene P. Loffler, gm, pd Ken Soderberg, cm Phil Melone, ce	Christy Hansen, nd Don Ritland, fd Ward Stevenson, sd Joyce Bang, wd
KMMT (TV)	DA-2				
BEMIDJI (Beltrami County)					
KBUN 1946	1450 250	Butler Bcstg. Co. Inc. 511 Beltrami 1900	MBS KBS UMBS	Edward W. Butler, p, gm, cm, pmm, sd	Gwenyth Butler, pd, wd Art Vandersluis, ce Jim Carrington, nd Norm Rick, fd
BRAINERD (Crow Wing County)					
KLIZ 1946	1380 1,000-D	Brainerd Bcstg. Co. 2700 E. Oak St. 2853	Walker	E. T. O'Brien, p Earl R. Johnsen, sm, cm	Betty Smith, pmm, wd James Peterson, ce Winifred Preston, nd Al Leighton, sd
BRECKENRIDGE (Wilkin County)					
KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave. Wahepton, N. D. 2-5587	Valley Radio Net.	Robert E. Ingstad, p, gm George W. Kaufmann, cm, sd	Al Knight, pd, nd Harold Grant Unkenholz, ce
CLOQUET (Carlton County)					
WKLK 1949	1230 250	Cloquet Bcstg. Co. Reliable Bldg. 4-6725	KBS	Richard A. Rall, o, gm	Sidney Markusen, ce
CROOKSTON (Polk County)					
KROX 1948	1260 1,000-D 500-N DA-N	Crookston Bcstg. Co. Inc. Eagles Bldg. 1050	KBS UMBS Cooke Tracy Moore	William J. Kiewel, gm E. R. Melbye, cm	Jerome A. Dahlberg, pd Earl Handyside, ce John Kalin, nd
DETROIT LAKES (Becker County)					
KDLM 1951	1360 1,000-D	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100	KBS UMBS	Garfield L. Fox, p, gm Norman Engstrom, cm Louis Wagner, pd	Gloria Mae Shannon, pmm Donavan Torbenson, ce Garry Fox, nd Sherman Mandt, fd Carl Engstrom, sd Marcy Yerka, wd
DULUTH (St. Louis County)					
KDAL 1936	610 5,000	Red River Bcstg. Co. 218 Bradley Bldg. Randolph 2-2828 (See Superior, Wis. Listing)	CBS Avery-Knodel	Dalton LeMasurier, p Odin S. Ramsland, cm Jack Gordon, pd	Dale Cowle, pmm R. A. Dettman, ce Bill Krueger, nd Don Dahl, sd Liz Brown, wd
KDAL-TV	DA-N				
WDSM 1939					
WBCB 1924	560 5,000 DA-2	Head of the Lakes Bcstg. Co. WBCB Bldg. Randolph 2-2873	NBC Arrowhead Net. Hollingbery Bulmer & Johnson	Morgan Murphy, p Walter Bridges, vp Robert J. Rich, gm	Dennis Murphy, pd, sd Norman Gill, ce Glen Maxham, nd Deke Grussendorf, fd
ELY (St. Louis County)					
WELY 1954	1450 250	Charles B. Persons WELY Bldg. 744	KBS	Charles B. Persons, p, gm, cm, ce Scott Dudley, pd	Mark Whitney, nd Robert Kimball, sp events Bob Basnik, sd June Persons, wd
EVELETH (St. Louis County)					
WEVE 1948	1340 250	Carl Bloomquist Virginia Rd. 1340	MBS KBS Paul Bunyan	Carl Bloomquist, o Arthur F. Nelson, gm, cm	Joe Cerar, pd, ce Al Williams, sd Rose Ullman, wd
FAIRMONT (Martin County)					
KSUM 1949	1370 1,000 DA-2	Fairmont Bcstg. Co. Inc. 306 N. Park St. 1370	MBS UMBS Rambeau	Leo J. Seifert, p Frank Endersbe, gm Ev. Ohrt, cm James Barkley, pd, nd	V. P. Halligan, pmm Wm. V. Small, off mgr Larry Lawson, ce George Brooks, nd Dick Mahar, sd Annabel Webb, wd

Data corrected to Dec. 15, 1955. 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.

FARIBAULT*(Rice County)*

KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 4-4345	UMBS	J. E. Hyde Jr., gm Palmer Dragsten, cm	Thomas Bachrach, pd Richard Biddick, nd	Dean Curtiss, fd James Lundquist, sd
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FERGUS FALLS*(Ottertail County)*

KGDE 1926	1250 1,000-D 500-N DA-N	Fergus Radio Corp. 8996	MBS Bulmer & Johnson	Harold L. Dell, evp, gm Frederic T. Dell, sm, cm, fd	Edward Weeks, pd, pmm, nd Harold E. Allen, ce	June V. Barnum, wd
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GRAND RAPIDS*(Itasca County)*

KOZY 1948	1490 250	Itasca Bcstg. Co. 207½ N. 1st Ave. W. Fairview 6-3446	MBS	Robert D. Kennedy, p, gm, cm	Bud Germ, pd	Ross Fesenmeyer, ce
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HIBBING*(St. Louis County)*

WMFG 1935	1240 250	Head of the Lakes Bcstg. Co. 37th St. & 7th Ave. W. Amherst 3-7531	NBC Arrowhead Net. Hollingbery	Morgan Murphy, p Harold Parise, gm, cm	George Johnson, pd, pmm, nd Norman Gill, ce	Ron Marinelli, fd, sd Nancy Goodell, wd
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HUTCHINSON*(McLeod County)*

KDUZ 1953	1260 1,000-D	McLeod County Bcstg. Co. Hiway 15 1555	Best	Albert Tedesco, p Heinz Fruck, gm Dean Nolt, cm	Pearl MacLeod, pd John Speech, pmm, nd Darell Gander, ce	John Mons, fd Lee Krueger, sd Jane Haugen, wd
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LITTLE FALLS*(Morrison County)*

KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105½ E. Broadway 387	KBS	John H. Lemme, p, gm, sd Richard J. Rudeck, cm	Sumner H. Sabeau, pd, nd Gordon O. Lommen, ce	Robert Pro, fd Peggy Berge, wd
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MANKATO*(Blue Earth County)*

KTOE 1950	1420 5,000 DA-N	Minnesota Valley Bcstg. Co. 4537	ABC Dairyland Net. Pearson	H. W. Linder, p Don Linder, gm, cm John Talbot, pd	Wayne Will, pmm Steve Wolf, ce Donald Krohn, nd	Cliff Adams, fd Bill Smith, sd Evelyn Newman, wd
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Southern Minnesota Net. Meeker	Robert E. DeHaven, gm, cm Charles Pasek, pd, sd Thomas Cornlea, pmm	James Houts, ce Robert Arnott, nd	Roger Barkley, fd Marion Mason, wd
KYSM-FM 1948	Ch. 27.8 (B) 103.5mc 47kw					

MARSHALL*(Lyon County)*

KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	ABC Pearson	Harry W. Linder, o	Gilmore F. Frayseth, gm	
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MINNEAPOLIS*(Hennepin County)*

KEYD 1948	1440 5,000-D	Family Bcstg. Co. Foshay Tower Fillmore 8811 <i>(See St. Paul Listing)</i>	H-R Reps.	Leslie C. Park, p Robert Purcell, mgng dir Lee Whiting, vp, cm	Randy Norris, pd, nd, fd Dick Quaas, pmm Harvey Headen, ce	Fred Van't Hull, sd Irma Coffron, wd
KSTP 1923						
*KTIS 1949	900 1,000-D	Northwestern College 50 Willow St. Lincoln 3244		Loren F. Bridges, gm Paul Ramseyer, pd	Arnold Rocholl, pmm	Clarence La Bonte, ce
*KTIS-FM 1949	Ch. 25.3 (B) 98.5mc 5.3kw					
*KUOM 1922	770 5,000-D ST-WCAL	University of Minnesota 1 Eddy Hall Main 8158		Burton Paulu, gm Robert Boyle, pd	Lawrence A. Brogger, ce Ray Wolf, fd	Audrey June Booth, wd
WCCO 1924	830 50,000	Midwest Radio-Tv Inc. 625 Second Ave. South Federal 2-1202	CBS CBS Radio Spot Sales	F. Van Konynenburg, evp Larry Haeg, gm Phil Lewis, sim Bob McKinsey, pd	Clayton Kaufman, prom dir Kermit Sueker, ce Jim Bormann, nd	Maynard Speece, fd Dick Enroth, sd Meg Klingbay, wd
WCCO-TV						

Again in '56 ...**RADIO'S BIG NEW IDEAS****are out of this world ...****1st with
Big Audience
Quiz Shows**

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. Prom. Mgr. pmm; Prod. Mgr. pdm;
MINNEAPOLIS (Cont.)						
WDGY 1923	1130 50,000-D 25,000-N DA-2	Mid-Continent Bcstg. Co. Builders Exchange Bldg. Bridgeport 2271	MBS Avery-Knodel	Todd Storz, p Samuel N. Nemer, cm	Bill Cleary, pd, nd	Wes Fesler, vp, sd
WLOL 1940	1330 5,000 DA-1	BFR Bcstg. Corp. 554 Northwestern Bank Bldg. (2) Atlantic 0406 (See St. Paul listing)	Midwest Radio Net. AM Radio Sales	N. L. Bentson, p Joe Floyd, vp Wayne Williams, gm, cm	Ray Christianson, pd, pmm Bryce Eckberg, ce	Don Kelly, nd, fd Red Mottlow, sd
WMIN 1938						
WPBC 1949	980 1,000-D	People's Bcstg. Co. 1133 Stinson Blvd. Sterling 9-4356	Indie	William V. Stewart, o, p, gm Merle T. Forland, cm	Becky Ann Stewart, pd, wd Jack I. Moore, pmm	Kenneth Hanson, ce Larry Paynter, nd
WTCN 1934 WTCN-TV	1280 5,000-D 1,000-N	Minnesota Tv Public Service Corp. 2925 Dean Blvd. Walnut 7-8881	ABC Katz	Harry M. Bittner Jr., p Miller C. Robertson, vp, gm William E. Daley, sim	Sev Widman, pd M. J. Smith, pmm Joseph Kahnke, ce	Curt Edwards, nd Bob Carlson, fd Frank Buetel, sd
MONTEVIDEO (Chippewa County)						
KDMA 1951	1450 100	Midwest Bcstg. Corp. West Hwy. 212 8891	ABC Dairyland Net. Pearson	H. W. Linder, p	Willard Linder, gm	Richard Beekman, am, ce
MOORHEAD (Clay County)						
KVOX 1937	1280 1,000-D 500-N DA-N	KVOX Bcstg. Co. Inc. Radio Ranch 3-1522	MBS Great Northern Bcstg. Sys. Walker	E. J. McKellar, o, p M. M. Marget, sm, sd	R. L. Owens, asst mgr, cm Jack Teiken, ce	Tom Hannaher, nd Jo Anderson, wd
NEW ULM (Brown County)						
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minnesota St. 904	KBS	Walter K. Mickelson, p	George Korenchen, gm, cm	
NORTHFIELD (Rice County)						
*WCAL 1921	770 5,000-D ST-KUOM	St. Olaf College 0500		Milford C. Jensen, gm Carl B. Helgen, pmm Paul Lundy, ce	John Novotney, nd Jim Borgen, fd	Jack Laugen, sd Hilde Howden, wd
OWATONNA (Steele County)						
KOBK 1952	1390 500-D	Owatonna Bcstg. Co. 3388	KBS	Harry Bulow Jr., p, gm Bob Balance, cm, sd	Jimm Steer, pd, nd	Jim Houtz, ce
PIPESTONE (Pipestone County)						
KLOH 1955	1050 1,000-D DA-D	Pipestone Radio Corp. 118 W. Main St. 1050		C. P. Thomas, p J. F. Kauper, gm, cm Clyde Johnson, pd, pmm, sd	Clarence Ausham, ce Bob Edwards, nd	Del Haugen, fd Maxine Nelson, wd
RED WING (Goodhue County)						
KCUE 1949	1250 1,000-D	Hiawatha Valley Bcstg. Co. RFD 4 3511	Rambeau	Nicholas Tedesco, p Gene Elston, vp, gm		
REDWOOD FALLS (Redwood County)						
KLGR 1954	1490 100	Harry Willard Linder 209 S. Washington St. 2729	Dairyland Pearson	H. W. Linder, p Willard Linder, gm	Ward Shaw, cm	Ron Skow, ce

Data corrected to Dec. 15, 1955. 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.

**POINTER
FOR 1956**

OVER 1,000,000
LISTENERS WILL
LISTEN TO
WLOL

THAT'S a lot of consumers—but their reason for listening is just one. They know that WLOL gives Twin City Listeners the best in Music, News and Sports—24 hours a day.

YES, the "1330 Habit" is really goin' strong right around the clock. In Minneapolis & St. Paul WLOL is the top-rated independent station, leading all other independents and three out of four networks.

**THE TOPPER IN
INDEPENDENT RADIO**

WLOL

MINNEAPOLIS - ST. PAUL

5000 watts—1330 on your dial

LARRY BENTSON, Pres.
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

Represented by **AM RADIO SALES**



WTCN

BIG in a BIG Market!



Look at the facts!



WTCN Radio averages **SECOND PLACE** rating-wise between 6 a.m.—12 midnight, 7 days a week, in the 13th largest market in the nation—and at the lowest cost per thousand of any Twin City advertising medium!



WTCN . . . non-directional radio . . . reaches an area which accounts for $\frac{2}{3}$ of all retail sales in the state of Minnesota . . . **PLUS** a bonus audience in Western Wisconsin!



WTCN leads the field with 21 highest rated locally produced shows!



WTCN . . . first with 5 out of the 6 most popular Twin Cities disc jockeys!



WTCN reaches a large cumulative audience with its greater variety of programming: 1. Top ABC shows! 2. News, Weather, Sports! 3. Planned disc jockey shows with top local personalities!

WTCN . . . "The Station of the Stars"

MINNEAPOLIS • ST. PAUL

Twenty-Fifth Year of Service 1280 kilocycles 5,000 watts

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and

TV, Grand Rapids; WFBM AM and TV, Indianapolis.

ABC Network

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. 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	Coml. Mgr. cm; Sales Mgr.
ROCHESTER (Olmstead County)							
	KROC 1935 KROC-TV	1340 250	Southern Minnesota Bcstg. Co. First Ave. Bldg. 3924	NBC Meeker	Mrs. Gregory P. Gentling, p G. David Gentling, gm, cm Cal Smith, sm, pd	Jerry Reiner, pmm Robert Cross, ce Ray Thompson, nd	Jerry Boyum, fd Bernie Lusk, sd Gayle Korsmo, wd
ST. CLOUD (Stearns County)							
	KFAM 1938	1450 250	Times Publishing Co. Weber Bldg. Blackburn 2-1551	NBC Dairyland Net. Pearson	Frederick C. Schilplin, p Dale F. Rainsberger, gm Charles J. Willms, pd, nd, fd	Loretta Hemberger, pmm Robert Witschen, ce Betty May, traffic mgr	Frank Farrington, sd Rea Wilson, wd
	KFAM-FM 1948	Ch. 284 (B) 104.7mc 15kw					
	KJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel Blackburn 1-4422	ABC	John Haerle, p, gm Mike Bartleme, cm	Van VanderArk, pd, fd Vincent Stephens, ce	Sam Wenstrom, nd Earl Ellis, sd
ST. PAUL (Romsey County)							
	KEYD 1948		(See Minneapolis listing)				
	KSTP 1928 KSTP-TV	1500 50,000 DA-2	KSTP Inc. 3415 University Ave. Midway 5-2717	NBC Petry	Stanley E. Hubbard, p, gm K. M. Hance, evp, treas Marvin L. Rosene, sis vp Karl A. Plain, sis co- ordinator	Byron Anderson, natl slm D. Brooks Henderson, prod sup Wm. S. Sadler, ce	William P. Davey, sis prom Julian Hoshal, nd Dick Nesbitt, sd
	*KTIS 1949		(See Minneapolis listing)				
	*KTIS-FM 1949		(See Minneapolis listing)				
	*KUOM 1922		(See Minneapolis listing)				
	WCCO 1924 WCCO-TV		(See Minneapolis listing)				
	WCOW 1951	1590 5,000-D	S. St. Paul Bcstg. Co. 158 N. White Bear Ave. Van Buren 5588 (See Minneapolis listing)	Rambeau	Nicholas Tedesco, exec dir Victor J. Tedesco, gm	Charles W. Loufek, sm, slm Gene Taylor, pd	Doug Melges, pmm Sam Sabean, ce
	WDGY 1923		(See Minneapolis listing)				
	WLOL 1940		(See Minneapolis listing)				
	WMIN 1938	1400 250	Franklin Bcstg. Co. 611 Frontenac Midway 5-7757	Headley-Reed	William F. Johns Sr., p William F. Johns Jr., gm	Jack Hazlett, cm Ralf Smith, pd	Ruth McCarten, pmm Bill Jesse, ce
	WMIN-FM 1947	Ch. 258 (B) 99.5mc 16kw					
	WPBC 1949		(See Minneapolis listing)				
	WTCN 1934		(See Minneapolis listing)				
ST. PETER (Nicollet County)							
	*KGAC (CP)	1310 1,000-D DA-D	Gustavus Adolphus College				
STILLWATER (Washington County)							
	WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 128½ S. Main St. 46		Richard K. Power, p, gm Roger Erickson, pd, fd	James Wicks, ce James McLaughlin, nd, sd	Anita E. Buck, wd

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2½ Billion Dollars . . .

Reach the Minneapolis-St. Paul, Rochester, Red Wing & Sparta-La Crosse Markets each year. Get your share of this Treasure Trove through Tedesco stations at your lowest cost per thousand.

<p>WCOW 5000 Watts 1590 KC</p> <p>19c per thousand impressions Source: Sept.-Oct. Pulse, 1955</p>	<p>KCUE 1000 Watts 1250 KC</p> <p>Only station covering Hiawatha Valley</p>	<p>KWEB 500 Watts 1270 KC</p> <p>Soon Rochester's most powerful music & news station (Application pending)</p>	<p>WKLJ 1000 Watts 1290 KC</p> <p>Only station covering 3 Wis- consin Counties in this area plus La Crosse as a bonus.</p>
--	--	---	---

DISCOUNT PLAN: 2 stations 10%
3 stations 20%
4 stations 30%

Represented nationally by **William G. Rambeau Company, Inc.**
NEW YORK CHICAGO MINNEAPOLIS LOS ANGELES SAN FRANCISCO PORTLAND

Tedesco Brothers Broadcasting Stations
Nicholas & Victor Tedesco

WCOW St. Paul-Mpls., Minn. Chas. Loufek, Mgr.	KCUE Red Wing, Minn. Gene Elston, Mgr.	KWEB Rochester, Minn. Victor Tedesco, Mgr.	WKLJ Sparta-La Crosse, Wis. John D. Rice, Mgr.
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THIEF RIVER FALLS

(Pennington County)

KTRF 1230 KTRF Radio Corp. Bulmer & Johnson Don Olson, p, gm Lois Udstrand, nd, wd Doug Tegtmeler, sd
1947 250 13th & Main 13 Norm Adamson, ce

VIRGINIA

(St. Louis County)

WHLE 1400 Head of the Lakes NBC Morgan Murphy, p Norman Gill, ce Amundo DeYoannes, sd
1936 250 Bcstg. Co. NBC Spot Sales Waiter C. Bridges, gm Dick Skumavc, nd Alys Mae McBride, wd
P. O. Box 75 2000 Hollingbery Baldino Rodorigo, sm Harold Aase, fd

WADENA

(Wadena County)

KWAD 920 Associated Bcstrs. Inc. Bulmer & Johnson Martin T. Obie, gm Robert Hunt, cm Howard Helland, ce
1948 1,000 P. O. Box 551 920

WILLMAR

(Kandiyohi County)

KWLM 1340 Lakeland Bcstg. Co. ABC H. W. Linder, p Jack Lynch, cm Francois Peterson, ce
1940 250 1340 N. 7th St. Dairyland Net. Willard Linder, gm Belmont 5-1340 Pearson

WINONA

(Winona County)

KWNO 1230 Winona Radio Service ABC M. H. White, co-o, p Charles Williams, pd, sd Gordon Holte, nd
1938 250 216 Center St. Dairyland Net. E. M. Allen, co-o, gm Donald Bonham, fd
KWNO-FM Ch. 248 (B) 97.5mc Eugene Gappa, ce Ethel Holte, wd
1948 18.5kw

WORTHINGTON

(Nobles County)

KWOA 730 Worthington Bcstg. Co. Bulmer & Johnson R. W. Olson, p Walter Jensen, pd, nd, sd Norman Robinson, fd
1947 1,000-D 2-7301 Ralph Shepard, gm, pmm Clinton Knapp, ce Lorene Licht, wd

MISSISSIPPI

MARKET DATA BY COUNTIES

County	Population 1950	Radio			Passenger		County	Population 1950	Radio			Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955
Adams	32,256	8,700	\$31,037	\$ 8,057	\$ 1,254	7,383	Hancock	11,891	2,900	7,318	3,038	212	2,743
Alcorn	27,158	7,300	19,282	3,616	455	6,451	Harrison	84,073	29,000	86,807	22,512	2,647	24,676
Amite	19,261	3,900	7,090	2,301	181	2,569	Hinds	142,164	41,800	143,769	25,237	4,160	42,286
Attala	26,852	5,900	14,856	2,936	350	3,822	Holmes	33,301	6,800	13,810	3,439	375	3,836
Benton	8,793	1,800	1,427	502	57	1,279	Humphreys	23,115	4,800	9,503	2,950	264	2,607
Bolivar	63,004	14,600	30,711	9,445	839	8,567	Issaquena	4,968	1,000	778	618	547	547
Calhoun	18,389	4,100	6,504	1,484	252	2,270	Itawamba	17,216	4,000	3,195	1,187	29	3,186
Carroll	15,499	2,900	3,192	1,034	59	1,393	Jackson	31,401	10,100	27,788	9,356	1,368	10,616
Chickasaw	18,951	4,100	7,346	1,984	235	2,619	Jasper	18,912	3,900	5,395	1,357	179	2,567
Choctaw	11,009	2,400	2,842	859	106	1,407	Jefferson	11,306	2,400	3,723	1,209	106	1,468
Claiborne	11,944	2,500	5,801	1,902	157	1,587	Jefferson Davis	15,500	3,300	5,096	878	176	2,250
Clarke	19,362	4,200	6,186	2,263	250	2,812	Jones	57,235	15,900	37,517	8,802	913	11,512
Clay	17,757	3,800	9,785	1,880	361	3,026	Kemper	15,893	2,800	4,132	1,109	168	1,616
Coahoma	49,361	13,300	33,274	8,496	964	8,304	Lafayette	22,798	5,100	9,821	2,463	308	3,416
Copiah	30,493	7,000	13,288	3,893	393	4,660	Lamar	13,225	3,300	4,545	1,579	167	2,493
Covington	16,036	3,300	5,899	1,186	207	2,475	Lauderdale	64,171	18,000	49,836	10,464	1,676	14,642
De Soto	24,599	5,200	8,097	2,299	63	5,399	Lawrence	12,639	2,700	4,993	1,284	136	1,881
Forrest	45,055	13,400	48,030	9,591	1,142	11,488	Leake	21,610	4,900	7,529	1,545	168	2,909
Franklin	10,929	2,500	3,899	1,226	137	2,011	Lee	38,237	10,100	30,573	5,830	752	9,630
George	10,012	2,400	5,824	1,973	160	2,253	LeFlore	51,813	11,900	43,900	8,865	924	8,456
Greene	8,215	1,700	2,285	618	122	1,250	Lincoln	27,899	7,100	15,256	3,699	395	5,944
Grenada	18,830	4,400	12,139	3,579	357	3,512							

(Continued on page 184.)

1956 THURSDAY 8

Buy MINNESOTA Radio today!

KSIP - MINNEAPOLIS - ST. PAUL

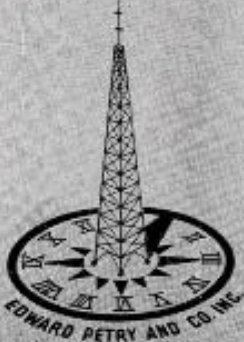
The "right" coverage... Priced right -- Tops in news, personalities and merchandising

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amusing today buy present!!! 2 months today.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO



MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955		
Lowndes	37,852	9,400	25,621	5,412	836	7,887	Stone	6,264	1,400	4,377	1,379	26	1,776		
Madison	33,860	7,000	15,158	3,669	292	4,366	Sunflower	56,031	11,800	25,710	7,039	811	6,828		
Marion	23,967	5,800	12,717	2,099	385	4,473	Tallahatchie	30,486	6,500	9,829	3,448	272	3,571		
Marshall	25,106	5,100	7,316	2,236	225	2,901	Tate	18,011	3,800	7,972	1,721	161	2,661		
Monroe	36,543	9,000	18,711	4,999	453	6,504	Tippah	17,522	4,000	6,019	1,339	152	2,983		
Montgomery	14,470	3,500	6,974	1,708	206	2,349	Tishomingo	15,544	3,800	3,845	1,098	101	2,903		
Neshoba	25,730	6,000	9,287	2,106	333	3,758	Tunica	21,664	4,800	6,348	2,933	188	2,824		
Newton	22,681	5,200	10,406	2,248	318	3,888	Union	20,262	5,300	10,058	2,320	295	4,227		
Noxubee	20,022	3,800	8,302	1,577	228	2,223	Walthall	15,563	3,100	5,624	1,029	62	2,478		
Oktibbeha	24,569	5,700	9,238	2,051	334	3,927	Warren	39,816	11,100	35,913	10,125	887	9,532		
Panola	31,271	6,900	16,050	4,458	379	4,585	Washington	70,504	18,900	54,117	13,922	1,664	13,342		
Pearl River	20,641	5,500	15,402	2,903	387	4,310	Wayne	17,010	3,500	6,708	1,633	128	2,575		
Perry	9,108	2,100	3,710	695	107	1,867	Webster	11,607	2,500	6,117	1,092	167	1,884		
Pike	35,137	8,700	24,175	5,290	806	7,220	Wilkinson	14,116	2,900	6,048	1,785	230	1,856		
Pontotoc	19,994	4,900	7,918	1,419	179	3,101	Winston	22,231	5,000	8,952	1,835	230	2,919		
Prentiss	19,610	4,800	6,381	2,111	144	3,983	Yalobusha	15,191	3,400	7,325	1,988	198	2,221		
Quitman	25,885	5,700	10,017	2,767	235	3,069	Yazoo	35,712	8,000	19,822	2,940	747	5,414		
Rankin	28,881	5,700	7,772	2,575	156	4,820									
Scott	21,681	4,900	18,322	3,185	393	3,858									
Sharkey	12,903	2,800	7,547	1,617	233	1,677									
Simpson	21,819	5,100	9,376	1,756	230	3,481									
Smith	16,740	3,500	4,668	2,104	181	2,381									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; 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	Executive Abbreviations
ABERDEEN (Monroe County)									
WMPA	1240	Prairie Bcstg. Co.	E. O. Roden, co-o	Glenn Slayton, gm, pmm	Helen McShane, pd				
1951	250	P. O. Box 402 1050	James Reese, co-o	Jack Jarvis, cm	A. D. Wiygul, ce				
AMORY (Monroe County)									
WAMY	1580	Charles C. Boren Jr.	Charles C. Boren Jr.,	Jerry Barton, pd, nd	James D. Green, ce				
1955	250-D	P. O. Box 54 500	p, gm, cm, fd	Bobby Ritter, pmm, sd	Elsie S. Sanderson, wd				
BATESVILLE (Panola County)									
WBLE	1290	Panola Bcstg. Co.	Harold B. McCarley, p,	Norman R. Phillips, ce	W. C. Eaker, sd				
1953	1,000-D	Drawer 73 7266	gm, cm, pd	R. B. Wade, nd	Billie P. Phillips, wd				
BILOXI (Harrison County)									
WLOX	1490	WLOX Bcstg. Co. Inc.	J. S. Love Jr., p	Cris Curtis, pd	Helen Hicks, nd				
1946	250	Buena Vista Hotel 5581	B. Ray Butterfield, gm, sd	Richard Kettering, pmm	Mildred McKellar, wd				
			T. B. Majure, cm	Blus Majure, ce					
WVMI	570	Radio Associates Inc.	Odes E. Robinson Sr., p, gm	Richard Crans, pd, nd	Marge Curet, wd				
1950	1,000-D	P. O. Box 152 7001	John Stevenson, cm, pmm	Odes E. Robinson Jr., ce					
BOONEVILLE (Prentiss County)									
WBIP	1400	Booneville Bcstg. Co.	E. O. Roden, p	Don Moore, gm, cm	Jean Cochran, pd				
1950	250	U. S. Hwy. 45 South 678							
BROOKHAVEN (Lincoln County)									
WCHJ	1470	Rural Bcstg. Co.	W. M. Jones, ptrn	Laura Jane Huff, ptrn					
1955	1,000-D	147 W. Enterprise St.							
WJMB	1340	Brookhaven Bcstg. Co.	Tullius Brady, p, gm, cm	Aubrey H. Feider, ce	Karl Austin, nd				
1948	250	215 W. Chicasaw 1298	Dorothy Harrison, pd						
CANTON (Madison County)									
WDOB	1370	Madison County Bcstg. Co.	J. D. Bishop, p	Martha Wren, pd	Ronnie Chrisco, nd, sd				
1953	1,000-D	Co. Hwy. 51 North 1370	Roy Harris, gm	Emil Gilbert Wasilowski, ce, fd					
			Billy Harris, cm						
CENTREVILLE (Wilkinson County)									
WGLC	1580	Southern Bcstg. Co. Inc.	Alvin Sansing, p	Thelma McCraime, pd, nd, wd	Douglas McCurley, fd, sd				
1951	250-D	4001	C. W. Wright, gm, cm, pmm	Winston Hayes, ce					
CLARKSDALE (Coahoma County)									
WKDL	1600	Coahoma Bcstg. Co.	John M. McLendon, gm	Robert D. Ward Jr., ce	Robert P. Frazier Jr., sd				
1955	1,000-D	1 State St. Main 4-4908	Charles M. Quillian, sm	John Stuart Hough, nd	Francis King, wd				
			William A. Duke, asst sm, pd	R. P. Lewis, fd					
WROX	1450	Mrs. Eunice Tanner Imes	Bob McRaney, gm	Helen Sugg, cm, wd	John Thomas, nd				
1943	250	Columbus, Miss.	P. B. Hinman, sm, pd	C. D. Graves, ce	Jack Stapleton, sd				
CLEVELAND (Bolivar County)									
WCLD	1490	The Voice of the Delta	Joseph W. Carson, p	Larry Feduccia, pd, nd, fd	Dorothy Fulcher, wd				
1949	250	3-4091	George C. Shurden, gm, cm, ce	Murray Schroyer, sd					
COLUMBIA (Marion County)									
WCJU	1450	WCJU Inc.	Lester Williams, gm	Ray Tolar, sm					
1946	250	P. O. Box 472 Republic 6-2616							

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COLUMBUS
(Lowndes County)

WACR 1050
1950 1,000-D

WCBI 550
1940 1,000-D
WCBI-TV 500-N
DA-2

J. W. Furr
P. O. Box 707
Fairfax 8-1735

Columbus Bcstg. Co. Inc.
Gilmer Hotel
Fairfax 8-7271

KBS
Best

MBS
Mid-South Net.
Mississippi Net.
McGillvra

J. W. Furr, o, gm
Syd Thweatt, cm

Birney Imes Jr., p
Bob McRaney, gm, pmm
James W. Eatherton, cm

Rick Moore, pd
Robert Montgomery, ce

Chris Everson, pd, nd
Thomas McFerrin, ce
Jack Cochrane, fd

Bill Atkinson, nd
Babs Sherrod, wd

Evan Lewis, sd
Martha Puckett, wd

CORINTH
(Alcorn County)

WCMA 1230
1946 250

Corinth Bcstg. Co. Inc.
Ray Bldg.
5575

KBS
Dixie Net.
Burn-Smith
Dora-Clayton

Aaron B. Robinson, p
John E. Bell, gm, pmm
Joe P. VanDyke, cm

Vincent Lawrence, pd
James D. Anderson, ce

Kathryn H. Graves, nd, wd
Fred Dillon, sd

FOREST
(Scott County)

WMAG 860
1955 500-D

Scott Co. Bcstg. Co.
1st & Raleigh Sts.

Roth E. Hook, ptrn

William E. Farrarr, ptrn

GREENVILLE
(Washington County)

WDDT 900
(CP) 1,000-D

Delta-Democrat
Publishing Co.
P. O. Box 665

William Hodding Carter, p

WGVN 1260
1949 1,000-D

Mid-America Bcstg. Co.
118 S. Broadway
4559

Devney
Melville

David M. Segal, p
Jack R. Stull, gm, cm
Wallace D. Hoy, pd
Emmett H. McMurray Jr.,
ptrn, gm
Frank W. Baldwin, ptrn, cm

Guinavere Brock, pmm
Joseph Gunter, ce
Barbee Ashley, nd
Mildred Flowers, pd, pmm
Percy Kuhn, ce
Sidney Leak, nd

Bill Tyler, fd, sd
Elizabeth Hutchison, wd

WJPR 1330
1939 1,000-D
500-N
DA-N

Radio Services Co.
120 South Poplar St.
9040

MBS
Bogner & Martin

Ina Rankin, fd
Jesse James Jr., sd
Bea Armistead, wd

GREENWOOD
(Leflore County)

WABG 960
1950 1,000-D
500-N
DA-N

Greenwood Bcstg. Co.
222 Howard St.
3010

ABC
McGillvra

Cy N. Bahakel, p, gm
Tom Reardon, cm

Lane Tucker, pd

C. C. Greene, ce

WGRM 1240
1937 250

Mrs. P. K. Ewing
800 Walnut St.
1900

NBC
KBS
Miss. Network

F. C. Ewing, gm

GRENADA
(Grenada County)

WNAG 1400
1949 250

Birney Imes Jr.
1400

MBS, KBS
Mid-South Net.
McGillvra

Birney Imes Jr., o
Bob McRaney, gm

Monroe Looney, sm, cm,
pd, pmm, nd

Jimmie Pinnix, ce
Ted Lumpkin, sd

GULFPORT
(Harrison County)

WDEB 1390
1955 1,000-D

John Edward Breland
P. O. Box 382
2832

Best

John Edward Breland, p, gm
Bernard R. Behrendt, cm, nd

Charlie M. Pearson, pd,
ce, fd, sd

Earl B. Blessey, pmm

WGCM 1240
1928 250

WGCM Bcstg. Co.
Hewes-Martin Bldg.
1110

ABC
KBS
Bogner-Martin

Hugh O. Jones, p, gm
Mrs. O. L. Owens, cm

C. E. (Eddie) Vann,
asst mgr, pd

Holtan Turnbough, pmm
Donavan Murphy, ce

WGCM-FM Ch. 268 (B)
1948 101.5mc
3kw

HATTIESBURG
(Forrest County)

WBKH 950
1954 5,000-D

Hattiesburg Bcstg. Co.
122½ E. Front St.
Juniper 3-1825

R. M. Keith Jr., co-o, ce
B. L. Blackledge, co-o
William C. Veidt, gm
C. J. Wright Sr., p
C. J. Wright Jr., gm
E. M. Jenkins, cm

F. M. Smith, cm
Dean Griffin, pd, nd
Gerald Howell, pmm
Cliff Sessions, pd
B. B. McLemore, ce

Terry Speights, fd
Joe Dauro, sd
Jerri Veidt, wd
Dave Waite, nd, sd
Cile Waite, wd

WFOR 1400
1925 250

Forrest Bcstg. Co.
302 Hemphill St.
Juniper 4-5432

NBC
KBS
Rebel Net.
McGillvra

Charles W. Holt, p
Robert N. Robinson, gm

W. H. Slaton, pd
Charles Sharpling, ce

AJ Lowe, nd
Charles Pratt, fd, sd

WRFM (FM) Ch. 250 (B)
1949 97.9mc
2.5kw

WHSY 1230
1948 250

Hub City Bcstg. Co. Inc.
P. O. Box 1008
3-1741

ABC
MBS
Dixie Bcstg. Sys.
Clark

HAZLEHURST
(Copiah County)

WMDC 1220
1953 250-D

Southwestern Bcstg. Co.
of Mississippi
P. O. Box 571
869

KBS
McGillvra

A. M. Smith, sm, ce
Louis Alford, gm

Mal Jones, cm, pd
Bob Prather, pmm, fd

Billy Armstrong, nd, sd
Libby Jackson, wd

Prosperous Radio Stations
get **MONEY-MAKING**
IDEAS from

WORLD
SALES AND
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI HOUSTON

CANADIAN REPRESENTATIVES ALL-CANADA
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

1st with **BIG-NAME**
STARS and **MUSIC**



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
HOUSTON (Chickasaw County)						
	WCPC 1955	1320 1,000-D	WCPC Bcstg. Co. P. O. Box 552 780		Robin H. Mathis, ptrn. gm, cm, nd, fd Ralph C. Mathis, ptrn. pd, pmm, sd, wd	Rad W. Mathis, ptrn James H. Atkinson, ptrn James B. Reid, ce
INDIANOLA (Sunflower County)						
	WNLA 1953	1380 500-D	Central Delta Bcstg. Co. Inc. 134 Baker St. 500	KBS Clark	W. L. Kent, co-o John M. McLendon, co-o Howard M. Peters, gm, cm, pmm	Paul Artman, pd, fd Robert N. Meador, ce, nd Carnell Tucker, sd Lucille Polasini, wd
JACKSON (Hinds County)						
	WJDX 1929	620 5,000-D	Lamar Life Insurance Co. 715 S. Jefferson St. 2-2691	NBC Hollingbery	Fred L. Beard, gm Frank Gentry, gm Forrest Cox, pd	Chuck Allen, pmm Percy G. Root, ce Dick Sanders, nd Howard Langfitt, fd Woodie Assaf, sd
	WLBT (TV) 1954	1,000-N DA-N				
	WJDX-FM 1948	Ch. 275 (B) 102.9mc 50kw				
	WJQS 1947	1400 250	Miss. Bcstg. Co. Edwards Hotel 3-9681	CBS Miss. Network	Withers Gavin, p & gm	
	WJKN 1945	1450 250	Jackson Bcstg. Co. 916 Foley St. 2-6673	Indie	James T. Ownby, p Robert L. Statham, gm Al Evans, cm	Jack Combs, pd Hal Worrell, ce Lon Gibbons, nd Art Richardson, fd Elsie Thomas, wd
	WOKJ 1954	1500 1,000-D	Dixieland Bcstg. Co. 1017 Lynch St. 3-7830	McGillvra	John McLendon, co-o, gm W. L. Kent, co-o Uler J. Gilbert, sm, ce	William Anderson, pd Kersh Walters, cm James Rundles, nd, sd Carolyn Blunt, wd
	WRBC 1947	1300 5,000-D 1,000-N	Rebel Bcstg. Co. of Mississippi Inc. 125½ S. Lamar St. 5-1562	MBS Branham	T. E. Wright, p W. V. Dubard, gm, pd, pmm	Percy H. Powers Jr., cm G. G. Benson, ce
	WSLI 1938	930 5,000	Capitol Bcstg. Co. P. O. Box 1847 3-2788	ABC Weed	T. M. Hederman Jr., p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	B. K. Smith, pd, pmm C. A. Perkins, ce Jeff Hester, nd Jim Neal, fd Lyman Hellums, sd Dorothy Dawley, wd
	WJTV (TV) 1954	DA-N				
KOSCIUSKO (Attala County)						
	WKOZ 1947	1350 5,000-D	Cy N. Bahakel Pythian Bldg. Roanoke, Va. Roanoke 2-3131		Cy N. Bahakel, o Mims Boswell Jr., sm, cm	Mrs. Hugh Jamison, pd, wd Wayne A. Oliver, ce Jack Davis, nd Charles Brown, sd
LAUREL (Jones County)						
	WAML 1932	1340 250	New Laurel Radio Station Inc. 442 6th Ave. 5601	NBC Hollingbery	Harold M. Matison, p Granville Walters, gm, pd M. M. Caver, cm	Paul Carlisle, pmm, fd Forrest Williams, ce Ed Breland, nd Len Maith, sd Patty Overstreet, wd
	WLAU 1946	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 8-7227	ABC MBS McGillvra	Chalmers T. McCallum, co-o, p Norma H. Leggett, co-o, sec-treas, gm	W. E. "Teck" Jones, cm Dave Kane, pd, nd W. B. Carter, ce Nancy Allen, wd
	WPWR (CP) 1954	1430 1,000-D	American Southern Bcstrs. P. O. Box 1133 2143		Rev. Carrol F. Jackson, ptrn	Dr. D. N. Jackson, ptrn
LOUISVILLE (Winston County)						
	WLSM 1953	1270 1,000-D	Louisville Bcstg. Corp. 1000	Best	Joseph W. Carson, p William R. Parkes, sm	Herb Guthrie, ce Dave Childs, fd
MACON (Noxubee County)						
	WMBC 1947	1400 250	J. W. Furr P. O. Box 151 310	KBS Mississippi Net. Best	J. W. "Billy" Furr, p Felix Adams Jr., gm, nd E. C. Farr, cm	Emmett Hadaway, pd John Houck, ce Troy York, fd Glen Triplett, sd Sylvia Warrick, wd
McCOMB (Pike County)						
	WAFP 1948	1010 1,000-D (CP-980)	Southwestern Bcstg. Co. of Miss. Pike Hotel (CP: 980-kc 1000-D)	KBS McGillvra	Louis Alford, gm W. K. Johnston, cm	James Hemphill, pd & nd Philip D. Brady, ce
	WHNY 1952	1250 5,000-D 500-N DA-N	Bcstg. Service Inc. P. O. Box 111 2080	ABC Dixie Bcstg. Sys. Clark	Charles W. Holt, p W. R. Tyler, gm U. C. Hines, cm	Al Dunaway, pd, sd Hugh Wall, pmm Robert Louis Sanders, ce Dean Strickland, nd Herb Knotts, fd Jeannine Abdalla, wd
MERIDIAN (Lauderdale County)						
	WCOC 1926	910 5,000-D	Miss. Bcstg. Co. Threefoot Bldg. 7714	CBS	Withers Gavin, p & gm	
	WCOC-TV 1945	1,000-N				
	WMOX 1945	1240 250	Birney Imes Jr. Columbus, Miss.	MBS Mid-South Net. McGillvra	Birney Imes Jr., p Bob McRaney, gm	Joseph W. Carson, sm, pmm Ed Holladay, cm, pd Win Beaver, ce Jim Dowdy, sd
	WTOK 1947	1450 250	Southern Television Corp. Southern Bldg. 2-6133	ABC	Robert Wright, p Frank Holfield, gm, cm	M. A. McFarlin Jr., pd, nd Joe Saxon Sr., ce Dan Holoher, sd Jacque Spiron, wd

Data corrected to Dec. 15, 1955. 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—Directional Antenna, day only. DA-N—Directional Antenna, 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.

NATCHEZ
(Adams County)

WMIS 1941	1240 250	Natchez Bcstg. Co. City Bank Bldg. 8211	NBC KBS Louisiana Net Mississippi Net.	P. K. Ewing Jr., p Ervin Parks Jr., gm, cm Larry Kantrowitz, pd	Bill Wall, pmm George Wilson, ce H. L. Littlejohn, nd	C. L. Barry, fd Sheriff W. R. Friester, sd Lillian Hammonds, wd
WNAT 1949	1450 250	Old South Bcstg. Co. Eola Hotel 4621	ABC MBS	Laurie G. Ratcliffe, p Paul Schilling, gm Eddie Phelan, cm	Fred Katool, pd Irene Griffey, pmm	Martin Tyronne, ce Elliott Trimble, nd

NEW ALBANY
(Union County)

WNAU 1955	1470 500-D	New Albany Bcstg. Co. 202 Bankhead St. 4361	KBS	V. Keith Wroten, p, gm, ce Dan Skilton, cm	Wynez Wroten, pd, wd Lee Elman, pmm, nd	Dick Staggs, fd Paul Jones, sd
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NEWTON
(Newton County)

WEGA (CP) 1949	1410 500-D	Newton County Bcstg. Service 1410		E. Glenn Abercrombie, p, gm	Joe Liber, cm	Annette Abercrombie, pd, v
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OXFORD
(LaFayette County)

WSUH 1955	1420 1,000-D	Ole Miss Bcstg. Co. University Ave. E. 1133	Skyline Net.	E. O. Roden, exec dir C. H. Quick, gm, cm	Netta Quick, pd, wd Wayne Sims, pmm, sd	Mitchell Self, ce, nd John King, fd
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PASCAGOULA
(Jackson County)

WPMP 1951	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 391 83	ABC KBS Mississippi Net.	Wm. R. Guest Jr., p F. W. Hess, sm, sd Ollie Bales, sim, pmm	Sam Price Jr., pd Bill Collins, ce Gene Perry, nd	M. P. Lewis, fd Emma Rae Cole, wd
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PHILADELPHIA
(Neshoba County)

WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	KBS Best	William H. Cole, o, gm, cm Carl B. Margin, pd, pmm, nd, sd	Paul M. Miller, ce Bill Norton, fd	Gerry W. Cole, wd
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PICAYUNE
(Pearl River County)

WRJW 1949	1320 5,000-D	Tung Bcstg. Co. Inc. 510	Dixie Net. McGillvra	S. G. Thigpen Sr., p Jimmie Willson, gm, cm	Archie Rushing Jr., pd, ce E. C. "Pa" Mills, fd	Maxie Stephens, sd Louise Willson, wd
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STARKVILLE
(Oktibbeha County)

WSSO 1948	1230 250	Starkville Bcstg. Co. Hwy. 12 1230	KBS Mid-South Net.	Joe Phillips, p, gm, cm, pmm Hollis Pierce, pd, wd	Travis Palmer, ce, nd Jeff Holt, fd	John Houck, sd
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TUPELO
(Lee County)

WLO 1944	1490 250	Tupelo Bcstg. Co. Inc. S. Spring St. 1400	MBS KBS McGillvra	Birney Imes Jr., p Robert McRaney, gm Robert E. Evans, sm Ernest L. Bowen Jr., cm	Edward Cleary, pd LeRoy Green Sr., ce William R. Sides, nd	"Red" Purnell, fd Jack S. Cristil, sd Rheta A. Padgett, wd
WTUP 1953	1380 1,000-D	Lee Bcstg. Co. P. O. Box 362 3111	Skyline Net.	E. O. Roden, p James E. Reese, gm, cm, sd	Evelyn B. Morgan, pd, wd	Dabney Ramseur, pmm, ce, nd, fd

VICKSBURG
(Warren County)

WQBC 1931	1420 1,000-D 500-N	Delta Bcstg. Co. Inc. Post-Herald Bldg. 312	MBS KBS Bogner & Martin	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. P. O. Box 76 3901	Indie Dora-Clayton	John F. Shea, p Cecil Goodreau, gm	S. Ray Emerson, ce	Frances Antoine, wd

WAYNESBORO
(Wayne County)

WABO 1954	990 250-D	New Laurel Radio Station Inc. P. O. Box 95 5-4770	KBS Best	Dave Matison, co-o Harold Matison, co-o	Granville Walters, gm Keith L. Andre, mgr	Forrest Williams, ce Dee Olson, wd
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WEST POINT
(Clay County)

WROB 1947	1450 250	Robert L. McRaney Sr. 1450	MBS Mid-South Net. McGillvra	Robert L. McRaney Sr., p	John E. King Jr., gm	Clyde W. McPherson, ce
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YAZOO CITY
(Yazoo County)

WAZF 1947	1230 250	WAZF Inc. 1300	MBS Skyline	E. O. Roden, p Bruce Gresham, gm, pmm	Dennis Hancock Jr., cm, nd Fred Rand, pd, sd	Earl B. Neal Jr., ce, fd Peggy Gresham, wd
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MISSOURI

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Adair	19,689	6,500	\$19,882	\$ 4,632	\$ 433	*1,139,888	McDonald	14,144	4,000	14,018	1,909	325	
Andrew	11,727	3,700	5,687	1,596	157		Macon	18,332	6,000	12,875	2,822	440	
Atchison	11,257	3,300	10,294	2,210	250		Madison	10,398	2,900	7,508	1,816	185	
Audrain	23,829	8,000	26,350	5,644	588		Marion	7,423	2,000	2,794	675	87	
Barry	21,755	6,500	19,610	3,602	537		Marion	29,765	9,800	33,524	8,285	802	
Barton	12,878	4,100	9,753	1,941	294		Mercer	7,235	2,400	4,900	790	148	
Bates	17,534	6,000	12,687	2,426	412		Miller	13,734	3,900	12,799	2,643	152	
Benton	9,080	2,400	7,851	1,582	258		Mississippi	22,551	5,700	14,945	4,081	466	
Bollinger	11,019	2,900	3,835	990	68		Moniteau	10,840	3,300	9,050	1,078	229	
Boone	48,432	13,700	45,885	9,201	1,659		Monroe	11,314	3,600	14,225	2,402	340	
Buchanan	96,826	30,700	100,758	22,519	5,172		Montgomery	11,555	3,700	10,983	2,342	106	
Buier	37,707	10,900	27,955	6,181	617		Morgan	10,207	2,900	7,185	1,766	130	
Caldwell	9,929	3,400	8,840	1,787	161		New Madrid	39,444	9,600	20,948	6,518	515	
Callaway	23,316	6,100	13,191	2,777	397		Newton	28,240	8,500	17,634	4,004	350	
Camden	7,861	2,400	6,528	1,537	99		Nodaway	24,033	7,400	17,129	3,582	423	
Cape Girardeau	38,397	11,600	40,505	8,967	1,333		Oregon	11,978	3,100	5,404	856	189	
Carroll	15,589	5,000	13,144	3,077	390		Osage	11,301	2,800	7,014	1,147	105	
Carter	4,777	1,300	2,086	487	27		Ozark	8,856	2,200	4,433	350	99	
Cass	19,325	6,400	19,125	3,702	591		Pemiscot	45,624	11,400	23,961	6,335	795	
Cedar	10,663	3,500	7,257	1,185	251		Perry	14,890	4,000	11,740	1,761	218	
Chariton	14,944	4,600	10,597	2,156	176		Pittis	31,577	11,200	34,720	7,071	930	
Christian	12,412	3,700	6,466	1,255	166		Phelps	21,504	6,700	19,289	4,604	356	
Clark	9,003	2,800	8,870	1,629	118		Pike	16,844	5,700	15,490	4,131	410	
Clay	45,221	18,300	55,121	12,378	2,988		Platte	14,973	4,900	11,834	2,597	272	
Clinton	11,726	3,700	14,848	2,372	435		Polk	16,062	5,100	12,279	1,473	272	
Cole	35,464	9,800	41,536	8,041	1,618		Pulaski	10,392	3,100	14,781	1,692	508	
Cooper	16,608	5,100	13,346	2,515	442		Putnam	9,166	2,800	4,683	980	231	
Crawford	11,615	3,200	7,352	1,779	257		Ralls	8,686	2,500	4,456	922	124	
Dade	9,324	2,800	5,981	962	169		Randolph	22,918	7,700	21,593	4,754	686	
Dallas	10,392	3,000	7,568	791	189		Ray	15,932	5,400	12,367	2,491	387	
Davies	11,180	3,500	7,302	1,495	183		Reynolds	6,918	1,500	2,661	622	58	
De Kalb	8,047	2,800	5,372	1,211	151		Ripley	11,414	3,200	5,739	1,380	255	
Dent	10,936	3,100	8,367	2,131	183		St. Charles	29,834	9,200	30,170	7,174	687	
Douglas	12,638	3,400	5,286	786	64		St. Clair	10,482	3,200	6,035	911	122	
Dunkin	45,329	12,300	32,988	6,191	931		St. Francois	35,276	10,300	32,072	10,151	902	
Franklin	38,046	11,200	35,887	8,855	852		St. Louis	406,349	412,300	1,546,502	371,775	52,305	
Gasconada	12,342	3,800	12,515	2,417	167		St. Genevieve	11,237	3,000	8,019	2,011	181	
Gentry	11,036	3,200	8,609	1,894	252		Saline	26,694	8,100	22,511	4,510	688	
Greene	104,823	35,700	121,790	21,286	4,104		Schuyler	5,760	1,700	4,448	475	120	
Grundy	13,220	4,300	13,750	2,631	421		Scotland	7,332	2,400	6,101	1,532	57	
Harrison	14,107	4,200	11,574	2,771	378		Scott	32,842	9,500	26,240	5,773	641	
Henry	20,043	6,500	15,222	2,885	522		Shannon	8,377	2,000	3,055	497	96	
Hickory	5,387	1,700	2,794	198	57		Shelby	9,730	3,400	8,510	1,372	146	
Holt	9,833	2,900	8,211	1,998	231		Stoddard	33,463	8,700	18,961	3,971	291	
Howard	11,857	3,400	8,066	1,818	418		Stone	9,748	2,500	4,895	931	228	
Howell	22,725	6,800	16,649	3,358	668		Sullivan	11,299	3,300	6,627	1,647	120	
Iron	9,458	2,300	4,752	1,647	54		Taney	9,863	2,800	6,959	1,420	133	
Jackson	541,035	180,000	1,006,691	171,200	52,493		Texas	18,992	5,600	9,122	1,917	270	
Jasper	79,106	27,000	93,163	19,857	2,782		Vernon	22,685	6,800	17,741	3,447	402	
Jefferson	38,007	12,200	34,981	8,765	753		Warren	7,666	2,300	7,794	1,410	116	
Johnson	20,716	7,300	17,562	3,199	551		Washington	14,699	3,600	7,884	2,490	105	
Knox	7,617	2,400	4,898	976	150		Wayne	10,814	2,500	4,943	1,083	156	
Laclede	19,010	5,900	18,192	3,294	499		Webster	15,072	4,400	10,074	1,446	148	
Lafayette	25,272	7,700	27,718	5,223	1,127		Worth	5,120	1,500	3,697	694	78	
Lawrence	23,420	7,600	14,459	3,002	641		Wright	15,834	4,700	12,079	1,543	240	
Lewis	10,733	3,400	10,158	1,826	183								
Lincoln	13,478	4,700	13,310	2,455	159								
Linn	18,865	6,400	17,042	3,367	642								
Livingston	16,532	5,200	21,689	4,093	551								

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	City	Chan. or	Licensee	Network	Owner	Executive Abbreviations
County	Call Letters	Freq. Power	Headquarters Telephone	Representative	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.	
BOONVILLE (Cooper County)						
	KWRT	1370 1,000-D	Radio Station KWRT KWRT Bldg. Tuxedo 2-6506	Indie	William R. Tedrick, p, gm Bill Dieckroeger, cm Audrey M. Tedrick, pd, wd	Walter Atamanec, ce Ralph Reynolds, nd John E. Harris, fd Paul H. Shively, sd
BROOKFIELD (Linn County)						
	KGHM	1470 500-D DA-D	Green Hills Bcstg. Co. 308½ N. Main St. 1800	Indie	William R. Tedrick, mgng ptnr	Herbert Noyes, gm, ce
CAPE GIRARDEAU (Cape Girardeau County)						
	KFVS	960 1,000-D 500-N DA-N	Hirsch Bcstg. Co. 324 Broadway 5-5311	MBS Pearson	Oscar C. Hirsch, p, gm	Ralph L. Hirsch, cm
	KGMO	1220 250-D	KGMO-Radio Tv Inc. P. O. Box 274	KBS	William C. Brandt, p, pd, nd Richard C. Brandt, gm, pmm	Robert L. Schultz, cm, sd William M. Bryan, ce
CARTHAGE (Jasper County)						
	KDMO	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut 2648	KBS Magic Circle	John Joseph Daly, p, gm, cm Leon H. Crocker, pd, fd	George F. Province, ce Robert Young, nd James King, sd
CARUTHERSVILLE (Pemiscot County)						
	KCRV	1370 1,000-D	Pemiscot Bcstg. Co. 106½ W. 3rd St. 965	KBS	Eric Taylor, p Edwin R. Dyer Jr., gm	Harry Moreland, pd Albert Lawrence, ce, nd W. F. James, fd

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CHARLESTON*(Mississippi County)*

KCHR 1953	1350 1,000-D	South Missouri Bcstg. Co. Inc. 2-4481	KBS	Kermit Barker, p, gm, cm, ce	James L. Byrd III, pd
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CHILLICOTHE*(Livingston County)*

KCHI 1950	1010 250-D	Cecil W. Roberts & Jane Roberts Farmington, Mo. Farmington 107	Best	Cecil W. Roberts, p Howard G. Rion, gm, cm John F. Way, pd, nd, sd	Jerry Wilson, pmm Claude Kramer, ce	Jerry Litton, fd Virginia Rion, wd
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CLAYTON*(St. Louis County)*

*KFUO 1924	850 5,000-D L-KOA	The Lutheran Church- Missouri Synod 801 DeMun St. St. Louis 5, Mo. Parkview 5-3030		Emerson Russell, gm	Larry N. Strahan, off mgr	Albert H. Wiess, ce
*KFUO-FM 1947	Ch. 256 (B) 99.1mc 6.7kw					
KXLW 1947		(See St. Louis listing)				

CLINTON*(Henry County)*

KDKD 1951	1280 1,000-D	Osage Bcstg. Co. Inc. P. O. Box 113 233	KBS	O. A. Tedrick, ptrn	William J. Allen, ptrn	William R. Tedrick, ptrn
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COLUMBIA*(Boone County)*

KBIA 1955	1580 250-D	Midwest Bcstg. Sys. P. O. Box 412 2-4401	KBS Best	Cecil W. Roberts, p Robert D. Rapp, gm	Martha M. Rapp, pd Joseph F. Mackey, ce	Glenn H. Parsons, nd Hal Hoemann Jr., sd
KFRU 1925	1400 250	KFRU Inc. Hwy. 40 East 4141	AEC Webb	H. J. Waters Jr., p Mahlon R. Aldridge, gm, pmm, sd	Felix J. LeGrand, cm Shirley Bauderer, pd Robert Haign, ce	Richard Cottam, nd John Bliss, fd Shirley Mason, wd

DEXTER*(Stoddard County)*

KDEX 1955	1590 1,000-D	Dexter Bcstg. Co.		Jerome B. Zimmer, gm	Lionel D. Speidel, ce
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FARMINGTON*(St. Francois County)*

KREI 1947	800 1,000-D	Cecil W. & Jane A. Roberts 710	KBS Best	Cecil W. Roberts, co-o	Jane A. Roberts, co-o	Earl L. Whitener, gm
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FESTUS*(Jefferson County)*

KJCF 1951	1010 250-D	Jefferson County Radio & Tv Co. North Mill St. Yellowstone 7-3810	KBS Magic Circle	Donald M. Donze, o, gm	Russell G. Seals Jr., ce
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FLAT RIVER*(St. Francois County)*

KFMO 1947	1240 250	Lead Belt Bcstg. Co. 1000	MBS	Oscar C. Hirsch, p James F. Collins, gm, cm, sd	Lynn Bohs, pd Virginia Collins, pmm, wd	Gilbert Collins, ce, fd James Strader, nd
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FULTON*(Callaway County)*

KFAL 1950	900 1,000-D	Missouri Central Bcstrs. 5th & Market Sts. 1400	Paschall	Robert W. Nickles, co-o, gm Roger P. Fox, co-o, sta dir	L. Reed Holt, cm Brooks Ann Cole, nd	Mel A. Lee, fd Kathryn Lynn, wd
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HANNIBAL*(Marion County)*

KHMO 1941	1070 5,000-D 1,000-N DA-2	Mt. Rainer Radio & Tv Bcstg. Co. P. O. Box 711 3450	MBS Pearson	Lester M. Smith, p V. L. Smith, gm	Wm. Stephenson, cm P. Sosey, pd	Ben Parrish, ce William Brooks, nd, sd
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INDEPENDENCE*(Jackson County)*

KJMO 1947	1510 1,000-D	Craig Siegfried 310 N. Osage Clifton 9815	Missouri Net.	Craig Siegfried, p L. W. Hardt Jr., gm, cm, pd Herb Dawson, pmm	Bob Atkeisson, ce Bob Strack, nd Don Sullivan, fd	Dave Dean, sd Evelyn Hurshman, wd
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JEFFERSON CITY*(Cole County)*

KLIK 1954	950 5,000-D	Empire Bcstg. Co. 410 E. Capital Ave. 6-3191	Walker	Jerrell A. Shepherd, p Ed Dahl, gm	Bob Rector, pd Ed Scarr, ce	Jack Kroeck, fd Bill Cannady, nd
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe 6-3137	MBS KBS Bogner & Martin	Mrs. L. R. Goshorn, p R. L. Rose, gm	E. A. Richter, sm L. S. Hackman, ce	Dick Chapman, nd John Muessig, fd
KWOS-FM 1948	Ch. 253 (B) 98.5mc 3.1kw					

JOPLIN*(Jasper County)*

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, pmm	Lloyd Frazier, ce Jim Randall, nd Leonard Brown, fd	Don Gross, sd Linda Haslett, wd
KSWM 1946	1230 250	Air Time Inc. 1928 W. 13th St. Mayfair 3-7280	CBS Rambeau	Austin A. Harrison, p, gm DeWitt T. Knight, cm Ronald Robson, pd	Bill Harned, pmm Jack Langford, ce Ken Crowe, nd	Johnny Holmes, sd Ermadeen Arnce, wd
WMBH 1934	1450 250	Joplin Bcstg. Co. Frisco Bldg. Mayfair 4-4330	MBS Magic Circle Sears & Ayer	D. J. Poynor, p, gm Merle Dunn, cm Goldie Shane, pd	Maxine DeVaney, pmm, wd E. Dodge, ce	Lee George, nd Jim Howell, sd
WMBH-FM 1948	Ch. 241 (B) 96.1mc 70kw					

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.		
KANSAS CITY (Jackson County)						
(See Kansas City, Kan., listing)						
KCKN 1925						
KCMO 1925	810 50,000-D	Meredith Engineering Co.	CBS Katz	E. T. Meredith Jr., p E. K. Hartenbower, gm R. W. Evans, cm	George Stump, pd W. W. Cunningham, pmm Karl Troeglen, ce	Jim Monroe, nd Jack Jackson, fd Ann Hayes, wd
KCMO-TV 1948	10,000-N DA-N	125 E. 31st St. Jefferson 1-6789				
KCMO-FM 1948	Ch. 235 (B) 94.9mc 56kw					
(See Concordia, Kan., listing. Duplicates KMBC with studios at Kansas City)						
KFRM 1947						
KMBC 1921	980 5,000	KMBC Bestg. Co. 11th & Central Sts. Harrison 1-2650	ABC MBS Free & Peters	Donald D. Davis, 1st vp. cm. pmm John T. Schilling, vp, gm George Higgins, vp, slm Edward H. Pate, p, gm Eugenia Lawton Pate, pd	Dick Smith, pd Henry Goldenberg, ce Claude Dorsey, nd	Phil Evans, fd Sam Molen, sd Bea Johnson, wd
KMBC-TV 1949	DA-N					
KPRS 1949	1590 1,000-D	Twin City Advertising Agency Inc. 2814 E. 23rd St. Humboldt 3-3100	McGillvra		Andrew R. Carter, ce Dave Butler, nd	Chuck Moore, sd Psyche Pate, wd
KUDL 1953	1380 1,000-D	KUDL Inc. 1012 Baltimore Bldg. Baltimore 1-0077	Forjoe	David M. Segal, p Harold Backun, gm	Irving Schwartz, cm Jack Baruth, pd	William Simons, ce
WDAF 1922	610 5,000	Kansas City Star Co. 3030 Summit St. Harrison 1200	NBC Christal	H. Dean Fitzer, mgng dir V. S. Batton, sm E. Manne Russo, cm Tod Storz, p George W. Armstrong, vp, gm John E. Pearson, pd	Julian Harris, pd, pmm Joseph A. Flaherty, ce Randall Jessee, nd Edwin Birr, pmm Dale L. Moudy, vp, eng dir Charles Gray, nd	Paul Vogel, fd Jay Barrington, sd Martha Spaiding, wd Eddie Clarke, fd San Babcock, sd Jeanne Greendahl, wd
WDAF-TV 1922	710 10,000-D 5,000-N DA-2	Mid-Continent Bestg. Co. Pickwick Hotel Baltimore 8300	Blair			
KENNETT (Dunklin County)						
KBOA 1947	830 1,000-D	Kennett Bestg. Corp. 8-4616		Paul C. Jones, p, gm Charles H. Harrison, sm, sd	Joe Bankhead, cm John T. Reeder, pd	Robert Conner, ce Johnny Mack, nd, fd
KBOA-FM 1949	Ch. 255 (B) 98.9mc 6.9kw					

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HOOPER? PULSE? AREA NIELSEN? TRENDEX?

All have WHB First!

WHB

has run away with
Kansas City's radio day!

10,000 watts—710 kc

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

All day average Hooper: 47.7%—FIRST PLACE!
 Pulse—every daytime 1/4 hour—first place!
 All day average AREA Nielsen: 42.9%—FIRST PLACE!
 All Day average Trendex: 42.8%—FIRST PLACE!*

*Call the man from Blair or WHB General Manager
George W. Armstrong.*

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.

*latest available survey

KIRKSVILLE*(Adair County)*KIRX 1450
1947 250North Missouri Bcstg. Co.
KIRX Bldg.
Mohawk 5-3781ABC
KBSSam A. Burk, o, gm, sd
J. J. Dougherty, cm, pmmRobert Carlson, pd
Charles P. Porter, ce, fdHal Oyler, nd
Lois Daudel, wd**LEBANON***(Laclede County)*KLWT 1230
1948 250Lebanon Bcstg. Co.
221 E. Commercial
1015

Magic Circle

O. R. Wright, p
Jack A. Sellers, gm, pd
Clarence Duvall, cmEugene Clay, ce
Delmar Hilton, nd, sdEverette Edwards, fd
Mary Katsler, wd**MALDEN***(Dunklin County)*KTCB 1470
1954 1,000-DTri County Bcstg. Co.
P. O. Box 66
851

KBS

Charles W. Craft, p
Dick Wiethan, gm

Carlton Garner, cm

Mack Howerton, ce

MARSHALL*(Saline County)*KMMO 1300
1949 1,000-DKMMO, Inc.
40

Pearson

F. V. Heinkle, p
J. M. Silvey, gm
Harold Douglas, cmFred Miller, pd
Bill Williams, ce
John Hughes, nd, sdDud Cason, fd
Vaunciel Blum, wd**MARYVILLE***(Nodaway County)*KNIM 1580
1953 250-DMaryville Radio & Tv Corp.
P. O. Box 278
730

KBS

Dr. R. Wayne Wilson, p
Jack Lloyd Jaquay, gm, pd
Gilbert L. Poese, cmDonna Potter, pmm
James Shaddock, ce
Bob Wilson, ndClaire Whitford, sd
Sue Ogden, wd**MEXICO***(Audrain County)*KKEO 1340
1948 250Audrain Bcstg. Corp.
1705 E. Liberty
2340

MBS

W. Earl Dougherty, gm, cm
Gregg Swanson, pdHyle Lemen, ce
Bob Moore, nd, sd

Emily Kaye, wd

MOBERLY*(Randolph County)*KNCM 1230
1950 250Jerrell A. Shepherd
1600

KBS

Jerrell A. Shepherd, o

Jim Lipsey, asst mgr
Len Roberts, pdJohn Steele, nd
Hugh Frizzell, sd**MONETT***(Lawrence County)*KRMO 990
1950 250-DMonett Bcstg. Co.
KRMO Bldg.
Belmont 5-3220KBS
Magic CircleLloyd C. McKenney, p
Floyd Stewart, gm, nd
Marion Pllant, cmNoel Moody, pd, sd
Joe McCullah, pmmJack Allen, ce
Carolyn Crane, wd**MOUNTAIN GROVE***(Wright County)*KLRS 1360
1954 1,000-DKickapoo Prairie Bcstg. Co. Inc.
650KBS
Magic CircleFloyd W. Jones, p
John Billingsley, asst mgr,
pmmFrank Edwards, cm
Dave Whittaker, pd
Ted Caudill, ceOrville Barton, nd, fd
Clotis Barker, sd
Katherine Baird, wd**NEOSHO***(Newton County)*KBTN 1420
1954 500-DNeosho Bcstg. Co.
212½ E. Main
1666KBS
Magic CircleFloyd W. Jones, p
L. C. McKenney, gm
Frank Edwards, smForrest Crockett, cm, fd
William T. Allen, ce

Betty Utz, wd

NEVADA*(Vernon County)*KNEM 1240
1949 250Radio KNEM Inc.
P. O. Box 15
13

Best

John Blake, p
Kenneth E. White, gm, ceVirgil Katchel, cm, sd
John Beydler, pdJoe Young, pmm
Glenna Seavers, wd**OSAGE BEACH***(Camden County)*KRMS 1150
1952 1,000-DLawrence Bcstrs. Inc.
1612 Grand Ave.
Kansas City
Harrison 0171

Best

A. P. D'Ambra, p
Arden Booth, gm

George S. Strickland, sm, cm

Harlan Snow, wd

POPLAR BLUFF*(Butler County)*KWOC 930
1938 1,000-DPoplar Bluff Bcstg. Co.
428 Vine St.
3922KBS
Pearson

A. L. McCarthy, gm

L. G. Stovall, cm

Don M. Lidenton, ce

KWOC-FM Ch. 233 (B)
1938 94.5mc
14kw**YOUR STATION +**

WORLD
SALES AND
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOI

=MORE REVENUE!**1st with timely
selling aids!**CANADIAN REPRESENTATIVES ALL-CANADA
FACILITIES LIMITED, VICTORY BUILDING, TO

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
PORTAGEVILLE (New Madrid County)						
	KRIM (FM) 1955	Ch. 269 (A) 101.7mc 0.45kw	American Christian Bcstg. Co. 305b E. Main St.		William Albert Crim, ptrn	Louie Alvah Crim, ptrn Albert Morton Crim, ptrn
ROLLA (PHELPS County)						
	KTTR 1947	1490 250	"Show-Me" Bcstg. Co. P. O. Box 567 380	KBS Magic Circle	Luther W. Martin, co-o, gm, nd Martin M. Mitchum, co-o, ce	Ward C. Rinehart, cm Norma Fleming, pd Muri Nash, pmm Tom Dye, fd Dennis B. Odle, sd Roxy Rhodes, wd
ST. JOSEPH (Buchanan County)						
	KFEQ 1923	680 5,000 DA-2	Midland Bcstg. Co. Howitt Bldg. 3-2528	MBS Headley-Reed	Kenyon Brown, p Glenn Griswold, gm	
	KRES 1946	1550 5,000 DA-N	KRES Radio Corp. 404 S. 8th 4-6346	Clark	Tee Casper, p, gm, nd Robert Mosiman, cm	Dick Irving, pd, pmm Don Obrian, ce, fd Bud Lanham, sd Nita Krueggell, wd
	KUSN 1955	1270 1,000-D	Broadcast Group Inc. Robidoux Hotel 3-2577	Best	J. D. Spears, p P. T. Scott, gm	Hal Hamilton, cm Don Blue, pd John Humphreys, ce Eleanor Shepherd, wd
ST. LOUIS (Independent City)						
	KATZ 1955	1800 1,000 DA-N	St. Louis Bcstg. Co. 812 Olive St. Chestnut 1-0955	Forjoe	William F. Garrett, p, gm R. M. Hetherington, cm	Charles O. Rick, ce Roy Wood, nd
	KCFM (FM) (CP)	Ch. 229 (B) 83.7mc 21.5kw	Commercial Bcstg. Co. 2609 Olive St.		Harry Eidelman, p Robert E. Aiken, gm	
	KCKN 1925	(See Kansas City, Kansas, listing)				
	KMOX 1925	1120 50,000	Columbia Bcstg. Sys. 401 S. 12th Blvd. Central 1-8240	CBS CBS Radio Spot Sales	Robert Hyland, gm Charles Burge, cm Mark Russell, pd	Foster Brown, pmm Harry Harvey, ce Rex Davis, nd Ted Mangner, fd Bob Burnes, co-sd Harry Caray, co-sd
	KSD 1922	550 5,000 DA-N	Pulitzer Publishing Co. 1111 Olive St. Main 1-1111	NBC NBC Spot Sales	Joseph Pulitzer Jr., p George M. Burbach, gm	Harold Grams, pd David Pasternak, pmm J. E. Risk, ce
	KSTL 1948	680 1,000-D	Radio St. Louis Inc. P. O. Box 1440 Bridge 1-6090	Everett- McKinney	Dick J. Kasten, p, gm Tony Glenn, pd, nd Norman Edwards, pmm	Ira E. Pollock, ce Bill Green, fd Art Ford, sd Doris Jennemann, wd
	KWK 1927	1380 5,000 DA-N	KWK Inc. 1215 Cole St. (6) Main 1-9100	MBS Katz	Robert T. Convey, p, gm Ray E. Dady, vp, sta dir V. E. Carmichael, vp, comm dir	Gil Johnston, slm Russell C. Kaiser, pd John W. Tinnea, exec pd, asst sta dir Fred J. Mueller, pmm N. J. Zehr, ce Jack Griffin, nd Les Carmichael, sd
	KXLW 1947	1320 1,000-D	St. Louis County Bcstg. Co. 3725 Bomparte Ave. Woodland 1-1320		John W. Kluge, p William W. Jefferay, vp, gm Wm. Don Herman, cm	Carol Curson, pd Alvin D. Suter, pmm, nd James F. Mitchell, ce Hallie Carper, wd
	KXOK 1938	630 5,000 DA-2	KXOK Bcstg. Inc. Radio Park (13) Forest 7-6000	ABC Blair	Elzey M. Robert Jr., p C. L. (Chet) Thomas, vp, gm William C. O'Donnell, cm	Elmer G. Muschany, pd John T. Corrigan, pmm, nd Arthur Rekart, ce France Laux, sd
	WEW 1921	770 1,000-D	Barrington Co. Hotel DeSoto (1) Chestnut 1-1921	Bolling	Bruce Barrington, p, gm Ed Wolfe, cm	Don Phillips, pd Chas. C. Casey, ce France Laux, sd Louise Munsch, wd
	WIL 1922	1430 5,000 DA-2	Missouri Bcstg. Co. 3715 Lindell Blvd. Olive 2-4500	Webb	L. A. Benson, p, gm N. Pagliara, vp, asst gm	C. W. Belntker, cm Phil MacMurray, cont dir E. Newsome, pmm L. A. Benson, ce

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● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN!

YOU CAN'T SELL ST. JOE UNLESS YOU BUY

KUSN

1270 KC • 1000 watts
MUSIC • NEWS • SPORTS

BIGGEST AUDIENCE MEANS MOST SALES!

AND KUSN HAS THE AUDIENCE — ASK HIL F. BEST!

● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN!

here is "the picture" FOR **KSD** ADVERTISERS...



GET YOUR PRODUCTS INTO
THIS PICTURE BY TELLING
ABOUT THEM TO THE SPENDERS
WHO LISTEN TO

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5,000 WATTS ON 550 KILOCYCLES...

... the largest half-millivolt daytime coverage area of any radio station in St. Louis

NBC NETWORK • National Advertising Representative: NBC SPOT SALES

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; 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; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
STE. GENEVIEVE (Ste. Genevieve County)					
KSGM 1947	980 500 DA-N	Donze Enterprises Inc. 410 Merchant St. 980	KBS	Elmer L. Donze, p, gm, cm	Mrs. Elmo Donze, pd, pmm Murel Rose, ce
SALEM (Dent County)					
KSMO 1953	1340 250	Zola Bcstg. Co. 4th & Hickory 303	KBS	William B. Smith, o, gm, ce	
SEDALIA (Pettis County)					
KDRO 1939 KDRO-TV	1490 250	KDRO Tv & Radio Inc. 2100 W. Broadway 4004	MBS Pearson	Milton J. Hinlein, p Herbert W. Brandes, gm Jimmy Glenn, cm, sd	Don Warnok, pd Bob Klein, ce Dick Amos, nd Jack Call, fd Dorothy Hopkins, wd
KSIS 1954	1050 1,000-D	Carl W. Yates Jr. and Christine Yates KSIS Bldg. 590	Best	Carl W. Yates Jr., p, gm, cm Bette Baldwin, pd, wd	Bud Pratt, ce Marion Pratt, nd, sd Richard Thomas, fd
SIKESTON (Scott County)					
KSIM 1948	1400 250	Sikeston Community Bcstg. Corp. 1		L. R. Bowman Jr., p R. L. Watkins Jr., gm, cm, pmm	James Palmer, pd, nd, sd Ralph L. Hirsch, ce Nelson Wheeler, fd
SPRINGFIELD (Greene County)					
KGBX 1926	1280 5,000 DA-N	Springfield Bcstg. Co. 605 Boonville 4-2822	NBC Venard, Rintoul &McConnell	Keith G. Wells, p, gm Don C. Dailey, cm Fran J. Uhlis, pd, fd	Dudley McGovern, pmm Richard Bowman, ce Richard Stracke, nd William West, sd Betty Gilmer, wd
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co. Inc. 610 College St. 4-1561	MBS KBS Magic Circle McGillvra	Floyd W. Jones, p Lloyd C. McKenney, gm Robert Vinyard Jr., sm	M. Richard Bradley, cm James Allwood, pd George Provance, ce Sol Mosher, nd Robert Lee, sd
KTTS 1942 KTTS-TV	1400 250	Independent Bcstg. Co. P. O. Box 1716 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, gm, pmm	Wendel Smith, pd William F. Curry, ce Bill Bowers, nd Bill Maynard, sd
KTTS-FM 1948	Ch. 234 (B) 94.7mc 11.3kw				
KWTO 1933	560 5,000 DA-N	Ozarks Bcstg. Co. Inc. 806 St. Louis St. 2-4422	ABC Pearson	R. D. Foster, p, gm Leslie L. Kennon, vp, asst mgr R. M. Keltner, slm	Joe Slattery, pd Bill Bailey, pmm Wallis Fender, ce Vern Hawkins, nd, sd Loyd Evans, fd Dele Duke, wd
THAYER (Oregon County)					
KALM 1953	1290 1,000-D	Radio Station KALM P. O. Box 326 165	KBS Magic Circle	Robert F. Neathery, p, gm, cm Thomas Stone, pd	Carlie Hamilton, pmm Willis S. Beatty Jr., ce Paul Best, nd J. W. Gillespie, sd Ann Woodside, wd
TRENTON (Grundy County)					
KITN 1955	1600 500-D	Trenton Bcstg. Co. 112 E. 9th St. 1600	KBS	Sam A. Burk, p Ed Hundley, sm, pd, pmm, sd	Robert Dennis, cm Stuart Underwood, ce Don Collins, nd, fd Helen Collins, wd
UNION (Franklin County)					
KLPW 1954	1220 250-D	Franklin County Bcstg. Co. Inc. P. O. Box 72 755	Indie	Leslie P. Ware, p Norb Moore, gm, cm, pd, pmm, nd	Frank Lohmeyer, ce Herb Houseman, fd Don Hobelmann, sd LaVerna Latham, wd
WARRENSBURG (Johnson County)					
KOKO 1953	1450 250	Warrensburg Bcstg. Co. 1280	KBS	Lee E. Baker, p, ce C. L. Parks, gm, cm	Jim Gammon, pd, fd, sd Gene Tipton, pmm Jack Lester, nd, wd
WARRENTON (Warren County)					
KWRE 1949	730 500-D	W. T. Zimmerman 398	KBS Continental	W. T. Zimmerman, p, gm Russell Benton, cm	H. L. Estes, ce John Pierron, fd Pauline Wolfe, wd
WEST PLAINS (Howell County)					
KWPM 1947	1450 250	Robert F. Neathery E. Abe Taylor Blvd. 700	KBS Magic Circle	Robert F. Neathery, p, gm Fritze Williams Dixon, cm	Ann Woodside, pd, wd Laurel Thompson, ce, sd Paul Best, nd
KWPM-FM 1951	Ch. 247 (B) 97.3mc 3kw				

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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.

MARKET DATA BY COUNTIES

County	Population 1950	Radio					Passenger Cars 1954	County	Population 1950	Radio					Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)					Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)		
Beaverhead	6,671	2,400	\$10,161	\$ 1,958	\$ 160	2,282	Missoula	35,493	12,100	44,966	10,067	1,718	13,141		
Big Horn	9,824	2,300	8,858	2,484	204	2,625	Musselshell	5,408	1,800	5,472	1,373	169	1,716		
Blaine	8,516	2,300	7,418	1,689	132	2,306	Park	11,999	4,000	16,825	3,698	487	4,867		
Broadwater	2,922	900	2,967	665	21	949	Petroleum	1,026	300	597	211	15	357		
Carbon	10,241	3,100	7,800	1,741	239	3,022	Phillips	6,334	2,000	6,472	1,307	156	2,197		
Carter	2,798	600	1,745	390	22	735	Pondera	6,392	1,700	9,254	1,309	256	2,660		
Cascade	53,027	19,300	77,903	15,688	1,438	19,253	Powder River	2,693	1,000	1,290	340	21	780		
Chouteau	6,974	2,300	8,936	1,589	24	2,996	Powell	6,301	1,700	5,324	1,646	62	2,437		
Custer	12,661	4,500	22,945	3,475	645	4,557	Prairie	2,377	800	2,365	545	20	814		
Daniels	3,946	1,000	4,946	1,192	157	1,586	Ravalli	13,101	4,100	10,811	2,593	277	3,913		
Dawson	9,092	2,900	14,033	2,142	205	4,183	Richland	10,366	3,100	14,732	2,947	348	3,567		
Deer Lodge	16,553	4,900	13,298	4,236	196	5,347	Roosevelt	9,580	2,900	15,568	2,772	415	3,783		
Fallon	3,660	1,000	5,106	1,224	101	1,334	Rosebud	6,570	1,600	5,566	1,069	160	1,668		
Fergus	14,015	4,900	18,462	4,025	443	4,964	Sanders	6,983	2,300	4,409	1,316	160	2,114		
Flathead	31,495	10,700	41,402	8,554	1,090	11,415	Sheridan	6,674	1,700	8,774	1,776	187	2,586		
Gallatin	21,902	7,100	28,757	5,659	550	7,793	Silver Bow	48,422	18,400	61,551	16,760	1,377	16,355		
Garfield	2,172	700	1,627	540	19	584	Stillwater	5,416	1,500	4,899	880	201	2,031		
Glacier	9,645	2,700	12,025	2,882	303	3,005	Sweet Grass	3,812	1,000	4,875	812	24	1,221		
Golden Valley	1,337	400	586	146	41	450	Teton	7,232	2,300	9,443	1,539	271	2,717		
Granite	2,773	1,000	2,974	814	64	913	Toole	6,867	2,000	9,148	1,666	200	2,742		
Hill	14,285	4,500	17,452	3,854	47	5,389	Treasure	1,402	400	1,447	237	37	423		
Jefferson	4,014	900	2,740	682	99	1,115	Valley	11,353	3,200	11,347	2,257	322	3,840		
Judith Basin	3,200	900	3,143	541	41	1,272	Wheatland	3,187	1,100	4,051	817	22	1,147		
Lake	18,835	4,100	11,357	2,879	286	3,868	Wibaux	1,907	400	1,694	572	39	736		
Lewis & Clark	24,540	8,700	32,161	7,581	776	8,797	Yellowstone	55,875	21,300	90,223	18,533	2,535	24,588		
Liberty	2,180	400	2,500	392	19	1,335	Yellowstone National Park	58							
Lincoln	8,693	2,900	7,176	2,452	220	3,114									
McCone	3,258	1,700	3,356	587	33	1,341									
Madison	5,998	1,400	3,391	731	137	1,888									
Meagher	2,079	800	1,511	215	19	724									
Mineral	2,081	600	1,618	436	39	812									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ANACONDA (Deer Lodge County)					
KANA	1230	Anaconda Bcstg. Co. Box 727	Gill-Perna	A. J. Mosby, p, gm	Allan Smith, sm, cm
1946	250				
BILLINGS (Yellowstone County)					
KBMY	1240	Billings Bcstg. Co. P. O. Box 2544	MBS, KBS Intermountain	Rockwood Brown, p	Ted Hildebrand, ce
1946	250	9-4586	Avery-Knodel	Ken Nybo, gm, cm	Don Jones, nd, fd
KGHL	790	Midland Empire Bcstg. Co.	NBC	Charles G. duBois, pd, pmm	Bob McCann, sd
1928	5,000	420 N. Broadway	Great Western Net.	P. N. Fortin, o, p	Kay Hines, wd
KGHL-TV	DA-N	2-2222	Katz	Jeff Kiichil, gm, ce	Warren Marshall, cm
KOOK	970	Montana Network Inc. P. O. Box 2557	CBS	Joseph S. Sample, p	Cliff Ewing, pd
1951	5,000	9-5970	Headley-Reed	V. V. Clark, gm	Conna G. May, pmm
KOOK-TV	DA-N			Glen Beebe, cm	Grant French, ce
KOYN	910	D. Gene Williams & Delbert Bertholf	Z-Bar Net.	D. Gene Williams, co-o	Rich Osborn, pd, nd
1955	1,000-D	Riverside Dr. 4-4177	Walker	Delbert Bertholf, co-o	Lew Theusen, pmm
				Robert Eubanks, gm, cm	Bill Banks, ce
BOZEMAN (Gallatin County)					
KBMN	1230	Penn Engineering Co. Inc. P. O. Box 691	Gill-Perna	G. Norman Penwell, p, gm	Kathryn Eckroth, pmm
1950	250	2105		Dave Burgess, cm	Robert Beaman, ce
KXLQ	1450	KRBM Bcstrs. Inc. JU 6-9102	NBC	Paul Bragg, pd	Ralph Evans, nd, fd
1939	250		Z-Bar Net. Walker	Ed Craney, p	Dick Smiley, pd
				Ernest A. Neath, gm	George Roe, ce
BUTTE (Silver Bow County)					
KBOW	1490	Copper City Radio Co. Inc. 720 Yale Ave.	CBS	Frank Reardon, p	Art Collins, pd, nd
1947	250	7429	Cooke	Bill Carroll, gm	Al Morgan, ce
KOPR	550	Copper Bcstg. Co. Finlen Hotel	ABC, MBS	Frank C. Carman, p	James Harrold, pd
1948	1,000	6546	Intermountain	Ed Cooney, gm, cm	William Emerson, ce
KXLF	1370	KGIR Inc. P. O. Box 1956	NBC	Ed Craney, p	Paul Hatton, pd, nd
1929	5,000	2-2344	Pacific Northwest Bcstrs.	Arne E. Anzjon, gm, cm	
KXLF-TV			Z-Bar Net. Walker		Vern Totten, pmm, ce
GLASGOW (Valley County)					
KLTZ	1240	Glasgow Bcstg. Co. P. O. Box 909		Charles L. Scofield, co-o	William Beach, cm, pd
1954	250	1000		W. L. Holter, co-o	Tom Ash, pmm, sd
				James C. Carson, co-o	W. A. Sebastian, ce
GLENDALE (Dawson County)					
KXGN	1400	Glendive Bcstg. Corp. P. O. Box 200		Lewis Wiles Moore, p	Savel Chaldy, slm, sd
1948	250	Empire 5-3377		Daniel C. Palen, gm, nd, fd	Kim S. Potter, opr dir
					Yvonne Martin, pmm
					Donald J. Powers, ce

City County	Call Established	Chan. or Freq. Power	Licenses 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
GREAT FALLS (Cascade County)						
KBGF 1955	1450 250	Community Bcstrs. P. O. Box 1405 2-9533	KBS Webb	Dan Snyder, p, gm Richard V. Coon, cm, pmm	Wm. A. Zimlich, pd, nd Eugene B. Bunker, ce	Shan Welcome, wd
KFBB 1922 KFBB-TV	1310 5,000 DA-N	Wilkins Bcst. Inc. P. O. Box 1139 4-4377	CBS Bolling	J. P. Wilkins, gm W. C. Blanchette, sm W. E. Spahr, pub rel mgr, prod mgr	Lee F. Peer, pd A. J. Lopuch, ce	Paul D. Rahders, sd Teresa M. Didier, wd
KMON 1948	560 5,000 DA-N	Montana Farmer Bcstg. Corp. 4-4382	ABC, MBS Intermountain Avery-Knodei	Lester Cole, p Robert H. Warner, gm F. W. Kaul, cm	Mel Hallock, pd, nd Jim Pease, pmm Don Thurston, fd	Bruce K. Twerell, sd Jacki Krall, wd
KXLK 1947	1400 250	Great Falls Bcstg. Co. P. O. Box 2072 2-2453	NBC Z-Bar Net. Pacific Northwest Bcstrs. Walker	Barclay Craighead, p T. L. Frayling, gm, cm	Juanita Loucks, pd, pmm	E. R. Kukkola, ce
HAVRE (Hill County)						
KOJM 1947	610 1,000 DA-2	North Montana Bcstg. Co. 426½ First St. 1096	MBS, KBS Intermountain Avery-Knodei Cooke	O. R. Rubie, p Charlotte H. Brader, gm Carlyle D. Leeds, cm	James R. Saenger, pd Stanley G. Stephens, pmm George H. Bauer, ce	Lyle Leeds, nd, sd Joanne E. Brader, wd
HELENA (Lewis & Clark County)						
KCAP 1949	1340 250	Lewis & Clark Bcstg. Corp. 1705 Jerome Place HI 2-4490	MBS, KBS Intermountain Webb	E. P. Maronick, p K. O. MacPherson, gm	Walker Marshall, cm Pat Lee, pd	Dean Mack, ce
KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave.	NBC Z-Bar Net. Pacific Northwest Bcstrs. Walker	Barclay Craighead, sm		
KALISPELL (Flathead County)						
KGEZ 1927	600 1,000 DA-2	KGEZ Inc. P. O. Box 439 4331	MBS, KBS Intermountain Cooke	Frank Reardon, p Richard V. Vick, gm	Bob Rigler, pd	Keith Snodgrass, ce
KOFI 1955	980 1,000-D	Flathead Valley Bcstrs. P. O. Box 75 8900	Moore & Lund	William H. Patterson, co-o, gm	Leslie L. Sterling, co-o, pd, ce	Grover D. Allen, cm Paul Anthony, nd
KYNG (CP)	910 1,000-D	D. Gene Williams & Delbert Bertholf Realty Bldg. Spokane, Wash.		D. Gene Williams, ptrn	Delbert Bertholf, ptrn	
LEWISTOWN (Fergus County)						
KXLO 1947	1230 250	Montana Bcstg. Co. P. O. Box 620 1210	MBS Intermountain	W. G. Kelly, p Donald C. Williams, gm	Joe Spoja, cm Lola Uhlhorn, pd	David Sather, ce
LIBBY (Lincoln County)						
KLCB 1950	1230 250	Lincoln County Bcstrs. Inc. P. O. Box 636 410	KBS Glacier Net.	Smith McNeill, p Oliver G. Coburn, gm, cm, ce	James Maurer, pd, nd	Marlene Carr, pmm
LIVINGSTON (Park County)						
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000	MBS, KBS Intermountain Avery-Knodei	Paul McAdam, p, gm Jack Hinman, cm Frank Lewis, pd, nd	Larry Hecox, ce Bill Couch, fd	Lewis Sundquist, sd Nikki Kolence, wd
MILES CITY (Custer County)						
KATL 1941	1340 250	Star Printing Co. P. O. Box 720 1340	MBS, KBS Intermountain Avery-Knodei	Ian A. Elliot, gm, nd Fred B. Hunnes, cm Tom Biedrzycki, pd, sd	Robert McKendrick, pmm William Abel, ce	Norval B. Davis, fd Annette Smith, wd

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MISSOULA (Missoula County)				
KBTK 1955	1340 250	Montana Bcstg. Co. P. O. Box 1202 9-3344	MBS, KBS Intermountain Avery-Knode	Wm. J. Strothman, gm Lewis J. Rummerfeld, cm Del Strothman, pd Bruce Hamilton, ce J. D. Coleman, nd J. C. Coleman, sd
KGVO 1931 KGVO-TV DA-1	1290 5,000	Mosby's Inc. Radio Central Bldg. 2-2155	CBS Gill-Perna	A. J. Mosby, p Guy B. Farnsworth, gm, cm Don Bradley, pd, pmm A. L. Stewart, ce Don Weston, nd, sd Bob McCoy, fd Erin Day, wd
KXLL 1948	1450 250	Western Montana Associates P. O. Box 1503 4-4114	NBC Z-Bar Net. Pacific Northwest Great Western Net. Walker	Pat M. Goodover, p, gm R. J. Gillis, cm Tom Lee, pd J. T. Campbell, pmm Ray Lee, ce
SHELBY (Toole County)				
KIYI 1947	1240 250	Tri County Radio Corp. HE 4-5414	MBS Intermountain Avery-Knode	John Lyon, p, pd Mike T. Donovan, gm Frank Krshka, cm, pmm George Potter, ce, fd Burton Light, nd Vern Hunt, sd Georgia Knickerbocker, wd
SIDNEY (Richland County)				
KGCX 1926	1480 5,000 DA-1	KGCX Inc. 205 S. Central 408	MBS Great Northern Bcstg. Sys. Gill-Perna	E. E. Krebsbach, p, gm R. Keith Krebsbach, cm Bud Bird, pd, nd E. Clair Krebsbach, pmm O. H. Halvorson, ce Fay Crusch, fd Don Cole, sd

NEBRASKA

MARKET DATA BY COUNTIES

County	Population 1950	Radio			Passenger			County	Population 1950	Radio			Passenger		
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Adams	28,855	9,100	\$44,614	\$ 6,780	\$1,370	11,383	Johnson	7,251	2,300	7,389	1,423	201	2,653		
Antelope	11,624	3,400	12,345	2,155	228	4,159	Kearney	6,408	2,100	8,941	2,243	188	2,641		
Arthur	803	200	280	78	228	263	Keith	7,449	2,300	11,598	1,757	224	3,002		
Banner	1,325	400	35	11	15	574	Keya Paha	2,160	400	1,047	369	19	642		
Blaine	1,203	300	784	108	15	406	Kimball	4,283	1,300	6,781	1,262	172	2,064		
Boone	10,721	3,100	9,916	1,588	206	3,668	Knox	14,820	4,200	15,834	2,436	446	5,037		
Box Butte	12,279	4,000	19,519	3,855	352	4,310	Lancaster	119,742	40,200	157,069	28,130	5,512	44,736		
Boyd	4,911	1,400	4,703	976	95	1,729	Lincoln	27,380	8,800	39,258	8,654	1,043	11,043		
Brown	5,164	1,300	8,334	1,425	167	1,801	Logan	1,357	400	694	203	18	482		
Buffalo	25,134	8,200	34,507	6,279	919	9,116	Loup	1,348	400	664	118	19	469		
Burt	11,536	3,300	12,675	2,776	343	4,144	McPherson	825	200	276	50	306			
Butler	11,432	3,600	9,042	1,772	252	4,242	Madison	24,338	7,500	39,933	6,477	736	8,637		
Cass	16,361	5,200	13,315	2,930	422	6,175	Merrick	8,812	2,800	10,618	1,530	246	3,365		
Cedar	13,843	3,600	12,422	2,226	392	4,576	Morrill	8,263	2,200	8,701	1,786	298	2,881		
Chase	5,176	1,600	7,606	1,389	148	1,890	Nance	6,512	1,900	5,534	960	124	2,552		
Cherry	8,397	2,400	11,477	1,656	250	2,900	Nemaha	10,973	3,100	8,694	1,982	156	3,549		
Cheyenne	12,081	4,100	18,124	3,418	466	5,879	Nuckolls	9,609	2,600	10,054	2,170	291	3,619		
Clay	8,700	2,800	6,327	1,577	137	3,600	Otoe	6,744	2,000	4,388	981	116	2,409		
Colfax	10,010	3,200	15,920	2,546	261	3,922	Pawnee	9,009	2,600	17,841	3,382	471	6,485		
Cuming	12,994	3,700	16,128	2,407	364	4,701	Perkins	4,809	1,400	5,810	1,107	148	1,773		
Custer	19,170	5,700	18,308	3,903	585	6,576	Phelps	9,048	2,900	14,411	3,034	327	3,954		
Dakota	10,401	3,000	11,143	2,655	288	3,826	Pierce	9,405	2,800	9,552	1,255	215	3,425		
Dawes	9,708	2,800	12,903	2,748	277	3,375	Platte	19,910	5,800	26,048	4,550	607	8,025		
Dawson	19,393	6,400	34,371	5,343	794	7,587	Polk	8,004	2,400	8,348	1,520	310	3,017		
Deuel	9,330	1,000	5,976	836	147	1,371	Red Willow	12,977	4,100	21,678	3,841	507	4,834		
Dixon	9,129	2,700	8,226	1,549	187	3,118	Richardson	16,886	5,400	19,829	3,697	417	5,727		
Dodge	26,265	9,300	42,199	8,180	792	11,323	Rock	3,026	900	3,322	563	20	1,038		
Douglas	281,020	91,500	396,527	79,976	13,286	90,721	Saline	14,046	4,500	13,649	2,791	309	5,261		
Dundy	4,354	1,200	6,343	901	45	1,566	Sarpy	15,693	5,000	6,158	1,787	262	7,712		
Fillmore	9,610	3,000	6,988	1,847	304	3,717	Saunders	16,923	5,400	16,023	4,025	327	7,337		
Franklin	7,096	2,300	7,723	1,706	173	2,554	Scotts Bluff	33,939	10,600	50,286	9,890	1,189	12,672		
Frontier	5,282	1,300	3,193	485	38	1,849	Seward	13,155	3,900	11,990	2,806	356	5,016		
Furnas	9,385	3,100	10,822	2,401	321	3,327	Sheridan	9,539	2,800	11,940	2,456	322	3,186		
Gage	28,052	8,500	28,803	6,020	1,004	10,084	Sherman	6,421	1,600	4,115	1,052	41	2,195		
Garden	4,114	1,100	3,438	919	102	1,500	Sioux	3,124	900	1,603	366	21	1,049		
Garfield	2,912	900	3,507	626	44	1,071	Stanton	6,387	1,900	4,206	889	103	2,409		
Gosper	2,734	700	1,900	244	38	1,091	Thayer	10,563	3,300	10,188	2,170	287	3,996		
Grant	1,057	200	1,074	291	15	463	Thomas	1,206	400	725	183	17	392		
Greeley	5,575	1,400	5,115	946	198	1,818	Thurston	8,590	2,400	6,815	1,055	183	2,654		
Hall	32,186	10,700	44,967	9,070	1,115	13,984	Valley	7,252	2,200	6,577	1,819	194	2,542		
Hamilton	8,778	2,800	7,441	1,696	142	3,579	Washington	11,511	3,500	10,377	2,785	195	4,406		
Harlan	7,189	2,200	6,903	1,582	129	2,255	Wayne	10,129	2,800	10,492	1,785	158	3,716		
Hayes	2,404	700	575	26	19	850	Webster	7,395	2,300	6,623	1,445	186	2,713		
Hitchcock	5,867	1,800	5,587	838	192	2,032	Wheeler	1,526	500	438	127	17	548		
Holt	14,859	4,100	16,116	2,930	337	4,985	York	14,346	4,500	16,134	2,883	401	5,444		
Hooker	1,061	300	2,067	101	18	439	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.								
Howard	7,226	2,100	5,754	1,220	131	2,950									
Jefferson	13,623	4,000	14,856	2,833	381	5,087									

ALLIANCE (Box Butte County)				
KCOW 1949	1400 250	Sandhills Bcstg. Corp. P. O. Box 391 1400	KBS McGillvra	J. W. Cover, p Gene Ackerley, gm Carl Langewisch, adv mgr Ted Ford, prod asst Roland Reed, ce Bob Dunham, nd
BEATRICE (Gage County)				
KWBE 1949	1450 250	Blue Valley Bcstg. Co. Sherman & Mary Sts. 1245	MBS KBS Nebraska Net.	Merle G. Jones, p Gordon C. Bud Pentz, gm William R. Boyce, asst mgr. cm Arlin Holle, eng sup. fd Frank Thurston, nd Bob Templeton, sd
BROKEN BOW (Custer County)				
KCNI 1949	1280 1,000-D	Custer County Bcstg. Co. P. O. Box 561 611		Georgia A. Crawford, p, gm, pd, pmm, wd Joe Grieser, cm Harold R. Hromas, ce Scott Insley, nd Quentin Dahlstedt, fd

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses 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. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CHADRON (Dawes County)						
KCSR 1954	1450 250	Community Service Radio Corp. 212 Bordeaux St. 5545	KBS Nebraska Net.	Bob Fouse, co-o, co-mgr, pd, fd Bill Finch, co-o, co-mgr, cm	Cliff Pike, pmm Frank Allen, ce Freeman Hover, nd	Dick Porter, sd Ruth Osborn, co-wd Marlene Collons, co-wd
COLUMBUS (Platte County)						
KJSK 1948	900 1,000-D	Geo. Basil Anderson P. O. Box 460 5154	KBS Continental Biddick	Geo. Basil Anderson, p Milo Kincaid, gm, cm, pd	Max Reeves, ce Paul Deck, nd, sd	Mel Krehbiel, fd
FREMONT (Dodge County)						
KFGT 1939	1340 100	Walker Radio Inc. 118 E. 5th St. Park 1-5012	Lester A. Walker, p, gm Robert L. Johnson, sm, cm Harry L. Gehrett, pd	Ernestine Smizer, pmm, wd H. C. Snyder, ce Russell W. Weber, nd	Russell D. Hughes, fd John Hanion, sd
GRAND ISLAND (Hall County)						
KMMJ 1925	750 1,000-D L-WBSB	Town & Farm Co. Inc. Cedar at Division 703	ABC Nebraska Net. H-R Reps.	Don Searle, p Bill Martin, evp Ken Titus, gm	Willard Morton, bus mgr Albert Michael, pmm U. L. Lynch, tech sup	George C. Kister, nd, fd Nay Deines, sd Jane Anderson, wd
KRGI 1953	1430 1,000 DA-N	Grand Island Bcstg. Co. Inc. 315 S. Locust 5181	Bogner & Martin	Robert L. Lester, p Wick Heath, gm Ray Kozak, cm, pmm	Charlie Howe, pd, fd Don Campbell, ce	Harry Perkins, nd, sd Pat McQuown, wd
HASTINGS (Adams County)						
KHAS 1940 KHAS-TV	1230 250	Nebraska Bcstg. Co. 906 W. Second St. 2-5101	MBS KBS Gill-Perna	Fred Seaton, p Duane L. Watts, gm	J. W. Jackson Jr., sm Robert Wareham, pd	Vance Filken, ce
KEARNEY (Buffalo County)						
KGFW 1927	1340 250	Central Nebraska Bcstg. Co. Platte Valley Bldg. 2131	MBS KBS Nebraska Net. Holman	John C. Mitchell, gm Bob Reidy, sm Bob Jenkins, pd, fd, sd	Mary Mitchell, pmm Dave Roberts, ce	Don Reed, nd Esther Sanders, wd
LEXINGTON (Dawson County)						
KRVN 1950	1010 25,000-D DA-D	Nebraska Rural Radio Inc. 104 W. 8th St. Fairview 4-2371	Raymer	Jay A. Person, p Max Brown, gm Harry H. Packard, cm, pmm	G. W. Embree, pd Robert J. Bitner, ce Chet Allan, nd	Stan Matzke, fd Bob Morris, sd Ellen Selah, wd
LINCOLN (Lancaster County)						
KFOR 1924	1240 250	Cornbelt Bcstg. Co. 48th & Vine 6-2331	ABC Raymer	James Stuart, p Richard W. Chapin, gm Roger Larson, slm	Robert Askey, pd Allan Fugsley, ce Jack Bates, nd	Art Westergard, sd Hazel Stebbins, wd
KLIN 1955	1400 250	Frudeger Bcstg. Co. Sharp Bldg. 5-4377	MBS Rambeau	Robert W. Frudeger, p, gm Roger Hoffman, cm Robert Dunn, pd	James Barker, pmm Howard Fredrick, ce Louis Schoen, fd, fd	Bill King, sd Betts Miller, wd
KLMS 1949	1480 1,000 DA-2	Lincoln Bcstg. Corp. 130 N. 16th St. 2-7579		Howard A. Shuman, p Frank Stubbs, gm, cm	Chas. Winkler, ce Larry Parker, nd	Perry Douthit, fd, sd Kathleen Von Gillern, wd
McCOOK (Red Willow County)						
KBRL 1947	1300 1,000-D	McCook Bcstg. Co. Inc. 1300 W. J St. 1450	MBS McGillvra	Leroy W. Lenwell, p, gm, ce Don Hays, cm	Ronald Schaffer, pd Leon Little, nd	Leonard Weyeneth, sd
NORFOLK (Madison County)						
WJAG 1922	780 1,000-D L-WBBM	Huse Publishing Co. 124 S. 4th 20	Walker	Gene Huse, p Robert Thomas, mgr, cm Earl Katz, pd	Glen Hixson, pmm Frank Wiedenbach, ce Wally Bazyn, nd	Jim Deitloff, fd Stan Merchant, sd Mary Moore, wd

Data corrected to Dec. 15, 1955. 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.

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NORTH PLATTE
(Lincoln County)

KNBR 1952	970 1,000-D DA-D (CP-5,000-D)	John Townsend Box 778 3528	Indie Sales	John Townsend, o	Bill Lemke, gm	
KODY 1930	1240 250	Radio Station KODY 1219 W. 12th St. 382	NBC KBS Meeker	John Alexander, p, gm, pmm Joe di Natale, cm, sd Bill Wood, pd	Jay Blakesley, ce Charley Craig, nd	Ed Launer, fd Jerry Wing, wd

OGALLALA
(Keith County)

KOGA 1955	930 500-D	Ogallala Bcstg. Co. 216 N. Spruce 930	Indie	Newell Eastman, p, gm Jim Creed, pd, sd	Howard Harrington, ce	Connie Roeser, nd
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OMAHA
(Douglas County)

KBON 1942	1490 250	Inland Bcstg. Co. World Insurance Bldg. Webster 8282	ABC MBS Pearson	Paul R. Fry, p, gm, pmm Ernest S. Priesman, cm	Richard E. Weina, pd, 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	NBC Free & Peters	Victor Toft, p Harry Burke, gm Harold Soderlund, cm	Lyell Bremser, pd, sd Don Shoemaker, pmm Al Bates, studio sup	Sam Cohen, co-nd Hugh McCoy, co-nd Wm. Macdonald, fd
KOIL 1925	1290 5,000 DA-N	Central States Bcstg. Inc. 511 S. 17th St. Jackson 7626	Avery- Knodel	Don W. Burden, sec-treas, co-mgr	Chic Crabtree, vp, co-mgr Gerald Weist, ce	Bob Hill, nd Don Hill, sd
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, sd James O'Neill, prod dir	Ed Morgan, pmm Dale Moudy, eng dir Bill Baldwin, ce	George Dunlevy, nd Bob Kindred, fd Helen Stacey, wd
WOW 1923 WOW-TV	590 5,000	Meredith WOW Inc. Insurance Bldg. (2) Webster 3400	CBS Blair	E. T. Meredith, p Frank P. Fogarty, vp, gm Lyle DeMoss, asst gm Bill Wiseman, slm Ken Quaife, asst slm	Ray Olson, pd Merrill Workhoven, prod mgr David Lindsey, pmm W. J. Kotera, eng dir Glenn Flynn, ce	James McGaffin, nd Mal Hansen, fd Jack Payne, sd Connie Cook, wd

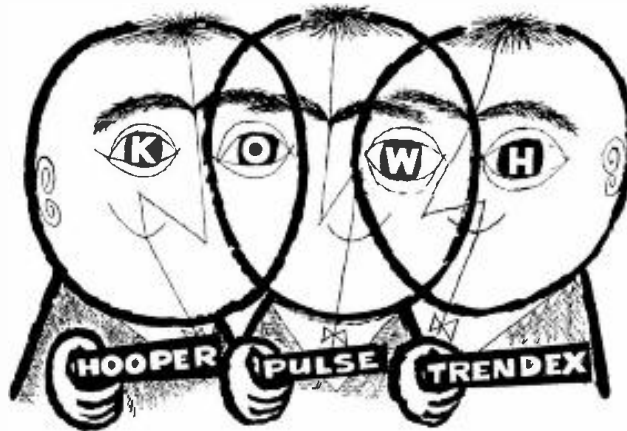
O'NEILL
(Holt County)

KVHC (CP)	1400 250	Holt County Bcstg. Corp. 250 N. Jefferson St.		Robert D. LaRue Sr., co-o Russell M. Stewart, co-o		
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OMAHA



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KOWH

OMAHA



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John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.

SCOTTSBLUFF
(Scottsbluff County)

KNEB 1948	960 1,000-D 500-N DA-2	Platte Valley Bcstg. Co. Golden Rule Bldg. 1620	MBS Intermountain Holman	John R. Jirdon, p Russ M. Stewart, gm Byron R. Joachim, cm	Wayne McIntosh, pd, nd Leslie A. Proctor, ce	Fred Walgren, fd Chuck Keen, sd
KOLT 1930	1320 5,000-D 1,000-N DA-2	Hilliard Co. 1517 Broadway 856	CBS Gill-Perna	L. L. Hilliard, p, gm	Tony Kehl, cm & sd	William G. Walter, pd

SIDNEY
(Cheyenne County)

KSID 1952	1340 250	W. C. Grove Inc. Box 772 Legion Park 5503	ABC Wyoming Cowboy McGillvra	W. C. Grove, p & ce	David W. Young, gm & cm	Edith Sanks, pd
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YORK
(York County)

KAWL 1954	1370 500-D	Prairie States Bcstg. Co. Inc. KAWL Bldg. 33	KBS	Melville L. Gleason, p, ce Tommy L. Gleason, gm, fd	Jerry Bryan, cm, pd M. E. Nickel, pmm	Jim Robinson, nd Lucie Bittinger, wd
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NEVADA

MARKET DATA BY COUNTIES

County	Radio						County	Radio					
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1955		Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1955
Churchill	6,161	1,700	9,376	1,313	101	2,218	Nye	3,101	800	3,033	1,165	82	2,098
Clark	48,289	24,800	97,761	20,736	3,442	34,423	Ormsby	4,172	1,200	5,404	1,456	348	1,576
Douglas	2,029	500	2,531	357	135	974	Pershing	3,103	1,000	4,139	772	55	914
Elko	11,654	3,400	16,430	3,302	588	3,257	Storey	671	300	523	161	...	192
Esmeralda	614	200	181	37	42	133	Washoe	50,205	20,200	104,488	17,751	7,063	20,747
Eureka	896	200	1,009	539	42	286	White Pine	9,424	3,300	13,280	3,483	541	3,350
Humboldt	4,838	1,100	6,884	1,746	102	1,478							
Lander	1,850	400	1,730	393	83	459							
Lincoln	3,837	800	2,621	782	155	1,020							
Lynn	3,679	800	3,223	983	105	1,793							
Mineral	5,580	2,500	5,405	2,087	142	2,350							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

CARSON CITY
(Ormsby County)

KPTL 1953	1400 250	Edwin L. & Alma Bullis P. O. Box 523	L. F. O'Connell	Edwin L. Bullis, gm	Ralph V. Nelson, cm
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ELKO
(Elko County)

KELK 1948	1240 250	Elko Bcstg. Co. P. O. Box 790 260	MBS Intermountain	Chris Sheerin, p John Gammick, gm, cm	Jim Pendlebury, pd, nd Bob McNally, pmm	Milo Taber, ce Lynn Burns, sd
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ELY
(White Pine County)

KELY 1950	1230 250	White Pine Bcstg. Co. Hotel Nevada Amherst 4-2077		David I. Hansen, co-m, slm	Dale V. Bradley, co-m, pd
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HENDERSON
(Clark County)

KBMI 1954	1400 250	Moritz Zenoff P. O. Box 68 Frontier 2-1131	McGavren	Moritz Zenoff, o, gm Charlie Powers, asst gm	Brad Bennett, slm L. Richardson, opr mgr	Jim Blaine, ce
(CP)	1280 5,000-D	Magowan, Jones & Harford		James W. Harford, gm		

LAS VEGAS
(Clark County)

KENO 1940	1460 1,000 DA-N	Nevada Bcstg. Co. Inc. 810 W. Keno Lane Dudley 2-1400	ABC	Edward Oncken, co-o, p, nd Merl Sage, co-o, gm, cm	Ralph O. Dow, co-o, ce, fd Ben Hoffman, pd, pmm	Don Peterson, sd Bunny Annis, wd
KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Desert Inn DU 4-4648	CBS Weed	R. G. Jolley, p Tom Ivory, gm Bill Pursel, cm	John Edington, pd, pmm, nd Gregg Gelhart, ce	Hal Morelli, sd Nita Nannini, wd
KLAS-TV						
KORK 1951	1340 250	Southwestern Bcstg. Co. Inc.	NBC Pearson	Donald W. Reynolds, p Merrill Inch, gm	Stuart Oakes, cm Betty Brotherson, pd	James Blaine, ce James Taraldson, sd
KLRJ-TV		Thunderbird Hotel Dudley 2-6445				
KRAM 1948	920 1,000-D 500-N DA-N	Boulder City Bcstg. Co. P. O. Box 1712 Dudley 2-1920	MBS KBS Intermountain Avery-Knodel	Edward J. Jansen, p Truman B. Hinkle, gm Lester Seiffer, cm	Sam Salerno, pd, sd Joe Julian, pmm Fred Young, ce	Alan Jarlson, nd Dot Young, wd

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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; 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, Id, sd, wd.	Executive Abbreviations
RENO (Washoe County)						
KATO	1946	1340 250	Robert L. Stoddard Mapes Hotel 2-4501	MBS KBS Don Lee Walker McGavren	Robert L. Stoddard, p, gm	Robert Hughes, cm Al Glass, ce
KNEV (FM)	1955	Ch. 238 (B) 95.5mc 10kw	Everett B. Cobb 538 S. Virginia St. 2-5175	Everett B. Cobb, o D. M. Comstock, gm	Leon W. Cobb, cm Eleanore B. Cobb, pd Arthur Seymour, ce
KOH	1928	630 5,000-D 1,000-N DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 3-5106	NBC Raymer	Eleanor McClatchy, p Hugh Kees, sm	Wesley Craig, ce Fred Christensen, news reporter William Agler, farm editor
KOLO	1946	920 1,000 DA-1	Western Bcstg. Co. 33 Sierra St. 2-4516	CBS Pearson	Donald W. Reynolds, p H. G. Wells, gm	George O'Brien, ce Len Sherman, nd Bill Nash, sd
KONE	1955	1450 250	Magowan, Jones & Harford Scott Island 3-4493	James W. Harford, gm Mary Van Duzer, cm	Len Ross, pd Len Miltenberg, slm Bill Binford, ce
KWRN	1947	1230 250	KWRN Inc. P. O. Box 76 3-6156	ABC Grant	Franz J. Robischon, p, gm Le Roy Swecker, cm	Walter Rees, ce Don Mitchell, nd, sd Ruth Powers, wd
WINNEMUCCA (Humboldt County)						
KWNA	1955	1400 250	Northwest Radio & TV Corp. Sonoma Inn 400	KBS	Lester W. Pearce, p, gm, ce	Clarence W. Isham, cm, nd, sd Katherine E. Pearce, pd, wd

NEW HAMPSHIRE

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Belknap	26,632	7,800	\$33,841	\$10,179	\$ 854	7,904	Rockingham	70,059	21,200	71,150	23,619	1,785	23,959
Carroll	15,388	4,600	16,810	5,845	499	5,410	Strafford	51,567	14,600	52,167	15,975	1,751	14,228
Cheshire	38,811	10,900	33,950	11,599	915	11,922	Sullivan	26,441	7,500	30,698	8,434	602	7,990
Coos	35,932	10,200	33,499	10,979	913	9,217	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Grafton	47,923	12,900	50,764	14,343	1,898	13,327							
Hillsborough	156,987	47,300	177,788	55,106	3,823	40,987							
Merrimack	63,022	17,300	61,457	17,100	2,128	17,803							

DIRECTORY OF AM AND FM STATIONS

BERLIN (Coos County)						
WMOU	1946	1230 250	White Mountains Bcstg. Co. Green Square 1797	KBS Granite State Stars Natl. Borgatti	John W. Guider, p Jock MacKenzie, gm	Charles Ross, pd, sd Herschel Howe, ce Ralph Peloquin, nd Jack Story, fd
WMOU-FM	1946	Ch. 279 (B) 103.7mc 10kw				
CLAREMONT (Sullivan County)						
WTSV	1948	1230 250	Grandview Inc. 155 Front St. 4-4075	ABC Granite State Net. Young Borgatti	William J. Barkley, p William F. Rust Jr., treas Ralph Gottlieb, gm	F. Richard Hill Jr., sm, cm Philip G. Smith, pd Albert J. Davis, ce Helen Ward, wd
WTSV-FM	1946	Ch. 291 (B) 106.1mc 4.8kw				
CONCORD (Merrimack County)						
WKXL	1946	1450 250	Capitol Bcstg. Corp. 110 N. Main St. Capitol 5-5522	CBS KBS Granite State Net. Walker Tele-Bcstrs.	H. Scott Kilgore, p William R. Sweeney, gm	W. Blake, pd, pmm F. Sheehan, ce P. Hughes, nd Connie Stevenson, wd
CONWAY (Carroll County)						
WJWG	1965	1050 1,000-D	WJWG Inc. P. O. Box 679		John W. Guider, p	Bill Potter, sm Armond T. St. Louis, ce
DOVER (Strafford County)						
WTSN (CP)	1928	1270 5,000 DA-2	Granite State Bcstg. Co. c/o W. F. Rust Jr. 155 Front St. Manchester, N. H.			
HANOVER (Grafton County)						
WTSL	1949	1400 250	WTSL Inc. P. O. Box 1031 1040	ABC Granite State Net. Young Borgatti	William J. Barkley, p Ralph Gottlieb, gm	Alson Engelhardt, cm, pmm Joe Shaw, pd Al Davis, ce Harold Learned, sm
KEENE (Cheshire County)						
WKNE	1928	1290 5,000 DA-1	WKNE Corp. 17 Dunbar St. 2080	CBS Yankee Meeker Kettell- Carter	Joseph K. Close, p Frank B. Estes, gm, cm Edward B. Sawyer, pd, pmm	Ernest T. Robarge, ce Francis J. Finning, nd Stacey Cole, fd Donald H. Roberts, sd Ruth Reddington Wade, wd

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.
LACONIA (Belknap County)				
WLNH 1922	1350 5,000-D	Northern Bcstg. Corp. 653 Main St. 2300	ABC Grant Kettell- Carter	Genevieve Wingate, p Arthur Rothafel, evp, gm Sydney E. Clarke, cm Irving Kaizer, pd Walter Avery, ce Joseph Sullivan, sd Esther Peters, wd
MANCHESTER (Hillsboro County)				
WFEA 1932	1370 5,000 DA-1	Public Information Inc. P. O. Box 149 5-5491	CBS Everett- McKinney Kettell- Carter	Farris E. Rahall, p Norton I. Virgien, gm Albert Auclair, cm Alan D. Rock, pd, pmm, nd Jay Kosik, ce Palmer Payne, fd George Christy, sd Julie Blake, wd
WKBR 1946	1240 250	Granite State Bcstg. Inc. 155 Front St. 4-4075	Granite State Net. Young Borgatti	William J. Barkley, p Warren H. Journay, gm, pd Arthur Cooper, cm Royston Phillips, ce Forrest Morgan, nd Thomas Hussey, sd Connie Stackpole, wd
WKBR-FM 1947	Ch. 261 (A) 100.1mc 1kw			
WMUR 1941 WMUR-TV	610 5,000-D 1,000-N DA-2	Radio Voice of New Hampshire Inc. 1819 Elm St. 3-8061	ABC Yankee Weed	Francis P. Murphy, o, p, treas Norman A. Gittleson, evp, gm Gordon Moore, cm Robert J. Collins, slm Bernie Mack, prog mgr Lee Varker, pmm Charles Halle, ce Tom Power, nd Gus Bernier, fd Ernie Saunders, sd Lillian Walker, wd
NASHUA (Hillsboro County)				
WOTW 1947	900 1,000-D	Nashua Bcstg. Corp. Lund Rd. Tuxedo 2-2781	Walker	Arthur A. Newcomb, p, gm Robert E. Berry, sm, pmm Armand E. Bedard, cm Roger Allan, pd, fd Robert C. Bingham, ce Ed Lecius, nd, sd Nancy Taylor, wd
WOTW-FM 1948	Ch. 262 (A) 106.3mc 1kw			
PORTSMOUTH (Rockingham County)				
WHEB 1932	750 1,000-D L-WSB	WHEB Inc. N. H. Natl. Bank Bldg. 646	Walker Foster	Charles M. Dale, o, p, cm, pmm Thomas M. Dale, gm George I. Pinkerton, pd Antonio Vaccaro, sr eng Harry W. VonHasseln, nd Jack Kane, sd Priscilla Hamilton, wd
ROCHESTER (Strafford County)				
WVNH 1948	930 5,000-D	Strafford Bcstg. Corp. Route 16 1400	Kettell- Carter Webb	A. J. K. Mallin, p, gm Howard B. Martin, sm, nd J. Alan Jasper, pd M. C. Ball, slm Ralph M. Warren, ce Merrill Smith, fd Anthony Corvese, sd Martha Mallory, wd

NEW JERSEY

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Atlantic	132,399	43,000	\$214,415	\$ 53,844	\$ 6,616	37,721	Monmouth	225,327	76,400	320,455	91,383	8,303	92,134
Bergen	539,139	196,400	597,783	203,490	15,614	215,197	Morris	184,371	51,200	184,127	57,861	4,428	62,710
Burlington	135,910	39,000	121,558	38,854	2,758	46,613	Ocean	56,822	21,300	107,114	29,240	2,723	27,997
Camden	300,743	94,900	339,512	101,773	7,336	106,585	Passaic	337,093	109,600	468,810	123,385	9,493	114,157
Cape May	37,131	12,700	62,903	19,293	1,339	15,920	Salem	49,508	15,700	49,871	14,182	1,063	18,931
Cumberland	88,597	28,200	109,245	28,960	2,046	35,843	Somerset	99,052	30,800	104,114	30,696	2,317	34,731
Essex	905,949	282,100	1,258,731	326,539	33,740	294,679	Sussex	34,423	10,900	39,594	11,758	611	15,756
Gloucester	91,727	30,300	76,300	23,273	1,886	32,157	Union	398,138	127,200	475,516	140,673	11,530	155,908
Hudson	647,437	199,300	639,870	212,760	17,064	158,579	Warren	54,374	17,200	55,554	14,934	683	21,502
Hunterdon	42,736	13,600	50,596	12,106	883	18,440							
Mercer	229,781	66,900	327,668	80,595	6,900	70,043							
Middlesex	264,872	82,400	302,172	90,005	6,524	100,450							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

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CANADIAN REPRESENTATIVES ALL-CANADA RADIO
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FEATURES**

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THE GROWING NORTH JERSEY SHORE —IN THE PALM OF YOUR HAND!

1. WJLK has largest average radio audience of all radio stations heard in this area

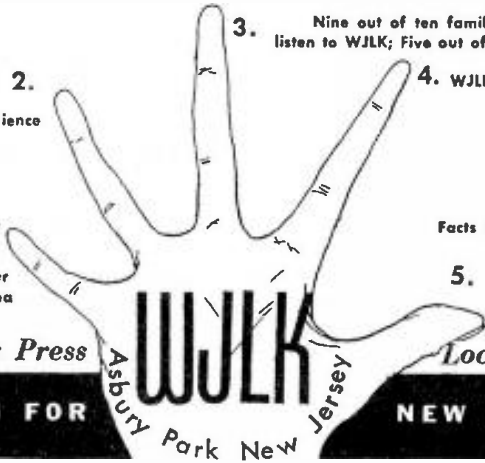
2. WJLK has more listeners than any other radio station heard in this area

3.

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

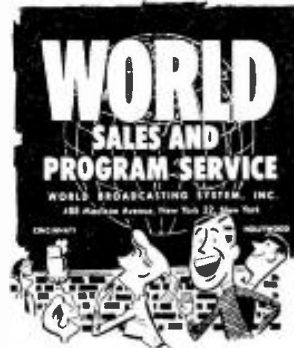
NEW JERSEY'S NORTH SHORE

NEW JERSEY

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; 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
ASBURY PARK (Monmouth County)						
	WJLK 1926	1310 250	Asbury Park Press Inc. Press Plaza Prospect 4-3000		Wayne D. McMurray, p Everett Rudloff, gm	Margaret S. Curtis, cm, wd Charles F. Hill, pd Frank Huber, ce
	WJLK-FM 1947	Ch. 252 (A) 94.3mc 1kw				
ATLANTIC CITY (Atlantic County)						
	WFBG 1940	1450 250	Neptune Bcstg. Corp. 5-2188	CBS Pearson	Jack N. Berkman, p Harry Foster, gm E. Russell, Truex, cm	Edward Davis, pd Jessie Morris, pmm Blair K. Thron, ce Bruce Morgan, nd Robert Weems, sd Hazel Hartmen, wd
	WFBG-TV (CP)					
	WLDB 1955	1490 250	Atlantic City Bcstg. Co. Senator Hotel 4-6573	MBS	Leroy Bremmer, co-o, gm, pd, pmm, ce	Dorothy Bremmer, co-o, bus mgr, cm, wd
	WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Brighton Hotel 4-7131	ABC Stars Natl.	Richard Endicott, p David H. Freedman, gm	Alan Owen, pd, nd Chet Wise, fd Ralph Glenn, sd Mildred Freeland, wd
	WOND 1950		(See Pleasantville, N. J., listing)			
BRIDGETON (Cumberland County)						
	WSNJ 1937	1240 250	Eastern States Bcstg. Corp. 2930	Good Music Bcstrs. Clark	Russell S. Henderson, p Paul Alger, evp, gm, cm Joe McCulley, pd, fd	Deane Eadie, pmm Edward Bold, ce Don Hart, nd Jerry Alden, sd Louise Henderson, wd
	WSNJ-FM 1946	Ch. 255 (B) 98.9mc 9kw				
CAMDEN (Camden County)						
	WCAM 1926	1310 250	City of Camden City Hall (1) Emerson 5-5600		John Cleary, gm, cm Jack LaMar, pd	Lou Elliot, pmm, nd John Zander, ce Sam Scott, sd Theresa Jaskolski, wd
	WKDN 1948	800 1,000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200	Rambeau	Ranulf Compton, p Gordon Giffen, gm	Harvey Husten, pd Robert Houston, ce James Donahue, nd
	WKDN-TV (CP)					
MILLVILLE (Cumberland County)						
	WMLV 1953	1440 1,000-D DA-D	Union Lake Bcstrs. Inc. Radio Park Taylor 5-2600	South Jersey Radio Net.	John H. Norris, p	David H. Freedman, gm Martina Culpepper, pd
MORRISTOWN (Morris County)						
	WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. P. O. Box 345 Jefferson 8-1250		George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm	Bob Vesel, pd Rudolph Frow, ce Merrill Morris, nd Dave Manahan, sd Mary Bradley, wd

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Features!**



WNJR

NEWARK

AMERICA'S GREATEST RHYTHM AND BLUES STATION



THE NEGRO STATION FOR NEW YORK AND NEW JERSEY

ROLLINS BROADCASTING INC., 550 5TH AVE., N. Y.

NEW JERSEY

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Other Executives
				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.		
NEWARK (Essex County)						
WAAT 1930	970 5,000-D	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Forjoe	Irving R. Rosenhaus, p, gm Edmund S. Lennon, vp	Edward L. Cossman, sis dir	Harold Edison, slm
WATV (TV)	1,000-N DA-N					
WAAT-FM 1947	Ch. 234 (B) 94.7mc 13.5kw					
WHBI 1922	1280 2,500-D 1,000-N ST-WOV	May Radio Bcstg. Corp. 35 Warren St. Mitchell 2-7354		James L. Shearer, p William A. Masi, gm, cm, pmm	Marie E. Masi, pd Harold E. Michaels, ce	Frieda Louise Andrews, nd Thelma Taylor, wd
WNJR 1947	1430 5,000 DA-N	Rollins Bcstg. Co. P. O. Box 1258 Murdock 8-3865	Rollins	O. Wayne Rollins, p Albert R. Lanphear, gm, cm, pd, pmm	G. Russell Chambers, eng dir	
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. W. Mt. Pleasant Ave. Mitchell 3-7600		Edward W. Scudder Jr., p Ivon B. Newman, gm, cm	Stephen Van Gluck, pd	Peter Testan, ce
NEW BRUNSWICK (Middlesex County)						
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450		James L. Howe, p, gm James M. Vogdes, sm, cm	John A. Potts, pd Jean Shuha, pmm	Victor Takach, ce Anthony Marano, nd, sd
WCTC-FM 1947	Ch. 252 (A) 98.3mc 1kw					

Data corrected to Dec. 15, 1955. 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.

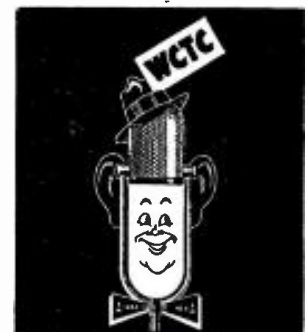
W C T C

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"Weekend"

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dial 1450 and WCTC's newest feature

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"Mighty Mike"

NEWTON
(Sussex County)

WNNJ 1953	1380 500-D	Sussex County Bcstrs. 1818	KBS	Simpson C. Wolfe Jr., co-o William Fairclough, co-o Robert A. Mensei, co-o Thurston S. Holmes, gm, cm, pmm	Margaret W. Holmes, pd Arthur Crissey, ce Ronald L. Hickman, nd	John W. Dorney, fd John L. Bennett, sd Naomi Wolfe, wd
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PATERSON
(Passaic County)

WPAT 1941	930 5,000 DA-2	WPAT Inc. 66 Hamilton St. Armory 4-3400		Dickens J. Wright, p, gm Charles W. Parker, vp, bus mgr	William J. Calvert, exec asst to gm David Gordon, music dir	Charles G. Scully, pmm Paul Di Savino, tech sup
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PLEASANTVILLE
(Atlantic County)

WOND 1950	1400 250	South Jersey Radio Inc. Old Turnpike 3971	Cooke	H. G. Murrelle, p T. K. Cassel, gm John G. Struckell, sm, pd	Tom McCarthy, pmm Milton S. Thurlow, ce George Anthony, nd	George A. Lewis, fd Larry Carle, sd Marie Reising, wd
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PRINCETON
(Mercer County)

WPRB (FM) (CP)	Ch. 280 (A) 103.9mc 0.85kw	Princeton Bcstg. Service La Holder Hall		James G. Robinson, bd ch		
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TRENTON
(Mercer County)

WBUD 1947	1260 5,000-D 1,600-N DA-2	Morrisville Bcstg. Co. Ewingville Rd. Export 4-7191	United	Richard M. Hardin, p, gm William J. Garry, cm Frank Brooks, pd	Terrance O'Rourke, ce Jack Pinto, nd	Bus Saldt, sd Sally Portal, wd
WTNJ 1923	1300 250-D	WOAX Inc. 418 Bellevue Ave. Export 3-4282	Webb	William G. Long, gm, cm Al Leibert, pd, nd, fd	Ray McFadden, pmm Nick Dallessandro, ce	John Black, sd
WTOA (FM) 1947	Ch. 248 (B) 97.5mc 14.5kw	Mercer Bcstg. Co. 558 Ingham Ave. Owens 5-8541		Jerome P. McCarthy, gm	Don Clifton, sd	Paul Fireman, ce
WTTM 1942	920 1,000 DA-1	Peoples Bcstg. Corp. 2309 Brunswick Ave. Owen 5-8515	NBC For Joe	Murray D. Lincoln, p Fred E. Walker, gm Wes Hopkins, pd	Harry W. Barnam, sm Chester Sunderland, ce Joe Ayares, nd	Dick Lippincott, fd Shirley Starr, wd

VINELAND
(Cumberland County)

WWBZ 1946	1360 1,000 DA-N	Community Bcstg. Service Inc. S. Delesa Dr. Vineland 9-8500	Gill-Perna	Joseph M. Bullock, p Fred M. Wood, gm, pmm, fd	John Serra, cm Dorothy H. Carlson, pd	Charles Hughes, ce
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WASHINGTON
(Warren County)

WCRV 1955	1590 250-D	Simon Geller 537 45th St. Union City, N. J.		Simon Geller, o		
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W. PATERSON
(Passaic County)

WHFI (FM) (CP)	Ch. 274 (B) 102.7mc 3.6kw	Fidelity Radio Corp. P. O. Box 471 Bloomfield, N. J.				
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WILDWOOD
(Cape May County)

WCMC 1951	1230 100	Francis J. Matrangola 3010 New Jersey Ave. 2-7751	KBS	Francis J. Matrangola, o, gm Eadward Brown, cm	George Hart, pd, nd Carlton Owen, ce	Terry McGuire, sd Margaret Murphy, wd
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ZAREPHATH
(Somerset County)

*WAWZ 1931	1380 5,000 DA-2 ST-WBNX	Pillar of Fire Inc. Alma White College Elliott 6-0162		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				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Cars 1954			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Bernalillo	145,673	50,000	\$189,230	\$39,931	\$5,826	59,747	Otero	14,909	4,600	14,326	4,061	579	5,579		
Catron	3,533	600	1,309	529		535	Quay	13,971	4,000	15,462	3,271	689	4,133		
Chaves	40,805	13,400	51,141	10,167	1,685	15,885	Rio Arriba	24,997	4,900	7,106	2,101	248	3,257		
Colfax	16,781	3,800	13,038	2,527	381	4,124	Roosevelt	16,409	4,800	14,395	3,129	604	4,561		
Curry	23,351	7,800	32,619	5,687	960	8,781	Sandoval	12,438	1,800	2,381	549	74	1,982		
De Baca	2,958	800	3,122	497	131	958	San Juan	18,292	4,500	35,617	5,400	1,192	7,943		
Dona Ana	39,557	10,400	31,957	7,215	806	12,438	San Miguel	26,512	5,300	14,078	3,694	512	3,993		
Eddy	40,640	13,700	51,425	12,119	2,143	16,013	Santa Fe	38,153	9,900	36,357	6,572	1,602	16,591		
Grant	21,649	5,900	18,566	4,157	535	5,890	Sierra	7,186	2,300	5,892	1,318	304	2,197		
Guadalupe	6,772	1,200	5,628	1,731	235	1,270	Socorro	9,670	2,200	5,021	1,072	240	1,907		
Harding	3,013	400	1,829	180	52	518	Taos	17,146	2,600	6,053	2,052	225	2,287		
Hidalgo	5,095	1,500	5,831	907	90	1,507	Torrance	8,012	1,600	4,543	820	154	1,548		
Lea	30,717	11,700	65,605	12,283	1,662	20,179	Union	7,372	1,900	6,204	1,185	134	1,991		
Lincoln	7,409	1,600	5,062	1,156	168	2,225	Valencia	22,481	4,900	12,916	3,113	534	4,813		
Los Alamos	10,476	3,600	5,725	2,663	893	3,848									
Luna	8,753	2,500	10,661	2,684	294	2,904									
McKinley	27,451	5,000	22,531	3,808	313	5,063									
Mora	8,720	1,600	1,776	458	80	763									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

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ALAMOGORDO (Otero County)				
KALG 1950	1230 250	William Wayne Phelps P. O. Box 268 211	MBS KBS Intermountain	William Wayne Phelps, p Bob Hoffman, gm, pd, pmm, sd Terry Clark, cm, nd Bob Wells, ce Walter Wade, fd Carol Robinson, wd
ALBUQUERQUE (Bernillo County)				
KABQ 1947	1340 250	Duke City Bcstg. Corp. P. O. Box 1388 3-1744	O'Connell Oakes	Edward M. Sleighel, p Lowell T. Christison, pd, nd John Morrison, ce Gene Osborn, sd
KDEF 1953	1280 1,000-D	KDEF Bcstg. Co. 506 2nd St. N.W. 3-7813	McGillvra	Frank Quinn, p, gm Wayne Griffin, sm, pd Bill Prevetli, pmm Don White, ce Ben Caine, nd Betty Colbert, wd
KGGM 1926	610 5,000	New Mexico Bcstg. Co. P. O. Box 1294 3-4543	CBS Weed	A. R. Hebenstreit, p, gm Robert Van Driel, pd, pmm Leonard F. Dodds, ce Gail Noble, nd Rollie Melville, fd Larry Edwards, sd Vergie Abeyta, wd
KGGM-TV 1954	DA-N			
KHFM (FM) 1954	Ch. 242 (B) 96.3mc 1.4kw	CHE Bcstg. Co. Inc. 905 Buena Vista S.E. 7-8458	Good Music Bcstrs.	John D. Hopperton, p Paul Leo Britt, gm, cm Edward A. Perkins, pd Charles J. Reed, ce
KOB 1920	770 50,000-D	Albuquerque Bcstg. Co. P. O. Box 1351 3-4411	NBC Branham	Wayne Coy, p, gm Bill Mickel, cm Michael Dillon, pd Dallas Wyant, pmm George S. Johnson, ce Tom Doyle, nd Frank Joyce, sd Mary McDonald, wd
KOB-TV 1947	25,000-N			
KQUE 1947	1240 250	Sunshine Bcstg. Co. Inc. 2000 Indian School Rd. 7-8848	ABC. MBS Intermountain Pearson	William Wayne Phelps, p, cm DeWitt Landis, gm, pd Don White, ce Andy Anderson, nd
ARTESIA (Eddy County)				
KSVP 1946	990 1,000-D 250-N	Artesia Bcstg. Co. P. O. Box 38 Sherwood 6-2751	MBS KBS Intermountain	Martin Yates III, p Dave Button, gm, cm, pd, pmm L. O. Wilcox, ce Dave Muhlstein, nd James Heald, fd Bill Keys, sd
CARLSBAD (Eddy County)				
KAVE 1936	1240 250	Voice of the Caverns Inc. 610 N. Canal St. Tuxedo 5-4101	CBS Southwest Net. Branham	John H. Battison, p, gm Dick Doyle, cm I. Biby, pd I. Roscoe, pmm Harland Nifong, ce Bob Fuller, nd Bob Barnet, sd
KAVE-TV (CP)				
KPBM 1950	740 1,000-D	Coronado Bcstg. Co. Inc. 313 W. Mermod 5-5373	McGillvra	Darrell A. Swayze, p, gm Hazel H. McEvoy, sec-treas Ed Lyon, pd Vic Daley, ce Bill West, sd
CLAYTON (Union County)				
KLMX 1949	1450 250	Ari-Ne-Mex Bcstg. Corp. P. O. Box 7 616	KBS Best	Arthur L. Jernigan, p Franklin E. Vale, gm, cm, pmm, nd, fd, sd Henry J. Pruet, pd Robert D. Waters, ce
CLOVIS (Curry County)				
KCLV 1952	1240 250	New-Tex Bcstg. Corp. 2112 Thornton 4401	Pearson	Odis L. Echols Sr., p Odis L. Echols Jr., gm, pd Albert Houpe, cm Clayton Fuchs, ce Juanita Goodman, nd Lee Drennan, fd Clyde Cole, sd Pat Echols, wd
KICA 1932	980 1,000 DA-N	KICA Inc. 520 Pile St. 5511	MBS Holman Melville	Garfield C. Packard, p, gm James Richardson, cm James Self, pd M. S. O'Dell Jr., ce Jim Moreland, nd Tom Mee, sd Marilyn Davison, wd
DEMING (Luna County)				
KOTS 1954	1230 250-D	Luna County Bcstg. Co. P. O. Box 470 999		Robert W. Tobey, ptrn, gm Edwin E. Merriman, ptrn Hugh S. Thomas, ptrn Benny R. Smith, cm Larry Chisholm, pd, ce Pete Acosta, pmm Lad Engholm, nd, sd Leroy Hofart, fd Betty Simpson, wd
FARMINGTON (San Juan County)				
KVBC 1951	1240 250	Radio Station KVBC 413½ W. Main St. Davis 5-3541	MBS	Cloyd O. Kendrick, p, gm Bob Williams, cm Gene Pearsall, pd John Dorman, pmm, nd Harold Furstenberg, ce Fred Finlay, fd Bill McCurry, sd Jean Willson, wd
GALLUP (McKinley County)				
KGAK 1946	1330 5,000-D 1,000-N DA-N	Thunderbird Bcstg. Co. P. O. Box 1231 1300	KBS	Merle H. Tucker, p, gm Harold Cook, cm, pd Robert E. Adamson, ce Thomas L. Davidson, nd Mida H. Tucker, wd

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Leading Radio Stations
PUSH-UP PROFITS with



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holiday features!

GRANTS (Valencia County)						
KMIN (CP)	980 1,000-D	John Blake Rt. 1 Box 152 Cedar Bluff, Va.		John Blake, o		
HOBBS (Lea County)						
KHOB 1954	1280 1,000-D	Permian Basin Radio Corp. P. O. Box 247 3-5148	Melville	Charles R. Scott, co-mgr, p Quenton K. Crandall, co-mgr, sec-treas	Jack Crandall, pd Pat H. Walton, ce Al Tirrell, nd	Darrell Rose, sd Charlene Swisher, wd
KWEW 1938	1480 1,000 DA-N	KWEW Inc. 116 E. Dunnam Express 3-3137	MBS, KBS Southwest Net. 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 Lois Polley, wd
LAS CRUCES (Dona Anna County)						
KGRT 1955	570 1,000-D	Taylor Enterprises Inc. 512 W. 2nd MA 2-2120		W. G. Taylor, p Vernon Hughes, gm, ce	S. A. Harral, cm, nd Virgil Bond, pd	Don Delgado, sd
KOBE 1947	1450 250	Mesilla Valley Bcstg. Corp. 940 North Main Jackson 6-2496	MBS KBS Intermountain	Mark B. Thompson, p Donald W. Husted, gm, sd Benjamin O. Norgress, cm	James E. Haight, pd Phil Mead, pmm, nd Jack Diehl, ce	Cecil Herrell, fd Maxine Husted, wd
LAS VEGAS (San Miguel County)						
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
LOS ALAMOS (Los Alamos County)						
KRSN 1949	1490 250	Sunshine Bcstg. Co. 1186 17th St. 2-4422	ABC Pearson	William Wayne Phelps, p Robert Y. Porton, gm, cm, sd	John L. Lockhart, pd, pmm, nd	Jack N. Hardwick, ce Kay Richardson, wd
KRSN (FM) (CP)	Ch. 253 (B) 98.5mc 4.6kw					
LOVINGTON (Lea County)						
KLEA 1952	630 500-D	Prosperity Land Bcstg. Co. P. O. Drawer 865 8911		David R. Worley, p, gm Hoyt Caldwell, cm Robert Burt, pd	Gil Haugen, asst mgr, sd Frances Clements, ce, nd	Joe Roberts fd Daisy Mae Stewart, wd
MOUNTAIN PARK (Otero County)						
KMFM (FM) 1955	Ch. 250 (B) 87.9mc 0.6kw	Max I. Rothman				
PORTALES (Roosevelt County)						
KENM 1949	1450 250	Plains Bcstg. Co. P. O. Box 477 600	KBS	John Burroughs, co-o, p Leola Randolph, co-o, gm, cm	Bob Owens, ce	Gayle Bullard, wd
RATON (Colfax County)						
KRTN 1946	1490 250	Colfax Co. Bcstg. Co. P. O. Box 767 875	MBS Best	W. Lloyd Hawkins, o		
ROSWELL (Chaves County)						
KBIM 1953	910 5,000-D	Taylor Bcstg. Co. 512 W. Second Main 2-2120	Clark	W. C. Taylor, p G. F. Roberts, gm, sd	Almarje Oldfield, pd Jean Groves, pmm, wd	Eugene C. Radar, ce John E. Davis, nd
KGFL 1927	1400 250	KGFL Inc. P. O. Box 1019 Main 2-5110	MBS Intermountain Branham	Theresa P. Whitmore, p W. E. Whitmore Jr., gm Harry Porter, cm, pmm	Beverly Brigham, pd Erick R. Henske, ce Charles Wells, nd, fd	Stan Gallub, sd Margie Taylor, wd
KSWs 1947	1230 250	John A. Barnett P. O. Box 870 Main 2-6450	NBC Meeker Melville	John A. Barnett, o Larry Gordon, sm	John D. Anderson, pd	Ray R. Summersgill, ce
KSWs-TV						
SANTA FE (Santa Fe County)						
KTRC 1946	1400 250	J. Gibbs & Bayne A. Spring 210 E. Marcy St. 3-8685	ABC McGillvra	J. Gibb Spring, p, gm, cm Bayne A. Spring, pd, pmm	Lloyd A. Storr, ce Ed R. Deigado, nd	Al Ortiz Jr., sd Mary Comfort, wd
KVSF 1935	1260 1,000	New Mexico Bcstg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreiff, p Ivan R. Head, gm, nd, sd Lynn Snider, cm	Bernice Snider, pd Bob McMahan, pmm	E. J. Vanderwood, ce Calla Hay, wd
SILVER CITY (Grant County)						
KSIL 1946	1340 250	James H. Duncan 1640 Cactus St. 611	CBS Southwest Net. Branham	James H. Duncan, o, gm, pd Eugene L. Espinoza, cm	Earl N. McCall, ce G. Gust Boyd, sd	Priscilla C. Duncan, wd
TRUTH OR CONSEQUENCES (Sierra County)						
KCHS 1946	1400 250	Rex A. Tynes P. O. Box 351 266	KBS Continental	Rex A. Tynes, p R. S. Fox, gm, pmm, nd	Del Sanders, cm, ce, sd Beulah Weiss, pd	Nan Fox, wd
TUCUMCARI (Quay County)						
KTNM 1941	1400 250	Quay County Bcstg. Co. P. O. Box 668 100	MBS, KBS Intermountain Melville	Lloyd Hawkins, co-o, gm Howard Maudlin, sm, sd	Gerald Rhoads, cm, ce, fd Neil Mitchell, pd	Mrs. Millard Murphy, nd, w

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Albany	239,386	78,000	\$389,993	\$ 79,847	\$ 5,500	72,681	Onondaga	341,719	108,200	440,778	112,059	11,100	109,173		
Allegany	43,784	12,800	38,605	10,501	970	13,389	Ontario	60,172	17,500	68,344	16,471	1,241	20,249		
Bronx	1,451,277	446,100	299,464	513,069	30,824	30,824	Orange	152,255	45,500	195,648	52,282	4,554	50,647		
Broome	184,698	56,600	222,151	54,356	5,548	57,754	Orelans	29,632	9,200	31,262	8,373	638	11,052		
Cattaraugus	77,901	23,500	87,922	22,047	2,241	23,526	Oswego	77,181	23,000	73,886	20,863	1,971	22,736		
Cayuga	70,136	20,700	76,498	18,460	1,482	21,066	Osteo	50,763	15,900	60,625	15,429	1,329	16,084		
Chautauqua	135,189	45,200	167,205	43,038	3,422	42,658	Putnam	20,307	6,500	28,924	8,563	586	11,242		
Chemung	86,827	27,900	119,075	28,811	2,239	26,712	Queens	1,550,849	516,800	1,745,235	653,645	40,212	...		
Chenango	39,138	11,800	40,015	10,151	561	12,599	Rensselaer	132,607	41,100	149,038	39,915	2,855	36,728		
Clinton	53,622	12,600	49,191	12,230	940	13,614	Richmond	191,555	55,200	183,876	72,960	4,792	...		
Columbia	43,182	13,300	42,583	12,261	859	14,249	Rockland	89,276	23,900	80,766	27,398	2,062	30,254		
Cortland	37,158	11,300	47,553	10,613	586	11,804	St. Lawrence	98,897	26,300	96,217	26,643	2,293	26,368		
Delaware	44,420	13,200	51,933	10,687	1,011	13,669	Saratoga	74,869	23,500	76,436	21,256	1,734	22,639		
Dutchess	136,781	35,900	175,852	57,790	3,874	44,485	Schenectady	142,497	47,900	187,489	47,224	4,366	49,497		
Erie	699,238	276,600	1,136,204	291,481	29,248	276,697	Schoharie	22,703	6,800	25,414	5,851	366	7,295		
Essex	35,086	10,900	25,002	9,055	1,117	9,664	Schuyler	14,182	4,300	14,694	3,209	283	4,532		
Franklin	44,830	12,800	51,793	13,409	1,022	12,224	Seneca	29,253	7,000	22,218	5,945	563	9,738		
Fulton	51,021	16,700	57,662	16,731	1,206	14,982	Steuben	91,439	26,900	94,763	24,820	2,110	27,668		
Genesee	47,584	14,100	55,678	12,164	1,074	15,725	Suffolk	276,129	96,700	362,781	109,469	8,168	145,337		
Greene	28,745	8,600	36,778	9,751	709	10,345	Sullivan	40,731	12,700	75,387	23,462	2,076	16,612		
Hamilton	4,105	1,200	4,084	1,859	85	1,438	Tioga	30,166	9,200	30,280	8,010	498	9,556		
Herkimer	61,407	18,800	62,828	18,424	1,248	18,332	Tomkins	59,122	17,700	67,485	16,452	1,406	17,983		
Jefferson	85,521	25,700	103,813	23,529	2,946	24,659	Ulster	92,621	28,900	111,033	33,557	2,130	32,191		
Kings	2,738,175	820,100	2,473,432	901,195	61,406	...	Warren	39,205	11,700	67,240	15,551	1,524	12,854		
Lewis	22,521	6,100	20,557	4,960	273	6,548	Washington	47,144	13,200	38,841	12,340	1,126	13,402		
Livingston	40,257	10,600	37,819	9,214	768	12,695	Wayne	57,323	17,600	60,171	13,603	1,233	20,776		
Madison	46,214	14,000	53,993	13,076	1,402	15,143	Westchester	625,816	192,500	868,692	278,387	21,516	227,503		
Monroe	487,632	157,500	634,669	157,244	18,601	158,543	Wyoming	32,822	9,000	32,242	6,774	611	10,161		
Montgomery	59,594	18,400	71,689	18,820	1,409	17,943	Yates	17,815	5,800	24,116	9,102	415	9,998		
Nassau	672,765	283,400	1,063,285	311,509	21,100	347,877									
New York	1,960,101	634,300	4,468,321	706,225	114,450	84,519									
Niagara	189,992	59,700	222,404	56,811	5,452	1,273,395									
Oneida	222,855	66,100	257,892	67,945	5,275	66,677									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ALBANY

(Albany County)

WABY 1400 1932 250	Eastern NY Bcstg. Corp. 80 Braintree St. 2-3353	Rambeau	David Kyle, p Edward L. Trudeau, gm	Alix Blake, cm, pmm Toni Brady, pd, wd	Tom McDermott, ce
WGJ WOKO 1460 1924 5,000 DA-N	(See Schenectady listing) Gov. Dongan Bcstg. Corp. P. O. Box 1520 9957	MBS Union McGillvra	Jim Healey, p, gm Frank Panny, pd	Vern Cook, pmm Stan Pawlic, ce	John Lawrence, nd, sd Mona Smith, wd
WPTR 1540 1948 50,000 WPTR-TV DA-1 (CP)	Patron Bcstg. Co. Inc. P. O. Box 1540 5-3345	ABC Weed	J. Myer Schine, p Leo Rosen, gm Reed Gordon, cm	Dave Sauter, pd Dan O'Connell, pmm W. R. David, ce	Don Blair, nd George Miller, sd Elaine Drooz, wd
WROW 590 1947 5,000-D WROW-TV 1,000-N DA-2	Hudson Valley Bcstg. Co. P. O. Box 4100 (4) Ashley 2-8600	CBS Avery-Knodel	Frank M. Smith, p Thomas S. Murphy, gm Harry L. Goldman, sm	Harry Barker, slm Roger Bower, pd Hilda Neuman, pmm	Charles Heisler, ce Wally Wagoner, fd

AMSTERDAM

(Montgomery County)

WCSS 1490 1947 250	Community Service Bcstg. Corp. Upper Locust Ave. Victor 3-2500	KBS	Walter Tyson Gaines, gm		
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AUBURN

(Cayuga County)

WMBO 1340 1926 250	WMBO Inc. 141 Genesee St. 2-3511	MBS Clark	Wm. O. Dapping, p Frederick L. Keesee, gm	Robert Morgan, pd	Herbert House, ce
WMBO-FM Ch. 241 (B) 1949 96.1mc 18kw					

BATAVIA

(Genesee County)

WBTA 1490 1941 250	Batavia Bcstg. Corp. 218 E. Main St. 715	MBS	Edmund R. Gamble, p, gm Charles L. Snow, cm Winifred Legg, pd	John Collins, pmm, sd Fred Callender, ce James Gerrety, nd	Emil Apenes, fd Myrna Ritz, wd
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BAY SHORE

(Suffolk County)

WRBS (FM) Ch. 290 (B) (CP) 105.9mc 20kw	Great South Bay Bcstg. Co.				
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BINGHAMTON

(Broome County)

WENE 1430 1947 5,000 DA-1	Ottaway Stations Inc. 909 E. Main St. Endicott, N. Y. 5-3351	ABC Radio-TV Reps.	James H. Ottaway, p F. H. Brinkley, mgng dir Stephen W. Ryder, gm	Howard Johansen, asst to sm Norman F. Flynn, cm, pmm Len Hathaway, pd, sd	John Fischler, ce Hal Hancock, nd, fd Dottie B. Robinson, wd
WINR 680 1946 1,000-D WINR-TV 500-N (CP) DA-2	Southern Tier Radio Service Inc. 58 Exchange St. 4-4318	NBC Hollingbery	Donald W. Kramer, o, p Norman T. Stewart, cm Charles S. Bishara, pd, pmm	Vincent Lowe, ce Jan Costley, nd	Bob Cullings, sd Mrs. Robert Hoffman, wd
WKOP 1360 1947 5,000-D 500-N DA-2	Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437	MBS Bolling	Andrew Jarema, p, gm Wally Buman, cm	Charles Hallinan, ce	Frank Dolan, nd
WKOP-FM Ch. 237 (A) 1954 95.3mc 0.42kw					
WNBF 1290 1927 5,000 WNBF-TV DA-N	Triangle Publications One Henry St. 3-7311	CBS Blair	George R. Dunham, gm Andrew G. Hubbell, slm	Edward M. Scala, pd John L. Turner, pmm	Sherman Egan, acting ce

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WKBW

BUFFALO'S MOST POWERFUL STATION

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and General Manager



SATURATION SELLS GOODS

The most successful advertising technique is "telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. A WKBW saturation campaign gives you more than twice as many listeners for your advertising dollar. That's why your sales results will be more than twice as good. For details call any office of AVERY-KNODEL or WKBW direct.

You'll be surprised what \$100 a week will buy!

RADIO CENTER

WKBW

BUFFALO, N. Y.

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; Prom. Mgr. pmm; Prod. Mgr. pdm;	
BOONVILLE (Lewis County)						
WBRV 1955	900 500-D	Black River Radio Inc. 11	KBS	Livingston Lansing, p Al Cash, sm, pd, pmm, sd	Ed Hillyer, cm Gerald Prouty, ce, nd, fd	Jane Klossner, wd
BRISTOL CENTER (Ontario County)						
WRRE (FM) 1948	Ch. 236 (B) 95.1mc 5.3kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357	Avery-Knodel	C. L. Dickinson, p D. K. deNeuf, gm	G. B. Holland, cm	J. S. Sanford, tech sup
BROOKLYN (Kings County)						
*WBBR 1924	1330 5,000 DA-1 ST-WEVD, WHAZ	Watchtower Bible & Tract Society Inc. 124 Columbia Heights Main 5-1240		N. H. Knorr, p H. D. Kelly, gm	A. M. Cora, pd, nd R. H. Leffler, ce	G. Brown, fd Verda Hauenstein, wd
BUFFALO (Erie County)						
WBEN 1930 WBEN-TV	930 5,000 DA-N	WBEN Inc. Mohawk 0930	CBS Christal	Edward H. Butler, p A. H. Kirchofer, vp C. R. Thompson, gm Frank W. Kelly, sm	C. E. Daly, cm Joseph A. Haefner, pmm R. J. Kingsley, ce Ray Finch, nd	Al Fox, fd Ralph Hubbell, sd Sally Work, wd
WBEN-FM 1946	Ch. 293 (B) 106.5mc 52kw					
WENY 1936	1400 250	Roy L. Albertson Inc. 485 Main St. Mohawk 1400	Burke-Stuart	Roy L. Albertson, p Michael L. Merla, gm Roy L. Albertson Jr., vp, cm	Henry Brach, pd Thomas L. Vines, ce William E. Miles, nd	Gene Korzelius, sd Heleen Kietzel, wd
WENY-FM 1946	Ch. 225 (B) 92.9mc 94kw					
WEER 1924	970 5,000 DA-1	WEER Inc. 23 North St. Lincoln 7133	MBS Katz	William J. Conners III, p William Doerr, gm Carl G. Kirchofer, cm	William A. Schweitzer, pd, pmm Frank B. Ridgeway, ce	Gene Barry, nd Charles Bailey, sd Dorothy Shank, wd
WGR 1922 WGR-TV	550 5,000 DA-N	WGR Corp. Hotel Lafayette Washington 3100	NBC Free & Peters	George F. Goodyear, p J. J. Bernard, vp, gm Nat L. Cohen, cm	Robert J. Strigl, pd Ollie Howard, pmm K. B. Hoffman, vp, ce	John Gil, fd Helen Neville, wd
WKBW 1925	1520 50,000 DA-1	WKBW Inc. 1430 Main St. Grant 5101 (See Cheektowaga listing)	ABC Rural Avery-Knodel	Clinton H. Churchill, p, gm, pmm Alfred E. Anscombe, sm, cm	William Meeks, pd Leroy Fiedler, ce Hugh Shannon, nd	Lee Forster, fd Stan Barron, sd Dorothy Ireland, wd
WNIA (CP)						
WWOL 1947	1126 1,000-D	Greater Erie Bestg. Co. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, p Ted Wyszatycki, gm	Jack Greenfield, cm Fred Klestine, pd	Walter Williams, ce Trudy Peeples, wd
WWOL-FM 1947	Ch. 281 (B) 104.1mc 0.75kw					
WXRA 1948	1080 1,000-D	Western New York Bestg. Co. P. O. Box 85 Amherst 1160		Thaddeus Podbielniak, gm Burton W. Flanders, cm James J. Frieling, pd	Bradley D. Steiger, pmm Roger W. Fleming, ce	Jack McLean, nd Hyle Richmond, sd
WXRC (FM) 1949	Ch. 277 (B) 103.3mc 4.6kw					

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TOP SHOWS WBNY **TOP RATINGS**

The Early Bird...The Coffee Shop...Musical Merry-Go-Round
The Afternoon Show...Melody Matinee...The Record Shop

17 NEWSCASTS DAILY

BUFFALO'S ONLY FULL-TIME MUSIC & NEWS STATION

BURKE-STUART CO., INC., NATIONAL REPRESENTATIVES

WHEREVER YOU **G**O THERE'S **R**ADIO

*Be 1st in Sales in
the Nation's 14th
Largest Market*

Your 1st Buy is . . .

WGR

Buffalo's 1st Radio Station

BASIC NBC AFFILIATE

5,000 WATTS

Representatives: **FREE and PETERS**

WHEREVER YOU **G**O THERE'S **R**ADIO

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.
CHATEAUGAY (Franklin County)					
	WYES (CP)	1050 1,000-D	Franklin County Bcstg. Co. 301 Cornelia St. Plattsburgh, N. Y.		
CHEEKTOWAGA (Erie County)					
	WNIA (CP)	1230 250	Niagara Bcstg. Sys. 2900 Genesee St. Buffalo, N. Y. Fillmore 9600	Federal Bcstg. Sys. Walker Webb	Gordon P. Brown, p, gm, ce
CHERRY VALLEY (Otsego County)					
	WRRR (FM) 1948	Ch. 270 (B) 101.9mc 5.4kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357	Avery-Knodel	C. L. Dickinson, p D. K. deNeuf, gm G. B. Holland, cm J. S. Sanford, tech sup
CORNING (Steuben County)					
	WCBA 1949	1350 1,000-D	Wellsboro-Corning Bcstg. Advertisers Inc. 6-7000	McGillvra	Paul L. Carpenter, p Paul Eldred Carpenter, gm Edward Stevens, cm, pmm
	WCLI 1947	1450 250	Radio Corning Inc. 99 W. First St.	ABC Empire State Net. Cooke	Gordon M. Jenkins, p, gm, cm George P. Droelle Jr., sm, pd, sd Richard Buzzerd, pd, fd Thomas Shafer, ce James Lawrence, nd Frank P. Saia, ce Richard Tobias, nd
	WCLI-FM 1947	Ch. 291 (B) 106.1mc 4.2kw			George Puffer, fd Eleanor Edwards, wd
CORTLAND (Cortland County)					
	WKRT 1947	920 1,000-D 500-N DA-N	Radio Cortland Inc. 27 N. Main St. Skyline 6-2828	Gill-Perna	Leighton A. Hope, p William L. Thompson, gm, cm, pd Francis A. Ciccorico, ce Arthur Woldt, nd
	WKRT-FM 1947	Ch. 260 (B) 99.9mc 14kw			Wes Adams, fd Lee Dunbar, sd
DeRUYTER (Madison County)					
	WRRD (FM) 1943	Ch. 286 (B) 105.1mc 5.3kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357	Avery-Knodel	C. L. Dickinson, p D. K. deNeuf, gm G. B. Holland, cm J. S. Sanford, tech sup
DUNKIRK (Chautauqua County)					
	WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756	Walker	Alois A. Schmidt, p, gm Bernard F. Goodrich, cm Anthony James, pd, sd Larry Sands, pmm James T. Grace, ce Virginia Kaltenback, nd
ELMIRA (Chemung County)					
	WELM 1947	1400 250	Radio Elmira Inc. 222 E. Market 3-5826	ABC, CBS Rural Burn-Smith	John S. Riggs, p Keith W. Horton, gm Frederick Elliott Jr., cm
	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 Ruth Dibble, pd Arthur French, ce Monroe Benton, nd Ellis Erdman, pmm, sd Thuriow A. Greene, ce
ELMIRA HEIGHTS-HORSEHEADS (Chemung County)					
	WEHH (CP)	1590 500-D	Elmira Heights- Horseheads Bcstg. Co. 4 Hibbard Pl. Elmira		Frank P. Saia, ptrn Emmagene Swezey Saia, ptrn Anthony P. Saia, ptrn
ENDICOTT (Broome County)					
	WENE 1947		(See Binghamton listing)		

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Again in '56 ...
RADIO'S BIG NEW IDEAS
are out of this world ...



1st with
**Big Audience
Quiz Shows**

FREEPORT*(Nassau County)*

WGVB	1240	Long Island's First Station Inc.		John D. Whitmore, p, gm	James Tucker, pmm	Colby Gunther, sd
1924	100	44 S. Grove St.		M. C. Evans, vp, slm	Constantine Tsavalas, ce	Jeanne Sands, wd
		Freeport 9-1400		John Clayton, pd	John Frogge, nd	

FULTON*(Oswego County)*

WOSC	1300	Cassill Radio Corp.	KBS	Richard C. Mitchell, p	Edward Reich, pd, nd	James Brannan, fd
1949	1,000-D	167 Water St.	Best	Jack Burgess, gm, cm, sd	Robert Blair, ce	Jane Burgess, wd
		Oswego, New York 3088				

GENEVA*(Ontario County)*

WGVA	1240	Star Bcstg. Co. Inc.	ABC	Maurice R. Forman, p	Ernest F. Oliver, sm	R. Carleton Greene, sec, ce
1947	250	87 Seneca St.	Cook	Thomas L. Brown, vp, gm	Alex F. Lamutis, pd, nd, fd	Westley Kimble, sd
		6691				

GLENS FALLS*(Warren County)*

WWSC	1450	Great Northern Radio Inc.	ABC	Martin Karig, p, gm	Thomas Humphrey, ce, asst	Lee Quimby, sd
1946	250	13 Warren St.	Tomahawk	Robert E. Middleton, pd	mgr	Ruth Humphrey, wd
		2-6518	Devney	Victor E. Wiley, pmm, nd	Ralph Romano, fd	

GLOVERSVILLE*(Fulton County)*

WENT	1340	WENT Bcstg. Corp.	CBS	A. C. Lloyd Jr., p, cm	George Swarts, pmm	Neal Edgar, fd
1944	250	8 W. Fulton St.	Gill-Perna	Joseph T. Tobin, treas, gm	Richard Stewart, ce	Phillip Spencer, sd
		4-7175		Peter Dreyer, pd	George Hornidge, nd	

HEMPSTEAD*(Nassau County)*

WHLI	1100	F M Bcstg. Corp.	Gill-Perna	Paul Godofsky, p, gm	George Ball, pmm, sd	Howard Campbell, fd
1947	250-D	245 Baldwin Rd.		Joseph A. Lenn, cm	Frank E. Knaack, ce	M. N. Godofsky, wd
		Ivanhoe 1-8000		Jerry Carr, pd, nd		
WHLI-FM	Ch. 252 (A)					
1947	98.3mc					
	1kw					

HORNELL*(Steuben County)*

WLEA	1480	Hornell Bcstg. Corp.	MBS	Charles D. Henderson, p, gm	Emmett Barnes, pmm	Wally Oliver, sd
1951	1,000-D	97 Main St.	Gill-Perna	G. W. Stidstone, sm, nd	Frederick F. Witter, ce	Nan Daniels, wd
		1420		Don Jones, pd	Ingram Sharpe, fd	
WWHG	1320	W. H. Greenhow Co.	Rural	Louis G. Buisch, gm	Edward Spoo, pd, fd	John Nelson, sd
1949	1,000-D	85 Canisteo St.	McGillvra	Donald J. Curran, sm	Howard Huff, ce	Marian Gale, wd
		2000		Sheff Davis, cm	Bill Moran, nd	
WWHG-FM	Ch. 287 (B)					
1946	105.3mc					
	8.3kw					

HUDSON*(Columbia County)*

WHUC	1230	Colgren Bcstg. Co.	McGillvra	John F. Kearney, co-o, gm	Jennie W. Weaver, pmm, wd	Lou Douglas, fd
1947	250	Union Turnpike	Kittell-Carter	Robert P. Strakos, co-o, cm	Charles Weiler, ce	Lou Pierro, sd
		Hudson 8-3341		James P. Cranna, pd	John O'Shea, nd	

HUNTINGTON*(Suffolk County)*

WGSM	740	Huntington Montauk	Rambeau	Edward J. Fitzgerald, o, gm,	William W. Naramore, ce	Jack Lynn, sd
1951	1,000-D	Bcstg. Co. Inc.		cm	William Goddard, nd	Ruth Rogers, wd
		379 N. Y. Ave.		Marjorie Anning, prog mgr		
		4-6740				

ITHACA*(Tompkins County)*

WHCU	870	Cornell University	CBS	Michael R. Hanna, gm	Sam Woodside, pmm, nd, sd	L. W. Kaiser, fd
1940	1,000	Savings Bank Bldg.		H. E. M. Brockway, cm	Herbert Michels, ce	Gertrude Grover, wd
WHCU-TV	L-WWL	4-6301		Joseph A. Short, pd		
(CP)						
WHCU-FM	Ch. 247 (B)					
1947	97.3mc					
	40kw					
WRRR (FM)	Ch. 279 (B)	Northeast Radio Corp.	Avery-Knodel	C. L. Dickinson, p	G. B. Holland, cm	J. S. Sanford, tech sup
1948	103.7mc	Terrace Hill		D. K. deNeuf, gm		
	5.6kw	Ithaca, N. Y.				
		Ithaca 4-6357				

JAMESTOWN*(Chautauqua County)*

WJOC	1340	Air Waves Inc.	MBS	Harold P. Kane, p, gm, cm	Burton Waterman, ce	Pegge Rielly, wd
1948	250	415 W. 4th St.	Rambeau	Ned McGrath, pd, sd	Michael Stanley, nd	
		5-108				
WJTN	1240	James Bcstg. Co. Inc.	ABC	Simon Goldman, p, gm	Herbert Niklaus, ce	Max Robinson, sd
1924	250	Hotel Jamestown Bldg.	Rural	J. Carl Willemis, cm, pmm	Hap Hazzard, nd	Connie Samuelson, wd
		7-151	Venard, Rintoul	George Pfeeger, pd	Doc Webster, fd	
			McConnell			
WJTN-FM	Ch. 227 (B)					
1947	93.3mc					
	9.5kw					

JOHNSTOWN*(Fulton County)*

WENT		(See Gloversville listing)				
1944						

KENMORE*(Erie County)*

WXRA		(See Buffalo listing)				
1948						
WXRC (FM)		(See Buffalo listing)				
1949						

KINGSTON*(Ulster County)*

WKNY	1490	Kingston Bcstg. Corp.	MBS	Joseph K. Close, p	Ernest Ward, pd, pmm	Ed Eckert, sd
1939	250	601 Broadway	Meeker	Robert M. Peebles, vp, gm	Allan J. Smith, ce	Bea Patrick, wd
WKNY-TV		4500		Howard Shultis, cm	Bob Browning, nd	

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LIBERTY (Sullivan County)					
WVOS 1947	1240 250	Sullivan County Bcstg. Corp. 1680		S. D. Lubin, p, gm	H. G. Borwick, sec-treas, cm B. Gessner, ce
LITTLE FALLS (Herkimer County)					
WLFH 1952	1230 250	Walter T. Gaines 341 S. Second St. 654	McGillvra	Walter T. Gaines, p William Pastuch, gm Charles Johnson, cm	Robert V. Leskovar, pd Richard J. Leskovar, ce David W. Derby, sd Joanne Gielaroski, wd
LOCKPORT (Niagara County)					
WUSJ 1949	1340 250	Union-Sun & Journal 320 Michigan St. 3-5944	Gill-Perna	Egbert G. Corson, p William J. Kembie, gm Joseph A. Pinna, sm, cm, pmm	Tony Allen, pd, nd, sd Richard E. Wetherbee, ce Tom Jolls, fd Jeanne Spaulding, wd
MALONE (Franklin County)					
WICY 1946	1490 250	North County Bcstg. Corp. Inc. 65 Woodward St. 187	MBS	Mitchell C. Tackley, p, gm, pmm Alice M. Tackley, cm	Donald J. Paye, pd, fd Adolf Stromer, ce John Flynn, nd, sd Pauline Smith, wd
MASSENA (St. Lawrence County)					
WMSA 1945	1340 250	The Brockway Co. Central Bldg. Rockwell 9-3591	ABC Weed	John B. Johnson, p Louis Salf Jr., gm Thomas R. McHugh, sm	James H. Nash, pd Robert E. Anderson, pmm A. Samuel Frazier, ce Ed Carvin, fd Glenn Gough, sd
WMSA-FM 1943	Ch. 289 (B) 105.3mc 13kw				
MIDDLETOWN (Orange County)					
WALL 1942	1340 250	Community Bcstrs. Corp. 62 North St. 3119		James M. Patt, p, gm, cm, pmm Jerry Wax, pd	Fred Schoelkopf, ce Albert Larson Jr., nd Joe Ryan, sd Kay Greenwood, wd
MINEOLA (Nassau County)					
WKBS 1943	1520 250-D	Key Bcstg. Sys. Inc. P. O. Box 750, Pioneer 6-6700		Lee Hollingsworth, p, gm, cm, ce	Robert Jenkins, asst mgr Tom Hollingsworth, pd, pmm Frank Costa, nd, sd Sue Hollingsworth, wd
NEWBURGH (Orange County)					
WGNV 1933	1220 1,000-D	Orange County Bcstg. Corp. 161 Broadway 4600	Rural Radio Net. Kettell-Carter	George W. Bingham, p, gm Joseph W. Rake, cm	Richard Raskin, pd, pmm, sd Marvin S. Selmes, ce William Forrest, nd

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EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

NEW ROCHELLE

(Westchester County)

WNRC 1950	1480 500-D	Radio New Rochelle Inc. 200 North Ave. 6-0800	Frances Daniels, p Jules Labert, gm, cm Nick Andrews, pd	Leonard Milano, pmm Edward Cahill, ce	Ken Johnston, nd, sd E. MacDonald, wd
WNRC-FM 1953	Ch. 288 (A) 93.5mc 1kw				

NEW YORK

(New York County, Bronx County, Richmond County, Kings County, Queens County)

WABC 1921	770 50,000	American Bcstg.-United Paramount Theatres 7 West 66th St. Susquehanna 7-5000	ABC Petry	Robert E. Kintner, p Michael A. Renault, gm Robert Noble Jr., cm	Myrtle M. Tower, pd Eugene Accas, pmm John Bourcier, ce	Francis Littlejohn, nd William Whitehouse, sd
WABC-TV						
WABC-FM 1948	Ch. 238 (B) 95.5mc 1.5kw					
WBAI(FM) 1955	Ch. 258 (B) 99.5mc 18kw	Broadcast Assoc. Inc. 145 E. 50th St. Plaza 9-1614		Theodore L. Deglin, p	Robert H. Silverman, cm	Harold Townsend, ce
WBFB (FM) 1946	Ch. 270 (B) 101.9mc 10.3kw	WBFB Inc. 10 East 40th St. Lexington 2-4927		Ethel W. Maclean, p	John R. Andrus, gm	
WBNX 1927	1380 50,000 DA-1 ST-WAWZ	WBNX Bcstg. Co. Inc. 280 E. 161st St. Melrose 5-0333	King	A. L. Haskell, p Wm. I. Moore, vp, gm, cm	F. Johnson, co-pd	E. Ervin, co-pd
WCBS 1924	880 50,000 DA-1	Columbia Bcstg. Sys. 485 Madison Ave. Plaza 1-2345	CBS CBS Radio Spot Sales	Frank Stanton, p Carl Ward, gm	Henry Untermeyer, slm Sam Slate, pd, nd	Murray Gross, pmm Davidson Vorhes, ce
WCBS-TV						
WCBS-FM 1941	Ch. 266 (B) 101.1mc 1.5kw					
WEVD 1927	1330 5,000 DA-2 ST-WBBR, WHAZ	Debs Memorial Radio Fund 117 W. 46th St. Plaza 7-0880		Adolph Held, p Henry Greenfield, gm, cm	George Field, pd	Charles W. Brown, ce
WEVD-FM 1950	Ch. 250 (A) 97.9mc 20kw					
WHOM 1930	1480 5,000 DA-2	Progress Bcstg. Corp. 136 W. 52nd St. Circle 6-3900		Fortune Pope, p, gm Charles Baltin, vp, slm	Ralph Costantino, pd R. A. Fornier, pmm	George Steiger, ce
WHOM-FM 1951	Ch. 222 (B) 92.3mc 11kw					

IN NEW YORK...



GERMAN

ITALIAN

POLISH

RUSSIAN

SPANISH

PLUS

... "Fiesta Mambo," a bi-lingual, Spanish and English program designed to satisfy the current rage for Latin Rhythm that is sweeping the country. Don Mambo draws his following from both the Spanish and English speaking after hours listeners.

WHOM

America's Foremost
Foreign Language
Radio Station.

1480 Kcs. 5000 W.

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136 WEST 52 ST.—NEW YORK 19, N. Y.—CIRCLE 6-3900

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NEW YORK (Cont.)							
WINS 1926	1010 50,000 DA-1	Gotham Bcstg. Corp. 28 W. 44th St. Bryant 9-6000			Elroy McCaw, p Robert Leder, gm Hugh Larue, slm	Robert Smith, pd Richard McKee, pmm Paul Von Kunitz, ce	Peter Roberts, nd Les Keiter, sd
WLIB 1944	1190 1,000-D L-WOWO	New Bcstg. Corp. Inc. 2090 7th Ave. (27) Monument 6-1800	Forjoe		Harry Novik, p, gm George Bernstein, cm	Nat Rudich, pd Mike Jablons, pmm	Gordon Greenfield, ce George W. Goodman, nd
WMCA 1925	570 5,000 DA-1	WMCA Inc. 415 Madison Ave. (17) Murray Hill 8-1500	AM Radio Sales		Nathan Straus, p M. M. Fleischi, gm John J. McSweeney, slm	Leon Goldstein, pd, nd Patricia Bolton, pmm James McCafferty, ce	Sam Aro, sd Helen S. Straus, educ dir
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	Hollingbery		Arthur M. Tolchin, sta, dir Frank Roehrenbeck, gm Samuel Faust, cm	Raymond Katz, pd Jo Ranson, publicity dir	Paul Fuelling, ce Nat Asch, sd
WNEW 1934	1130 50,000 DA-N	WNEW Bcstg. Co. Inc. 565 Fifth Ave. (17) Plaza 3-3300	Simmons		Richard D. Buckley, gm, sls dir John B. Jaeger, vp asst gm, nd	John Grogan, prog mgr Kenneth Klein, pmm	Max Weiner, ce
*WNYC 1924	830 1,000 DA-N	Municipal Bcstg. Sys. City of New York Municipal Bldg. (16) Whitehall 3-3600			Mayor Robert F. Wagner, p Seymour N. Siegel, dir John de Prospo, exec off	Bernard R. Buck, pd A. Alan Levin, pmm William H. Pitkin, ce	Cyril Freed, nd Peter Gravina, wd
WNYC-TV (CP)	Ch. 230 (B) 93.9mc 18kw						
*WYNC-FM 1941	Ch. 230 (B) 93.9mc 18kw						
WOR 1922	710 50,000 DA-1	RKO Teleradio Pictures 1440 Broadway Longacre 4-8000	MBS H-R Reps.		Thomas F. O'Neil, p Gordon Gray, gm William P. Dix Jr., cm	Robert Sullivan, pmm Robert Monroe, pd Harry Tilley, ce	George Brown, nd Stan Lomax, sd Martha Deane, wd
WOR-TV 1941	Ch. 254 (B) 93.7mc 3.4kw						
WOV 1926	1280 5,000 DA-1 ST-WHBI	WOV Bcstg. Corp. 730 Fifth Ave. (19) Circle 5-7979	Radio-Tv Reps.		M. S. Novik, p Ralph N. Weil, evp, gm	Arnold Hartley, vp, pd Carroll B. Forbes, pmm	Emile Hill, ce Thomas B. Morgan, nd
WQXR 1936	1560 50,000 DA-1	Interstate Bcstg. Co. City of New York 229 W. 43rd St. (36) Lackawanna 4-1100	Raymer		Arthur Hays Sulzberger, p Elliott M. Sanger, evp Norman E. McGee, vp, slm	Eleanor N. Sanger, pd Mary Rice Anderson, sls pmm Louis J. Kleinklaus, ce	Eleanore P. Hurley, press info Abram Chasins, music dir
WQXR-FM 1939	Ch. 242 (A) 96.3mc 11kw						
WRCA 1922	660 50,000 DA-1	National Bcstg. Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot Sales		Sylvester L. Weaver Jr., p Hamilton Shea, vp, gm William R. Davidson, asst gm George Stevens, cm	Steve White, pd Max Buck, prom dir Arthur DeC Hamilton, prod mgr, bus mgr	Alfred E. Jackson, ce Don Bishop, publicity mgr William A. Berns, nd Phil Alampi, fd
WRCA-FM 1944	Ch. 246 (B) 97.1mc 1.1kw						

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- Is the only radio station in New York City with studios in Harlem
- Is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.

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for
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copy of
latest
PULSE
report

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Twenty years of sticking to one idea—good music and news—has enabled WQXR to build an audience of 659,000 families of higher-than-average income in the world's richest market—New York. Our new top-power transmitter will extend that market further.

Now 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

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*1560 on AM dial • 96.3 on FM dial • "Always the best in music"
229 West 43rd Street, New York 36, N. Y. LAckawanna 4-1100*

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NEW YORK (Cont.)					
WWRL 1926	1600 5,000 DA-1	Long Island Bcstg. Corp. 41-30 58th St. (77) Defender 5-1600		William-H. Reuman, p Edith Dick, gm Selvin Donneson, cm, pmm	Fred Barr, pd, nd Benton R. Bartlett, ce Art Rust, sd Alma John, wd
WWRL-FM 1953	Ch. 286 (B) 105.1mc 20kw				
NIAGARA FALLS (Niagara County)					
WHLD 1940	1270 5,000-D DA-D	Radio Station WHLD Hotel Niagara 8421	Rural Radio Net. Headley-Reed	Earl C. Hull, o, gm, ce Robert J. Manning, bus mgr	Earle A. Hamrick, pd Rick Azar, sd Shirley Arch, wd
WHLD-FM 1946	Ch. 253 (B) 98.5mc 46kw				
WJLJ 1947	1440 1,000-D	Niagara Frontier Bcstg. Corp. 129 Main St. 5796	Pearson	James T. Sandanato, p Thomas W. Talbot, evp, gm Walter Allen, cm, pmm	Joel Chesney, pd Gus Czaplack, ce Jimmy Thompson, nd, sd Lou Schriver, fd Ralph Krueger, wd
NORWICH (Chenango County)					
WCHN 1953	970 500-D	Radio Norwich Inc. 14 S. Broad St. 4-2218	McGillvra	William J. Hall, p, gm Phillip G. Penfold, cm Ray Whitlock, asst mgr, pd, nd	Kenneth Rockwell, ce Bob Kinney, fd Paul Dohl, sd Margaret Hall, wd
OGDENSBURG (St. Lawrence County)					
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS	J. R. Brandy, p, cm Harold J. Frank, gm Ellsworth Hall, ce	Dan Bethell, pd Hal Gilman, nd Frank Mason, sd Flo Beach Rowe, wd
OLEAN (Cattaraugus County)					
WHDL 1929	1450 250	WHDL Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney	John R. Henzel, p, gm James F. Hastings, cm Donald W. Merriman, pd, sd	Jean S. Woodruff, pmm Wallace D. Taylor, ce Donald McLean, nd, fd Helen Goodnough, wd
WHDL-FM 1949	Ch. 239 (B) 95.7mc 43kw				
ONEONTA (Otsego County)					
WDOS 1947	1400 250	Ottaway Stations Inc. 104 Chestnut St. 2470	Radio-Tv Reps.	James H. Ottaway, p Francis H. Brinkley, mgng dir	Harold E. Graves, gm Benjamin Turnbull, cm, sd Howard Atwell, pd, pmm Wiley Bates, ce Lee Hickling, nd, fd Esther Walling, wd

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NEW YORK

HAS THE LARGEST AUDIENCE IN 3 MARKETS

NEGRO
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1,100,000
838,000
902,000

CUSTOMERS FOR 9¢ PER THOUSAND

5,000 WATTS
Defender 5-1600

PATCHOGUE
(Suffolk County)

WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 3-0403	Webb	W. K. Macy Jr., p, gm John Regan, cm	Jack Ellsworth, pd, fd George Chandler, ce	Hal Fischer, nd Bob Early, sd
WALK-FM 1952	Ch. 248 (B) 97.3mc 15.1kw					
WPAC 1951	1580 1,000-D	Patchogue Bcstg. Co. 2 E. Main St. 3-4600	Keller	Lee Morrison, p, gm Stan Allan, sm, prog mgr Dick Hodkin, pd, pmm	Herb Morrison, slm, opr mgr Mort Morrison, ce Allan Waldon, nd	Bill Emerson, fd Gene Healy, sd Cathy Wayne, wd

PEEKSKILL
(Westchester County)

WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. P. O. Box 188 Peekskill 7-1124	Hudson Valley Radio Group Rambeau Kettell-Carter	Irving E. Cottrell, p, gm, ce Francis V. Lough, cm, pd, pmm	Sam D'Onofrio, nd	Jim Grehan, sd
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PLATTSBURGH
(Clinton County)

WEAV 1935	960 1,000 DA-2 (CP-5,000 DA-2)	Plattsburgh Bcstg. Corp. 38 Court St. 1600	ABC Rural Gill-Perna	George F. Bissell, p W. W. Carter Jr., gm	Alex J. Coursey, pmm Larry Lapanne, ce	Michael McMahon, nd Len Cane, sd
WIRY 1950	1340 250	Clinton County Bcstg. Corp. 301-03 Cornelia St. 2800	MBS KBS Grant	Joel H. Scheier, p, gm, cm Donald L. Pelkey, bus mgr Betty Kraus, pd, wd	Chester O. Bosworth Jr., pmm Leroy L. Fuller Jr., asst ce	Richard B. Hildreth, nd Sheldon Bullock, fd Jim Rogers, sd

PORT JERVIS
(Orange County)

WDLG 1953	1490 250	Port Jervis Bcstg. Co. P. O. Box 920 3-2293		William H. Ware, p Ernest C. Winkler, gm, ce Oscar Wein, cm	Henry S. Schwartz, pd, fd John George, ce Daniel Dwyer, nd	Ralph Frederick, sd Jeri-marie Winkler, wd
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POTSDAM
(St. Lawrence County)

WPDM 1955	1470 1,000-D	St. Lawrence Radio Co. Route 11 4059		F. R. Woodruff, p Eric Fields, gm, ce James Mullins, cm	David Kyle, pd Con Elliot, pmm, sd	Morris Doty, nd Wyn Parish, wd
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POUGHKEEPSIE
(Dutchess County)

WEOK 1949	1390 1,000-D	Mid-Hudson Bcstrs. Inc. 385 Main St. 8300	Everett- McKinney	Arthur J. Barry Jr., p Frank Brealin, gm, cm, pd, pmm	John Burke, ce Jack Cutler, nd, sd	Lou Pells, fd Helen Wanamaker, wd
WKIP 1940	1450 250	Dutchess County Bcstg. Corp. P. O. Box 889 8600	ABC Rural Kettell-Carter	George W. Bingham, p, gm Richard A. Dweiley, cm	John J. Kuhn, pd, pmm Marvin S. Seimes, ce	Sandy Kieth Millman, nd, sd Jane Ellen Ames, wd
WKIP-FM 1955	Ch. 284 (B) 104.7mc 2.3kw					

RIVERHEAD
(Suffolk County)

WRIV 1955	1390 500-D	Suffolk Co. Bcstg. Corp. 20 E. Main St. Park 7-1200	Webb	W. K. Macy Jr., p, gm	Larry Nicoll, cm	Robert Houston, pd
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ROCHESTER
(Monroe County)

WBBF 1947	950 1,000	WBBF Inc. Sheraton Hotel Hamilton 8920	MBS Venard, Rintoul & McConnell	Thomas L. Brown, p, gm Nick Nickson, cm	Claude Johnstone, pd Vincent Lopopolo, ce	Bill DeMarse, nd Bill Schwing, sd
WCBF-TV (CP)	DA-2					
WHAM 1922	1180 50,000	Stromberg Carlson Bcstg. Corp. 201 Humboldt St. Hubbard 1221	NBC Hollingbery	William Fay, p, gm J. W. Kennedy Jr., vp Charles W. Siverson, pd	L. Walton Smith, pmm Kenneth J. Gardner, ce David Kessler, nd	George Haefner, fd Robert O. Turner, sd
WHFM (FM) 1939	Ch. 255 (B) 98.9mc 20kw	(WHAM, AM Affiliate)				

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ROCHESTER (Cont.)				
✓WHEC 1925 WHEC-TV WRNY 1946 WRNY-TV WRNY-FM 1948	1460 5,000 DA-N 680 250-D Ch. 250 (B) 97.9mc 7.7kw	WHEC Inc. 40 Franklin St. Baker 6740 Rochester Bcstg. Co. P. O. Box 710 Glenwood 7032	CBS Everett- McKinney Rambeau Stars National	Glover DeLaney, vp, gm Lowell H. MacMillan, asst gm Fred Pectorius, cm Arthur C. Kyle Jr., p Thomas H. O'Neill, gm, cm, pd, pmm W. J. Adams, pd, pmm Richard K. Blackburn, tech dir John Rathbun, ce Warren Doremus, nd John MacDonald, sd Dorothy Cotton, wd Richard Hildredth, nd, sd
WSAY 1936	1370 5,000 DA-N	Federal Bcstg. System 250 East Ave. Baker 4870	Walker Webb	Gordon P. Brown, p, gm, ce John Hill, pd, pmm Carl Chamberlain, sd
WVET 1947 WVET-TV	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. So. Hamilton 4820	ABC Boiling	Ervin F. Lyke, p, gm Arthur Murrellwright, slm Paul Louther, vp, pd Don Kallock, pmm Raymond D. Jobes, ce David Roberts, nd Tom Decker, sd Pat Sumberg, wd
ROME (Oneida County)				
WKAL 1946 WKTV (TV)	1450 250 DA-N	Copper City Bcstg. Co. Capitol Theatre Bldg. 3616	MBS Cooke	M. J. Kallet, p Joseph S. Kallet, gm Joseph C. Treia, sm, cm Louis Barile, pd DeForest Leighton, ce James Delaney, sta eng Robert Curley, nd Harry Woodcock, fd Philip Tosti, sd Robert Curtiss, wd
SARANAC LAKE (Franklin County)				
WNBZ 1927	1450 250 (CP-1240)	Upstate Bcstg. Corp. 88 Main St. 1320	ABC Rambeau	Jacques DeMattos, p, gm Jeanne DeMattos, cm, pd H. Berwind Williams, ce John F. Delahant, nd John Garwood, sd Muriel H. Beseth, wd
SARATOGA SPRINGS (Saratoga County)				
WSPN 1954	900 250-D	Spa Bcstrs. Inc. 71 West Ave. 2180	Tomahawk	Richard O'Connor, p, gm Donald Hunt, office mgr Martin Karis, ce Tony Butler, sd Jeannette L. Eddy, wd
SAUGERTIES (Ulster County)				
WSKN (CP)	920 1,000-D DA-D	Skylark Corp. P. O. Box 3 Mt. Marion, N. Y.		John P. Lynker, ptrn Richard N. Ward, ptrn Frank Campochiaro, ptrn Richard N. Horan, ptrn

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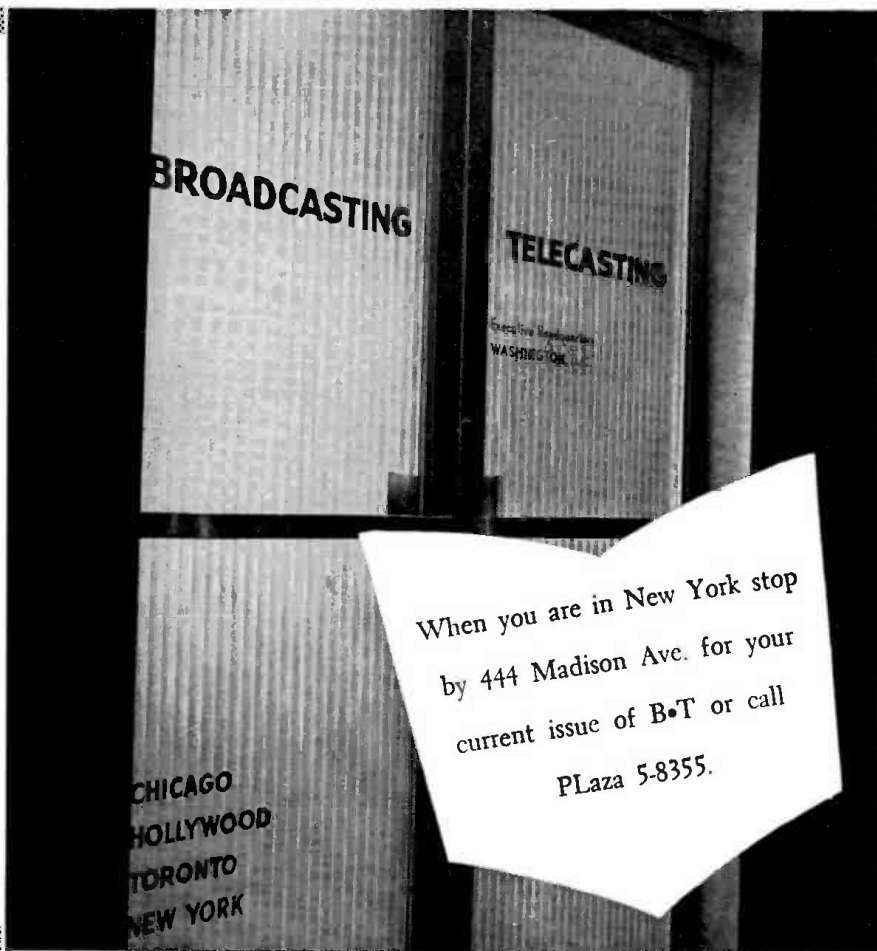
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HIGH as a Kite

...as usual!



WHEC

Daytime Share
Of Audience
7 AM - 6 PM
Mon. - Fri.

According to the Latest Hooper Audience Index (October-November, 1955)

WHEC	43.6
STATION B	23.0
STATION C	12.3
STATION D	8.6
STATION E	8.5
STATION F	3.3

A share of the day-time Rochester audience almost twice as great as that of its nearest competitor!—That's the happy (and we might say customary!) story told by the latest Hooper Audience Index, October-November, 1955!

If you want to get the ears of Rochester's major radio audiences, 7 AM to 6 PM, Mondays through Fridays, then you'll certainly want to learn about the choice availabilities on Station WHEC! Contact us for full details!

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WHEC

of Rochester

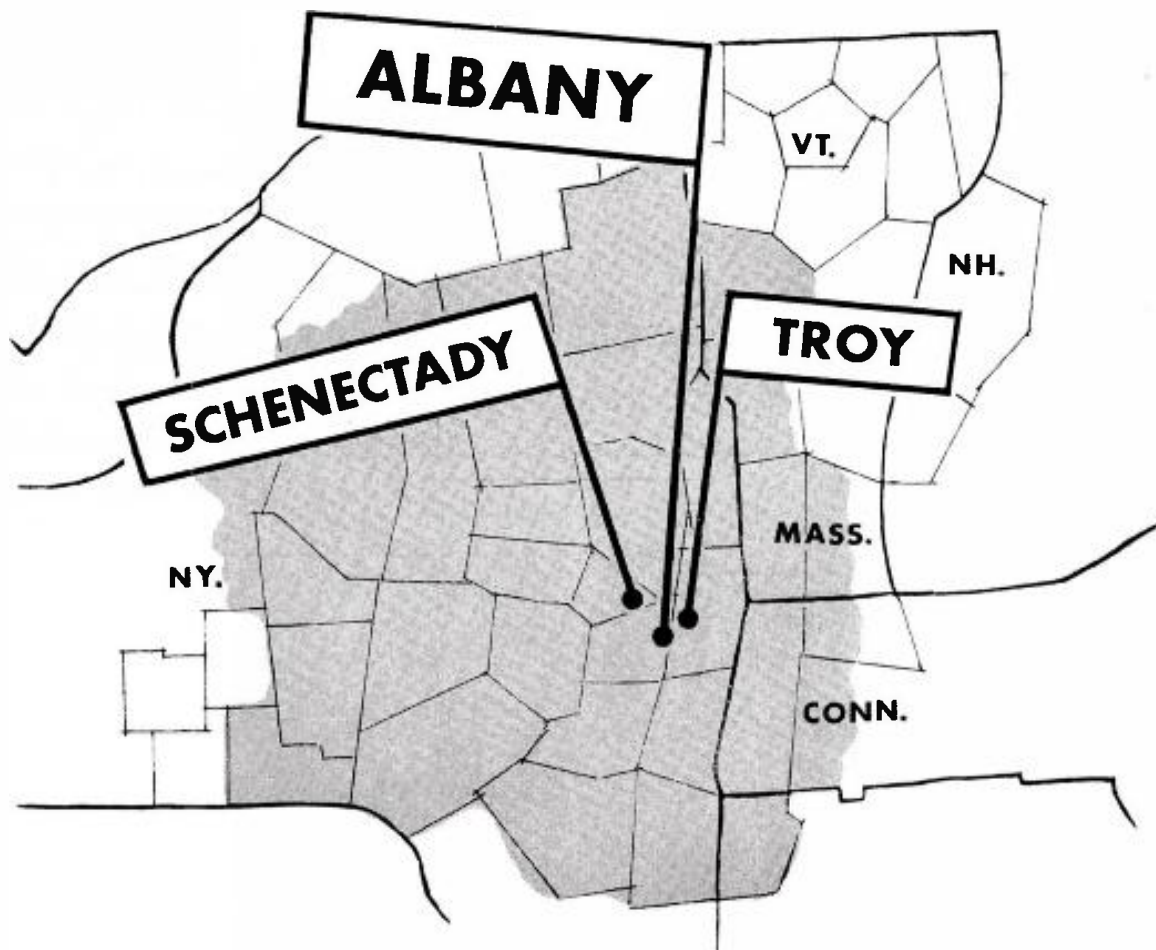
NEW YORK
5,000 WATTS

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City County Call Letters 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	
SCHENECTADY (Schenectady County)						
WGY 1922 WRGB (TV)	810 50,000	General Electric Co. 1 River Rd. Franklin 7-2261	NBC Christal	R. B. Hanna Sr., mgr GE bcstg. stations Merl L. Galusha, mgr Donn M. Chown, prog mgr	James Cobb, pmm John Schmulbach, slm Willard Purcell, eng mgr Lansing Christman, nd	Don Tuttle, fd Bob Bender, sd Martha Brooks, wd
WGFM (FM) 1922	Ch. 258 (B) 99.5mc 6kw	(WGY, Am Affiliate)				
WSNY 1942	1240 250	Western Gateway Bcstg. Corp. 619 State St. Ex 3-3622		Winslow Leighton, p, gm, pmm Thomas Seeley, slm	Stephen Fitz, pd, sd Irving Beck, ce	Thomas Ryan, nd Patricia Bigley, wd
SYRACUSE (Onondaga County)						
WDDS (FM) (CP)	Ch. 226 (B) 93.1mc 35kw	Functional Bcstg. Inc. Chamber of Commerce Bldg.				
WFBL 1922	1390 5,000 DA-N	Onondaga Radio Bcstg. Corp. 433 South Warren St. 2-1147	CBS Free & Peters	Robert G. Soule, p Charles F. Phillips, gm Richard F. Polgreen, cm	Edward V. Bryant, pd Robert W. Weir, pmm Ray Owens, nd	Ed Kaish, fd Bill Thorpe, sd Dorothy Nill, wd
WHEN 1941 WHEN-TV	620 5,000-D 1,000-N DA-N	Meredith Syracuse Radio Corp. Loew Bldg. 2-0277	ABC (until 4/1) CBS (after 4/1) Rural Katz	E. T. Meredith Jr., p Paul Adanti, vp, gm William H. Bell, asst gm, slm John Scott, pd, fd	Robert G. Peel, pmm Robert Ardner, studio superintendent	William Cheley, trans sup Joe Cumiskey, nd, sd Kay Larson, wd
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. Kirkpatrick & Van Renssaler 2-7211	Walker	T. S. Marshall, p, gm Hamilton M. Woodie, sm, pd, nd	Don Muir, ce Charles Shaw, fd	Red Parton, sd
WSYR 1922 WSYR-TV	570 5,000 DA-2	Central New York Bcstg. Corp. 224 Harrison St. 3-7111	NBC Christal	E. R. Vadeboncouer, p, gm W. R. Alford Jr., cm William V. Rothrum, vp, pd	Lou Switzer, pmm Albert Eicholzer, ce Fred Hillegas, nd	Bob Doubleday, fd Bill O'Donnell, sd Jenny-Belle Armstrong, wd
WSYR-FM 1946	Ch. 233 (B) 94.5mc 10kw					
TICONDEROGA (Essex County)						
WIPS 1955	1250 500-D	Portage Bcstg. Co. Fort Road 77	KBS Tomahawk Devney	Martin Karig, p Thomas Leighton, gm, ce Dale Robertson, admin asst	Ruth M. Robertson, asst gm, pd, pmm, wd Peter Dean, nd	George Alley, fd Bernard Good, fd
TROY (Rensselaer County)						
WFLY (FM) 1948	Ch. 222 (B) 92.3mc 5.4kw	Troy Record Co. Hotel Troy Ashley 2-7700	Rural Net. Gill-Perna	Frank L. York, p, gm Robert C. Goodrich, sm	Frank McGowan, cm Donald G. Girard, pd	Karl 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	Tri-City Radio Inc. 92 Fourth St. Ashley 4-1100	Blair	Mowry Lowe, gm Kenneth K. Cooper, cm C. George Taylor, pd	Robert T. Engles, pmm Frank G. Belaska, ce Willis I. Ketterson, nd	Roy E. Shudt, sd Joyce F. Donovan, wd
UTICA (Oneida County)						
WGAT 1947	1310 1,000-D 500-N DA-N	Central Bcstg. Co. Kellog Rd. New Hartford, N. Y. Utica 5-5209	Stars Natl..	J. Eric Williams, o, gm C. D. Williams, cm	Nickolas F. Dardano, pd, nd Fred H. Harrington, ce	Stan Sanders, sd
WIBX 1926	950 5,000 DA-1	WIBX Inc. First Natl. Bank Bldg. 2-2101	CBS Walker	Margaret Bowen, p, gm Elliot A. Stewart, evp, sm, prog mgr	Frederic C. Bowen, slm, pmm	John T. Dowdell, ce Edwin Slusarczyk, fd
WRUN 1948	1150 5,000-D 1,000-N DA-2	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC Rural Avery-Knodel	Bradley C. Barnard, p Richard A. Clark, sm, cm Edward N. Stemmler, pd, sd	Alan E. Cole, pmm, nd George S. Woods, trans sup	Carroll F. Henry, studio sup Elizabeth Odames, wd
WRUN-FM 1947	Ch. 289 (B) 105.7mc 4.3kw					
WALTON (Delaware County)						
WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. Underhill 5-4321	Rural Rambeau	E. Ogden Bush, p Michael J. Cuneen, vp, gm, cm, pd	Myra A. Youmans, pmm Charles Lissner, ce Richard Hoyt, nd	Clarence Denton, fd Amos Finch, sd Betty Moore, wd
WATERTOWN (Jefferson County)						
WATN 1941	1240 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS Devney	G. Harry Righter, p, gm, cm	Donald Schryver, co-ce	J. Frederick Sprague, co-ce
WWNY 1941	790 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, p Louis Saiff Jr., gm Patrick Rheau, cm	Earl R. Kelly, sm John V. Evans, prod mgr Maynard B. Davis, ce	William Haley, nd John G. Case, sd Dorothy Parr, wd
WWNY-FM 1948	Ch. 263 (B) 100.5mc 15.4kw					

Data corrected to Dec. 15, 1955. 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.

You reach more people...and sell more people in New York's Capital District



and in 33 counties of New York and New England

when you use **WGY***
the General Electric Station

*According to a recent study of radio homes by Alfred Politz Research, Inc.

Represented Nationally by Henry I. Christal Co.
New York, Detroit, Boston, San Francisco, Chicago

NEW YORK

City County	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
WELLSVILLE (Allegany County)						
WLSV	1955	790 500-D	Radio Service of Terrace Hill P. O. Box 409 727		Lloyd P. Gordon, gm, pd, pmm, ce, nd, fd, sd, wd	Claude C. Stone, cm
WETHERSFIELD (Wyoming County)						
WRRL (FM)	1948	Ch. 299 (B) 107.7mc 5.4kw	Northeast Radio Corp. Terrace Hill Ithaca, N. Y. Ithaca 4-6357	Avery-Knodel	C. L. Dickinson, p D. K. deNeuf, gm	G. B. Holland, cm J. S. Sanford, tech sup
WHITE PLAINS (Westchester County)						
WFAS	1932	1230 250	Westchester Bcstg. Corp. Secor Rd. Hartsdale, N. Y. White Plains 9-6400	Headley- Reed	Valentine E. Macy Jr., p Frank A. Seitz, gm, cm Randall Kaler, pd	John H. Hade, pmm Jack Pearson, ce Lenny Dillon, sd Nancy Terry, wd
WFAS-FM	1947	Ch. 280 (A) 103.9mc 0.12kw				

Data corrected to Dec. 15, 1955. 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.

NORTH CAROLINA

MARKET DATA BY COUNTIES

County	Population 1950	Radio			Passenger			County	Population 1950	Radio			Passenger		
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Alamance	71,220	19,600	\$59,899	\$14,431	\$ 1,557	30,396	Lee	23,522	6,100	17,226	3,845	511	9,374		
Alexander	14,554	3,400	6,104	1,341	101	5,270	Lenoir	45,953	10,800	45,705	8,288	1,349	16,359		
Ailegany	8,155	2,000	4,240	670	73	2,480	Lincoln	27,459	6,700	13,969	3,024	85	9,636		
Anson	26,781	5,900	13,065	2,859	338	7,290	McDowell	25,720	6,400	13,971	3,830	528	7,414		
Ashe	21,878	5,000	6,962	1,321	107	4,971	Macon	16,174	3,700	6,502	1,463	227	3,870		
Avery	13,352	2,900	3,077	843	86	2,938	Madison	20,522	4,200	5,681	1,221	202	4,339		
Beaufort	37,134	8,500	26,921	6,819	578	10,981	Martin	27,938	5,900	19,878	3,345	389	8,242		
Bertie	26,439	5,700	13,509	2,399	203	7,677	Mecklenberg	197,052	57,400	238,809	45,969	6,614	84,903		
Bladen	29,703	6,400	13,755	3,270	313	7,532	Mitchell	15,143	3,300	7,549	1,360	173	3,999		
Brunswick	19,238	4,200	4,972	1,544	214	4,979	Montgomery	17,260	4,100	12,059	3,318	227	6,317		
Buncombe	124,403	33,900	111,825	23,776	4,085	39,970	Moore	33,129	8,100	24,979	6,186	806	12,685		
Burke	45,518	11,000	21,655	5,038	604	13,830	Nash	59,919	13,600	42,876	8,396	1,251	18,229		
Cabarrus	63,763	16,900	50,593	14,383	1,541	26,412	New Hanover	63,272	19,100	73,766	17,614	2,449	22,357		
Caldwell	43,352	10,700	24,235	7,257	653	14,822	Northampton	28,432	5,700	7,935	3,168	288	6,848		
Camden	5,223	1,300	1,063	569	...	1,686	Onslow	42,047	9,900	29,993	6,918	1,279	12,816		
Carteret	23,059	6,300	14,551	5,081	717	7,474	Orange	34,435	8,300	19,612	5,080	736	10,094		
Caswell	20,870	4,200	3,511	895	45	5,034	Pamlico	9,993	2,300	2,149	890	...	2,686		
Catawba	61,794	16,900	53,033	12,643	1,233	25,680	Pasquotank	24,347	6,600	24,946	5,963	568	8,265		
Chatham	25,392	6,000	14,250	2,235	265	8,332	Pender	18,423	3,900	5,428	1,728	111	4,782		
Cherokee	18,284	4,000	7,799	1,721	90	3,831	Pequimans	9,602	2,400	5,350	1,081	38	3,216		
Chowan	12,540	2,800	7,289	1,651	199	3,894	Person	24,361	5,200	11,339	1,922	328	7,962		
Clay	6,006	1,200	1,025	273	121	1,196	Pitt	63,789	13,900	47,354	8,764	898	19,461		
Cleveland	64,357	15,800	39,687	9,134	808	19,896	Polk	11,627	3,000	6,797	2,560	116	3,785		
Columbus	50,621	11,300	32,132	6,394	897	12,685	Randolph	50,804	13,500	36,563	8,580	1,051	20,779		
Craven	48,823	12,500	35,834	8,086	1,080	15,496	Richmond	39,597	9,800	33,520	9,864	744	11,963		
Cumberland	96,006	23,100	81,697	17,527	2,280	30,480	Robeson	87,769	18,900	52,653	10,212	1,500	22,779		
Currituck	6,201	1,700	3,270	1,033	...	2,430	Rockingham	64,816	16,900	40,353	10,719	1,377	22,029		
Dare	5,405	1,200	5,457	1,883	158	1,829	Rowan	75,410	20,600	53,013	14,429	1,779	29,228		
Davidson	62,244	16,900	50,008	12,141	1,053	25,566	Rutherford	46,356	11,300	28,960	6,903	860	14,525		
Davie	15,420	3,700	6,205	1,531	218	6,186	Sampson	49,780	11,100	21,648	4,839	542	16,330		
Duplin	41,074	9,300	18,616	4,852	564	12,393	Scotland	26,336	5,900	15,137	3,408	321	6,134		
Durham	101,639	27,700	109,865	20,694	3,588	33,665	Stanly	37,130	10,300	26,052	6,062	677	15,246		
Edgecombe	51,634	11,300	34,204	8,706	707	13,968	Stokes	21,520	4,800	5,741	1,385	101	7,247		
Forsyth	146,135	43,100	132,390	28,470	4,114	59,749	Surry	45,593	11,500	31,941	6,379	1,051	17,246		
Franklin	31,341	6,800	10,271	2,547	352	8,262	Swain	9,921	2,100	4,360	1,553	134	2,062		
Gaston	110,836	30,000	80,367	21,767	2,391	35,975	Transylvania	15,194	3,600	9,472	2,287	343	4,963		
Gates	9,555	2,100	2,819	931	50	3,346	Tyrell	5,048	1,100	1,635	609	93	1,085		
Graham	6,688	1,600	2,218	481	88	1,580	Union	42,034	10,200	28,991	5,190	584	14,399		
Granville	31,793	6,600	12,410	2,980	410	8,870	Vance	32,101	7,500	22,916	4,750	536	9,541		
Greene	18,024	3,500	4,429	824	117	4,867	Wake	136,450	36,600	142,723	28,740	4,468	53,644		
Guilford	191,057	54,000	251,503	48,992	6,458	79,373	Warren	23,539	4,700	6,867	1,689	170	4,875		
Halifax	58,377	12,200	42,829	11,669	1,092	14,424	Washington	13,180	2,900	7,639	2,566	151	3,870		
Harnett	47,605	11,200	27,025	6,149	1,026	15,307	Watauga	18,342	4,000	9,261	2,644	369	5,083		
Haywood	37,631	9,600	24,033	4,333	950	11,172	Wayne	64,287	15,000	49,280	7,959	984	21,207		
Henderson	30,921	8,900	26,849	6,621	775	11,470	Wilkes	45,243	10,800	30,043	5,537	732	12,715		
Hertford	21,453	4,600	15,260	3,201	206	6,284	Wilson	54,506	12,500	42,574	9,104	1,189	17,407		
Hoke	15,756	3,100	4,774	1,202	76	3,402	Yadkin	22,133	5,500	7,758	1,578	88	7,837		
Hyde	6,479	1,300	1,578	999	49	1,434	Yancey	16,306	3,400	5,419	993	58	3,478		
Iredell	56,303	14,600	39,724	10,388	1,109	21,599									
Jackson	19,261	4,100	7,756	1,531	220	4,736									
Johnson	65,906	15,300	32,966	7,190	886	21,058									
Jones	11,004	2,300	2,413	946	69	3,158									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

AHOSKIE

(Hertford County)

WRCS 1948	970 1,000-D	Roanoke Chowan Bcstg. Co. Inc. P. O. Box 89 3101	KBS	Charles H. Jenkins, p P. G. Sewell, gm, cm Larry Knight, pd, nd	W. G. Smith, pmm W. G. Barnes, ce Bart Malden, fd	Joe Bradley, sd Elva Creech, wd
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ALBEMARLE

(Stanly County)

WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS	Staton P. Williams, p William J. Page, gm	Marvin A. Coley, cm Lee W. Kinard, pd	John D. Brooks, ce
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ASHEBORO

(Randolph County)

WGWR 1947	1280 1,000-D	Asheboro Bcstg. Co. Inc. 303 E. Salisbury St. 2187	KBS	Roy Cox, p J. R. Marlowe, gm Richard B. Sweeney, cm, pmm, sd	A. B. Brown, pd, nd W. H. Trogdon, ce	Nelson Harrill, fd Dorothy Lewallen, wd
WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw					

ASHEVILLE

(Buncombe County)

WISE 1939	1310 5,000-D	WISE Inc. 100 College St. 3-5381	NBC Bolling	Harold H. Thomas, p, gm Loyd B. Leonard, cm, pmm	Richard Harshaw, pd, nd, fd John Randolph, ce	John Candler, sd
WISE-TV	1,000-N DA-N					
WLOS 1947	1380 5,000-D	Skyway Bcstg. Corp. 288 Macon Ave. 2-2431	ABC, MBS Venard, Rintoul & McConnell Ayers	Charles B. Britt, evp J. E. Edmonds, gm	George Roesler, cm	Fred Brown, pd
WLOS-TV	1,000-N DA-N					
WLOS-FM 1947	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 Citizens-Times Publishing 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 Margo Coggins, wd

BEAUFORT

(Carteret County)

WBMA 1954	1400 250	Richard Ray Cummins P. O. Box 156 2-9401		Richard Ray Cummins, o, gm, ce, sd	Hilda Cummins, pd James Willis, pmm, nd	Melvin West, fd Joyce Willis, wd
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BELMONT

(Gaston County)

WCGC 1954	1270 500-D	Central Bcstg. Co. P. O. Box 149 TA 5-2812	Best	Robert R. Hilker, p, gm, ce J. Norman Young, cm, sd	H. E. Feimster, pd, nd Grady Wilkerson Jr., pmm	Gurney Thomas, fd Billie Rankin, wd
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BOONE

(Watauga County)

WATA 1950	1450 250	Wilkes Bcstg. Co. Depot St. Amherst 4-8461		Doris B. Brown, p, m Roland B. Potter, gen slim	W. Ralph Tugman, cm Dwight M. Larick, pd, nd	Ben Mast, pmm, sd Boyd Daugherty, ce
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BREYARD

(Transylvania County)

WFNF 1950	1240 250	Psigah Bcstg. Co. Inc. 3-2611		Ed M. Anderson, p Bobby Hoyle, gm, cm John Dellinger, pd, nd	John Anderson, pmm Baxter Morris, ce Julian Glazener, fd	Richard Waters, sd Frances Walker, wd
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BURLINGTON

(Alamance County)

WBBB 1941	920 5,000-D	Alamance Bcstg. Co. Inc. 321 S. Main St. 6-6376	MBS, KBS Interstate- United Newspapers	E. Z. Jones, gm C. Robert Ray, cm Edgar Brooks, pd, fd	C. E. Peacock, pmm, nd Berry Tysor, ce	Morty Schaap, sd Doris Rickard, wd
WBBB-FM 1946	Ch. 267 (B) 101.1mc 3.8kw					
WFNS 1947	1150 1,000-D	Burlington Graham Bcstg. Co. Inc. P. O. Box 1328 4261	Bogner & Martin	Lawrence E. Neese, p G. C. Starnes, gm, nd Harold Nall, cm	Phil Peterson, pd, pmm, sd Earl Stewart, ce	Jim Hall, fd Ella Harper, wd
WFNS-FM 1949	Ch. 230 (B) 93.9mc 2.8kw					

CANTON

(Haywood County)

WWIT 1954	970 1,000-D	Western North Carolina Bcstrs. Inc. P. O. Box 391 3588		B. M. Middleton, p Kermit Edney, gm Ed Storie, sm	V. E. Pressley, cm Wayne Harris, pd, pmm John Welch, ce	Gene Bessette, nd, sd Mary Sue Mann, fd Freda Gray Hipps, wd
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CHAPEL HILL

(Orange County)

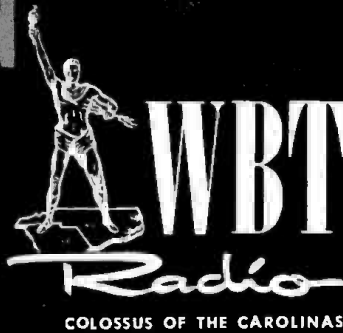
WCHL 1953	1360 1,000-D	Village Bcstg. Co. Inc. P. O. Box 388 8484	Indie	Roland P. McClamroch Jr., p, gm	William M. Alexander, cm Fritz Thurstone, ce	Claire Cheney, wd
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NORTH CAROLINA

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
CHARLOTTE (Mecklenberg County)						
WAYS 1941	610 5,000-D 1,000-N DA-2	Inter-City Advertising Co. 3229 S. Blvd. Edison 3-7173	ABC Bolling	G. W. Dowdy, p James P. Poston, gm James Lee, cm	Paul Ridenhour, pd, sd Carl Vines, pmm L. I. Dekle, ce	Ted Thomas, nd Leonard Phillips, fd Mildred White, wd
WBT 1922	1110 50,000	Jefferson Standard Bcstg. Co. One Jefferson Place Edison 3-8833	CBS KBS Radio Spot Sales	Joseph M. Bryan, p Charles H. Crutchfield, evp, gm V. V. Evans, sim	Bailey Hobgood, pd Ned Burgess, prom sup Thomas E. Howard, vp in charge of eng	Jack Knell, nd Grady Cole, fd Bill Ward, sd Jeanne Alexander, wd
WGIV 1947	1600 1,000-D	Charlotte Radio & Tv Corp. 2520 Toomey Ave. Edison 3-2195	Forjoe	Francis M. Fitzgerald, p, gm Ray W. Ervin, cm John McKeel, pd	Everett Bemont, pmm S. K. Lineberger, ce Peter Toomey, nd, sd	Bob Gilbert, fd Hatty Fleming, wd
WIST 1951	930 5,000-D 1,000-N DA-N	Bcstg. Co. of The South 204 Liberty Life Bldg. Franklin 6-3511	MBS Free & Peters	B. Calhoun Hipp, p G. Richard Shaito, gm W. Frank Harden, mgng dir	Fred W. Vinroot, pd, pmm John N. Parker Jr., ce Bob Mattison, fd	Larry Keith, sd Vivian Saint Sing, wd
WMIT (FM) 1942	Ch. 295 (B) 106.9mc 36kw	Mount Mitchell Bcstrs. P. O. Box 546 Franklin 6-7561	Webb	J. R. H. Wilson, p, gm, cm	Thomas G. Bryant, pd, ce	
WSOC 1933	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. Edison 2-7138	NBC H-R Reps.	E. J. Gluck, p, gm Larry Walker, cm	Doug Bell, pd Chas. Marshall, pmm	L. L. Caudle Jr., ce Fred Dickson, nd, fd
WSOC-FM 1947	Ch. 278 (B) 103.5mc 35kw					
WWOK 1955	1480 1,000-D	Rounsaville of Charlotte Inc. 215 Greystone Rd. Edison 3-0551	Gill-Perna Dora-Clayton	Robert W. Rounsaville, p William R. Wagner, mgng dir Carter S. Jones, cm	Herb Berg, pd R. M. Jones, pmm Paul Cram, tech dir	L. J. Hall, ce Lou Morton, nd, sd Mickey Bennett, wd
CLINTON (Sampson County)						
WRRZ 1947	880 1,000-D	WRRZ Radio Co. 2165	ABC KBS Walker	H. D. Stanley, gm E. D. Powell, cm D. W. Welsh, pd	H. H. Corbitt, pmm J. L. Bowles, ce J. R. Tew, nd	J. Homer Butler, fd Katherine Evans, wd
CONCORD (Cabarrus County)						
WEGO 1943	1410 1,000-D	Cabarrus Bcstg. Co. P. O. Box 527 2-6000	KBS	A. W. Huckle, p Elizabeth G. Huckle, gm	Howard McCurry, cm, pd	Kenneth R. Kennedy, ce
DUNN (Hartnett County)						
WCKB 1946	780 1,000-D	North Carolina Central Bcstrs. Inc. 3133	KBS	L. A. Tart Sr., p A. Lincoln Faulk, gm Carl E. Lamm, cm, fd	Rudy Furlo, pd John Ciccone, pmm Joseph Kotlas, ce	Herb Allen, nd, sd Evelyn Gainey, wd
DURHAM (Durham County)						
WDNC 1934	620 5,000-D 1,000-N DA-2	Durham Radio Corp. 138½ E. Chapel Hill St. 8155	CBS Raymer	C. C. Council, p J. Frank Jarman, gm C. James Woodhouse, cm, sd	E. R. Higgins Jr., pd Sue Germino, off mgr	C. Roy King, ce Frances Jarman, wd
WDNC-FM 1948	Ch. 289 (B) 105.1mc 36kw					
WSRC 1954	1410 1,000-D	John C. Greene Jr. P. O. Box 28 2-4681	Rambeau Dora-Clayton	John C. Greene Jr., p, gm Jack Hammette, cm Helen R. Greene, pd	Robert Abernathy, pmm Paul Horton, ce Norfley Whitted, nd, sd	Dennis Ford, fd Lena Elliott, wd
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 8919	MBS McGillvra	Edgar L. Clinton, p, gm	Paul Mason, pd	Edward C. Norman, ce
WTIK 1946	1310 1,000-D 500-N DA-N	WTIK Inc. 205½ W. Main St. 6-101	ABC Bolling	Hugh Holder, p, gm	H. Tom Morris, sim	Tommy Lloyd, sd
EDENTON (Chowan County)						
WCDJ 1955	1260 1,000-D	Colonial Bcstg. Co. Inc. P. O. Box 509 871	Best	Ray A. Childres, p, cm, sd William E. Johnston, gm	Harry M. Doggette, pd, pmm, nd, fd	Max H. Barnes, ce Janice Sumner, wd
ELIZABETH CITY (Pasquotank County)						
WCNC 1939	1240 250	Albemarle Bcstg. Co. P. O. Box 535 4379	MBS KBS Continental	J. L. Lamb Sr., p J. L. Lamb Jr., gm, ce	Claude E. Ferrell, cm Jimmy Raper, pd	Sel Mann, nd, fd, sd Meade Moore, wd
WGAI 1947	560 1,000-D 500-N DA-2	WGAI Radio Co. Kramer Bldg. 4371	ABC	C. Alden Baker, p, gm Jim Woods, cm, sd	Don Owens, pd, pmm William F. Rogers, ce	Gene Marshall, nd, fd Imogene Eason, wd
ELIZABETHTOWN (Bladen County)						
WBLA (CP)	1450 100	Cape Fear Bcstg. Co. c/o Victor W. Dawson P. O. Box 1230 Fayetteville, N. C.				

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ONLY ON



guaranteed display in area supermarkets

For your grocery product, you can plus the power of WBTV Radio with guaranteed displays in all supermarkets of three leading food chains throughout the WBTV 57-county basic service area.

WBTV's 50,000 Watts and 47% Share-of-Audience (Pulse, 1955), tied in with store-by-store display in 172 supermarkets, add up to a selling potential to be found "Only On WBTV Radio."

The plan is simple—the tab is reasonable; get details of what WBTV Supermarketing offers your grocery product by contacting WBTV or CBS Radio Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, N. C.



NORTH CAROLINA

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.	
ELKIN (Surry County)						
	WIFM 1949	1540 250-D	Tri-County Bcstg. Co. P. O. Box 152 860		Harvey F. Laffoon, p W. P. Erwin, gm	Eugene Smith Jr., cm, ce, fd Ruth Smith, pd, nd, wd
	WIFM-FM 1949	Ch. 265 (A) 100.9mc 0.35kw				
FAIRMONT (Robeson County)						
	WFMO 1953	860 1,000-D	Carolinas Bcstg. Co. Inc. P. O. Box 492 4781		Cutlar Moore, p Billy E. Peele, gm James C. Clark, cm, pd, nd	Bob Evans, pmm Joseph F. Miles (Milazzo), ce Jerry Farmer, fd Chuck Taylor, sd Betty Jean Rhodes, wd
FAYETTEVILLE (Cumberland County)						
	WFAI 1947	1230 250	Ralph E. Hess P. O. Box 659 2-8131	CBS KBS Clark	Ralph E. Hess, p, gm, pmm Bob Smith, cm	Dick Perry, pd, nd Bob Money, ce, fd Jim Batten, sd Maggie Felton, wd
	WFLB 1948	1490 250	Fayetteville Bcstrs. Inc. P. O. Box 512 2-7136	ABC Burn-Smith	L. W. Allen, evp, gm W. D. Bailey, cm	Marvin Rosenburg, pd John Buck, ce
	WFLB-TV					
	WFNC 1940	1390 5,000-D 1,000-N DA-2	Cape Fear Bcstg. Co. 1009 William Clark Rd. 2-4196	MBS Walker	Victor W. Dawson, o, p, gm Tom Harrell, cm Mack Stamps, pd	Keith Trantow, pmm Jack Ikner, ce Vestal Taylor, nd, fd Johnny Joyce, sd
	WFNC-FM 1948	Ch. 251 (B) 98.1mc 14kw				
FOREST CITY (Rutherford County)						
	WBBO 1947	780 1,000-D	Rutherford County Radio Co. Inc. 3205		Ed M. Anderson, p, gm Fred Blanton, cm Lee Kanipe, pd	Merton Iwerks, ce Charles Melton, nd, fd Moon Martin, sd Mary Lou Hamrick, wd
	WBBO-FM 1948	Ch. 270 (B) 93.3mc 1.5kw				
FUQUAY SPRINGS (Wake County)						
	WFVG 1949	1460 1,000-D	WFVG Bcstg. Co. P. O. Box 488 333	KBS Continental	J. M. Stephenson, p William A. Sellers Jr., gm, cm, nd	Walter M. Pearson, pd, pmm Robert E. Stephenson, ce Gerald F. Goodwin, fd, sd Francis Wood, wd
GASTONIA (Gaston County)						
	WGNC 1939	1450 250	Catherine T. McSwain P. O. Box 737 University 5-8501	ABC Continental	Catherine T. McSwain, p Pat McSwain, gm	Carl Rhyne, cm Fred Gray, pd W. C. Groves, ce
	WGNC-FM 1947	Ch. 270 (B) 101.9mc 11.1kw				
	WLTC 1948	1370 1,000-D	Gastonia Bcstg. Service P. O. Box 1010 University 5-1079	KBS Clark	James B. Petty, p, gm B. C. Morrow, cm	Betsy A. Scarboro, pd, wd Donald C. Voigt, ce, fd Frank Thomas, nd, sd
GOLDSBORO (Wayne County)						
	WFMC 1951	730 1,000-D ...	Southern Radio & Tv Corp. P. O. Box 655 963	KBS	Kenneth T. Marshall, p, gm Henry M. Harrison, pd, ce	Robert Wooten, nd Gene Ryan, fd Robert Nelson, sd Dot Smith, wd
	WGBR 1939	1150 5,000-D 1,000-N DA-2	Eastern Carolina Bcstg. Co. Inc. 3730	ABC	A. T. Hawkins, p Vasie G. Balkcum, gm, cm, pd	Daniel B. Trueblood, ce Daron Ward, sd
	WEQR (FM) 1946	Ch. 245 (B) 96.9mc 40kw	(WGBR, Am Affiliate)			
	WGOL 1955	1300 1,000-D	Wayne Bcstg. Co. 116 W. Mulberry St.		John L. Henderson, p	
GREENSBORO (Guilford County)						
	WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co. Inc. 2838 Battleground Ave. 2-6125	CBS Hollingbery	Allen Wannamaker, vp, gm William P. Mitchell, cm Dan G. Griffin, pd	Virginia Neese, pmm Earl Allison, acting ce Add Penfield, nd, sd Bob Montgomery, fd Clara Martin, wd
	WCOG 1948	1320 1,000 DA-1 (CP-5,000-D 1,000-N DA-2)	Inter-City Advertising Co. 314 S. Greene St. 3-7262	ABC Bolling Ayres	George W. Dowdy, p Gilbert M. Hutchison, gm Jack Rimmer, cm, pd	Margaret Jones, pmm, wd Elwood Johnson, ce Bob Thompson, nd Ken Johnston, fd, sd
	WGBG 1942	1400 250	Greensboro Bcstg. Co. P. O. Box 2280 3-3631	MBS Burn-Smith	Ralph M. Lambeth, p, gm B. George Barber Jr., cm	Curt Welborne, pd, sd Earl O. Sullivan, asst mgr Fred S. Smith, ce Slim Martin, fd
	WPET 1954	950 500-D	Wayne M. Nelson P. O. Box 3488 5-4464		Wayne M. Nelson, p, gm, cm	Leoma Showmar, pd E. M. Stanton Jr., ce

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GREENVILLE*(Pitt County)*

WGTC 1940	1590 5,000-D 1,000-N DA-N	Greenville Radio Co. 103 E. Fifth St. 6740	MBS Pearson	H. W. Anderson, p H. W. Severance, gm, cm	Joel Lawhon, vp, pd Bill Covington, ce	Tom Moore, fd Dick Bowman, sd
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HENDERSON*(Vance County)*

WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 7136	MBS KBS	Nathan Frank, p, gm Dr. Claye Frank, cm, pmm Dorothy Roberson, pd	James H. Mayo, ce Robert B. Harrison, nd, fd, sd	Virginia Frank, wd
WHNC-FM 1948	Ch. 223 (B) 92.5mc 9kw					
WHVH 1955	1450 250	Vance County Bcstg. Co. Inc. P. O. Box 131 3019	Best	Howard V. Harrell, p, ce George A. Corkum, gm, cm, sd	Harry M. Doggette, pd Bob John, pmm, nd	Tom Moore, fd Helen Rogers, wd

HENDERSONVILLE*(Henderson County)*

WHKP 1946	1450 250	Radio Hendersonville Chimney Rock Rd. 9061	ABC KBS Cooke	Beverly M. Middleton, p Kermit Edney, gm, pmm	John Horton, cm Jim Northington, pd, nd, fd	Charlie Renfrow, ce, sd Dottie Tebbens, wd
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GREENSBORO . . .

North Carolina's No. 1 Market

In Per Family Sales . . .

Greensboro is **FIRST** in the Carolinas
Greensboro is **FIRST** in the South
Greensboro is **TENTH** in the Nation

In 1954 Greensboro was No. 1 in Retail Sales
in the Carolinas with \$251,503,000

Above based on 1955 S. M. Survey of Buying Power

- **WBIG . . . Greensboro's first radio station . . . now in 30th year of broadcasting**
- **Largest listening audience among local stations, by authoritative surveys**

Hollingbery, National Representative



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
HICKORY (Catawba County)						
WHKY	1290 1940	5,000-D 1,000-N DA-N	Catawba Valley Bcstg. Co. 415 1st Ave. N.W. 2294	ABC MBS	Carl V. Cline Sr., p Edmund S. Long, gm James K. Willis Jr., cm	Laura C. Hall, pd Thomas E. S. Long, ce Dr. H. D. Henry, nd Arnold L. Setzer, fd Ellis T. Greenway, sd Lanthe Campbell, wd
WIRC	630 1948	1,000-D	Foothills Bcstg. Inc. 329 1st Ave. N.W. 2124	Pearson	Edmond H. Smith Jr., sec-treas. gm Lee Douglas, cm	Mattie Padgett, pd Cecile Bost, pmm Elmer Troutman, ce Margaret A. Smith, nd, wd Archie Deal, fd Bill Taylor, sd
HIGH POINT (Gulford County)						
WHPE	1070 1947	1,000-D	High Point Bcstg. Co. 504½ N. Main St. 3466	KBS	Gary C. Davis, p, pd, nd D. S. Hedgecock, gm	Roger L. Parris, cm Robert L. Moore, ce Sue Campbell, wd
WHPE-FM	Ch. 238 (B) 1947	95.5mc 13kw				
WMFR	1230 1935	250	Radio Station WMFR 164 S. Main St. 4593	ABC Burn-Smith	Frank S. Lambeth, p, gm Frank Smith, cm Max Meeks, pd, nd	Gerald D. Sullivan, pmm, asst mgr Robert P. Boyd, ce Winfred R. Carter, fd Jonny O'Neill, sd
WMFR-FM	Ch. 258 (B) 1946	99.5mc 8kw				
WNOS	1590 1953	1,000-D	North State Bcstg. Co. P. O. Box 1448 8900	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	Ch. 262 (B) 1953	100.3mc 2.7kw				
JACKSONVILLE (Onslow County)						
WJNC	1240 1945	250	Onslow Bcstg. Corp. 7707	MBS KBS	Robert P. Mendelson, p, gm Rodric L. Jones, sm	Anajeanne B. Mendelson, pd, wd Barry Medlin, ce Rod O. Dorsey, ce
WLAS	910 1954	1,000-D	Seaboard Bcstg. Corp. P. O. Box 56 3901		Jerry Popkin, p Paul Parker, gm, cm	Lois Winn, wd
KANNAPOLIS (Cabarrus County)						
WGTL	870 1947	1,000-D	Fred H. Whitley Inc. P. O. Box 997 8700		Fred H. Whitley, p, gm	Foy T. Hinson, ce
KINGS MOUNTAIN (Cleveland County)						
WKMT	1220 1953	1,000-D	R. H. Whitesides Cleveland Ave. Ext. 999	Dora-Clayton	R. H. Whitesides, p Jonas R. Bridges, gm Ned McGill, cm	Doris Bridges, pd, wd Don Hord, pmm George B. Patterson, ce Robert Green, nd Julius Mahon, fd Jimmy Heavner, sd
KINSTON (Lenoir County)						
WELS	1010 1950	1,000-D	Farmers Bcstg. Service 1312 W. Vernon Ave. 5151	KBS Devney Dora-Clayton	William S. Page, p Jack P. Hankins, gm, cm	W. A. Kiker, pd Harvey Mewborn, ce Jack Rider, nd
WFTC	960 1937	5,000-D 1,000-N DA-N	Kinston Bcstg. Co. 204 E. King St. 4111	ABC Best	J. Harold Vester, gm, cm, pmm	Harry P. Shriver, pd, sd H. B. Civils, ce Thomas J. Wood Jr., nd J. H. Ham, fd
WISP	1230 1953	250	Citizens Bcstg. Co. P. O. Box 885 6161		E. J. Schuffman, p William B. Murphy, evp, gm, ce, nd, fd	J. L. Moseley, cm, sd Robert E. Mongold, pd, nd Cathryn C. Murphy, pmm Christmas Early, wd
LAURINBURG (Scotland County)						
WEWO	1080 1947	1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS Dora-Clayton	Edwin Pate, p J. R. Dalrymple Jr., gm, fd	Truman Brock, ce Dick Brown, nd Rita Ryte, wd
WEWO-FM	Ch. 243 (B) 1951	96.5mc 9.2kw				
LEAKSVILLE (Rockingham County)						
WLOE	1490 1946	250	WLOE Inc. Main 3-3118	MBS KBS	Douglas L. Craddock, p, gm, cm, pmm Barbara Earles, pd	Eldred Winn, ce Carl Webb, nd, fd Mert Warren, sd Virginia Hugins, wd
WLOE-FM	Ch. 233 (B) 1949	94.5mc 9.4kw				
LENOIR (Caldwell County)						
WJRI	1340 1947	250	John P. Rabb 107 West Ave. Plaza 4-5381	MBS KBS	John P. Rabb, p, gm F. Kent Atwater, cm K. Rabb, pd, wd	Jerry Elliott, ce Alfred Degregorio, nd Max Clup, fd George Flowers, sd
LEXINGTON (Davidson County)						
WBUY	1440 1946	5,000-D	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS Continental	Omar G. Hilton, co-o Greeley N. Hilton, co-o, gm, pmm	Dewey Hutchins, cm Don Matney, pd Fred L. Honeycutt, ce Tom Browne, nd Roland Twigg, sd Helen Linder, wd
WBUY-FM	Ch. 232 (A) 1949	94.3mc 0.3kw				
LINCOLNTON (Lincoln County)						
WLON	1050 1953	500-D	Lincoln County Bcstg. Co. Inc. P. O. Box 248 Regent 5-6071		J. A. Polhill, p W. Jack Brown, vp, gm, cm, pmm, sd	Tom Knight, pd, nd, fd Dennis C. Long, ce Hazelene C. Brown, wd

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LUMBERTON
(Robeson County)

WAGR 1954	1480 1,000 DA-2	Southeastern Bcstg. Corp. 217 E. Third St. 3394	Walker	Hector McLean, p L. F. Mattes, gm, cm	Al Pruitt, pd	Milton Newsome, ce
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 6056	MBS KBS Continental	Walter James MacNeil, gm, cm, sd	Marv Stuart, pd, pmm, nd J. E. Howell, ce	Lillian M. Smith, wd

MARION

(McDowell County)

WBRM 1949	1250 1,000-D	Lake City Bcstg. Corp. 13½ West Court St. 7221		W. P. Erwin, p Jack Reynolds, gm, pd, pmm, nd	J. C. Pleasant, cm Hubert C. Martin, ce Jim Prince, fd	Syd Carrigan, sd Jessie Reynolds, wd
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MAYODAN

(Rockingham County)

WMYN (CP)	1420 500-D	G. E. McDaniel Madison, N. C.				
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MONROE

(Union County)

WMAP 1947	1060 250-D	Union Bcstg. Corp. P. O. Box 590 AT 3-6621	KBS Continental	Frank A. Funderburk, p, pd	J. Archie Laney, gm, cm, sd William D. Benton, bus mgr	Robert I. Smith, ce, nd, fd, wd
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MOORESVILLE

(Iredell County)

WHIP 1950	1350 1,000-D	Wayne M. Nelson 3-4301	KBS	Wayne M. Nelson, p, gm, cm	Leoma Showmar, pd	E. M. Stanton Jr., ce
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MOREHEAD CITY

(Carteret County)

WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Inc. P. O. Box 432 6-3188	KBS McGillivra	Grover C. Munden, p, gm A. J. Barbour, asst mgr Walder Niemi, cm, ce	Fay Murette Merrell, pd Charles H. Markey, pmm	Richard J. Babcock, nd, fd Lynn C. Stoller, sd, wd
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MORGANTON

(Burke County)

WMNC 1947	1430 5,000-D	Nathan J. Cooper P. O. Box 698 1100		Nathan J. Cooper, o, gm William R. Hauser, cm	Madelyn Y. Patton, pd, wd	Frank A. Ballew, ce
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MT. AIRY

(Surry County)

WPAQ 1948	740 10,000-D	Ralph D. Epperson Springs Road 1400	KBS Clark	Ralph D. Epperson, p, gm Lucy Bowman, cm Costin Lindsay, pd	Bill Belton, slm, pmm Harry A. Epperson Jr., ce Horace Westmoreland, nd	Neil Smith, fd Chris Martin, sd Mary Lee Westmoreland, wd
WSYD 1951	1240 250 (CP-1300 5,000-D 1,000-N DA-N)	Mt. Airy Bcstrs. Inc. P. O. Box 209 581	MBS	Robert H. Epperson, p, gm, ce	Erastus F. Poore, cm, pmm Alma Hiatt, pd, wd	Elbert Williams, nd, fd Ronald Johnson, sd

NEW BERN

(Craven County)

WHIT 1943	1450 250	Ray D. Williams P. O. Box 551 4450	MBS Pearson	Ray D. Williams, o, gm, cm Jim Putnam, pd Ed Williams, ce	Paul Koreto, nd Paul Cox, fd	Joe Pinner, sd Edythe Williams, wd
WOOW 1953	1490 250	Craven Bcstg. Co. Glenburnie Gardens 3311	KBS	Dr. Furman Y. Sorrell, p James A. Ballard, gm David Pursglove, cm	Charles B. Stegall, pd Roy Ingram, ce George Nelson, nd, sd	Robert L. Ballard, fd Francis Jarman, wd

NEWTON

(Catawba County)

WNNC 1948	1230 250	Newton-Conover Bcstg. Co. Inc. P. O. Box 148 930	MBS	Earl Holder, p, gm Eugene Henry, cm	Sulvia Cope, pd	Eddie Rose, ce
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N. WILKESBORO

(Wilkes County)

WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Radio Bldg. 633	KBS	Doris B. Brown, p, gm Roland B. Potter, cm	Doyle Satterthwaite, pd, fd, sd Walter B. Harrold, ce	George Cox, nd Ann Martin, wd
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OXFORD

(Granville County)

WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167		A. N. Critcher, p James F. Flanagan, vp, gm Mike Hight, cm, pd	Bob Smith, pmm Gale Lewis, ce Pat Flanagan, nd, sd	Hart Curl, fd Doris Dickerson, wd
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YOUR STATION +**1st with timely
selling aids!**

WORLD
SALES AND
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES ALL-CANADA
FACILITIES LIMITED, VICTORY BUILDING, TO

=MORE REVENUE!

NORTH CAROLINA

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RALEIGH (Wake County)						
	WKIX 1948	850 10,000-D	Sir Walter Tv Co. 2128 Western Blvd. 4-8282	ABC MBS Avery-Knodel	John W. English, p Richard J. Hallwood, gm James E. Simpson, sim, sd	Mrs. E. Davis, pmm Arthur Humphrey, ce Dick Schuman, nd, fd Elsie Williams, wd
	WNAO-TV	5,000-N DA-N				
	WKIX-FM 1948	Ch. 241 (A) 98.1mc 29.5kw				
	WMSN 1954	570 500-D	Merchants & Farmers Station 649 Maywood Ave. 3-3874		B. H. Ingle Sr., p, gm James E. Thornton, cm	Ruth Johnson, pd Ed McLeod, ce
	WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	Richard H. Mason, p, gm R. W. Youngsteadt, sim Graham B. Poyner, prog mgr	Worth White, pmm Henry Hulick Jr., ce Phil Ellis, nd Bob Martin, fd Jim Reid, sd Harriet Pressly, wd
	WPTF-FM 1949	Ch. 234 (B) 94.7mc 15kw				
	WRAL 1939	1240 250	Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 4-6401	Forjoe	A. J. Fletcher, p Fred Fletcher, gm Fletcher Turner, cm	George Hall, pd Virgil Duncan, ce Bill Armstrong, nd Ray Reeve, sd Diane Bedell, wd
	WRAL-FM 1946	Ch. 268 (B) 101.5mc 54kw				
REIDSVILLE (Rockingham County)						
	WFRC 1947	1600 1,000 DA-N	Piedmont-Carolina Bcstg. Co. Inc. P. O. Box 890 4381	ABC KBS Bogner & Martin	H. T. Williams, p Stephen F. Woodson, gm, cm, fd	Alfred W. Nelson, pd Sam E. Sexton, ce
	WREV 1950	1220 250-D	Reidsville Bcstg. Co. P. O. Box 1349 7051	Webb Interstate United Newspapers	William M. Oliver Sr., p, gm, cm, fd	Katy P. Oliver, pd, pmm, wd William M. Oliver Jr., ce, nd, sd
	WREV-FM 1948	Ch. 271 (B) 102.1mc 1.6kw				
ROANOKE RAPIDS (Halifax County)						
	WCBT 1939	1230 250	WCBT Inc. 251 Roanoke Ave. 7-2545	MBS KBS Continental	J. W. Crew Jr., p Gerald H. Elliott, gm Don Collins, cm	Dick Phillips, pd Marvin Floyd, ce Jerry Elliott, nd Jim Ferguson, sd
ROCKINGHAM (Richmond County)						
	WAYN 1946	900 1,000-D	Radio Station WAYN Inc. 4041		Wayne M. Nelson, p, gm Wm. Futterer, cm, pmm	Joyce Marris, pd Carl M. Wilson, ce
ROCKY MOUNT (Nash County)						
	WCEC 1947	810 1,000-D	Eastern Carolina Electronics 115 N. Church St. 2-3108	CBS KBS Pearson	Josh L. Horne, p Melvin J. Warner, gm Ray Thompson, cm Ray Wilkinson, pd	Grover Taylor, ce Alex Dare, nd Tal Pollard, fd Sam Bland, sd Margaret Hadely Staton, 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. Avera Wynne P. O. Box 752 6-8736	ABC Burn-Smith	W. Avera Wynne, o, gm	Rainey Horner, cm Joe R. Morris, ce
	WEED-FM 1949	Ch. 221 (A) 92.1mc 0.27kw				
ROXBORO (Person County)						
	WRXO 1949	1430 1,000-D	Roxboro Bcstg. Co. P. O. Box 130 6013		Harold S. Taylor, p, gm, cm	Lloyd Perkins, ce
SALISBURY (Rowan County)						
	WSAT 1948	1280 1,000 DA-N	Mid-Carolina Bcstg. Co. P. O. Drawer 99 276	ABC McGillvra	C. H. Wentz, p Harry L. Welch, gm Kitty Murphy, cm, nd	Gates M. Adkins, pd E. L. Sherman, ce Ernest Miller, fd Orval Cox, sd Rebecca McCutchan, wd
	WSTP 1949	1490 250	Piedmont Bcstg. Corp Central Theatre Bldg. 2121	MBS	Robert M. Wallace, p Russell B. McIntire, gm, pd, nd	Russell M. Hunt, cm, pmm Carl B. Watson, ce Bill Brown, sd
	WSTP-FM 1946	Ch. 293 (B) 106.5mc 3kw				
SANFORD (Lee County)						
	WEYE 1952	1290 1,000-D	Lee Bcstg. Corp. 137 S. Steel St. Spring 4-5581		W. L. Simmons, p	W. W. Primm, gm, ce
	WWGP 1946	1050 1,000-D	Sandhills Bcstg. Corp. 210 St. Clair Ct. Springs 3-8611	KBS	W. E. Horner, sec-treas Del Carty, gm, cm, pmm, fd, sd	L. B. Nelson, asst cm Marion Harrington, pd Edward Becker, ce Douglas Coleman, nd Jackie Barnes, wd
	WWGP-FM 1950	Ch. 288 (A) 105.5mc 0.49kw				

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SHELBY (Cleveland County)							
WOHS	730	Western Carolina Radio Corp.		Robert M. Wallace, p, gm	Charles Loveland, pd	Edwin Patterson, ce	
1946	1,000-D	1511 W. Dixon Blvd. 6313		Don McLain, cm, pmm			
WOHS-FM	Ch. 241 (B)						
1948	96.1mc 2.6kw						
SILER CITY (Chatham County)							
WNCA	1570	Chatham Bcstg. Co. Inc.	Best	William Wren, p	Gene Whitaker, pd, sd	Alex McNeill, nd, fd	
1952	1,000-D	P. O. Box 352 616		L. C. Bruce, gm, cm	C. D. Chandler, ce		
SMITHFIELD (Johnston County)							
WMPM	1270	Selma Smithfield Bcstg. Co.		John S. Townsend, gm, ce	Bill Kirby, pd	Ben E. Johnson, fd	
1950	1,000-D	Buffalo Rd. 2434		Bill Burwell, cm	John A. Wall, nd	Sherry Peterson, wd	
SOUTHERN PINES (Moore County)							
WEEB	990	Sandhill Community Bcstrs. Inc.	Holman	Jack S. Younts, p, gm	Elizabeth M. Younts, pd	E. H. Garrison Jr., fd	
1947	1,000-D	135 W. New Hampshire Ave. 2-2942		Joseph A. Warren, cm, ce	Charles G. Clapp, nd, sd	Marion Wicker, wd	
SPRUCE PINE (Moore County)							
WTOE	1470	Toe River Valley Bcstg. Co.		T. N. Cooper, p			
1955	1,000-D	c/o T. N. Cooper RFD No. 1, Box 20-B					
STATESVILLE (Iredell County)							
WDBM (CP)	550- 500-D	Iredell Bcstg. Co. Walter A. Duke					
WSIC	1400	Statesville Bcstg. Co.	MBS	Chas. D. Melton, gm	T. Ken Abernethy, ce	Bill Brown, nd	
1947	250	P. O. Box 1189 9078		Troy McPherson, gm			
WSIC-FM	Ch. 289 (B)			Tom Lawrence, pd, sd			
1947	105.7mc 2.4kw						
TABOR CITY (Columbus County)							
WTAB	1370	Tabor City Bcstg. Co.		John B. Ward Sr., p	Henry Sessions, asst mgr,	W. J. Brown, nd, sd	
1954	1,000-D	3171		Troy McPherson, gm	pmm, pd	Louise Granger, wd	
				J. G. Worrell, cm	Arthur D. Nix, ce		
TARBORO (Edgecombe County)							
WCPS	760	Coastal Plain Bcstg. Co. Inc.	Dora-Clayton	V. E. Fountain, p	Lewis Heilbronner, cm, sd	Tom Shields, pd, nd	
1946	1,000-D	Edgecombe Bank Bldg. 2191		G. Lee Hodges, gm			
WCPS-FM	Ch. 292 (B)						
1953	104.3mc 7kw						
THOMASVILLE (Davidson County)							
WTNC	790	Thomasville Bcstg. Co.		George W. Lyles Sr., p	James McAden, ce	Jack Grubb, sd	
1947	1,000-D	P. O. Box 750 2701		Harold G. Harrison, gm,	John Mauti, nd	Jeannine Eyerly, wd	
				cm, pd, pmm	Joe Long, fd		
WTNC-FM	Ch. 252 (A)						
1947	98.3mc 0.45kw						
TRYON (Polk County)							
WTYN	1580	Thermal Bcstg. Co.		Mildred Allen, co-o, gm	Palmer Greer, ce	Charles Rush, sd	
1954	250-D	P. O. Box 1482 361		Edithe Mooneyham, co-o, cm	Joe Martin, nd	Pat Martin, wd	
WADESBORO (Anson County)							
WADE	1210	R. P. & R. A. Lyon		R. P. Lyon, co-o	W. P. Billingsley, gm	Don Gray, nd, sd	
1947	1,000-D	P. O. Box 341 427		R. A. Lyon, co-o	Willard S. Taylor, ce		
WALLACE (Duplin County)							
WLSE	1400	Duplin Bcstg. Co.		Harry Kramer, p	John T. Newman, cm,	Harry Massingale, ce	
1953	250	6911		Lester L. Gould, gm	pd, pmm, nd, fd, sd, wd		
WASHINGTON (Beaufort County)							
WHED	1340	Pamlico Bcstg. Co. Inc.	KBS	W. W. Moore, p, gm	W. C. Boahn, pmm	R. A. Fowle, sd	
1953	250	P. O. Box 439 278	Continental	P. A. Moore, cm, nd	R. W. Tripp, ce	Mary L. Moore, wd	
				D. L. Wilkerson, pd, fd			
WRRF	930	Tar Heel Bcstg. Sys. Inc.	ABC	W. R. Roberson Jr, p	Merrill Daniels, pd	L. E. Hiland, ce	
1942	5,000-D	Bank of Washington Bldg. 403	Walker	William R. Abeyounis, gm			
	1,000-N						
	DA-N						
WAYNESVILLE (Haywood County)							
WHCC	1400	Radio Station WHCC	KBS	Kenneth D. Fry, co-o, gm,	Margaret F. Fry, co-o,	Joseph W. Herman, ce	
1947	250	P. O. Box 180 Glendale 6-8861		cm	pd, wd		

NORTH CAROLINA

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 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
WHITEVILLE (Columbus County)						
WENC 1946	1240 250 (CP-1220 1,000-D)	Whiteville Bcstg. Co. P. O. Box 700 2133	MBS Clark	J. A. Maultsby, p Jerry Honeycutt, gm, nd C. D. Pickerrell, cm	Harry Dunnagan, pd Graham Fore, ce, sd Mattie Roberson, traffic mgr	C. O. Thomas, fd Mary Bubbett, wd
WILLIAMSTON (Martin County)						
WIAM 1951	900 1,000-D	East Carolina Bcstg. Co. 115 E. Main St. 2478		William H. Farrier, co-o, sm, pd, pmm, nd, sd Charles M. Gaylord, co-o, cm, gm	Charles Neer, ce Tom Brandon, fd	Martha Peele, wd
WILMINGTON (New Hanover County)						
WGNI 1947	1340 250	New Hanover Bcstg. Co. P. O. Box 869 2-2493	MBS Walker	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm	Arthur L. Madeley, pd, ce, nd Tancil A. Horne, pmm	Lee Clarke, sd Ariene Collier, wd
WMFD 1935 WMFD-TV	630 1,000 DA-2	Richard Austin Dunlea 225 Princess St. 4840	ABC CBS Burn-Smith	Richard A. Dunlea Sr., p, gm Alan A. Compton, cm, fd	Clay McBride, pd Bill Weathers, pmm, sd E. I. Herring Jr., ce	Paul Jennewein, nd Julia M. Mitton, wd
WILSON (Wilson County)						
WGTM 1937	590 5,000 DA-2	Watson Industries Inc. Herring Ave. Extension 2188	CBS Walker	P. T. Watson Sr., p, gm Desmond S. Barkley, cm William J. Bunn, pd	P. T. Watson Jr., pmm William H. Malone, ce Jean B. Glover, nd	William Glover, fd Clinton M. Farris, sd Mary J. 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, p Lynda Thomas, pmm Dan Williams, ce	Al LaVie, nd Callbie Wood, fd Bill Wiggs, sd
WINSTON-SALEM (Forsyth County)						
WAAA 1950	980 1,000-D	Camel City Bcstg. Corp. P. O. Box 3119 2-4121	KBS Forjoe	Ronald B. Woodyard, p Ranny Daly, gm, cm, pd	Fred Bennett, ce	Larry Williams, nd
WAIR 1937	1340 250	Radio Winston-Salem First St. at Stratford Rd. 2-1133	ABC Burn-Smith	John S. Riggs, p F. Robert Greene, sec-treas Wally Voigt, gm	Larry Patrick, pd Lee Baine, pmm Lee King, ce	Paul Mason, nd Jimmy Wynne, sd
WAIR-FM 1947	Ch. 228 (B) 93.1mc 34kw					
WSJS 1930 WSJS-TV	600 5,000 DA-2	Piedmont Publishing Co. 419-421 N. Spruce St. 5-2311	NBC Headley-Reed	Gordon Gray, p Harold Essex, vp, gm Harry B. Shaw, slm	John Comas, prog mgr Jean Isenhower, pmm Phil Hedrick, opr mgr	F. O. Carver, nd Harvey Dinkins, fd Max Ulrich, sd
WSJS-FM 1947	Ch. 281 (B) 104.1mc 41.8kw					
WTOB 1947 WTOB-TV	1380 5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co. Inc. 300 S. Stratford Rd. 3-4353	CBS MBS H-R Reps.	James W. Coan, p John G. Johnson, gm Charles W. Brunt, cm	John E. Miller, pd, fd Tracy Lounsbury, pmm James H. Hoke, ce	George Thomas, nd Owen Spann, sd

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NORTH DAKOTA

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)						Families July 1955	Retail Sales 1954(\$000)			
Adams	4,910	1,200	\$ 5,606	\$ 1,105	\$ 86	1,584	Morton	19,295	5,100	21,980	3,902	499	6,700
Barnes	16,884	4,300	17,088	3,134	308	5,713	Mountrail	9,418	2,400	10,629	1,752	298	3,542
Benson	10,675	2,300	5,589	1,357	102	2,855	Nelson	8,090	1,800	8,170	1,046	171	2,594
Billings	1,777	500	170	65	...	474	Oliver	3,091	500	767	227	30	889
Bottineau	12,140	3,000	10,944	2,001	275	3,859	Pembina	13,990	3,400	13,355	2,354	201	4,361
Bowman	4,001	1,000	6,590	1,411	213	1,491	Pierce	8,326	2,000	7,809	1,282	88	2,565
Burke	6,621	1,700	5,282	1,271	153	2,279	Ramsey	14,373	3,400	19,704	2,995	344	4,651
Burleigh	25,673	7,700	50,579	6,304	1,459	9,871	Ransom	8,876	2,200	8,620	1,395	155	3,117
Cass	58,877	17,500	91,113	11,070	2,791	20,272	Renville	5,405	1,500	4,889	1,305	79	1,765
Cavalier	11,840	2,600	8,877	1,430	155	3,415	Richland	19,865	5,100	20,400	2,833	344	6,239
Dickey	9,121	2,400	9,062	1,339	243	2,779	Rolette	11,102	2,100	6,892	1,424	176	2,526
Divide	5,967	1,300	5,921	906	139	2,240	Sargent	7,616	1,700	4,443	986	37	2,325
Dunn	7,212	1,600	3,990	748	79	1,885	Sheridan	5,253	1,200	3,280	500	79	1,583
Eddy	5,372	1,200	5,521	827	133	1,672	Sioux	3,696	500	1,150	468	31	710
Emmons	9,715	2,000	7,372	1,403	39	2,630	Slope	2,315	500	478	166	...	670
Foster	5,337	1,500	7,130	1,292	87	1,879	Stark	16,137	3,800	22,404	2,919	551	5,350
Golden Valley	3,499	900	4,109	788	74	1,333	Steele	5,145	1,200	3,930	816	84	1,747
Grand Forks	39,443	11,400	58,274	8,166	1,086	11,919	Stutsman	24,158	6,400	28,311	4,172	606	7,708
Grant	7,114	1,500	4,286	761	148	1,923	Towner	6,380	1,300	6,004	1,129	129	2,041
Griggs	5,460	1,300	4,734	845	74	1,806	Trails	11,359	2,800	11,633	1,906	195	3,941
Hettinger	7,100	1,700	8,404	1,311	150	2,114	Walsh	18,859	4,500	21,017	2,816	400	6,016
Kidder	6,168	1,400	3,863	817	75	1,654	Ward	34,782	10,000	55,829	6,674	1,563	11,426
La Moure	9,498	2,300	9,333	1,548	161	2,995	Wells	10,417	2,500	9,554	1,618	181	3,294
Logan	6,357	1,300	4,129	523	34	1,808	Williams	16,442	7,900	50,511	8,187	831	8,407
McHenry	12,556	3,000	10,523	2,571	214	3,729							
McIntosh	7,590	1,800	7,440	1,388	79	2,397							
McKenzie	6,849	1,700	5,860	1,159	150	2,223							
McLean	18,824	5,100	19,568	5,273	548	6,186							
Mercer	8,686	2,000	7,133	1,723	160	2,636							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

BISMARCK*(Burleigh County)*

KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 200½ Fourth St. 1025 3rd St.	NBC Blair	Mrs. P. J. Meyer, p F. E. Fitzsimonds, evp William Ekberg, gm	R. W. MacLeod, opr mgr Donald McLean, pd Jack Swenson, pmm & nd	Ivan Nelson, ce Doug Anderson, sd
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DEVILS LAKE*(Ramsey County)*

KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS KBS Great Northern Bcstg. Sys. Holman	Bert Wick, p, gm Paul R. Lange, cm	Wilbur Clemenson, pd Norman Buckner, pmm, sd	Richard Moritz, ce Jerry Regnier, nd
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DICKINSON*(Stark County)*

KDX 1947	1230 250	Dickinson Radio Association 119 2nd Ave. W. 4113	KBS Holman	P. J. Weir, p Orville F. Burda, gm, pmm Eugene A. Spear, cm	Lauren Haacke, pd Benjamin Lockerd, ce Warren Vranza, nd	Karleton R. Johnson, fd Robert J. Weiler, sd Beatrice A. Spear, wd
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FARGO*(Cass County)*

KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. 421½ N. P. Ave. 2-3291	ABC Gill-Perna	W. R. Haggart, p Charles G. Burke, gm, cm, pmm	Chuck Davis, pd, nd Lorne Lorentz, trans eng Norris Pederson, studio eng	Tom Torrance, fd Don Franch, sd Verna Newell, wd
*KFNW 1955	900 1,000-D	Northwestern Schools, Bible College, College of Arts, Theological Seminary (See Moorhead, Minn. listing)		Richard A. Elvec, p		
KVOX 1937	1280 1,000	WDAY Inc. American Life Bldg. 2-3371	NBC Northwest Net. Free & Peters	E. C. Reineke, p Tom Barnes, gm Jack Dunn, sm Bill Burn, slm	Ernie Brevik, pd Roy Pedersen, pmm Julius Hetland, tech dir	Juline Savold, ce Norm Schrader, nd Bill Weaver, sd
WDAY 1922	5,000					
WDAY-TV	DA-N					

GRAND FORKS*(Grand Forks County)*

*KFJM 1923	1440 1,000-D 500-N ST-KILO	University of North Dakota University Station 4-6141		George W. Starcher, p	Myron M. Curry, dir	Arnold Petrich, ce
KILO 1941	1440 1,000-D 500-N ST-KFJM	Grand Forks Herald Inc. First Natl. Bank Bldg. 4-5321	CBS Everett- McKinney O'Connell	M. M. Oppegard, p Herman Livingston, gm, cm John H. Doyle, pd, nd	Arnold F. Petrich, ce William Rendell, fd	Ed Bohnhoff, sd Dorothy Ann Kirk, wd
KNOX 1947	1310 5,000	Community Radio Corp. P. O. Box 1110 4-4611	MBS Great Northern Rambeau Bulmer & Johnson	Carroll E. Day, p Jack French, mgr, sd Robert C. Lukkason, cm, slm	John Dark, pd Don DeKrey, pmm Dave Chumley, ce	Charles K. Bundlie, nd, fd Beverly Ford, wd
KNOX-TV	DA-N					

HETTINGER*(Adams County)*

KNDC 1954	1490 250	Hettinger Bcstg. Co. 547	Upper Midwest	T. G. Barclay, p Les Kieven, gm, fd Roger Rlen, pd	I. R. Kolladecheck, ce Warren Papke, nd	Tommy Clement, sd Becky Beckman, wd
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JAMESTOWN*(Stutsman County)*

KEYJ 1954	1400 250	James River Bcstg. Co. P. O. Box 1170 1400	MBS KBS	Robert E. Ingstad, p Alfred G. Berry, sta dir	Robert L. Richardson, cm, sd Newell C. Grant, pd, pmm	Robert Jensen, ce
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co. Inc. 429 2nd St., S.W. 1600	CBS Dakota Net. Weed	John W. Boler, p Robert E. Bausman, gm S. S. Ingersol, slm	Donald Kingsley, pd Harvey Van Erem, ce	Frank Keisa, nd Werdna Ingersol, wd

MANDAN*(Morton County)*

KGCU 1922	1270 1,000-D 250-N	Mandan Radio Association Inc. 200 3rd Ave. N.W. 561	MBS Gill-Perna	W. S. Russell, p Paul C. Gussner, gm John Z. Miller, cm DeLores Vetter, pd	M. Bushee, prod dir Raymond Barnett, ce Roger Lockbeam, nd	Ken Eychaner, fd Pat B. Phillips, sd Marian Assel, wd
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MINOT*(Ward County)*

KCJB 1950	910 1,000 DA-N	North Dakota Bcstg. Co. Inc. 15 A W. Central Ave. 51-161	CBS Dakota Radio Net. Weed	John W. Boler, p, gm Chester Rietan, cm, fd Ann Hennes, pd	Joseph Main, ce William Johnson, nd	Rodney Romaine, sd Cis Hadley, wd
KLPM 1929	1390 5,000-D 1,000-N	Minot Bcstg. Co. Fair Block 41-146	MBS Great Northern Walker Gill-Perna	John B. Cooley, ptrn, gm C. W. Baker, ptrn, sm, ce Leslie E. Maupin, ptrn, slm, pd	Ken Knutson, nd E. H. Cooley, fd	Russ Smith, sd Rosella Kounovsky, wd

VALLEY CITY*(Barnes County)*

KOVC 1936	1490 250	KOVC Inc. 135 Central Ave. So. 1490	MBS Great Northern	Robert E. Ingstad, p, gm, cm, nd	Russ Kaber, pd, sd Charles Sjostrom, ce	Larry Iverson, fd Mary Jean Ingstad, wd
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WAHPETON*(Richland County)*

KBMW 1948	1450 250	(See Breckenridge, Minn., listing)				
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WILLISTON*(Williams County)*

KEYZ 1948	1450 250	Charles L. Scofield P. O. Box 1240 3-3911		Charles L. Scofield, p, gm Willard L. Holter, cm, pm Robert A. Foster, ce	Jack McGeehan, nd Don Hotchkiss, fd	Bob Miller, sd Jackie Smith, wd
KGCX 1928	1480 5,000	(See Sidney, Mont., listing)				

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger		County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger	
		Families July 1955	Retail Sales 1954(\$000)			Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Cars 1954				
Adams	20,499	6,100	\$ 15,202	\$ 3,158	\$ 343	6,111	Lorain	148,162	46,700	183,542	51,934	5,180	60,490		
Allen	88,183	28,200	111,238	25,368	2,418	32,217	Lucas	395,551	126,700	551,358	133,956	16,426	147,822		
Ashland	33,040	10,700	37,983	8,384	856	13,085	Madison	22,300	6,000	34,756	6,306	703	7,500		
Ashtabula	78,695	25,200	95,486	23,886	2,332	30,875	Mahoning	257,629	75,300	313,005	83,316	6,884	85,700		
Athens	45,839	12,000	36,657	8,624	866	12,019	Marion	49,959	16,500	63,833	15,079	1,622	18,800		
Auglaize	30,637	9,700	35,863	7,757	497	11,779	Medina	40,417	13,000	49,706	11,046	1,152	17,641		
Belmont	87,740	25,600	62,345	21,729	1,129	22,924	Meigs	23,227	6,800	17,818	4,121	429	6,281		
Brown	22,221	6,800	18,232	3,944	329	7,346	Mercer	28,311	8,500	33,921	5,712	420	10,522		
Butler	147,203	45,500	194,710	53,792	4,860	55,579	Miami	61,309	20,100	75,818	19,254	2,008	24,200		
Carroll	19,039	5,600	13,138	2,840	186	6,225	Monroe	15,362	4,200	7,341	1,413	76	3,861		
Champaign	26,793	8,400	26,552	5,740	639	10,077	Montgomery	398,441	128,500	535,189	131,212	19,329	165,141		
Clark	111,661	35,500	126,115	29,938	3,665	39,770	Morgan	12,836	3,900	9,255	1,856	157	3,671		
Clermont	42,182	12,600	44,343	13,166	1,010	17,071	Morrow	17,168	5,100	12,570	2,766	161	6,391		
Clinton	25,572	8,100	37,147	7,804	506	9,940	Muskingum	74,535	23,100	71,429	16,154	2,063	24,211		
Columbiana	98,920	31,000	106,591	27,954	2,796	32,345	Noble	11,750	3,300	7,986	1,310	90	3,281		
Coshocton	31,141	9,900	30,073	6,672	720	10,425	Ottawa	29,469	9,400	34,838	9,122	549	12,611		
Crawford	38,733	12,600	48,418	11,742	1,016	15,740	Paulding	15,047	4,500	11,159	2,867	204	5,701		
Cuyahoga	1,389,532	440,000	1,907,682	514,989	62,915	506,663	Perry	28,999	8,300	18,592	5,984	344	8,511		
Darke	41,799	12,900	50,557	9,983	835	15,969	Pickaway	29,352	7,600	30,843	6,593	501	9,831		
DeFrance	25,925	8,200	34,919	7,638	718	10,399	Pike	14,607	5,800	22,664	5,372	134	10,971		
Delaware	30,278	8,900	30,777	6,577	435	11,409	Portage	63,954	19,300	75,169	20,402	1,855	24,811		
Erie	52,565	17,000	66,090	17,595	2,421	20,694	Preble	27,081	8,400	21,694	4,991	392	10,751		
Fairfield	52,130	16,300	48,153	12,141	1,457	20,159	Putnam	25,248	7,300	23,707	4,446	320	9,291		
Fayette	22,554	7,200	26,307	5,355	429	8,168	Richland	91,305	28,900	115,190	24,809	2,551	35,800		
Franklin	503,410	160,000	663,309	146,360	21,118	195,774	Ross	54,424	15,600	59,808	15,651	1,665	18,561		
Fulton	25,580	8,000	35,608	7,610	677	10,275	Sandusky	46,114	15,300	54,904	11,841	1,033	19,111		
Gallia	24,910	6,300	16,129	3,649	273	6,331	Scioto	82,910	27,600	94,062	24,583	2,374	28,901		
Geauga	26,646	7,600	29,501	7,771	456	11,989	Seneca	52,978	16,400	57,216	12,624	1,265	19,911		
Greene	58,892	19,200	61,733	14,234	2,054	23,836	Shelby	28,488	8,700	28,275	7,557	570	11,411		
Guernsey	38,452	11,200	31,579	7,773	574	10,582	Stark	283,194	87,600	333,731	84,223	7,913	102,931		
Hamilton	723,952	238,400	990,713	249,098	28,526	228,477	Summit	410,032	131,500	522,612	137,928	14,167	155,591		
Hancock	44,280	15,000	54,275	11,797	1,141	18,159	Trumbull	158,915	49,700	167,031	47,862	3,643	61,631		
Hardin	28,673	8,800	25,294	6,019	628	10,186	Tuscarawas	70,320	22,000	72,569	19,960	1,861	24,772		
Harrison	19,054	5,700	14,389	5,019	188	5,882	Union	20,687	6,400	18,686	3,566	362	7,651		
Henry	22,423	6,800	25,201	5,148	492	8,779	Van Wert	26,971	8,800	28,197	6,491	490	10,291		
Highland	28,188	9,100	29,529	7,207	463	9,996	Vinton	10,759	2,600	4,235	1,718	69	2,831		
Hocking	19,520	5,300	15,969	4,397	357	6,218	Warren	38,505	11,700	42,642	10,586	933	17,021		
Holmes	18,760	4,300	11,930	2,102	227	4,621	Washington	44,407	13,600	37,191	8,990	758	15,261		
Huron	39,353	12,500	48,804	13,004	2,239	15,393	Wayne	58,716	17,100	75,308	15,173	1,625	21,711		
Jackson	27,767	8,000	28,041	7,248	528	8,984	Williams	26,202	8,600	32,194	7,474	654	10,911		
Jefferson	96,495	27,200	94,184	26,895	2,295	26,866	Wood	59,605	18,000	57,977	16,040	1,358	22,841		
Knox	35,287	11,100	42,278	10,024	881	12,819	Wyandot	19,783	6,200	18,273	4,039	396	7,611		
Lake	75,979	25,700	100,105	28,814	2,537	38,777									
Lawrence	49,115	13,800	36,414	10,307	623	13,911									
Licking	70,645	22,800	79,127	19,698	1,648	27,560									
Logan	31,329	10,300	39,869	8,580	641	12,107									

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state

*Men Who
Know Akron
Best**

**BUY MOST
on WAKR**

- *Leading
- DEPARTMENT STORES
- SUPER MARKETS
- BANKS
- AUTO DEALERS
- AND OTHERS

IN AKRON... WAKR IS 1st

IN LOCAL AND NATIONAL SALES

RADIO-TELEVISION CENTER

853 Copley Road — Akron 20, Ohio

DIRECTORY OF AM AND FM STATIONS

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.
AKRON (Summit County)				
WADC 1925	1350 5,000 DA-1	Allen T. Simmons Inc. Corner Main & Mill Jefferson 5-6165	CBS Hollingbery	Allen T. Simmons, p, gm Robert B. Wilson, cm, asst mgr
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. 853 Copley Rd. (20) Portage 2-8811	ABC Weed	S. Bernard Berk, p Roger G. Berk, vp, gm Kenneth M. Keegan, vp, sls dir
WAKR-TV 1947	Ch. 248 (B) 97.5mc 4.4kw			Harold Hageman, pd, nd, fd Mary Jo Staseil, pmm Arnold Bock, ce Adrian R. Cooper, pf, prod mgr, pmm Irwin L. Knopp, ce
WAKR-FM 1947	Ch. 248 (B) 97.5mc 4.4kw			Ernie Stadvec, sd Nina Magno, wd Ed McDonald, nd Bob Wylie, sd
WCUE 1950	1150 1,000-D DA-D	Akron Bestg. Corp. 41 S. Main (8) Franklin 6-7114	Pearson	Tim Elliott, p, gm Jack Maurer, vp, cm, sm Harley Lucas, asst cm
WHKK 1945	640 1,000 DA-1 L-KFI	WHKK Bestg. Co. 51 W. State St. Blackstone 3-7101	MBS Bolling	J. B. Maurer, co-o P. R. Herbert, co-o Cliff Rodgers, pd Jack Clifton, pd Rick Reighard, prod mgr Jean Elliott, pmm, wd Henry Niederkofer, ce Chet Trouten, nd George V. Paul, ce Kenneth Halterman, nd Ed Erwin, sd Dick Howard, fd Marilyn Race, wd
ALLIANCE (Stark County)				
WFAH 1953	1310 1,000-D DA-D	Review Publishing Co. 2720 S. Union Ave. 1-5345	Rambeau	D. A. Peterson Robert A. Gates, cm Edward D. Krahling, pd, sd Gene Peterman, ce Wm. Steffy, nd Tony Gates, fd
WFAH-FM 1947	Ch. 269 (A) 101.7mc 1kw			

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OHIO'S 4th MARKET

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Better use our ladder, when Ohio's 4th market is the plum you're after. Better check our top ratings... better get tuned to our music... better learn about "Contact", our live-wire news service. WCUE's mobile broadcast unit takes the neighbors to the scene of the news. It cruises the city and speeds down the highways, never misses a thing. When you're reaching for our particular sugarplum market... use our ladder, be our guest!

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Akron's only independent - we're home folks
TIM ELLIOT, President

MORE SALES
TOP RATINGS
MORE NEWS
MORE MUSIC
FULL COVERAGE
1KW - 1150 KC
WCUE

John E. Pearson Co., National Representatives

City 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	
ASHLAND (Ashland County)						
WATG 1947	1340 250	Ashland Bcstg. Corp. Route 42, Mansfield Rd. 2-1573	McGillvra	R. S. Burke, p Donald Holzappel, gm Harlan Cook Jr., cm	Charles Kilkenny, pd, nd Donald Holzappel, ce Don Coffman, fd	Wayne Byers, sd Cathy Donges, wd
WATG-FM 1947	Ch. 267 (B) 101.3mc 10.2kw					
ASHTABULA (Ashtabula County)						
WICA 1937	970 5,000-D	WICA Inc. 32-126	Everett-McKinney	D. C. Rowley, p J. Colin, gm D. W. Fassett, sm Vernon Webster, cm	John Strasen, pd Lawrence Gerrity, pmm Frank Bernato, ce Gary Wilson, nd	Charles Mandrake, fd Andy Holecko, sd Arlene Klammer, wd
WICA-TV 1949	1,000-N DA-3					
WICA-FM 1949	Ch. 279 (B) 103.7mc 40kw					
ATHENS (Athens County)						
WATH 1950	970 1,000-D	Radio Athens P. O. Box 527 3-1587	Continental	A. V. Kovlan, o, gm, ce John Kerr, cm George Charles, pd	William Harding, nd Ted Covert, fd	John Foley, sd Claudia Bolin, wd
BELLAIRE (Belmont County)						
WTRX 1947	1290 1,000-D	WTRX Inc. Woodmont 1515	MBS	Walter Patterson, p Edwin R. Huse, vp Franklin R. Curtis, mgng dir	Paul Howard, pd, fd William Greaver, pmm George T. Cowen, ce	George Diab, nd, sd Joanne Dunn, wd
WTRX-FM 1947	Ch. 267 (A) 100.5mc 9kw					
BELLEFONTAINE (Logan County)						
WOHP 1952	1390 500-D	Lake Erie Radio & Tv Corp. E. Sandusky St. 2-5796		Theodore Nelson, p R. K. Wood, gm, cm	Kenneth Arnold, ce	Nina Lewis, nd
BOWLING GREEN (Wood County)						
WWBG 1954	730 250-D DA-D	Howard R. Ward P. O. Box 105 3-8021		Howard R. Ward, p, gm Gene Robinson, pd	Roy Gallagher, ce John C. Dunn, nd, fd	Alma Vriesen, wd
CAMBRIDGE (Guernsey County)						
WILE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	Howard A. Donahoe, o, p, gm Bruce Meighen, cm	David C. Lorimer, pd, pmm, nd	Harold Black, ce Bill Robinson, sd
CAMPBELL (Mahoning County)						
WHOT 1955	1570 250-D	Myron Jones 401 N. Blaine Youngstown 8, Ohio Riverside 6-8464	Forjoe	Myron Jones, o William Fleckenstein, gm, ce	Louis Skelly, cm Ben Fearless, pd	Joe Hodak, pmm Dick Biondi, nd, sd
CANTON (Stark County)						
WAND 1947	900 500-D	P. C. Wilson 106 High Ave., N.W. Glendale 6-8386	Best	P. C. Wilson, p, cm James Wilson, gm, pd	Joseph Kish, pmm, tech dir Ronald Baker, ce	Albert Gill, nd, sd Anita Lynch, wd
WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd. N.W. Glendale 5-9475	Burke-Stuart	S. L. Huffman, p Clark L. Dozer, mgr Jack R. Hale, cm	Denny I. Dever, pd, pmm, fd William Waechter, ce	Eugene Dillon, nd, sd Louise Caghan, wd
WHBC 1925	1480 5,000 DA-N	Ohio Bcstg. Co. 550 S. Market St. Glendale 6-7166	ABC Venard, Rintoul & McConnell	Eugene Carr, p Robert C. Fehlman, gm Paul E. Gilmor, cm Lee Atwell, pd	Nancy Schneider, pmm Robert Breen, ce Al Frances, nd	Bob Krahling, fd Jim Muzzy, sd Carol Adams, wd
WHBC-FM 1948	Ch. 231 (B) 94.1mc 15kw					
CHILLICOTHE (Ross County)						
WBEX 1947	1490 250	Shawnee Bcstg. Co. Inc. P. O. Box 244 3-2244	ABC Grant	Truman A. Morris, p Lew Wagner, mgr	George Evangelow, ce Al Batteiger, nd	Betty Knab, wd
CINCINNATI (Hamilton County)						
WCIN 1953	1480 1,000-D	Rounsaville of Cin- cinnati Inc. 3301 Beekman St Mulberry 1-7600	Gill-Perna Dora-Clayton	Robert W. Rounsaville, p Lee Smith, mgng dir Ralph B. Johnson, gm Bernard M. Dabney Jr., cm	Larry Dean Faulkner, pd George N. White, pmm Joe E. McCormack, ce	Herman K. Griffith, nd Tom Knox, sd Evelyn Foy, wd
WQXN (TV) (CP)	DA-D					
WCKY 1929	1530 50,000 DA-N	L. B. Wilson Inc. Hotel Gibson Cherry 1-6585	Welstead	C. H. Topmiller, gm, ce Thomas A. Welstead, vp Robert M. Fleming, pmm	John Murphy, nd Marty Roberts, fd	Paul Sommerkamp, sd DeVina Wheeldon, wd

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CINCINNATI (Cont.)

WCPO 1928 WCPO-TV	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. (6) Capitol 1-0777	MBS Blair	Jack R. Howard, p M. C. Watters, gm Colin Male, sta dir	Bill Dawes, pd Robert Rietman, slm	Paul Adams, ce Jack Fogarty, nd, fd
WCPO-FM 1949	Ch. 286 (B) 105.1mc 12.5kw					
WKRC 1924 WKRC-TV	550 5,000-D 1,000-N DA-2	Radio Cincinnati Inc. Hotel Alms Woodburn 1-0550	CBS Katz	Hulbert Taft Jr., p David G. Taft, evp Hubbard Hood, gm Herb Heilbrun, loc slm	Kenneth W. Church, natl slm Ed Kennedy, pd, sd John J. Walsh, prom dir	George Wilson, eng dir Tom McCarthy, nd, fd Jana Demas, wd
WKRC-FM 1947	Ch. 270 (B) 101.9mc 15.5kw					
WLW 1922 WLWT (TV)	700 50,000	Crosley Bcstg. Corp. 140 W. 9th St. (2) Cherry 1-1822	NBC Crosley Sales NBC Spot Sales	James D. Shouse, chmn of bd Robert E. Dunville, p, gm Ward L. Quaal, vp, asst gm R. J. Rockwell, vp, eng dir	Kieran T. Murphy, vp, treas Harry Mason Smith, vp in chg of sls Gilbert Kingsbury, vp in chg of pub rel	Chester Herman, pd Robert Miller, fd Terry Flynn, nd Robert H. Kimball, pm m
WSAI 1923	1360 5,000 DA-N	Gordon Bcstg. Co. Hotel Sinton Main 1-1068	ABC Weed	Sherwood R. Gordon, p, gm Paul Jones, pd Lu Bassett, natl slm Harold O. Parry, loc slm	Arthur Plaut, pmm Jonas E. Helser, ce Bill Robbins, nd	Tommy Morgan, fd Dick Baker, sd Carolyn Watts, wd
WSAI-FM 1955	Ch. 274 (B) 102.7mc 14.7kw					

**CLEVELAND
(Cuyahoga County)**

KYW 1923 KYW-TV	1100 50,000	Westinghouse Bcstg. Co. 815 Superior Ave. Cherry 1-0942	NBC Free & Peters	Donald H. McGannon, p Rolland V. Tooke, vp	Gordon Davis, gm John McIntosh Jr., slm	Howard Spiller, tech oper sup John V. Hanrahan, pmm
KYW-FM 1948	Ch. 289 (B) 105.7mc 14kw					
WDOK 1950	1260 5,000 DA-2	Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-2890	H-R Reps.	R. Morris Pierce, p Frederick C. Wolf, asst to p, treas	Ralph E. Quay, asst mgr Leonard Auerbach, pmm Clifford Ormston, ce	Van Lane, sd Dorothy Mallin, wd
WDOK-FM 1954	Ch. 271 (B) 102.1mc 9.4kw					
WERE 1948 WERE-TV (CP)	1300 5,000 DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Venard, Rintoul & McConnell	Ray T. Miller, p Richard M. Klaus, gm Charles A. Dunbar, cm	Ed Stevens, pd, pmm Harry Dennis, ce Wayne Johnson, nd	Jerry Bowman, fd Louise Winslow, wd
WERE-FM 1947	Ch. 258 (B) 98.5mc 20kw					

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1ST FOR NEWS!
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WSAI-Radio's acceptance story will convince you that WSAI is the station you *must* buy to *sell* Cincinnati.

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BROADCASTING CO.
Sherwood R. Gordon,
President and
General Manager
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THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING

CLEVELAND (Cont.)

WGAR 1930	1220 50,000 DA-1	Peoples Bcstg. Co. Hotel Statler Prospect 1-0200	CBS Christal	Murray D. Lincoln, p Carl E. George, gm Robert B. Forker, cm	Robert Smiley, pd Donald McColister, co-ce Lloyd Wingard, co-ce	Charles Day, nd Bill McColgan, sd Ruth Allen, wd
WGAR-FM 1952	Ch. 253 (B) 99.5mc 31kw					
WHK 1921 WHK-TV (CP)	1420 5,000 DA-N	Forest City Publishing Co. 5000 Euclid Ave. Express 1-5000	MBS Headley-Reed	Sterling E. Graham, p Kenneth K. Hackathorn, gm William K. Brusman, cm	Leslie F. Biebl, pd John Wyman, pmm Ralph H. DeLany, ce	Jack Pluntze, nd Ken Coleman, sd Eleanor Hanson Sands, 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 Bcstg. Co.	Richard Eaton, p Arthur A. Snowberger, evp	C. C. Courtney, vp, cm	Paul Nakei, sm
WJW 1943 WXEL (TV)	850 5,000 DA-1	Storer Bcstg. Co. 1375 Euclid Ave. Superior 1-0101	ABC Katz	George B. Storer Sr., p John D. Kelly, gm, cm Charles V. Hunter, slm	Bruce MacDonald, pd Peter Lee, pmm Harold Brinkman, ce	Tom Carson, nd, sd Danny Ford, fd Jane Stevens, wd
WJW-FM 1948	Ch. 281 (B) 104.1mc 2.8kw					
WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Cleveland 18 Erieview 1-2005	Pearson	Samuel R. Sague, p, gm B. W. Sague, vp George W. Bickford, sec- treas	Norman V. Bergholm, exec dir, sis and oper Ramon J. Stoupal, pmm	Milo Townes, pd Robert Leedham, ce
WSRS-FM 1947	Ch. 237 (A) 95.3mc 1kw					

COLUMBUS

(Franklin County)

WBNS 1924 WBNS-TV	1460 5,000-D 1,000-N DA-N	Radio Ohio Inc. 33 N. High St. Capital 4-9265	CBS Blair	R. A. Borel, gm W. I. Orr, cm Geer Parkinson, pd	Jim Yerian, pmm Lester H. Nafzger, ce Chet Long, nd	Bill Zipf, fd Fern Sharp, wd
WCOL 1922	1230 250	Air Trails Inc. 22 S. Young St Capital 1-4581	ABC Air Trails Net. H-R Reps.	Charles Sawyer, p J. P. Williams, evp William H. Spencer, vp, sm, cm	J. O. MacFarlane, pd Harold E. Beard, ce Walter Furniss, nd	Cliff Oliver, fd Bill Mnich, sd Sarah Bingham, wd
WCOL-FM 1947	Ch. 222 (B) 92.3mc 24.5kw					
*WOSU 1919 WOSU-TV (CP)	820 5,000 L-WRRA- WBAP	Ohio State University Axminister 9-3148		Howard L. Bevis, p Robert C. Higgy, dir, gm, ce William H. Ewing, prog sup	William G. Wilcox, pub rel dir G. Robert Holsinger, nd	Arthur Smith, fd Lester Spencer, sd Mary Zinn, wd
WOSU-FM 1949	Ch. 209 (E) 89.7mc 14kw					
WRFD 1947	880 5,000-D	(See Worthington for listing)				
WTVN 1924 WTVN-TV	610 5,000 DA-N	Radio Columbus Inc. 22 E. Gay St. Capital 4-1271	MBS Katz	Hulbert Taft Jr., p Byron Taggart, gm Samuel T. Johnston, gen sim Kenneth W. Church, natl slm	Robert Adkins, pd Dan Ries, pmm William T. Hansher, ce	Best Stille, nd Joe Hill, sd Nita Hutch, wd
WVKO 1951	1580 1,000-D DA-D	Skyway Bcstg. Corp. 274 S. Third St. Capital 1-5247	Buckeye Forjoe	Colonel Gustav Hirsch, p Bertram Charles, gm Wm. Selander, cm	Bert Charles, pd Marjorie White, pmm, wd J. William Hammett, ce	John Terry, nd Robert Howard, sd
WVKO-FM 1948	Ch. 234 (B) 94.7mc 52kw					

W S R S

RADIO

GREATER CLEVELAND'S NUMBER 1 STATION

COSHOCTON
(Coshocton County)

WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1560		Bruce Wallace, p, gm James T. Sigman, cm Stanley C. Robinson, pd, nd, sd	Carl T. Speaks, pmm Elmer C. Moravecky, ce	Bill Du Bois, fd Joellen Du Bois, wd
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DAYTON
(Montgomery County)

WAVI 1947	1210 250-D	WAVI Bcstg. Corp. 1428 Cincinnati St. Hemlock 1291	Gill-Perna	H. K. Crowl, p, gm Kenneth D. Caywood, cm, pmm	Arthur Burnham, pd Vernon B. Yeich, ce	Jack Peysner, nd, fd, sd
WHIO 1935 WHIO-TV	1290 5,000 DA-N	Miami Valley Bcstg. Corp. 1414 Wilmington Ave. Madison 6581	CBS Hollingbery	James M. Cox Jr., p Robert H. Moody, gm Harvey R. Young Jr., asst gm in chg of sls	Wade H. Alley, pd Chuck Gay, prom dir Ernest L. Adams, ce Fred Brophy, nd	Ken Honeyman, fd Lou Emm, sd Madeline Wise, wd
WHIO-FM 1935	Ch. 256 (B) 99.1mc 19ktw					
WING 1924	1410 5,000 DA-N	Great Trails Bcstg. Co. 121 N. Main St. Hemlock 3773	ABC Air Trials Net. H-R Reps.	Charles Sawyer, p J. P. Williams, evp, gm Alexander Buchan, vp	Jack Wymer, sm Larry Marker, pmm Howard Ryan, ce	Jack Zeigin, nd, fd Bill Kehl, sd Sue Schuer, wd
WONE 1949 WIFE (TV) (CP)	980 5,000 DA-2	Skyland Bcstg. Corp. 380 W. First St. Michigan 6501	Headley-Reed	Ronald B. Woodyard, p C. J. Thornquest, natl slm Louis G. Froelich, cm	Dorothy Tatum, pd, pmm Stanley A. Beck, ce	George Young, nd Ruth Wunder, wd

DEFIANCE
(Defiance County)

WONW 1948	1280 500 DA-N	Tri-State Bcstg. Co. P. O. Box 303 3-2226	Devney	R. W. Crowell, p Glenn R. Thayer, vp, gm	Paul R. Murphy, pd	William Dommer, sd
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DOVER
(Tuscarawas County)

WJER 1950	1450 250	Dover Bcstg. Co. Inc. 210 Boulevard 4-2126	KBS	Agnes J. Reeves Greer, p W. B. Steis, gm John C. Needs, cm	Bill Burton, pd, pmm Don Graff, ce Rex Ridenour, nd, sd	Blake Gerber, fd Sally Drew, wd
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EAST LIVERPOOL
(Columbiana County)

WOHI 1949	1490 250	East Liverpool Bcstg. Co. P. O. Box 760 Fulton 5-1490	ABC	Richard V. Beatty, p Robert E. Metcalfe, gm George T. Farrall, cm, pmm	James Lowery Jr., pd, nd, sd George T. Kelly, ce	Michael Turk, fd Constance Bingham, wd
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WBNS radio reports:

MOST LISTENERS . . . WHERE MOST IS SPENT

Again we PROVE WBNS Radio not only has the most listeners, 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 giveaways for six days. This year we heard from 22,246 listeners, an increase of 70% over last year.

And the pattern shows . . . 17,311 replies from Columbus alone. Seventy-eight per cent 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 twice as many listeners as the next station, and we've got them where MOST MONEY IS SPENT!

More than ever . . .

. . . When Central Ohio is your market

. . . WBNS Radio is a must.

CBS for CENTRAL OHIO



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.	
ELYRIA (Lorain County)						
WEOL 1948	930 1,000 DA-2	Elyria Lorain Bcstg. Co. 417 E. S. T. Bldg. 2255	Walker	Roy W. Ammel, p Arthur M. Vogel, gm, cm Richard E. Barrett, pd	Douglas H. Lillico, pmm Harold E. Kane, ce Lester R. Clark, nd, sd	Bill Teidrick, fd Peggy Hammel, wd
WEOL-TV (CP) 1948	Ch. 297 (B) 107.3mc 15kw					
FINDLAY (Hancock County)						
WFIN 1941	1330 1,000-D	The Findlay Publishing Co. 101½ W. Sandusky St. 1330	McGillvra	R. L. Heminger, p H. H. Heminger, gm, cm	Jack Douglas, pd Allen P. Dudley, pmm	Edgar C. Smith, ce
WFIN-FM 1948	Ch. 263 (B) 100.5mc 8.2kw					
FOSTORIA (Seneca County)						
WFOB 1952	1430 1,000 DA-2	Seneca Radio Corp. P. O. Box 589 5666	Rambeau	Andrew Emerine, p Melvin L. Murray, gm, sd	Roger V. Wise, cm James R. Paulus, pd, nd	Farrel Eisea, ce Neal Clardy, fd
WFOB-FM 1946	Ch. 244 (A) 96.7mc 1kw					
FREMONT (Sandusky County)						
WFRO 1949	900 500-D DA-D	Wolfe Bcstg. Corp. 905 W. State St. Federal 2-3951	Best	Robert F. Wolfe, p, gm R. C. Force, mgng dir J. W. Kerr, cm, pmm	Frank Swartz, pd Allen C. Kauble, ce	Art Smith, nd, sd Earl Hurst, fd
WFRO-FM 1946	Ch. 257 (A) 99.3mc 1kw					
GALLIPOLIS (Gallia County)						
WJEH 1950	990 250-D	Ohio Valley on the Air Inc. P. O. Box 244 1160	KBS Grant	John E. Halliday, p Marianne B. Campbell, gm William C. Hurley, cm	William M. Watterson Jr., pd, fd Edgar L. Atkins, ce	Dann O. Taber, nd Odie O'Donnell, sd Bess Jones, wd
HAMILTON (Butler County)						
WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. Second Natl. Bank Bldg. 4-6543	Grant	Robert J. Briede, p Robert J. Odson, gm Raymond Motley, cm, sd	Norman Keller, pd Richard Plessinger, ce Ralph Shupe, nd	Ted Richardson, fd Milly Soule, wd
IRONTON (Lawrence County)						
WIRO 1955	1230 250	Iron City Bcstg. Co. Inc. Radio Plaza 360	MBS KBS McGillvra	C. A. Baker, p, ce C. E. McElroy, gm Jack Martin, cm	Hirsch Goldberg, pd, pmm William A. Trowbridge, nd, fd	Joe Bowman, sd Eunice Venz, wd
JACKSON (Jackson County)						
WLMJ 1953	1280 1,000-D	WLMJ Inc. P. O. Box 72 850	Grant	Frances D. Moore, p Don W. Hughes, gm Art Farrar, cm, nd	Jacob Gahm, pd John Wilson, pmm Edward Adkins, ce	Louis Davis, fd Willard Fitzpatrick, sd Mary Farrar, wd
LANCASTER (Fairfield County)						
WHOK 1948	1320 500-D	Hocking Valley Bcstg. Corp. N. Memorial Dr. 4500		Dr. Nelson R. Embrey, p William L. Zimmerman, sm	Charles Houston, ce Ron Johnson, nd, sd	Roy Stingley, fd Eleanor J. Blazer, wd
LIMA (Allen County)						
WIMA 1948	1150 1,000 DA-N	Northwestern Ohio Bcstg. Corp. 223 N. Main St. 3-2660	ABC H-R Reprs.	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm	Easter Straker, pd, wd Albert Smith, ce Don Sherwood, nd	Bob Fennie, fd Bill Frink, sd
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw					
MANSFIELD (Richland County)						
WMAN 1939	1400 250	Richland Inc. 144½ Park Ave. W. 4235-6	ABC Venard, Rintoul & McConnell	J. M. O'Hara, p, gm Robert A. James, pd William E. Morrison, ce	Rex Hess, nd Pres Roper, fd	Tom Hamlin, sd Billie Worden, wd
MARIETTA (Washington County)						
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 Frontier 3-7527	MBS McGillvra	R. Sanford Guyer, gm Richard Griffiths, cm Leah Thorla, pd	Sherra Engelhardt, pmm Charles E. Clark, ce Robert L. Guyer, nd	James Mullens, fd Dave Fyles, sd Paula Carr, 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.

MARION
(Marion County)

WMRN 1940	1490 250	Marion Bcstg. Co. P. O. Box 518 3-1131	ABC	Robert T. Mason, p, gm Arthur L. Martin, cm Madge L. Cooper, pd, wd	Richard Burt, pmm Francis J. Peters, ce Joe Ionne, nd	Charley Might, fd Ed Paulin, sd
WMRN-FM 1953	Ch. 295 (B) 106.9mc 25kw					

MIDDLETOWN
(Butler County)

WFFB 1947	910 1,000-D 100-N	Paul F. Braden 4401 Coies Rd. 2-3625	Webb	Paul F. Braden, p, gm Joseph LeMoyne, cm Ray Iglehart Jr., pd	Charles Reeder, prod mgr Laurace Beckwith, ce Robert Cordray, nd	Warren Johnson, sd Fern Troutvine, wd
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MT. VERNON
(Knox County)

WMVO 1953	1300 500-D DA-D	Mt. Vernon Bcstg. Co. P. O. Box 390 2-0946		Dr. Charles Tramont, p Mrs. Charles Zeikowitz, vp, gm, cm	George Bennett, pd, nd, sd Rudy Maxwell, pmm Royce Woodward, ce	Vern McKinley, fd Ota Morain, wd
WMVO-FM 1951	Ch. 229 (B) 93.7mc 2.9kw					

NEWARK
(Licking County)

WCLT 1949	1430 500-D	Advocate Printing Co. 25 West Main St. Fairfax 4-0071	Meeker	Frank W. Spencer, p Thomas A. Rogers, gm Robert H. Pricer, cm	John Fisher, pd Benjamin E. Windle, ce	Ned C. Stout, nd, fd Arnauld Fleming, sd
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw					

PAINESVILLE
(Lake County)

WPVL (CP)	1460 500-D	Somerset Bcstg. Co. P. O. Box 231 Somerset, Pa.		T. H. Oppegard, ptrnr	Carl R. Lee, ptrnr	
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PIQUA
(Miami County)

WPTW 1947	1570 250-D	Miami County Bcstg. Co. Inc. 1625 Covington Ave. 1420	KBS Best	Richard E. Hunt, p, gm R. C. Bupp, sm, pmm, fd, sd	Ken Shroyer, pd Dallas Davis, ce	William C. Fox, nd Minabelle Hutchins, wd
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WMRN grows WITH ITS MARKET IN 15 YEARS

SERVING MORE PEOPLE:

Retail Trade Area	138,014—1940	178,000—1955
Wholesale Trade Area	305,000—1940	500,000—1955

HAVING MORE INCOME:

Retail Trade	\$12,834,000—1939
	\$64,416,721—1954

**FROM INDUSTRIAL
EMPLOYMENT**

(Marion City Only)	3,914—Jan. 1940
	12,742—June, 1955

with BANK CLEARINGS

(Marion City only)	\$1,195,783.37—Jan. 1940
	\$61,399,145.00—June, 1955

FARM INCOME:

	\$29,721,230—1940
	\$96,803,500—1953
From 13,981 farms, valued at \$252,540,000	
—1952 Country Gentleman Farm Production Market Book	

SERVED BY WMRN

(and WMRN-FM in 1955) 13 in 1940 23 in 1955

INCLUDING FULL-TIME

Resident Staff
and studio in Bucyrus, Ohio (a city of 12,000—16 miles north of transmitter) and WMRN Farms—425 acre livestock—grain producer.

AM - W M R N - FM MARION, OHIO

A "local" station doing a "regional" job

Serving the Heart of Ohio's Richest Farm Land

CRAWFORD, DELAWARE, HARDIN, MARION, MARROW, UNION, and WYANDOT COUNTIES

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.
PORTSMOUTH (Scioto County)					
W NXT 1951	1280 5,000-D 1,000-N DA-2	Portsmouth Bcstg. Co. Masonic Bldg. 2-1961	ABC Everett-McKinney	Marshall Rosene, p, gm, cm Phil Phillips, pd Russell Newman, ce	Harry Smith, nd George Wood, fd Jack Hurst, sd Mary Ellen Thuma, wd
W PAY 1935	1400 250	Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Venard, Rintoul & McConnell	Eugene Carr, p John T. Baker, pmm	Maurice L. Myers, ce Frank Balmert, nd Mark Spencer, sd Polly Daehler, wd
W PAY-FM 1948	Ch. 281 (B) 104.1mc 7kw				
SANDUSKY (Erie County)					
W LEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. 5170	MBS Ohio Net. Buckeye	Jay E. Wagner Jr., p, gm Louis E. Mahla, cm Robert Hinners, pd, sd	Jay Leibach, ce Ray Sherman, nd William Brock, fd Nancy Lake, wd
SPRINGFIELD (Clarke County)					
W AVI 1947		(See Dayton listing)			
W BLY 1947	1600 1,000-D	Champion City Bcstg. Co. Chamber of Commerce Bldg. FA 3-4676	McGillvra	R. Stanley Lucas, p Robert Yontz, gm	Al Meuleman, cm James Bissey, ce Carl Egbert, ce Mark Hoffman, nd
W IZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. Fairfax 3-4955	ABC H-R Reprs.	Charles Sawyer, p John Pattison Williams, evp Alexander Buchan, admin asst	Virginia Bennett, mgr Norman Geron, pd, pmm, fd Victor Bushong, ce Robert Heffner, nd, sd Alice Bahman, wd
STEUBENVILLE (Jefferson County)					
W STV 1940	1340 250	WSTV Inc. Exchange Realty Bldg. Atlantic 2-6265	MBS Avery-Knodel	Jack N. Berkman, p John J. Laux, evp, gm Joseph M. Troesch, asst gm	Harry Birrell, pd Bill McClinton, pmm Charles S. Shepherd, ce Scott McMurray, nd Francis Taylor, fd Charles Donley, sd
W STV-FM 1947	Ch. 278 (B) 103.5mc 3.1kw				
TOLEDO (Lucas County)					
W OHO 1954	1470 1,000 DA-2	Midwestern Bcstg. Co. 2965 Pickle Rd. Lennox 6576	Pearson Mich. Spot Sales	Ford R. Weber, p Russell A. Gohring, vp, gm William C. Wester, cm	Paul L. King, pd, nd Samuel W. Sloan, pmm Edwin J. Powell, ce Dave Martin, sd
W SPD 1921	1370 5,000	Storer Bcstg. Co. 136 Huron St. Cherry 8-8201	NBC Katz	George B. Storer, p James E. Bailey, vp, mgng dir Emerson Kimble, natl slm	Edward C. Kutz, pd Liz Wagner, pmm Bill Stringfellow, ce Jim Uebelhart, nd
W SPD-TV 1947	Ch. 268 (B) 101.5mc 23kw				
W TOD 1946	1560 1,000-D	Unity Corp. Inc. 3225 Arlington Ave. Elgin 2507	Forjoe	Edward Lamb, p Sunne Miller, gm, cm, pmm Richard Rice, pd	Robert Sowers, ce Bill Arnold, nd Paul Potocky, fd, sd Bette Rae Cochrane, wd
W TRT (FM) 1947	Ch. 260 (B) 99.9mc 8.8kw				
W TOL 1938	1230 250	Community Bcstg. Co. Bell Bldg. Cherry 3-3291	ABC Raymer	Frazier Reams, p Thomas S. Bretherton, gm Rus Stone, slm	Robert Krieghoff, pd, prom dir, fd Harold Holmes, ce Ivan Harvey, nd Doug Tabner, sd Peg Howard, wd
W TOL-FM 1949	Ch. 284 (B) 104.7mc 1.3kw				
WARREN (Trumbull County)					
W HHH 1941	1440 5,000 DA-2	Warren Tribune Radio Station Inc. 108 Main St. S.W. 2252-9	MBS Rambeau	Helen H. Hurlbert, p Carl J. Raymond, gm, cm, pd	Robert E. Hardy, ce Stan Willis, nd
WASHINGTON COURT HOUSE (Fayette County)					
W CHO 1952	1250 500-D	Court House Bcstg. Co. S. Main St. 5-6211	KBS Best	W. N. Nungesser, p, gm, ce Ray Anderson, cm, pmm Joe Klarke, pd	Andrew Sparks, nd Robert Terhune, fd Jack Leuschel, sd Jan Pepper, wd

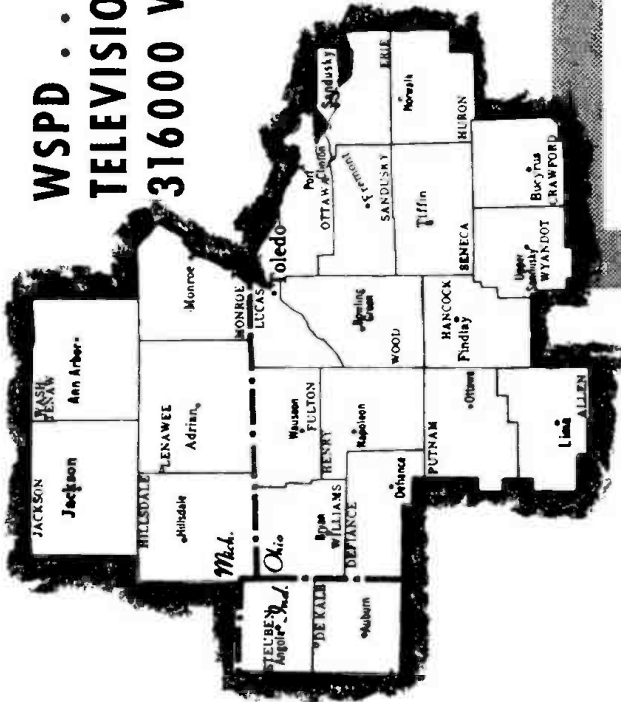
Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in *italics*. *NC*—Non-Commercial Station. *CP*—Construction Permit issued. *D*—Day. *DA-D*—Directional Antenna, day only. *DA-N*—Directional Antenna, night only. *DA-1*—Directional 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.

1st with special
campaigns and
jingles that sell,
Sell, **SELL!**



brings you the
BIG NAMES that draw
BIG AUDIENCES and
BIG BUSINESS!

WSPD TELEVISION 316000 WATTS



Population	1,573,000
Families	496,600
Television Homes	374,910
Percent tuned to WSPD-TV	78%
Daytime	91.5%
Nighttime	

EFFECTIVE BUYING POWER

Total	\$2,646,007,000
Per Capita	\$1,723
Per Family	\$5,634

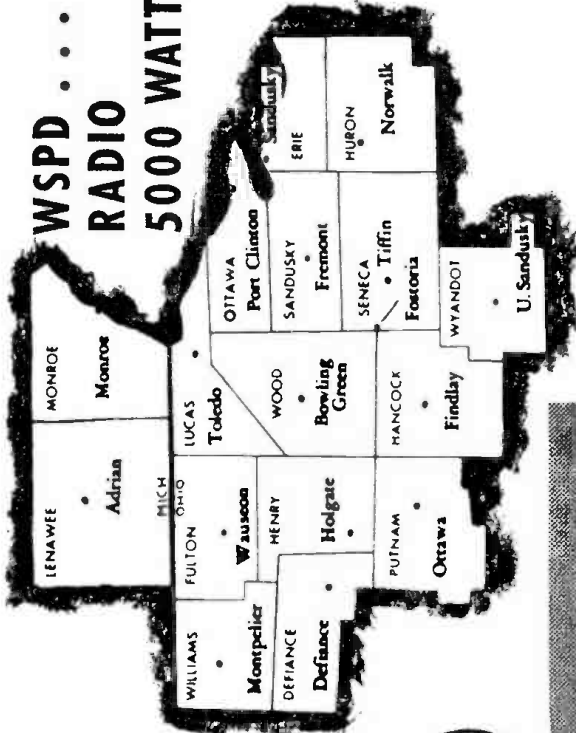
RETAIL SALES

Total	\$1,791,607,000
Per Family	\$3,608

Spent for:

Food	\$436,065,000
Gen. Mdse.	\$162,459,000
Furniture & Household	\$87,519,000
Automotive	\$360,120,000
Drug	\$52,185,000

WSPD RADIO 5000 WATTS



Population	934,300
Families	336,060
Radio Homes	332,350
Percent tuned to WSPD	
Daytime	56.8%
Nighttime	48.6%

EFFECTIVE BUYING POWER

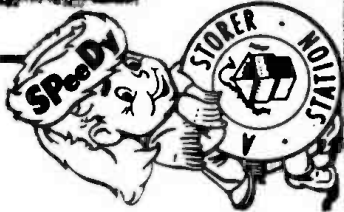
Total	\$1,766,650,000
Per Capita	\$1,505
Per Family	\$4,948

RETAIL SALES

Total	\$1,189,187,000
Per Family	\$3,656

Spent for:

Food	\$285,812,000
Gen. Mdse.	\$114,494,000
Furniture & Household	\$60,552,000
Automotive	\$246,974,000
Drug	\$32,280,000



Toledo ranks high in the nation's 200 leading areas . . .

- 38th in population • 33rd in total income • 37th in retail sales
- 39th in effective buying power • 6th in buying power per capita
- 7th in buying power per family • 34th in Food sales • 34th in Gen. Mdse. • 37th in Furniture and Household sales • 31st in Automotive sales • 35th in Drug Sales.

Speedy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information: Nielsen Coverage Service; Sales Management Survey of Buying Power.

WSPD RADIO TELEVISION TOLEDO, OHIO

Represented Nationally
by KATZ

Storer Broadcasting Company
TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, 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. sm; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
WAVERLY (Pike County)					
WPKO 1955	1380 1,000-D DA-D	Hi-Kinco Bcstrs. P. O. Box 67 Piketon 2781	Continental	D. E. Kinker, gm, ce Warren Cooper, cm	Art Layne, pd, nd Dave Winslow, fd Den Cardew, sd Vivian Farrington, wd
WELLSTON (Jackson County)					
WKOV 1952	1570 250-D	Family Bcstg. Co. Inc. P. O. Box 190 546		Stephen H. Kovalan, p Parks Robinson, gm, ce Kenneth O. Williams, sm, pd	William Parsons, pmm, fd Ronald Barlow, nd Chester Harless, sd Patricia Downard, wd
WOOSTER (Wayne County)					
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				
WORTHINGTON (Franklin County)					
WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. 246 N. High St. Franklin 2-5342	Meeker Gill-Ferna	Herbert E. Evans, vp, co-gm Joseph D. Bradshaw, co-gm Harry H. Hoessly, cm Bill Arthurs, pd	Cale Moore, pmm Harold Schaaaf, ce Arthur MacArthur, nd Clyde Keathley, fd Dave Collins, sd Mary Lou Pfeiffer, wd
YOUNGSTOWN (Mahoning County)					
WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. 260 W. Federal St. Riverside 4-4421	ABC Weed	John Cherpack Jr., p, ce Gene Trace, vp, gm, cm Anthony N. Ross, pd	Marilyn Noble, pmm Jerry Knight, nd Hugh Johnston, fd Joe Valicenti, sd Louise Gray, wd
WFMJ 1939	1390 5,000	WFMJ Bcstg. Co. 101 W. Boardman St. Riverside 3-4121	NBC Headley-Reed	William F. Maag Jr., p Mitchell F. Stanley, gm Robert Jolly, cm	Robert Locke, pd Frank A. Dieringer, ce Bill Lindsay, nd Eldon Groves, fd Eddie Lane, sd Marjorie Mariner, wd
WFMJ-TV 1955	DA-N	(See Campbell listing)			
WKBN 1926	570 5,000	WKBN Bcstg. Corp. 3930 Sunset Blvd. Sterling 2-1145	CBS Raymer	Warren P. Williamson Jr., p, gm J. L. Bowden, sta dir Paul Turner, pd	Jim E. Smith, pmm B. T. Wilkens, ce Gene Starn, nd Stu Wilson, fd Don Gardner, sd Ellamae Casteel, wd
WKBN-TV 1947	DA-N				
WKBN-FM 1947	Ch. 255 (B) 98.9mc 25kw				
ZANESVILLE (Muskingum County)					
WHIZ 1924	1240 250	Southeastern Ohio Bcstg. Sys. Lind Arcade Bldg. 2-5431	NBC Pearson	Clay Littick, p Allan Land, gm Nate Milder, cm	Art Schreiber, pd, nd William Hunt Sr., ce Johnny Martin, fd Johnny Martin fd Bob Wagner, sd Ramona Kieffer wd
WHIZ-TV					

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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*
*(1954 Sales Management)

AM—1,000 WATTS
960 KC

FM—13,000 ERP
104.5 MG

→ **YOUR BEST DOLLAR BUY FOR SPOTTING NORTH-CENTRAL OHIO**

NBC AFFILIATE

WHDH

FOR RESULTS

.. for Sales!

Over 30 Years of Successful Service & Selling

.. for Promotion!

Ohio's 9th. Market

ZANESVILLE

.. for Programs!

.. for Personalities!

Represented Nationally by John E. Pearson TV, Inc.

OKLAHOMA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
Adair	14,918	3,500	\$ 5,243	\$ 1,507	\$ 282	2,417	Lincoln	22,102	6,000	16,797	4,522	464	6,851
Alfalfa	10,699	3,000	7,682	1,898	424	3,748	Logan	22,170	6,500	14,483	3,550	483	6,451
Atoka	14,269	3,200	6,280	1,833	58	2,037	Love	2,566	1,700	3,258	1,021	128	1,695
Beaver	7,411	2,000	3,920	896	45	2,273	McClain	14,681	3,800	8,525	2,559	360	3,837
Beckham	21,627	7,000	20,658	4,817	612	7,025	McCurtain	31,588	7,300	12,311	4,554	372	4,251
Blaine	15,049	4,000	10,678	2,399	375	4,471	McIntosh	17,829	3,900	8,181	2,207	268	2,956
Bryan	28,999	7,500	19,622	4,697	456	6,889	Major	10,279	3,000	6,125	1,221	132	3,301
Caddo	34,913	9,400	23,108	5,717	784	9,175	Marshall	8,177	2,100	4,523	1,292	185	2,130
Canadian	25,644	7,400	19,328	4,468	707	9,648	Mayer	19,743	5,200	13,327	3,435	362	5,116
Carter	36,455	12,000	40,262	9,634	1,643	12,999	Murray	10,775	3,000	8,506	1,362	317	3,659
Cherokee	18,989	4,400	8,873	2,779	319	3,234	Muskogee	65,573	18,800	46,622	10,317	2,029	15,140
Choctaw	20,405	4,800	9,052	3,167	225	3,079	Noble	12,156	3,500	10,628	2,431	253	4,121
Cimarron	4,589	1,300	3,775	687	39	1,452	Nowata	12,734	3,500	9,116	2,183	238	4,605
Cleveland	41,443	11,100	26,927	7,750	1,393	13,683	Okfuskee	16,948	3,900	8,086	2,057	236	3,235
Coal	8,056	1,600	3,065	1,042	52	1,432	Oklahoma	325,352	114,900	422,377	80,435	15,491	126,412
Comanche	55,165	17,600	62,967	12,886	1,678	17,373	Okmulgee	44,561	12,300	32,188	8,454	995	11,656
Cotton	10,180	2,600	6,898	1,443	185	2,958	Osage	33,071	9,300	20,614	5,667	784	11,679
Craig	18,263	4,400	11,265	2,409	351	4,454	Ottawa	32,218	9,300	24,601	6,679	786	10,570
Creek	43,143	11,900	32,562	8,559	1,115	13,157	Pawnee	13,615	3,800	7,877	2,231	321	4,509
Custer	21,097	6,200	17,895	3,872	618	7,084	Payne	13,400	39,810	10,204	1,269	13,089	
Delaware	14,734	3,600	4,287	1,418	149	3,139	Pittsburg	41,031	10,700	34,376	8,966	1,246	10,213
Dewey	8,789	2,300	4,405	1,099	197	2,357	Pontotoc	30,875	8,300	29,104	5,858	857	9,295
Ellis	7,326	2,200	4,218	1,049	124	2,054	Pottawatomie	43,517	12,400	39,485	8,314	1,627	14,491
Garfield	52,820	17,200	65,385	10,651	2,418	18,065	Pushmataha	12,001	2,800	5,202	1,871	183	1,574
Garvin	29,500	8,300	23,333	5,332	740	8,857	Roger Mills	7,395	1,800	2,476	601	57	1,629
Grady	34,872	9,900	26,566	5,958	937	10,048	Rogers	19,532	5,400	12,706	3,524	411	5,758
Grant	10,461	2,800	6,837	1,619	300	4,003	Seminole	40,872	9,900	28,956	6,595	1,168	10,770
Greer	11,749	3,100	6,653	2,005	225	3,057	Squoyah	19,773	4,500	6,379	1,802	224	3,058
Harmon	8,079	2,100	4,737	980	159	2,096	Stephens	34,071	11,400	42,220	10,651	1,333	13,549
Harper	5,977	1,700	4,284	831	165	2,201	Texas	14,235	4,600	16,719	3,278	647	5,111
Haskell	13,313	2,900	5,529	1,078	88	2,177	Tilman	17,598	4,800	15,088	3,433	534	5,089
Hughes	20,664	5,200	12,361	3,476	427	4,447	Tulsa	251,686	86,200	356,893	74,402	11,522	109,871
Jackson	20,082	6,100	17,248	3,644	516	6,562	Wagoner	16,741	4,000	7,958	2,242	340	3,850
Jefferson	11,122	2,800	6,979	1,830	258	3,167	Washington	32,880	10,700	38,708	9,473	1,584	12,976
Johnston	10,608	2,500	3,378	1,435	171	1,771	Washita	17,657	4,600	9,665	1,967	335	4,643
Kay	48,892	15,800	53,040	12,528	2,399	19,621	Woods	14,526	4,400	13,199	2,107	437	4,884
Kingfisher	12,860	3,700	12,625	2,320	425	4,417	Woodward	14,383	3,900	11,608	2,568	444	4,284
Kiowa	18,926	5,400	14,737	2,914	623	5,840	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Latimer	9,690	2,200	3,641	1,104	115	1,437							
Le Flore	35,276	8,600	16,832	4,877	446	7,259							

DIRECTORY OF AM AND FM STATIONS

- | | | | | | |
|--|--|--|--|--|---|
| <p>ADA
(Pontotoc County)</p> <p>KADA 1230
1934 250
KTEN (TV)</p> | <p>KADA Bcstg. Inc.
P. O. Box 642
12</p> | <p>ABC, MBS, KBS
Oklahoma Net.
Venard, Rintoul
& McConnell</p> | <p>Dr. C. C. Morris, p
Bill Hoover, vp, gm
Brown Morris, sec-treas</p> | <p>Morgan Roberts, sm
Fred Thompson, asst sm
Pat Jackson, pd, wd</p> | <p>George Miller Jr., ce
Monte Bell, nd, sd
Tom Reddell, fd</p> |
|--|--|--|--|--|---|

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; Prom. Mgr. pmm; Prod. Mgr. pdm;
ALTUS (Jackson County)						
	KWHW 1947	1450 250	Altus Bcstg. Co. Inc. P. O. Box 551 Hudson 2-1450	MBS Pearson	Frank E. Wimberly, p, gm	Kenneth Roller, slm Ernest Baucum, ce
ARDMORE (Carter County)						
	KVSO 1935 KVSO-TV (CP)	1240 250	John F. Easley 118 N. Washington 3030	ABC, MBS, KBS Oklahoma Net. Venard, Rintoul & McConnell	John F. Easley, p Albert Riesen, gm Gary Varnell, cm	Dollie Talkington, pd W. E. Kolb, ce Bill Lauderdale, nd W. A. McGalliard, fd
BARTLESVILLE (Washington County)						
	KWON 1941	1400 250	Bartlesville Bcstg. Co. P. O. Box 69 (1) 1400	MBS	J. Fred Case, p, gm John Collins, cm, pmm	Charles Rogers, pd, nd Cecil Tanner, ce
BLACKWELL (Kay County)						
	KBWL 1952	1580 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 H. B. Greene, ce
CHICKASHA (Grady County)						
	KWCO 1946	1560 1,000-D 250-N DA-N	Washita Valley Bcstg. Co. P. O. Box 770 2898	KBS Best	Jack L. Pink, p, gm Tom H. Miller, cm Marjorie Richards, pd	Wm. K. Berry, ce Ben DeKinder, nd, sd Nick Sanders, fd Betty Wiedman, wd
CLINTON (Custer County)						
	KWOE 1949	1320 1,000-D	W. Okla. Bcstg. Co. Box 558 618	Best	V. M. Preston, gm	Leo Tremblay, cm Lew Preston, pd, pmm, nd
CUSHING (Payne County)						
	KUSH 1952	1600 1,000-D	Cimarron Bcstrs. Inc. P. O. Box 791 922	KBS Best	Lou S. Allard, p Gordon R. Rockett, vp Jack B. Seilers, sec-treas C. Forrest Brokaw Jr., gm	Mary L. Wright, pd Garbo Plodnick, pmm Harold R. Kinkead, ce Don Foster, nd Bill Rockett, fd Clayton Vaughn, sd Mary L. Wright, wd
DUNCAN (Stephens County)						
	KRHD 1948	1350 250-D 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS, KBS Oklahoma Net. Venard, Rintoul & McConnell	R. H. Drewry, p W. M. Brubaker, gm, sd Bill Merrill, cm	John Moen, pd Tommy Richards, pmm Les Agee, ce Doyle Hardin, nd Ed Gregory, fd Jessie Mae McCaw, wd
DURANT (Bryan County)						
	KSEO 1947	750 250-D	Durant Printing Co. P. O. Box 511 2200		R. F. Story, co-o Bennett, Story, co-o	Leroy W. Moses, gm, cm Lewis Coleman, pd Leonard Brown, ce Mrs. B. F. Caldwell, wd
ELK CITY (Beckham County)						
	KASA 1932	1240 250	Southwest Bcstg. Co. 204 N. Main St. 730	MBS Best	Lonnie J. Preston, p, gm, fd	R. H. Hemphill, ce
ENID (Garfield County)						
	KCRC 1928	1390 1,000 DA-1	Enid Radiophone Co. P. O. Box 952 Adams 7-1390	ABC KBS Pearson	Milton B. Garber, p Pat Murphy, gm H. P. Hale, cm	By Napier, pd, pmm Murray Coleman, ce Jack Garrison, nd Betty Henthorn, pd, wd Ralph Druen, ce Jeff Davis, fd Bill Marshall, sd Gladys Williams, wd Rex Walker, nd Dick White, sd
	KGWA 1950	960 1,000 DA-1	Public Bcstg. Service Inc. 115½ E. Broadway Adams 4-4230	MBS Oklahoma Net. Venard, Rintoul & McConnell	Allan Page, p, gm Bob Nelson, cm, pmm	
FREDERICK (Tulman County)						
	KTAT 1948	1570 250-D	Frederick Bcstg. Co. P. O. Drawer 920 Edison 5-2131	KBS Best	Ron Wheeler, co-o, gm, co-nd, co-fd, sd Dan Jones, co-o, cm, ce, co-nd	Win Jones, co-o Mary Wheeler, pd, wd Evelyn Jones, pmm Herman Vogsburgh, co-fd

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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.

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 timely
 selling ideas!

GUTHRIE
(Logan County)

KWRW 1955	1490 100	Southern Bcstg. Co. Ione Hotel 2321	J. A. West Jr., p Preston Bridges, gm, ce	Jim Diggs, pd Terry McGrew, nd	Paul Abel, sd Donna Cole, wd
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GUYMON
(Texas County)

KGYN 1948	1220 1,000-D	Plains Bcstg. Co. Inc. P. O. Box 38 888	KBS Best	T. M. Raburn Jr., p, gm, ce	Edward J. Slater, cm	Ernestine Williamson, wd
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HOBART
(Iowa County)

KTJS 1947	1420 250-D	A. R. Fuchs P. O. Box 1796 1070	A. R. Fuchs, o, mgr, ce, nd Wayne Robison, cm, sd	Sue Griggs, pd, wd	Tom Morris, fd
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HUGO
(Choctaw County)

KIHN 1948	1340 250	Little Dixie Bcstg. Co. P. O. Box 248 1140	KBS	O. A. Brewer, p Joe L. Anderson, pd, sd	Dalton Jones, ce Gladys M. Brewer, nd	Houston Ward, fd Opal Carlton, wd
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IDABEL
(McCurtain County)

KBEL 1953	1240 250	Idabel Bcstg. Co. P. O. Box 1072 892	Winston O. Ward, p, gm J. P. Stanley, cm	Ralph Mills, pd, nd Cliff Taylor, ce	Mary Baker, wd
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LAWTON
(Comanche County)

KCCO (CP) 1941	1050 250-D DA-D	Progressive Bcstg. Co.	R. H. Drewry, p Leo R. Morris, gm, pmm Paul N. Goode, comp	Tom J. Gilmore, pd Willard Cochran, ce Jim Harris, asst ce, fd	Monte Moore, nd, sd Frosty Troy, asst nd
KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. P. O. Box 899 1380	ABC MBS Pearson		
KSWO-TV					

McALESTER
(Pittsburg County)

KNED 1950	1150 1,000-D 500-N DA-N	Pittsburg County Bcstg. Co. Inc. P. O. Box 56 Garden 3-1460	Pearson	Ray VanHooser, p, gm Phil Reed, cm Joe Pate, pd, sd	Frank Hopkins, pmm Dexter Ferry, ce	Deane Keith, nd, fd Juanita VanHooser, wd
KTMC 1946	1400 250	McAlester Bcstg. Co. Inc. Earle Hotel 2411	ABC, MBS Oklahoma Net. Venard, Rintoul & McConnell	William E. Young, p William H. Skeith, gm, sd	Adah Johnson, pd Harold Duncan, ce	Larry Kraft, nd

MIAMI
(Ottawa County)

KGLC 1947	910 1,000 DA-1	Miami Bcstg. Co. Miami Hotel Kimball 2-3303	KBS Magic Circle Young	Melvin Hutts, p William A. Searle, gm	James Diggs, pd Lewis E. Stone, ce	Bill Powell, nd Russel Martin, sd
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MUSKOGEE
(Muskogee County)

KBIX 1936	1490 250	Oklahoma Press Pub- lishing Co. 214-216 Wall St. Murray 2-3311	ABC, MBS Oklahoma Net. Venard, Rintoul & McConnell	Tams Bixby Jr., p Wally Weber, gm	Harvey Marsh, cm Howard Whiteley, pd	Clyde Miller, ce
KMUS 1947	1380 1,000-D 500-N DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. Murray 2-2488	Pearson	R. M. Mountcastle, p George Overton, gm, cm	Don Gilbert, pd, fd, sd James E. Keitel, ce	Hale Blacknell Jr., nd Nancy Howard, wd

1956
THURSDAY
8

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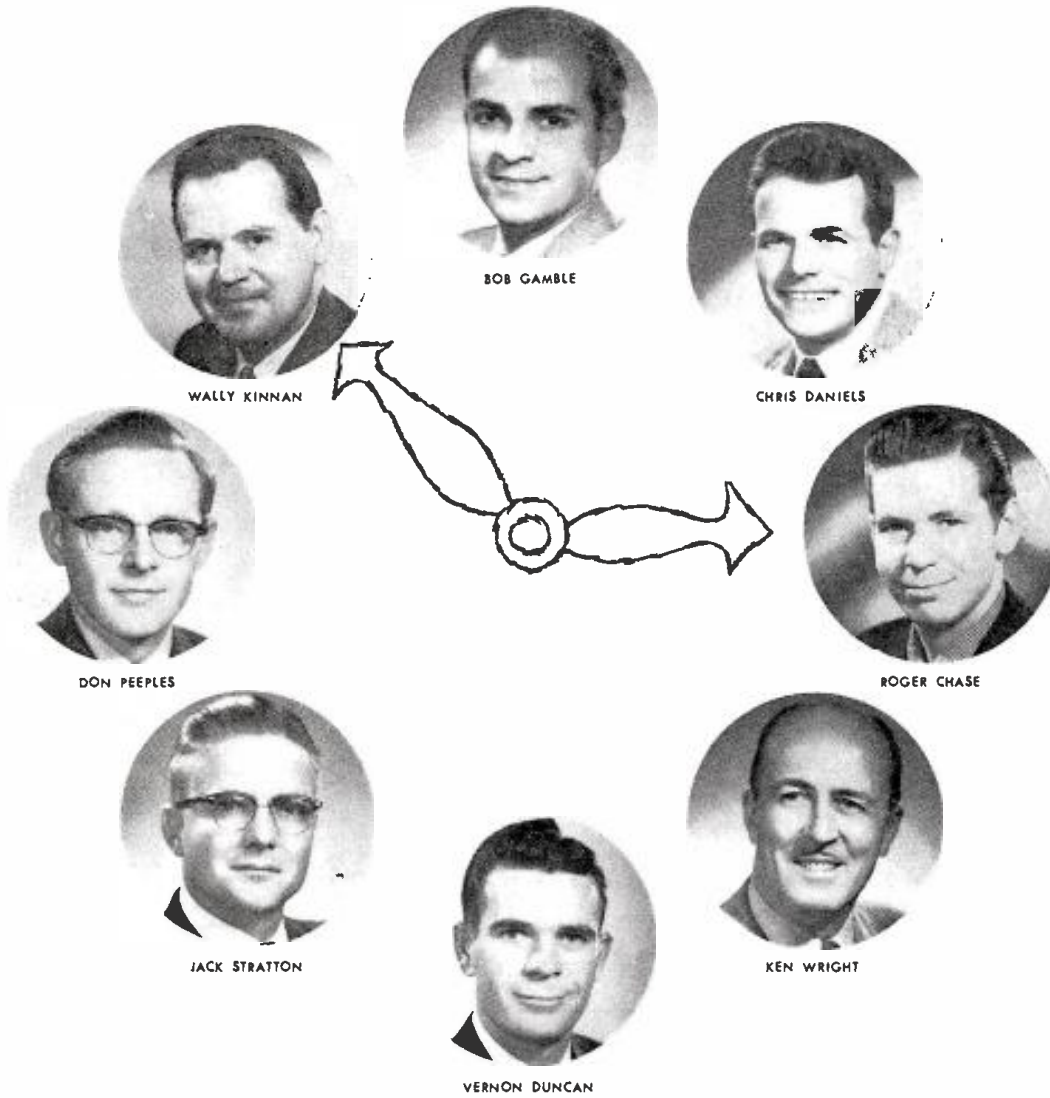
EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS 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. 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
NORMAN (Cleveland County)						
	KNOR 1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 474	KBS	Tol Dickenson, ptrn, p William S. Morgan, ptrn, gm	Gene Stansberry, cm Dean Ward, pd, nd Gene Morris, ce Jack Ogle, sd
	*WNAD 1923	640 1,000-D	University of Oklahoma 900		G. L. Cross, p Hugh M. Mix, gm Jess Burkett, asst mgr	E. V. Springer, prod mgr Mima McCandless, pmm, wd T. E. Welch, ce Neal Jones, nd Jack Ogle, sd
	*WNAD-FM 1949	Ch. 215 (E) 90.9mc 7kw				
OKLAHOMA CITY (Oklahoma County)						
	KBYE 1947	890 1,000-D	State Bcstg. Co. 108 N. W. 9th St. Forest 5-2323	Radio-Tv Reps. Dora-Clayton Brown	Frank J. Lynch, p Kenyon Brown, dir	F. F. Lynch, cm Glen Valentine, pd Jim Stewart, nd
	KLPR 1947	1140 1,000-D	Oklahoma City Bcstg. Co. 128½ W. Commerce St. Forest 5-6358		Byrne Ross, p, gm Monty Wells, cm, pmm Kathleen Burkett, pd, wd	Jay Davis, ce Fred Collins, nd Al Hancock, fd L. H. Bengston, sd
	KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. Jackson 5-4333	MBS Pearson	Matthew H. Bonebrake, p, gm Carlton Beck, cm	Ozzie Johnson, pd Elmo Black, ce Pat Petree, 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, p Edgar T. Bell, gm Gene Riesen, slm	Perry Dickey, pd Montez Tjaden, pmm Morris Thomas, ce Bruce Palmer, nd Wayne Liles, fd Vivian Batten, wd
	KTOK 1927	1000 5,000 DA-2	KTOK Inc. 1800 W. Main St. Forest 5-8352	ABC Raymer	Wendell Mayes, p Tom Johnson, gm	Raymond Ruff, cm, pmm Bill Bryan, pd, nd, sd Clifford Easum, ce
	KTOW 1948	800 250-D	Citizens Bcstg. Co. of Oklahoma 3300 Liberty Bank Bldg. Central 2-6367	Rambeau	W. P. Wright, p L. O. Peak, gm Tommy Tatum, cm	Jack Reynolds, pd, pmm, nd Ed Lee, ce Ozzie Johnson, sd Jane Whiteside, wd
	WKY 1920 WKY-TV	930 5,000 DA-N	WKY Radiophone Co. 500 E. Britton Rd. Trinity 8-2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, evp, sm John Molier, cm	Eugene B. Dodson, asst sm Paul Brawner, dir of radio Keith Mathers, pmm H. J. Lovell, ce John Fields, nd Jack Stratton, fd
OKMULGEE (Okmulgee County)						
	KHBG 1937	1240 250	Okmulgee Bcstg. Corp. P. O. Box 1350 3646		Don Reynolds, p Randall McCarrell, gm Marvin Hull, cm, nd	Eddie Webb, pd Bob Lewis, pmm, sd Hal Cochran, ce Betty Lee, wd
PAULS VALLEY (Garvin County)						
	KVLH 1947	1470 250-D	KVLH Bcstg. Co. P. O. Box 610 1470	KBS Best	James T. Jackson, p James J. Gray, gm, fd	George A. Rountree, ce John R. Willoughby, nd, sd
PONCA CITY (Kay County)						
	WEBZ 1927	1230 250	Ponca City Publishing Co. Third & Cleveland Rogers 5-3311	MBS Pearson	Clyde E. Muchmore, ptrn Allan Muchmore, ptrn Gareth Muchmore, ptrn Cy Casper, gm, pmm	L. A. Wilson, cm Bill Murgans, pd, nd Chuck Chaney, ce Morgan Putman, fd Bill Platt, sd Betty Carr, wd
POTEAU (LeFlore County)						
	KLCO 1953	1280 1,000-D	LeFlore Bcstg. Co. P. O. Box 511 660		R. B. Bell, co-o, gm Bernice Bell, co-o	Jim Jordan, pd, fd Calvin Cloptin, ce
PRYOR (Mayes County)						
	KOLS 1950	1570 1,000-D	Lakes Area Bcstg. Co. 5th & S. Mill Sts. 1263	KBS Best	L. L. Gaffaney, p, gm, ce, nd Mrs. L. L. Gaffaney, cm, wd	Merle Caldwell, pd Glenn Chapman, fd Jack Craft, sd
SEMINOLE (Seminole County)						
	KWSH 1948		(See Wewoka, Okla., listing)			
SHAWNEE (Pottawatomie County)						
	KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. P. O. Box 2059 4390	MBS Best	Oscar S. Stauffer, p William A. Weaver, gm Jeral C. Ziegler, cm, pd	Doretha F. Bays, pmm, wd Earl R. Ward, ce Bill Boren, nd, sd James Meyers, fd
STILLWATER (Payne County)						
	KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS Clark	J. R. Bellatti, gm, pd Durward Newsom, cm Paul A. McCollum, ce	Leon Matthews, nd Jim Wells, fd Otis Wile, sd Velda Davis, wd
	KSPI-FM 1947	Ch. 230 (B) 93.9mc 4kw				

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around the clock- and through the years...

... WKY programs with a purpose: to please the greatest number of listeners during each broadcast-minute of the day! Station personalities are used at strategic periods for greatest local effect ... supplementing NBC network shows. Listening habits of all audience segments are the important governing factors. For example, during early morning and late afternoon, WKY holds a big bonus audience of car radio listeners with special programming of news, weather, music and sports. Around the clock, WKY's programming with a purpose makes WKY the NUMBER ONE Oklahoma station, where your sales message is heard 'round the clock ... 'round the state!

*the listening habit in Oklahoma
for over thirty-six years*

WKY
RADIO

OKLAHOMA CITY

5,000 Watts • 930 KC • NBC Affiliate

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Represented by Katz Agency.

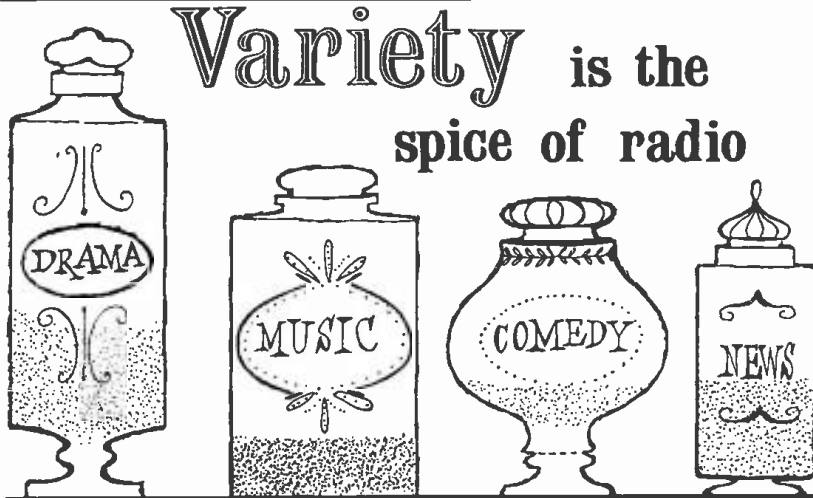
City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
TULSA (Tulsa County)						
KAKC 1946	970 1,000-D 500-N DA-2	Public Radio Corp. American Airlines Bldg. Luther 7-2401		Rev. Forrest G. Conley, p, gm	Lawrence V. Eck, sm	Katherine L. King, sis exec
KFMJ 1946	1050 1,000-D	Fred Jones Bcastg. Co. 1242 S. Boston Luther 5-5555		Fred Jones, p Lawson Taylor, gm	Nathan E. Wilcox, ce Jay Jones, nd	Hillis F. Bell Jr., fd Marie C. Power, wd
KOME 1938	1300 5,000-D 1,000-N DA-2	Oil Capitol Sales Crop. 8th & Main Sts. Diamond 3-4121	MBS Gill-Perna	John E. Brown Jr., p Clinton Fowler, evp E. William George, gm, cm Betty Strickland, pd	J. T. Rawlins, pmm Roy Brown, ce Royce McKissack, nd	Hardy Hayes, fd Tony George, sd Marianne Fyeatte, wd
KRMG 1949	740 50,000-D 25,000-N DA-2	Western Bcastg. Co. 311 S. Denver Luther 4-4291	ABC Blair	Harrington Wimberly, p Frank S. Lane, gm, cm Keith Bretz, pd, pmm	Wm. H. Bradley, ce Glenn Condon, nd	Mack Creager, sd Martha Stewart, wd
KTUL 1934	1430 5,000 DA-N	Tulsa Bcastg. Co. P. O. Box 9897 Hickory 6-6184	CBS Avery-Knodel	John T. Griffin, p James C. Leake, evp L. A. Blust Jr., vp, gm	James P. Walker, asst gm, dir of radio Karl Jannsen, pd	Robert C. Meade, pmm Robert E. Snider, ce Jack Morris, nd
KVOO 1925 <i>11/2</i> KVOO-TV	1170 50,000 DA-N	Southwestern Sales Corp. Philtower Bldg. CH 2-3281	NBC Petry	W. G. Skelly, p W. B. Way, gm Gustav K. Brandborg, asst gm, cm	Joseph O'Neill, pd W. T. McClarin, pmm John Bushnell, ce	Ken Miller, nd Hal O'Halloran, sd
VINITA (Craig County)						
KVIN 1954	1470 500-D	John Q. Adams & John M. Mahoney 601 S. Foreman 407	KBS	John Q. Adams, co-o John M. Mahoney, co-o, sd James L. Egbert, gm, ce	Gladys Purdy, cm Jackie Johnston, pd Don Hinson, nd	Chuck Dancer, fd Anabell Southern, wd
WEWOKA (Seminole County)						
KWSH 1948	1260 1,000 DA-2	Tri-City Bcastg. Co. Inc. P. O. Box 1260 1260	ABC, MBS, KBS Oklahoma Net. Venard, Rintoul & McConnell	Dr. C. C. Morris, p Bill Hoover, gm Roy Judge, sm	Laura Martin, pd, pmm Charles Thompson, ce Bob Shaw, nd, fd	Howie Martin, sd Carlena Nininger, wd
WOODWARD (Woodward County)						
KSIW 1947	1450 250	Woodward Bcastg. Co. 22nd & Cedar 1450	Pearson	Edward A. Ryan, p, gm	Lenora Woods Ryan, pd	Frank Berry, ce

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OREGON

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Baker	16,175	5,100	\$17,866	\$ 3,826	\$ 508	7,460	Lincoln	21,308	7,800	24,573	7,565	415	9,338		
Benton	31,570	10,200	31,846	7,164	825	12,109	Linn	54,317	19,300	74,069	17,684	1,362	24,281		
Clackamas	86,716	29,700	65,204	17,347	1,871	35,833	Maleur	23,223	6,400	30,006	4,273	737	10,229		
Clatsop	30,776	10,900	41,043	11,671	856	11,803	Marion	101,401	32,100	127,731	25,960	3,074	43,354		
Columbia	22,967	7,100	19,009	6,864	448	9,513	Morrow	4,783	1,400	5,586	1,248	74	2,857		
Coos	42,285	17,000	61,985	15,909	1,349	21,966	Multnomah	471,537	172,300	773,511	167,487	16,208	194,354		
Crook	8,991	2,500	8,599	2,500	266	4,710	Polk	26,317	7,900	18,092	5,139	450	10,066		
Curry	6,048	2,600	6,473	2,070	182	5,162	Sherman	2,271	700	2,455	467	32	1,559		
Deschutes	21,912	6,800	36,361	7,579	732	10,383	Tillamook	18,606	6,900	22,868	6,507	690	8,499		
Douglas	54,549	20,700	70,876	20,686	1,729	29,884	Umatilla	41,703	15,100	53,905	11,828	1,700	21,094		
Gilliam	2,817	1,000	4,016	540	91	1,798	Union	17,962	5,900	20,798	4,449	742	8,182		
Grant	8,329	2,500	8,553	1,907	211	4,089	Wallowa	7,264	2,000	7,102	1,728	266	3,782		
Harney	6,113	1,900	8,544	1,757	75	3,284	Wasco	15,552	6,300	27,545	5,197	656	9,732		
Hood River	12,740	3,800	14,538	4,002	300	6,103	Washington	61,269	22,600	55,113	16,063	1,268	28,423		
Jackson	58,510	21,900	83,952	19,889	1,965	29,832	Wheeler	3,313	1,100	1,777	289	33	1,444		
Jefferson	5,536	2,000	6,224	1,181	100	3,011	Yamhill	33,484	10,500	36,841	8,726	832	15,210		
Josephine	28,542	10,000	38,147	9,283	1,048	13,776	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.								
Klamath	42,150	13,000	62,491	13,365	1,635	19,949									
Lake	6,849	1,900	9,909	1,994	418	3,718									
Lane	125,776	46,100	162,674	38,621	3,515	59,558									



Variety is the
spice of radio

Today Good Radio should contain a combination of Information and Entertainment. Some like drama, some like comedy. And everyone wants music and news. That's why KTUL and KFPW along with the CBS Radio Network gives the listeners variety—programming for the entire family.

KTUL CBS RADIO **KFPW**
Tulsa, Okla. Owned and Operated by Fort Smith, Ark.
THE TULSA BROADCASTING COMPANY
P. O. Box 9697, Tulsa, Oklahoma

KVOO

Oklahoma's Greatest Station

BROADCAST CENTER

●
KVOO's
New Home Now
Under
Construction



For more than 31 years KVOO has served Oklahoma's No. 1 Market. During that time it has become Oklahoma's Greatest Station . . . the choice of advertisers because it is the choice of most of the listeners most of the time. If YOU need to have YOUR advertising dollars do the biggest possible job at the lowest possible cost, you need KVOO in the Tulsa Market Area. Rich bonus counties in Arkansas, Missouri and Kansas are yours, as well, at no additional cost.

Here are some facts to show why KVOO is your best buy:

Latest Available Station Coverage Data—Based on NCS Study No. 1 KVOO Coverage and Listening

The Pulse, Inc.

Radio Station Audiences by Time Periods
Tulsa Metropolitan Area, February, 1955

Monday-Friday

Station	Monday-Friday		
	6 am-12 Noon	12 Noon-6 pm	6 pm-10:30 pm
KVOO	30	32	41
B	23	23	17
C	19	18	23
D	14 ^a	15	x
E	8	4	7
F	4	5	8
Misc.	3	3	4
Average 1/4 hour homes using radio	18.8	21.3	18.9

a. does not broadcast complete period
x. not on at night

DAYTIME

Coverage Level	WEEKLY			4-WEEK CUMULATIVE		
	No. of Counties	Total Radio Families	NCS Circulation	No. of Counties	Total Radio Families	NCS Circulation
50-100%	39	398,110	314,510	54	483,080	380,190
25-50%	30	177,770	66,660	33	163,430	59,450
10-25%	29	140,710	24,390	11	70,080	14,840
TOTAL	98	716,590	405,560	98	716,590	454,480

NIGHTTIME

Coverage Level	WEEKLY			4-WEEK CUMULATIVE		
	No. of Counties	Total Radio Families	NCS Circulation	No. of Counties	Total Radio Families	NCS Circulation
50-100%	24	265,820	195,000	46	411,560	302,240
25-50%	48	271,980	100,420	84	401,950	137,250
10-25%	126	503,300	83,480	68	227,590	50,010
TOTAL	198	1,041,100	378,900	198	1,041,100	489,500

50,000 WATTS • 1170 KC • OKLAHOMA'S GREATEST STATION • TULSA
EDWARD PETRY AND CO. INC., NATIONAL REPRESENTATIVES

Contact KVOO direct, or your nearest Edward Petry & Company office for availabilities, and rates.

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; 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;	
ALBANY (Lincoln County)						
KWIL 1941	790 1,000 DA-2	Central Willamette Bcstg. Co. Queen & Elm Sts. Wabash 6-2233	MBS Don Lee Moore & Lund Ayres Best	R. R. Cronise, p Chet Wheeler, gm Warren Stoffer, cm	Ken Burford, pd Duane Coker, pmm Herb Davidson, ce	Ken McCoy, nd Henry Charnell, sd Marilyn Shaw, wd
KWIL-FM 1947	Ch. 289 (A) 101.7mc 0.6kw					
ASHLAND (Jackson County)						
KWIN 1946	1400 250	Rogue Valley Bcstrs. Inc. P. O. Box 277 2-4381	MBS Don Lee Grant	W. D. Miller, p Daren L. Flickinger, gm	Winston Marks, cm William Lively, pd	Duane Caldwell, ce
ASTORIA (Clatsop County)						
KAST 1922	1370 1,000 DA-N	Astoria Bcstg. Co. 1006 W. Marine Dr. 95	MBS KBS Don Lee Moore & Lund Ayres	Robert B. Chessman, p Robert D. Holmes, gm Mary I. Ristola, pd, wd	John Nellor, sis prom Jay Bruce Whitwell, ce	Herman Robison, nd, fd Warren Grimberg, sd
KVAS 1954	1230 250	Lower Columbia Bcstg. Co. Inc. 1418 Commercial St. 3320	Beaver Holman Tracy Moore	A. L. Capstaff, p, gm T. R. Williams, cm	Neil Sargent, pd Jay Erisman, ce	Dorothea Radich, nd Charles Winkenwerder, sd
BAKER (Baker County)						
KBKR 1939	1490 250	Oregon Trail Bcstg. Co. 2030 Auburn Ave. Jackson 3-4431	KBS Oregon Trail Grant Moore & Lund	Kenneth B. Lockwood, gm, cm		
BEND (Deschutes County)						
KBND 1938	1110 1,000 DA-N	Central Oregon Bcstg. Co. Coble Bldg. 848	MBS Don Lee Grant Moore & Lund	Frank H. Loggan, p, gm, pmm Douglas Gaines, cm	Kessler Cannon, pd, fd Robert Dickinson, ce	Jack Thornton, nd
COOS BAY (Coos County)						
KOOS 1928	1230 250	KOOS Inc. P. O. Box 777 Congress 7-2121	MBS Moore & Lund	Sheldon F. Sackett, p Jack Irvine, gm W. A. Cook, sm	F. J. McDonough, cm Nathan Olson, ce	William Kraus, sd Patsy Barkwell, wd
(CP)	1420 1,000-D	Coos County Bcstrs.		Harold C. Singleton, o		
COQUILLE (Coos County)						
KWRO 1949	1450 250 (CP-630 1,000-D)	KWRO Inc. P. O. Box 396 3961	KBS Moore & Lund	Wm. E. Walsh, p Lynn C. Thomas, gm	Don Robinett, cm Don Anderson, pd	Drew Walker, ce Ken Metzler, nd
CORVALLIS (Benton County)						
KCOV 1954	1240 250	Midland Bcstg. Co. P. O. Box 689 Plaza 3-6395	Tri-Mart Net. Connelly Everett- McKinney Moore & Lund	Lee P. Bishop, p Frank J. Flynn, vp, gm	Ted G. Carlson Jr., cm Joan L. Hanson, pd	Harold G. Short, ce
*KOAC 1922	550 5,000 DA-2	Oregon State College Plaza 3-4351		James M. Morris, prog mgr Grant S. Feikert, ce	Bob Hinz, nd, sd William C. Smith, fd	Gladys L. Chambers, wd
KRUL 1947	1340 250	Pacific States Radio Co. Inc. 1221 S. 15th St. Plaza 3-3322	McGillvra	Fred T. Haley, p Doug Setterberg, gm, cm, pmm	Hal Wehmeier, pd, sd Don Peltz, ce	Ben T. Weaver Jr., nd
COTTAGE GROVE (Lane County)						
KOMB 1953	1400 250	Radio Station KOMB P. O. Box 606 1400		Orlo Bagley, co-o, gm, sd Thelma Bagley, co-o Dorothy Grisham, cm	Robert McCreery, pd, nd Jack Naff, pmm	James Bradley, ce Shirley Nelson, wd
DALLAS (Polk County)						
KPLK 1955	1480 500-D	Polk County Bcstrs. Inc. Rt. 1 Box 399A Mayfair 3-2342		Leland M. Tucker, p Edward C. McElroy Jr., vp, gm	George B. Smith Jr., pd, fd George W. Morrison, ce	Valley V. Bliss, wd
ENTERPRISE (Wallowa County)						
KEOR (CP) SH	1340 250 SH	Eastern Oregon Radio Co. c/o Radio Station KODL The Dalles, Oregon		V. B. Kenworthy, ptrn	Paul E. Walden, ptrn	

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 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-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.

EUGENE*(Lane County)*

KASH 1947	1600 1,000 DA-N	Radio Air Ways Inc. P. O. Box 1600 Diamond 5-3357	ABC Cooke	E. L. Kincaid, p, gm Paul Plank, cm, fd	Laura Plank, pd, wd Ralph Cook, ce	Clare Kincaid, nd John Cary, sd
KERG 1949	1280 5,000-D 1,000-N DA-N	Guard Publishing Co. P. O. Box 506 Diamond 5-4304	CBS Weed Kinkaid	Alton F. Baker, p L. W. Trommlitz, gm Robert Fulton, cm, sd	Clifton Cole, pd, pmm Calvert C. Applegate, ce	Jack Craig, nd W. B. Parker, fd
KORE 1927	1450 250	Lane Bcstg. Co. 2598 S. Willamette 4-4214	MBS Don Lee Everett- McKinney Moore & Lund	Lee Bishop, p, gm Virgil A. Parker III, cm, sd Harry Kirk, pd	Darrell Burns, pmm Floyd Viken, ce	Dolph Janes, nd, fd Kay Korey, wd
KUGN 1946	590 5,000-D 1,000-N DA-N	KUGN Inc. P. O. Box 112 4-6216	NBC Meeker Cox & Feltis	C. O. Fisher, p, gm E. W. Karl, cm	Robert Houglum, pd, pmm George Hathaway, ce, fd	Jack Billings, nd, sd Mimi Houglum, wd
KUGN-FM 1947	Ch. 256 (B) 99.1mc 0.38kw					

FOREST GROVE*(Washington County)*

KRWC 1950	1570 1,000-D	Irving V. Schmidtke P. O. Box 245 6091	Ayres	Irving V. Schmidtke, o, gm, ce Clarence S. Sherman, cm	Frederick I. Egger, pd Eleanor L. Schmidtke, pmm, nd, wd	John A. Knipe, fd Rodney Woita, sd
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GRANTS PASS*(Josephine County)*

KUIN 1949	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 Greenwood 6-4477	MBS Don Lee Grant	Amos E. Voorhies, p William B. Smullin, sec-treas Edward A. Malone, gm	Myron K. Ball, cm Dave Allen, pd, sd Nestor L. Williams, ce	G. C. F. Hansen, nd Leon C. Boner, fd
KBES (TV)						
KGPO (FM) 1948	Ch. 245 (B) 96.9mc 3.1kw	(KUIN, AM Affiliate)				

HERMISTON*(Umatilla County)*

KOHU (CP)	1570 250-D	Carl F. & Sarah Knierim 420 W. Ridgeway		Carl F. Knierim, ptrn	Sarah Knierim, ptrn	
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HILLSBORO*(Washington County)*

KRTV 1954	1360 1,000-D	Tualatin Valley Bcstrs. 155A S. Second Ave. 9300	KBS Moore & Lund	Harold C. Singleton, p Jack Luetjen, gm, pd Dick McLoughlin, cm	Wally Cooper, pmm Paul Alexander, ce, fd George Hopkins, nd	Wes Lynch, sd Bev Plicher, wd
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HOOD RIVER*(Hood River County)*

KIHR 1950	1340 250	Oregon-Washington Bcstrs. 22nd St. 8561		C. H. Fisher, o Don M. McCutcheon, gm, cm, pd, nd, fd	Don I. Morris, ce R. L. Johnson, sd	Lemore Merritt, wd
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KLAMATH FALLS*(Klamath County)*

KFJI 1923	1150 5,000-D	KFJI Bcstrs. Inc. P. O. Box 692 2-2551	MBS Grant Moore & Lund	W. D. Miller, p Alan K. Abner, gm Robert H. Bartlett, cm	Warren Bunyon, pd, sd Cap Bailey, pmm	Wayne Loerke, ce, fd Pat O'Conner, nd
KFJI-TV	1,000-N DA-N					
KFLW 1946	1450 250	Southern Oregon Publishing Co. P. O. Box 941 8115	ABC CBS Everett- McKinney	Frank Jenkins, p Bud Chandler, gm	Marie Kort, traffic sup Aaron Boe, cm	Max Dick, ce
KLAD 1955	900 1,000-D	K-Lad Bcstrs. P. O. Box 230 9191	KBS	C. E. Wilson, co-o Phil Jackson, co-o, gm, cm	Bill Hansen, co-o Frank S. Pinnock, pmm	W. H. Hansen, ce

LA GRANDE*(Union County)*

KLBM 1938	1450 250	Inland Radio Inc. P. O. Box 907 2201	Grant Moore & Lund	Mrs. Marshall E. Cornett, co-o Gordon L. Capps, co-o, p	Kenneth L. Lillard, gm, cm Judy Holman, pd, wd Russell Myer, ce	Cecil Perlin, nd, sd Richard Bain, fd
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LEBANON*(Linn County)*

KGAL 1950	920 1,000 DA-1	Linn County Bcstg. Co. P. O. Box 387 Alpine 8-2134	KBS Holman Feltis & Cox	W. Gordon Allen, p, gm Nate Bridges, sm Keith Samples, pd, fd	Don Wellman, pmm R. D. Bridges Jr., ce	Clair Peck, nd, sd Evelyn Bridges, wd
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McMINNVILLE*(Yamhill County)*

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs. Inc. P. O. Box 207 3811	KBS Continental	Jack B. Bladine, p Glasco P. Branson, gm, cm, pd	Ed Nuhring, ce	Craig Singletary, nd, sd
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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.	
MEDFORD (Jackson County)						
KBOY 1954	730 1,000-D	K-Boy Bcstrs. P. O. Box 1109 3-5355		C. E. Wilson, p, gm, pd Bill Hansen, cm	Frank S. Pinnock, pmm, nd Charles B. Field, ce, fd	Richard Schuchard, sd
KMED 1922	1440 5,000-D 1,000-N	Radio Medford Inc. P. O. Box 1306 2-4000	NBC Meeker Moore & Lund	V. J. Robinson, p Ray Johnson, gm Gene Barlow, cm	Russ Jamison, pd, pmm Don Smith, ce Norm Oberst, nd	Vern Ludwig, fd Lowell Cannon, sd Pat Rose, wd
KYJC 1947	1230 250	Medford Printing Co. Barnett Rd. 2-5277	ABC CBS Grant	R. W. Ruhl, p Jimmy Dunlevy, gm Tom MacLeod, cm, sd	Jack Nelson, pd, nd J. J. Dunlevy, pmm Vic Caliñ, pmm	Monte Morris, fd Lorette Seitz, wd
NEWPORT (Lincoln County)						
KNPT 1948	1310 1,000 DA-N	Yaquina Radio Inc. 1940 N.E. Coast Hwy. 560	Continental	Tom Becker, p, gm Leonard Epling, cm Mo Dixon, pd	Bob Spangler, pmm, sd Don Newman, ce Perk McKissen, nd	Paul Smith, fd Helen Wade, wd
NORTH BEND (Coos County)						
KFIR 1951	1340 250	Bay Bcstg. Co. P. O. Box 905 Skyline 9-7351	CBS Grant Feltis & Cox	Josephine Edwards, o John Tasnady, gm, sd William Jones, cm	Harley Youngblood, pd, pmm Arthur Schuldt, ce	Don Rose, nd Jane Camp, wd
OCEANLAKE (Lincoln County)						
KBCH 1955	1400 250	Lincoln Electronics Inc. P. O. Box 388 3891	Moore & Lund	Robert G. Beattie, p	Pat Mason, sm	Willard L. Guthrie, pd
ONTARIO (Malheur County)						
KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. P. O. Box 540 212	KBS Grant Moore & Lund	Mrs. Marshall E. Cornett, co-o Gordon L. Capps, co-o, p, gm J. Robert Humphreys, cm	Clinton Bellows, pd Charles E. Harland, pmm Geoffrey A. Gass, ce	Patrick C. Wilkins, nd, fd Ted J. Smith, sd June Cook, wd

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MOST LISTENERS! MOST COVERAGE! MOST ADVERTISERS!

730 KC

K-BOY

MEDFORD, OREGON
P. O. BOX 1109

1000 WATTS - CLEAR CHANNEL

"SOUTHERN OREGON'S TWINS"

Serving

900KC

K-LAD

KLAMATH FALLS, OREGON
P. O. BOX 230

FRUITS • LUMBER • LIVESTOCK— "THE LAND OF PLENTY" —MINING • SPORTSMEN • INDUSTRY

POPULATION: 325,800	SPENDABLE INCOME: \$489,757,000
RADIO HOMES: 105,110	RETAIL SALES: \$391,348,000

2 Top Independent Stations

2 Top Retail Markets

1 Low Combination Rate

Your Advertising \$ Goes Further On K-BOY - K-LAD

OREGON CITY
(Clackamas County)

KCON 1947	1230 250 (CP-1520 10,000 DA-1)	Clackamas Bcstrs. Inc. P. O. Box 5711 Portland 22, Ore. Portland, Olive 4-5475 Oregon City, 5249	Meeker Moore & Lund	Dr. John H. Fitzgibbon, p Irwin S. Adams, co-o, gm, cm, pmm	Sonora B. Hoffman, pd William R. Watson, ce Frank Faro, nd	Ray Brooks, sd Josephine Barnett, wd
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PENDLETON
(Umatilla County)

KUMA 1955	1370 1,000-D (CP-1290 5,000 DA-2)	Pendleton Bcstrs. P. O. Box 606 321	Meeker Moore & Lund	C. H. Fisher, o Ted A. Smith, gm, sd	Herbert Everitt, cm Leonard Serdar, ce	Doris Forsman, wd
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	ABC Cox Ayres	V. B. Kenworthy, p, gm Jack Webb, sm	Carl Fugitt, cm Peter Ferry, pd	Douglas Whipple, ce Alice Palmer, wd
KUBE (CP)	1050 1,000-D	John M. Carroll tr/as Umatilla Bcstg. Enterprises P. O. Box 706				

PORTLAND
(Multnomah County)

*KBPS 1923	1450 250	Portland Public Schools- Benson Poly. School 546 N. E. 12th Ave. Filmore 5469		Patricia L. Green, gm	Harold Potter, ce	
KEX 1926	1190 50,000 DA-1	Westinghouse Bcstg. Co. 1230 S. W. Main Capital 2-1881	ABC Free & Peters	D. H. McGannon, p J. B. Conley, gm R. E. Rudolph, sm Mel Bailey, pd	A. H. Christensen, sls pmm Jack Irwin, ce Jesse Leonard, nd	Ben Buisman, fd Bob Blackburn, sd Kay West, wd
KEX-FM 1948	Ch. 231 (B) 92.3mc 56kw					
KHFS 1954		(See Vancouver, Wash., listing)				
KGW 1922	620 5,000 DA-1	North Pacific TV Inc. 409 S. W. 13th Ave. Capital 3-6364	NBC Blair	Gordon D. Orput, p Mrs. A. Scott Bullitt, evp James A. Mount, gm Robert H. Prigmore, cm	Robert E. Franklin, pd, pmm Earl E. E. Petersen, ce Lyle Fenner, nd	Ivan Jones, fd Leonard Shreve, sd Konnie G. Worth, wd
KTLV (TV)						
KLIQ 1949	1290 1,000-D	Mercury Bcstg. Co.				
KOIN 1925	970 5,000 DA-N	Mt. Hood Radio & TV Bcstg. Corp. 140 S. W. Columbia Capital 8-3333	CBS CBS Radio Spot Sales	Ted R. Gamble, p C. Howard Lane, vp Harry H. Buckendahl, mgng dir, cm	Willard A. Mears, prog mgr, fd Robert McGill, pmm	L. S. Bookwalter, eng dir Lester Halpin, nd Johnny Carpenter, sd
KOIN-FM 1948	Ch. 266 (B) 101.1mc 48.8kw					
KPAM 1951	1410 1,000-D	Oregon Bcstrs. Ltd. P. O. Box 1230 Capital 8-0106		S. M. Goard, p, gm, cm James T. McGuire, pd	James R. Hampton, pmm Gordon R. Larson, ce	John C. Lewis, nd
KPFM (FM) 1946	Ch. 246 (B) 97.1mc 3.3kw					
KPDQ 1947	800 1,000-D	John W. Davis 1008 S. W. 6th Ave. Capital 2-9209	Webb	John W. Davis, o, gm Philip A. Roewe, sm	Mark Fidler, pd, nd	Don Wilkinson, ce
KPOJ 1923	1330 5,000 DA-1	KPOJ Inc. 1019 S. W. 10th Ave. Capital 7-3484	MBS Don Lee Avery-Knodel	Wm. W. Knight, p R. M. Brown, gm Robert C. LaBonte, cm	Jack Moys, pd Alan Hicks, pmm Richard R. Fooley, ce	Vern Mueller, nd, sd Patti Cooke, wd
KPOJ-FM 1948	Ch. 254 (B) 98.7mc 4.3kw					
KQFM (FM) 1953	Ch. 262 (B) 100.3mc 17.5kw	H Quenton Cox Terminal Sales Bldg. Capital 8-5191		H Quenton Cox, p, gm	Helen Cox, pd	Charles K. Dickson, ce
KVAN 1939		(See Vancouver, Wash., listing)				
KWJJ 1925	1080 10,000 DA-2	Rodney F. Johnson 1011 S. W. 6th Ave. Capital 8-4393	Burn-Smith McGavren	Rodney F. Johnson, p, gm Ben T. Crosby, cm Jerry Speersra, pd Lester M. Smith, gm Max Dick, ce	Robert Kingsley, pmm Lester Windes, ce Don Kneass, nd Bill Lynch, nd	Josh Higgins, fd Don Usher, sd Betty Baxter, wd Milt Lindley, sd
KXL 1926	750 10,000 DA-1 L-W5B	Mt. Rainier Radio & TV Bcstg. Corp. P. O. Box 5886 Olive 4-6558	Branham McGavren			

PRINEVILLE
(Crook County)

KRCO 1950	690 1,000-D	Radio Central Oregon Inc. P. O. Box 188 6239	Best	N. A. Miksche, p, gm Bill Gould, cm, sd	Bob Angel, pd Howard Cross, pmm	Bob Matheny, co-o, ce, fd Elsie Miksche, wd
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REDMOND
(Deschutes County)

KJUN 1953	1240 250	Juniper Bcstrs. Inc. P. O. Box 1240 234	ABC	F. Gilbert Lieser, p, gm, pmm, sd	Patricia L. Lieser, evp, bus mgr, pd, wd	Frank Smith, ce, fd Bill Resare, nd
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For Radio Programming that
SPONSORS BUY...



**1st with
distinguished
dramatic
stars!**

OREGON

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; sim; 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. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;
ROSEBURG (Douglas County)						
KRNR 1935	1490 250	News-Review Co. 134 N. Jackson Orchard 3-5551	CBS Grant Moore & Lund	Frank Jenkins, p H. J. Chandler, gm	Warren Ward, cm	Lyle Fenner, pd, fd
KRXL 1950	1240 250	Umpqua Bcstrs. Inc. P. O. Box 847 Orchard 3-4464	MBS	Donn Radabaugh, p Iris Rice Hellwell, gm, pd Del McKay, cm	Carol Kerr, pmm, wd Leo Reetz, ce Robert Grant, nd	Lon D. Hunt, fd Nat Jackson, sd
KYES 1955	950 1,000-D	Douglas Bcstrs. Inc. P. O. Box 1138 Orchard 3-6678		Leroy Hiatt, p, gm, ce	Warren Ward, cm	
SALEM (Marion County)						
KGAE 1950	1430 1,000-D	KGAE Inc. P. O. Box 768 3-7121	Holman	W. Gordon Allen, p Earle W. Headrick, gm Robert Morse, cm	Jean McLean, pd, pmm Ken Vancil, ce Larry Ross, nd, fd	William McElhenney, sd Ardys Storm, wd
KOCO 1947	1490 250	Loring Schmidt 1426 Edgewater 3-3108	Rambeau	Loring Schmidt, p, gm	Carl Ritchie, pd	Bruce Fountain, ce
KSLM 1934 KSLM-TV (CP)	1390 1,000	Oregon Radio Inc. P. O. Box 631 3-4831	MBS Don Lee Everett- McKinney Moore & Lund	Glenn McCormick, p, gm Dave Hoss, sm, cm Herb Johnston, pd, nd	Dave Beckett, pmm Clyde Carlton, ce Al Bauer, fd	Steve Brody, sd Peggy Krupicka, wd
SPRINGFIELD (Lane County)						
KEED 1954	1050 1,000-D	KEED Inc. P. O. Box 696 5-0163	Holman	Glen M. Stadler, p, gm Helen N. Stadler, vp, asst gm, wd	A. L. Anderson, cm J. Robert Litten, pd Rodney V. Loudon, pmm	Robert Kennedy, ce Walter A. Stadler, nd
THE DALLES (Wasco County)						
KDLS (CP)	930 1,000 DA-N	The Dalles Bestg. Co. 405 W. 9th St.		C. H. Fisher, ptrn	Edna E. Fisher, ptrn	
KODL 1941	1440 1,000 DA-N	Western Radio Corp. KODL Bldg. 2300	ABC KBS	V. B. Kenworthy, p Paul Walden, gm, sd	Lawrence Beaudoin, cm Stephen Montgomery, pd	Bruce Elliott, ce Mary Thorsness, wd
KRMW 1955	1300 1,000-D	Radio Mid-Columbia Inc. 209 E. 2nd St. Cypress 6-9661	Moore & Lund Best	Chester J. Stuart, p, gm Harold L. Newhouse, cm Gerald K. Webb, pd	F. L. Phillips, pmm Roland V. Stuart, ce C. B. Stauffacher, nd, sd	Keith Palmer, fd Barbara Palmer, wd
TILLAMOOK (Tillamook County)						
KTTL 1947	1590 250	Tillamook Bestg. Co. P. O. Box 1590 Victor 2-4422	Continental	F. H. Guyton, p Tom Hoover, gm, cm, pd, pmm, nd, sd	Larry Brunen, ce Carl Karpstein, fd	Louise Halliburton, wd

Data corrected to Dec. 15, 1955. 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.

PENNSYLVANIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Adams	44,197	12,400	\$43,381	\$ 9,466	\$ 836	16,334	Lancaster	234,717	65,000	265,371	55,681	5,140	80,727
Allegheny	1,515,237	439,400	1,837,161	512,509	49,781	392,196	Lawrence	105,120	30,600	107,238	30,368	2,311	34,944
Armstrong	80,842	22,600	67,526	18,138	1,685	25,229	Lebanon	81,683	25,100	84,239	19,752	1,587	23,903
Beaver	175,192	50,000	176,440	55,596	4,728	53,433	Lehigh	198,207	58,000	225,913	48,839	3,896	59,111
Bedford	40,775	10,600	29,183	7,264	349	13,510	Luzerne	392,241	103,200	358,003	97,806	6,922	97,334
Berks	255,740	74,900	294,816	68,816	5,798	85,220	Lycoming	101,249	30,800	106,273	30,161	2,546	34,641
Blair	139,514	39,400	132,681	41,562	2,756	40,014	McKean	56,607	16,400	57,855	16,276	1,522	18,277
Bradford	51,722	14,900	45,214	11,058	889	16,212	Mercer	111,954	32,500	120,710	31,103	3,063	39,104
Bucks	144,620	62,200	200,313	48,019	3,403	73,744	Mifflin	43,691	12,000	40,318	11,322	1,055	13,237
Butler	97,320	27,400	96,778	24,438	2,100	34,489	Monroe	53,773	10,200	41,364	9,854	880	13,935
Cambria	209,541	54,300	182,471	51,109	3,078	53,312	Montgomery	353,068	103,200	409,471	122,295	11,789	140,991
Cameron	7,023	1,800	7,598	2,352	66	2,763	Montour	16,001	3,500	8,917	2,548	320	4,311
Centre	57,558	15,600	44,750	15,717	837	16,971	Northampton	185,243	52,500	215,453	66,081	5,251	66,397
Centre	65,922	16,400	55,889	14,590	1,491	19,795	Northumberland	117,115	32,600	105,894	30,150	2,753	32,867
Chester	159,141	42,300	157,114	40,282	4,416	54,739	Perry	24,782	7,000	18,409	4,865	271	9,199
Clarion	38,344	10,100	36,164	9,322	705	13,024	Philadelphia	2,071,605	615,000	2,668,143	616,789	69,111	428,507
Clearfield	85,957	22,600	74,342	21,614	1,361	23,408	Pike	8,425	2,900	7,191	2,255	73	3,552
Clinton	36,352	10,300	32,394	9,442	595	11,537	Potter	16,810	4,500	15,457	4,000	197	5,525
Columbia	53,460	15,200	50,376	13,538	942	18,489	Schuylkill	200,577	54,000	160,241	47,612	3,306	54,800
Crawford	78,948	23,000	87,526	21,069	1,700	28,201	Snyder	22,812	6,100	14,843	3,412	212	7,742
Cumberland	94,457	29,600	94,691	24,425	2,500	37,464	Somerset	81,813	21,500	67,051	17,579	1,062	24,197
Dauphin	197,784	60,200	249,570	64,806	7,908	62,329	Sullivan	6,745	1,600	4,574	1,611	36	3,095
Delaware	414,234	128,200	397,702	120,385	14,733	143,481	Susquehanna	31,970	8,500	23,535	7,398	239	9,746
Elk	34,503	9,400	24,626	8,986	803	10,808	Tioga	35,474	10,300	31,031	7,135	489	12,053
Erie	219,388	66,600	277,780	71,897	5,663	75,232	Union	23,150	5,700	15,240	3,899	364	7,772
Fayette	189,899	50,100	169,858	44,788	3,440	48,606	Venango	65,328	18,100	54,886	15,671	1,138	20,189
Forest	4,944	1,200	2,683	986	29	1,639	Warren	42,698	11,800	53,276	11,319	825	14,117
Franklin	75,927	21,500	78,493	17,925	1,594	27,233	Washington	209,828	59,000	196,391	57,443	4,902	60,446
Fulton	10,387	2,600	5,267	1,116	561	3,249	Wayne	28,478	7,700	28,568	6,514	410	9,017
Greene	45,394	11,800	28,699	8,984	561	12,114	Westmoreland	313,179	87,300	308,913	91,892	6,707	90,562
Huntingdon	40,872	10,700	29,085	8,163	343	13,146	Wyoming	16,766	4,600	16,115	3,996	158	6,253
Indiana	77,106	20,200	65,818	16,085	1,309	22,466	York	202,737	62,200	225,235	56,794	3,818	77,690
Jefferson	49,147	13,600	41,842	12,464	835	15,453	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Juniata	15,243	4,000	12,313	2,171	79	5,617							
Lackawanna	257,396	71,000	229,044	66,260	4,951	58,503							

ALLENTOWN

(Lehigh County)

WAEB 1949	790 500-D 1,000-N DA-1	WAEB Inc. 7th & Hamilton Sts. Hemlock 4-9364	Radio-Tv Reps	Howard Wasserman, p S. Robert Ackley, gm Joseph Riepensell, cm	William Gottshall, ce Richard Mertz, nd	Kermitt Gregory, fd Ernie Stiegler, sd
WFMZ (FM) 1947	Ch. 264 (B) 100.7mc 4.8kw	Penn-Allen Bcstg. Co. N. 7th St. Pike Hemlock 5-6401		Raymond F. Kohn, p, gm Perry S. Ury, cm	Edward F. Glacken, pd	Daniel Houck, ce
WFMZ-TV (CP) 1948	1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. Hemlock 4-4801	CBS Raymer	Charles G. Helwig, p James F. Chambers, gm, cm, sd	Willard Camperson, pd Howard Frank, pmm Gerald Werst, ce	Ted Wieder, nd Paul Mitchell, fd Nancy Blake, wd
WKAP 1947	1320 1,000 DA-N	WKAP Inc. P. O. Box 689 Hemlock 3-3166	Weed	N. Joe Rahall, p Ogden R. Davies, gm Donald Jones, cm	Marshall Cleaver, pd, nd Winifred Glose, pmm C. Frank Cordaro, ce	Jerry Duckett, fd Alan Raber, sd Gladys E. Hersh, wd
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39 N. 10th St Hemlock 4-9511	NBC H-R Reps	B. Bryan Musselman, p, gm, pmm	Olivia M. Barnes, cm	Reuel H. Musselman, ce
WSAN-FM 1947	Ch. 260 (B) 99.9mc 8kw					

ALTOONA

(Blair County)

WFBG 1924	1340 250	Gable Bcstg. Co. Gable Arcade 4-2031	NBC Quaker Net H-R Reps	Walter H. Annenberg, p Roger W. Clipp, gm Jack Snyder, mg dir, pd	Bill Farley, loc sim George Burgoon, ce	Don Cossitor, nd Dick Reddick, sd
WFBG-TV 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC MBS Meeker	Roy F. Thompson, p, gm, cm Dorothy M. Thompson, pd William S. Clear, pmm, sm, sd	Albert Merritts, ce Dave Deniston, nd	E. G. Hamill, fd Marge Griffith, wd
WVAM 1948	1430 1,000 DA-N	General Bcstg. Corp. 2727 Albert Dr. 8127	CBS Weed	Emanuel S. Leopold Will L. Ketner, gm, pmm, fd Will M. Union, cm	John E. Riley, pd Dominick F. Legge, ce Harry E. MacLay, nd	Joseph V. Shannon, sd Keith J. Reeve, wd
WVAM-FM 1953	Ch. 261 (A) 100.1mc 0.36kw					

APOLLO

(Armstrong County)

WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. Press & Radio Bldg. Grover 2-3921		Edward J. Kroen, gm, cm	A. J. West, bus mgr	Silas West, pd
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BARNESBORO

(Cambria County)

WNCC 1950	950 500-D	Northern Cambria Bcstrs. Inc. 803 Maple Ave. 1010	KBS	Harris G. Breth, p W. J. Thomas, gm William R. Raihall, cm, sd	Joanne E. Tibbott, pd Dyle J. Miller, ce	Herbert Turnrup, fd Mildred Tatters, wd
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BEAVER FALLS

(Beaver County)

WBVP 1948	1230 250	WBVP Inc. P. O. Box 719 4100		Frank R. Smith, p, gm Thomas B. Price, cm Charles H. Wilson, pd	Jean E. Biggard, pmm Andy Sivak, ce Ernie Kline, co-nd	George Allen, co-nd, fd Chuck Wilson, sd Gertrude Trobe, wd
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BEDFORD

(Bedford County)

WBFD 1955	1310 1,000-D	Inquirer Printing Co. 130 S. Juliana St. 863	KBS	John H. Biddle, p Hugo K. Frear, gm Robert S. Harrison Jr., sm cm Sherwood B. Hawley, pd	Jack R. Husson, pmm William F. Eckman, ce Paul Hafer, nd	John Holbert, fd John Koza, sd Thelma Diehl, wd
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BETHLEHEM

(Northampton County)

WGPA 1947	1100 250-D	Bethlehem's Globe Publishing Co. 426 Brodhead Ave. University 6-8074	Quaker Net.	Rolland L. Adams, p Arthur C. McCracken, sm Frank Collie, cm, pmm	Stefan George, pd Edwin L. Rybak, ce	Robert Wolken, nd, fd John Daday, sd
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw					

BLOOMSBURG

(Columbia County)

WCNR 1947	930 1,000-D	Columbia Montour Bcstg. Corp. 38 W. Main St. Sterling 4-1200	Quaker	Ed Darlington, gm, cm, wd James Lehman, pd	Robert Fulton, ce James Evans, nd	Stan Hummer, fd Robert Hilber, sd
WHLM 1948	550 500 DA-2	Bloom Radio 107 W. Main St. Sterling 4-5500	Raymer	Harry L. Magee, p Robert R. Williams, gm Lawrence J. Campbell, cm	Ray Calabrese, pub rel Anthony Hogg, ce Max Williamson, nd	Hal Miller, fd Ted Jones, sd Patsy O'Brien, wd

BRADDOCK

(Allegheny County)

WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100	KBS	William G. Matta, p, gm, pd George C. Matta, cm	Mario Bidese, pmm, nd Elmer L. Heess, ce	Tom Powers, sd Blanch Anderson, wd
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BRADFORD

(McKean County)

WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn-Smith	Joseph M. Cleary, gm, nd Frederick P. Tascone, cm, pmm	William Winn, pd, fd Dean W. Merry, ce	Jack Lafin, sd Vivien Krieger, wd
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BUTLER

(Butler County)

WBUT 1949	1050 250-D	WBUT Inc. Radio Park 75-778	Gill-Perna	J. Patrick Beacom, p Gerald D. Coleman, gm, cm, pmm, ce	Richard Hanna, pd Earl Sadlon, nd John Turrell Jr., fd	Richard Kutan, sd Shelley Fogel, wd
WBUT-FM 1949	Ch. 249 (A) 97.7mc 0.72kw					
WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 7-4701		Joel W. Rosenblum, p Robert L. Kaufman, gm J. Victor O'Brien, cm	Warren E. Ihlenfeld, pd, nd Paul F. Rex, ce Don Oesterling, fd	Paul R. Hobaugh Jr., sd Margo Pitts, wd

PENNSYLVANIA

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
CARBONDALE (Lackawanna County)						
	WCDL 1950	1230 250 (CP-1440 5,000-D)	Carbondale Bcstg. Co Inc. 127 Salem Rd. 1230	KBS Cooke	William H. Ware, p Anthony P. Perry, gm Paul J. Oles, cm	Thomas McDonough, pd Walter F. Rude, ce, fd Joe Martin, nd Paul Elbrecht, sd Jean Lynady, wd
CARLISLE (Cumberland County)						
	WHYL 1952	960 1,000-D	Richard Field Lewis Jr. of Carlisle Inc. P. O. Drawer 520 1785	Penn-Harris Radio Net	Richard Field Lewis Jr., p Winslow T. Porter, gm, cm Clinton M. Morse, pd	Jack Stelling, pmm Jack Simmons, ce Leonard Waite, nd John Fogel, fd
CHAMBERSBURG (Franklin County)						
	WCBG (CP)	1590 1,000-D	James R. Reese Jr. South Mountain, Pa. (WCBG, Am affiliate)			
	WWPC (FM) (CP)	Ch. 236 (B) 95.1mc 4.7kw				
	WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. Colony 4-7121	Forjoe	John S. Booth, o, gm Earl Strine, cm, sd	Richard Bowers, pd, fd David Myers, pmm James McCurdy, ce Gene Myers, nd
	WCHA-FM 1948	Ch. 240 (A) 95.9mc 0.7kw				
CHARLEROI (Washington County)						
	WESA 1947	940 250-D	Monongahela Valley Bcstg. Corp. Box 584 Hudson 3-6551	Clark	Dr. A. S. Sickman, p Charles R. DuVall, gm	George D. Galley, pd Silvio Garafalo, ce
CHESTER (Delaware County)						
	WDRF 1947	1590 1,000 DA-N	Eastern Bcstg. Co. Middletown Rd., Brookhaven 4-4321		Louis Kapelski, o, p Cy Swingle, gm	Harry J. Simmington, ce Del Parks, nd Floyd Kraft, sd Marion Pedlow, wd
	WVCH 1948	740 1,000-D	James M. Tisdale Wolf Bldg. 2-8861	Webb	James M. Tisdale, o, gm, ce Martin Peutzman, cm Robert A. Hibbert, pd	Frank Wayne, nd Frank Poynter, fd Don Baron, sd Pearl Kastli, wd
CLEARFIELD (Clearfield County)						
	WCPA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. 5-5541	Laurel Net.	W. K. Ulerich, p W. J. Thomas, gm Joseph Milsop, mgr, pmm	Margaret Nemeth, pd, wd Llewellyn Duck, ce Vince Young, nd W. O. Mitchell, fd Fred Koerbele, sd
COATESVILLE (Chester County)						
	WCOJ 1949	1420 5,000 DA-N	Chester County Bcstg. Co. 809 E. Lincoln Hwy. 2100	Quaker Net.	Louis N. Seltzer, p, ce William S. Halpern, gm, sec-treas	Donald Kimes, cm, pmm Ralph Penza, nd James Donnelly, sd
CONNELLSVILLE (Fayette County)						
	WCVI 1947	1340 250	Connellsville Bcstrs. Hetzal Bldg. 2700	KBS	Dr. Cam T. Troilo, p William W. Robinson, gm, cm Mary Frances Rich, pd	Robert T. Ray, ce Dick Jessen, nd James W. Haines, fd Amyal Canton, sd Mary Lou Misiewicz, wd
CORRY (Erie County)						
	WOTR 1955	1370 500-D	Olivia T. Rennekamp Berger Bldg. Pittsburgh, Pa. Atlantic 1-1385	KBS	Olivia T. Rennekamp, p John Wellenhofer, co-gm, pd Paul Carlson, co-gm, cm	Betty Rizzo, pmm, wd David Hubertz, ce Jack Carr, nd Guy Davis, fd Howard Bycroft, sd
COUDERSPORT (Potter County)						
	WFRM 1953	600 300-D	Farm & Home Bcstg. Co. 9 N. Main St. 611		C. H. Simpson, p John A. Fay, gm James F. Ponder, cm	Richard Bennett, pd, nd Richard Smith, pmm, fd F. Kenyon Reed, ce Robert Glarner, sd Lynn Caukins, wd
	WFRM-FM 1955	Ch. 244 (A) 96.7mc 0.11kw				
DOYLESTOWN (Bucks County)						
	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
DuBOIS (Clearfield County)						
	WCED 1941	1420 5,000-D 500-N DA-2	Tri County Bcstg. Co. 80 N. Park Place 1700	CBS Quaker McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm	Ken Johnston, pd Sam King, pmm, nd Burrell Morris, ce Marv Bloom, sd Betty Lee, wd
	WCED-FM 1948	Ch. 271 (B) 102.1mc 3.3kw				

Data corrected to Dec. 15, 1955. 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.

EASTON

(Northampton County)

WEEK (CP)	1230 250	Easton Publishing Co.				
WEEK (FM) 1948	Ch. 252 (A) 98.3mc	Easton Publishing Co. 6155		J. L. Stackhouse, p	Nelson S. Rounsley, gm	Robert Francett, ce
WGLV-TV	1kw					
WEST 1936	1400 250	Associated Bcstrs. Inc. 516 Northampton St. 6131	NBC Meeker	Clair R. McCollough, sta exec Theodore Pierce, sm	J. Robert Gulick, gen slm Eugene Bethman, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir
WEST-FM 1948	Ch. 300 (B) 107.9mc 11kw					

EMPORIUM

(Cameron County)

WEMR 1954	1340 100	Kenneth E. Rennekamp Berger Bldg. Pittsburgh, Pa. Atlantic 1-1365	KBS	Kenneth E. Rennekamp, p gm	James Agnello, cm Clyde Robinson, pd, nd	Richard Rosse, pmm, fd, sd James Saltzman, ce
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EPHRATA

(Lancaster County)

WGSA 1955	1310 500-D DA-D	Garden Sport Bcstrs. P. O. Box 419 3-2226	KBS	Samuel R. Youse, co-mgr. ce George Kienzle, co-mgr	John Wells, pd, sd Pat Bange, prom dir, nd	Dick Ballou, adv, fd Joan Root, wd
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ERIE

(Erie County)

WERC 1941	1260 5,000 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, fd Jay Young, sd Jeanne Caldwell, wd
WERC-FM 1941	Ch. 260 (B) 99.9mc 9.7kw					
WIKK 1948	1330 5,000 DA-2	Community Service Bcstg. Co., 3514 State St. 23-248	NBC Petry	Edward Lamb, p Ben McLaughlin, gm	Karl R. Nelson, cm Robert Lunquist, pd	Jack Schumacher, pmm Ken Husband, ce
WJET 1951	1400 250	The "Jet" Bcstg. Co. 18th & Ash Sts. 2-6741	Forjoe	Myron Jones, p, gm Pete Coticchia, asst cm Robert F. Connors, pd Philip B. Hirsch, p, gm James D. Brownyard, cm	Lawrence Jones, pmm John Shreed, ce John Creveling, nd Robert Eaton, pd, nd William Sebenick, ce	John Landacre, fd Dick Thompson, sd Tess Willard, wd Gene Cuneo, sd Helen I. Rhodes, wd
WLEU 1933	1450 250	Commodore Perry Bcstg. Service Inc. Commerce Bldg. 22-129	MBS Rambeau			

FARRELL

(Mercer County)

WFAR 1954	1470 1,000-D	Sanford A. Schafitz 4171	KBS	Sanford A. Schafitz, p, gm, cm Albert Zippay, pd	Arthur Simmers, pmm Virgil Brown, nd	Fred Cole, sd Ginger Rock, wd
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GETTYSBURG

(Adams County)

WGET 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

(Westmoreland County)

WHJB 1934	620 1,000-D 500-N DA-2	Pittsburgh Radio Supply House Inc. 128 N. Pennsylvania Ave. Greensburg 3740		H. K. Brennen, p H. J. Brennen, gm, cm, pmm Glenn Grayson, pd, nd	Lyle Allen, ce Larry Ford, fd	Francis Fisher, sd Toni Lee, wd
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GROVE CITY

(Mercer County)

*WSAJ 1922	1340 100 SH	Grove City College Main & Broad Sts. Grove City 763		Dr. Weir C. Ketler, p	Stanley J. Seiple, pd	Dale O. Smock, ce
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RADIO SELLS ERIE & ERIE COUNTY, PENNA.

WIKK

- Up in Retail Sales
- Up in Food Sales

.....>

- 66,600 Radio Homes in Erie Co.
- 105,000 Radio Homes in

WIKK Coverage

ERIE,
PA.

5,000 WATTS
1330 KC

An NBC Affiliate

General Manager, Ben McLaughlin . . . an EDWARD LAMB Enterprises Station

Represented by the Edward Petry Co.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations		
					Owner o; slm;	Pres. p; Exec. vp. evp; Dir. pd;	Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
HANOVER (York County)							
WHVR 1949	1280 1,000-D 500-N DA-N	Radio Hanover Inc. P. O. Box 266 3831		John D. Bare, p, gm, cm Ned Rutledge, pd, nd	Ed John, pmm Philip A. Rohrbaugh, ce	John Kratzert, fd	
HARRISBURG (Dauphin County)							
WCMB 1948	1460 5,000 DA-2	Rossmoyne Corp. 228 Court St. Cedar 4-3005	MBS Gill-Perna	Ed K. Smith, gm Henry Traugh, cm Ed Gonzalez, pd	J. Howard Blair, ce John Eisenauer, nd John A. Smith, fd	Gordon Jones, sd Peggy Glenn, wd	
WHGB 1945	1400 250	Kendrick Bestg. Co. 112 Market St. Cedar 4-4988	ABC Quaker Net. Pearson	Herbert Kendrick, p, gm Ralph Hartman, cm Jack Hooper, pd, sd	Jean Sneider, pmm William O. Kuntz, ce	Vince Murphy, nd, fd Lillian Mickle, wd	
WHP 1924	580 5,000 DA-N	WHP Inc. 31 North 2nd St. Cedar 4-3211	CBS Bolling	A. K. Redmond, gm, cm Beatrice M. Potteiger, sis serv dir	Dick Redmond, pd E. Daniel Leibensperger, ce John Price, nd	George Wirt, fd Ed Gundaker, sd	
WHP-FM 1946	Ch. 247 (B) 97.3mc 1.55kw						
WHYL 1952	(See Carlisle listing)						
WKBO 1922	1230 250	Keystone Bestg. Corp 31 North 2nd St Cedar 4-0191	NBC Meeker	Clair R. McCollough, sta exec W. Eugene Garman, sm	J. Robert Gulick, gen slm Thomas Weitzel, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir	
HAZLETON (Luzerne County)							
WAZL 1932	1490 250	Hazleton Bestg. Co. 708 Hazleton Natl. Bank Bldg. Gladstone 43-531	MBS NBC Raymer	Victor C. Diehm, p, gm Bob Sacco, cm Bill Graham, pd, sd	Pepsita Karvounis, pmm Elwood Tito, ce	Paul Cerula, nd Nancy North, wd	
WAZL-TV (CP)							
WAZL-FM 1947	Ch. 250 (B) 97.9mc 2.6kw						
HOMESTEAD (Allegheny County)							
WHOD 1948	860 250-D	Steel City Bestg. Corp 105 E. 7th Ave Homestead 1-0712	Natl. Negro Net. Forjoe	Anthony S. Ortale, p Leonard Walk, sm, cm	Sid J. Dickler, pmm James Herbert, ce	Mal Goode, nd Toki Johnson, wd	

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SAYS NORT WYNER: "RAPID AND STRONG CONSUMER RESPONSE HAS MADE WHYL A KEY HARRISBURG AREA RADIO BUY FOR BOTH RAYCO AND MANISCHEWITZ"



Nort Wyner, Emil Mogul's Manischewitz Wine Company, Account Executive, Rayco Auto Seat Cover Company, Account Supervisor visits Rayco markets and works closely with stores and stations. "Certain stations," he says in Sponsor Magazine, "are no good for your purpose . . . similarly . . . some stations are sales powerhouses." Wyner buys WHYL as the sales powerhouse for Harrisburg coverage.

Nort Wyner, Emil Mogul Company, says Sponsor Magazine, "Has direct knowledge of and feeling for many markets . . . to many account men a station is just a series of call letters . . . To Wyner it is an individual entity with definite personality, known strengths and weaknesses."

WHYL is mighty proud of the judgment displayed by Nort Wyner who buys **WHYL**, Carlisle for Harrisburg coverage. Perhaps the **WHYL** record had something to do with his decision . . .

- WHYL** is yet to lose any Result-Per-Dallar expenditure test with any media in the market.
- WHYL** gives better coverage of the Harrisburg trading area than three of the four Harrisburg stations. Primary coverage 630,000; secondary coverage over 2,000,000.

WHYL

CENTRAL PENNSYLVANIA'S BIG COVERAGE MUSIC STATION

Write, wire or phone Carlisle 1785 collect for availabilities. Winslow T. Porter, General Manager . . . Richard Field Lewis, Jr., President

HUNTINGDON
(Huntingdon County)

WHUN 1947	1150 1,000-D	Joseph F. Biddle Publishing Co. 400 Washington St 1291	KBS Laurel Quaker	John H. Biddle, p William E. Germann, gm, pmm	James Ishler, cm Suan H. Germann, pd Earnest A. Craig, ce	Donald M. Stuller, nd Robert S. Clark, fd William A. Engle, sd
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INDIANA
(Indiana County)

WDAD 1945	1450 250	WDAD Inc. 637 Philadelphia St 5-5511	CBS KBS Laurel	W. K. Ulerich, p W. J. Thomas, gm Jonas Termin, sm, cm, pmm	Clifford Porter, pd Stanley J. Graziadio, ce Winston Hoehner, nd	Bill Cochran, fd Roker Wood, sd Ruth Piquignot, wd
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JOHNSTOWN
(Cambria County)

WARD 1946	1490 250	Central Bcstg. Co. Porch Bldg 8-1216	CBS Quaker Weed	Geo. D. Gartland, vp, gm	Stewart W. Phillips, sm	Millard C. Coleman, ce
WARD-FM 1948	Ch. 221 (A) 92.1mc 0.285kw					
WCRO 1947	1230 250	Century Bcstg. Corp. Fort Stanwix Hotel 9-1187	MBS Radio-Tv Reps.	John J. Keel, p Henry Gladstone, vp Lloyd W. Dennis, sec-treas	John Pallottini, gm Frank Deil, cm, sd	John Dohoda, ce Gary Hagerich, nd
WJAC 1925	1400 250	WJAC Inc. 329 Main St 5-1262	NBC Young	Walter W. Krebs, p Park Claycomb, sm	Ronald Stephenson, pd, nd	Theodore Campbell, ce
WJAC-FM 1948	Ch. 238 (B) 95.5mc 8.3kw					

KANE
(McKean County)

WADP 1954	960 500-D	Northern Allegheny Bcstg. Co. Penn-Kane Hotel 1520		Ray Barlow, sm	Richard Feit, cm	Jack Sandstrom, pd
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KITANNING
(Armstrong County)

WACB 1948	1380 1,000-D	Armstrong County Bcstg. Corp 325 Market St. 43-1381	KBS Rambeau	S. W. Pruett, p Chas. M. Erhard Jr., vp, gm Harold H. Stoops, mgr, pd	Robert Chemell, ce Robert Crose, nd, sd	Sam Shenk, fd Ethel Bechtel, wd
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IN PENNSYLVANIA Vic RADIO PROFIT Diehm Says:

WAZL

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need ...

HAZLETON, PA. NBC-MBS

WHLM

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.

WHOL

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need ...

ALLENTOWN, PA. CBS



WAZL	WHOL	WHLM	WIDE	WVDA
Hazleton, Pa. NBC-MBS	Allentown, Pa. CBS	Bloomsburg, Pa.	Biddeford-Saco, Me. MBS-Yankee	Boston, Mass. ABC
(All Stations Represented by Paul H. Raymer Company)				

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
LANCASTER (Lancaster County)						
WGAL 1922	1490 250	WGAL Inc 8 West King St. 7-5251	NBC Meeker	Clair R. McCollough, p Kenneth L. Kreider, sm	J. Robert Gulick, gen sim Paul I. Woodland, pmm	J. E. Mathiot, tech dir
WGAL-TV WGAL-FM 1944	Ch. 267 (B) 101.3mc 3.8kw					
WLAN 1946	1390 1,000 DA-N	Peoples Bcstg. Co 252 N. Queen St. 4-7261	ABC MBS Headley-Reed	Frank H. Altdoerffer, p Samuel M. Altdoerffer, gm J. Stanley Baker, cm	Karl F. Scheying, pd, nd Robert O. Welsh, pmm Ramon T. Sherman, ce	Edward Miller, fd Guy Barry, sd Dorothy Stevens, wd
WLAN-FM 1949	Ch. 245 (B) 96.9mc 6.7kw					
LANSFORD (Carbon County)						
WLSH 1952	1410 1,000-D	Miners Bcstg. Service Box D 1440	Everett- McKinney	Joseph L. Magulre, p	John W. Angst, sm	
LATROBE (Westmoreland County)						
WAKU 1951	1570 1,000-D	Clearfield Bcstrs. Inc. P. O. Box 208 Keystone 7-7744	KBS	William Ulerick, p William J. Thomas, gm	Warren A. Koerbel, sm, pd, sd Manuel Alvarez, ce	John McFadden, nd
WTRA (CP)	1480 500-D	Latrobe Bcstrs. 917 Ligonier St.		Henry J. Mahady, ptrn Paul W. Mahady, ptrn	L. Kenneth Harkins, ptrn Louis Rosenberg, ptrn	Kenneth E. Rennejamp, ptrn
LEBANON (Lebanon County)						
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. 8th & Cumberland Sts. 2-7651	Quaker Burn-Smith	H. Raymond Stadiem, p Lester P. Etter, mgng dir, dir natl sis	Philip J. Reilly, sim, pmm Henry Homan, pd, nd, fd M. Leonard Savage, ce	Howard Van Voorhis, sd Mary Ellen Kurtz, wd
WLBR-TV (CP)						
WLBR-FM 1948	Ch. 261 (A) 100.1mc 0.72kw					
LEWISTOWN (Mifflin County)						
WKVA 1949	920 1,000-D	Central Pennsylvania Bcstg. Co. 19 S. Wayne St. 6771	Gill-Perna	Robert L. Wilson, p, gm Ted Heppburn, cm Lynn Bloom, pd	Robert Hyle, pmm Robert Steltzer, ce Reed Gray, nd	Zeke Appleby, fd Adrian Franosan, sd Vera Snook, wd
WMRF 1941	1490 250	Lewiston Bcstg. Co. 5 W. Market St. 6757	NBC Burn-Smith	J. S. Woods, p T. W. Metzger, gm, cm James Keyes, pd, pmm, nd	Kenneth Callahan, ce Don Raffensberger, fd	Dale Smith, sd Thekla Leeper, wd
LOCK HAVEN (Clinton County)						
WBPZ 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
McKEESPORT (Allegheny County)						
WEDO 1946	810 1,000-D	Tri-City Bcstg. Co. 547 Fifth Ave. North 4-7187	Industrial Bcstg. Sys. Rambeau	Edward J. Hirshberg, p, gm Earl Buncher, cm, fd Chuck Moyer, pd, sd	Sam Spatter, pmm Wilks Hurley, ce	Merle Pollis, nd Ruth Young, wd
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 516 Market St. Orchard 8-8888	Cooke	Robert M. Cox, p Samuel R. Vidovic, opr mgr E. A. Kline, cm	Francis P. Haley, pd Charles W. White, ce Stephen Chontos, nd	C. P. Campbell, sd Sally Mossman, wd
MEADVILLE (Crawford County)						
WMGW 1947	1490 250	Meadville Bcstg. Service Inc. First Natl. Bank Bldg. 46-723	ABC	H. C. Winslow, p Robert Trace, gm, cm	James Strickler, pd Eugene Phillips, ce	Fred Quinn, nd James Nicholson, sd
WMGW-FM 1948	Ch. 262 (B) 100.3mc 10kw					
MEXICO (Juniata County)						
WJUN 1955	1220 250-D	Juanita Perry Bcstg Co. P. O. Box 97 Mifflintown, Pa. Mifflintown 64	Burn-Smith	J. S. Woods, p T. W. Metzger, gm Ralph Parker, sm	Charles Moore, pd Don Lorenz, pmm, fd	Kenneth Callahan, ce Mary Stewart, wd
MILTON (Northumberland County)						
WARC (CP)	1380 1,000-D	Williamsport Radio Bcstg. Assoc. Inc. c/o W. W. Ott 330 Government Place		Harry J. W. Kiessling, p		
WMLP 1955	1570 1,000-D	WMLP Inc. 220 Norland Ave. Chambersburg, Pa.		John S. Booth, o		
WMLP-FM 1955	Ch. 257 (A) 99.3mc 0.34kw					

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MONTROSE

(Susquehanna County)

*WPEL 1250
1953 1,000-D

Montrose Bcstg. Corp.
Locust St.
397

W. Douglas Roe, p, gm, pd,
nd
William M. Farley, pmm

Richard J. Gage, ce
Edward Dieffenbach, fd

William P. Ohman, sd
Ruth M. Ohman, wd

NANTICOKE

(Luzerne County)

WHWL 730
1946 1,000-D

Radio Anthracite Inc. ForJoe
Woolworth Bldg.
1332

Henry W. Lark, o
Milton Laughlin, mgr

Charles R. Petrie Jr., opr mgr
Cary Williams, nd

Bill Jones, sp events dir
Eve Allen, wd

NEW CASTLE

(Lawrence County)

WKST 1280
1938 1,000
WKST-TV DA-N

WKST Inc. MBS
Cathedral Bldg. Everett-
Oliver 4-5501 McKinney

S. W. Townsend, p
Harley M. West, sm

George McGary, loc sjm
Harry W. Reith, pd, sd

Donald Dout, ce
Ruth Ray, wd

NEW KENSINGTON

(Westmoreland County)

WKPA 1150
1940 250-D

Allegheny Kiski Bcstg. Continental
Co. 810 Fifth Ave.
Edison 7-3588

C. Russell Cooper, p
Melvin A. Goldberg, gm

Michael Felock, pd, nd, fd
W. W. Neeley, ce

Fritz Klingensmith, sd
Laura Yohe, wd

NORRISTOWN

(Montgomery County)

WNAR 1110
1946 500-D

Norristown Bcstg. Co.
115 W. Main St.
Norristown 8-7600

N. Joe Rahall, p
O. R. Davies, gm
John M. Banzhoff, sm, natl
slm

Woodward W. White, loc slm
Buddy Brode, pd, sd
C. Frank Cordaro, tech sup

Anthony DeSola, ce
James M. Nellany, nd

OIL CITY

(Venango County)

WKRZ 1340
1946 250

WKRZ Inc. KBS
Fair Bldg.
4-1260

Kenneth E. Rennekamp, p,
gm
Olivia Rennekamp, cm

John Remus, pd
Carl Phillips, pmm
James Saltzman, ce

Ed Erickson, nd
Glenn Henderson, fd
Ver Lupton, wd

PHILADELPHIA

(Philadelphia County)

WCAU 1210
1922 50,000
WCAU-TV

WCAU Inc. CBS
City Line & Monument CBS Radio
Rd. (31) Spot Sales
Greenwood 7-8300

Donald W. Thornburgh, p,
gm
Joseph L. Tinney, evp
John S. deRussy, sls dir

Joseph T. Connolly, vp, pd
Robert N. Pryor, vp, dir pub
rel
John G. Leitch, vp, ce

Charles Shaw, nd
Amos Kirby, fd
Bill Campbell, sd

WCAU-FM Ch. 251 (B)
1941 95.1mc
10kw

WDAS 1480
1922 1,000
DA-2

Max M. Leon Inc. ForJoe
Belmont Ave. & Edgely
Rd. (31)
Trinity 8-2000

Max M. Leon, p
Robert A. Klein, gm

M. Leonard Matt, asst gm
Jerry Grove, pd

William H. Vogt, loc slm
Frank Unterberger, ce

WFIL 560
1922 5,000
WFIL-TV DA-2

Triangle Publications ABC
46th & Market Sts. Quaker
Evergreen 2-4700 Blair

Walter H. Annenberg, p
Roger W. Clipp, gm
George A. Koehler, sm
Kenneth W. Stowman, gen
slm

William B. Dothard, asst gen
slm
Joe Zimmerman, prom dir
Henry E. Rhea, ce
Felix Meyer, pd

Gunnar Back, nd
Howard Jones, fd
Tom Moorehead, sd
Mary Jones, wd

WFIL-FM Ch. 271 (B)
1941 102.1mc
10kw

WFLN (FM) Ch. 239 (B)
1949 95.7mc
20kw

Franklin Bcstg. Co. Good Music
8200 Ridge Ave. (28) Bcstrs.
Ivyridge 2-6000

Lawrence M. C. Smith, p
Raymond S. Green, vp, gm

John P. Culver, opr mgr
Michael E. O'Donnell, pd

David N. Carson, ce

1956
THURSDAY
8

Buy PENNSYLVANIA Radio Today!

WIP - PHILADELPHIA } Best Buys
WIKK - ERIE }

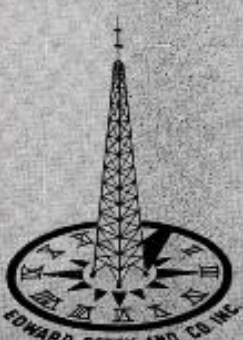
*Idea stations with
real impact.
Excellent merchandising
and promotional
cooperation.*

*Contact Petry
for current
availability!!!*

*Buy tickets
for show
at 1:30 p.m.*

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO



PHILADELPHIA (Cont.)

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; sml; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr. sm; Prod. Mgr. pdm;
WHAT 1925	1340 250		Independence Bcstg. Co. Conshohocken & Winermere Ave. Trinity 8-1500	Indie	William A. Banks, p, gm, cm Dolly Ban's, sm Charles O'Donnell, pd, nd	Len Stevens, pmm Chas. Lehmann, ce	Art Lane, sd Mary Mason, wd
WHAT-FM 1950	Ch. 237 (B) 105.3mc 20kw						
WIBG 1925	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 John R. Mahoney, slm	Douglas Arthur, pd Rupe Weling, prod mgr, pmm John H. Henninger, tech dir	George Hooper, ce Ray Walton, nd, sd Joe Niagra, fd
WIBG-FM 1948	Ch. 231 (B) 94.1mc 20kw						
WIP 1922	610 5,000 DA-1		Penn. Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimbel Jr., p, gm Ralf Brent, vp, sls dir Clyde Spitzner, loc cm Varner Paulsen, pd	Paul Martin, dir sls pmm Clifford C. Harris, ce Reginald K. Harris, asst ce	Sam Ettinger, nd Jim Leaming, sd Wendy Phillips, wd
WIP-FM 1942	Ch. 227 (B) 93.3mc 20kw						
WJMJ 1948	1540 1,000-D		WJMJ Bcstg. Corp. 2043 Locust St. Locust 4-2300		Patrick J. Stanton, p, gm Charles Stahl, cm Michael Deegan, pd	James Rubenstone, pmm Alec Felton Iles, ce	Douglas Henson, nd, sd Joan Norris, wd
WPEN 1929	950 5,000 DA-N		William Penn Bcstg. Co. 2212 Walnut St. Locust 4-6000	Gill-Perna	William Syk, p William B. Casky, gm Murray Arnold, asst sm, pd	Erwin Rosner, gen slm John E. Surrick, loc slm Sam Elber, pmm, nd	Charles W. Burtis, ce Matt Guokas, sd
WRCV 1921	1060 50,000 DA-1		National Bcstg. Co. 1610 Walnut St. (3) Locust 4-3700	NBC NBC Spot Sales	Robert W. Sarnoff, p Lloyd E. Yoder, vp, gm	Alexander W. Dannenbaum, asst gm	Stan Lee Broza, pd Ed Wallace, pm
WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw						
WTEL 1925	860 250-D		Foulkrod Radio Engineering Co. 4312 N. Broad St. Davenport 4-4310	Rosary Hour Net. Webb NBC	E. Douglass Hibbs, p, pd	Henry N. Cocker, gm	Theodora Key, wd

PITTSBURGH

(Allegheny County)

KDKA 1920	1020 50,000		Westinghouse Bcstg. Co. Grant Bldg. (19) Grant 1-4200	NBC Free & Peters	Donald H. McGannon, p Harold Lund, vp L. R. Rawlins, gm	John G. Stilli Jr., cm Tom Bennett, pd June L. Buzzelli, asst pmm	T. C. Kenney, ce James Snyder, nd Bert Hutchison, fd
KDKA-FM 1942	Ch. 225 (B) 92.9mc 47kw						
KQV 1922	1410 5,000 DA-2		Allegheny Bcstg. Corp. Chamber of Commerce Bldg. Atlantic 1-9100	CBS Raymer	Earl F. Reed Sr., p Gunnar O. Wiig, evp James F. Murray, sm	John D. Gibbs, pd Owen S. Simon, prom dir James J. Schultz, ce	Jack Henry, nd Pie Traynor, sd
WCAE 1922	1250 5,000 DA-N		WCAE Inc. 550 Grant St. (19) Atlantic 1-6900 (See Homestead listing)	Katz	Leonard Kapner, p R. Clifton Daniel, gm Alan Trench, cm	William Thiemann, pmm James H. Greenwood, ce	Richard McCarthy, nd Gloria Abdou, wd
WHOD 1948							
WILY 1955	1080 1,000-D		Pittsburgh Bcstg. Co 220 N. Highland Ave. Emerson 1-5000	Stars Natl.	John Kluge, p Ernie Tannen, gm	John Pieper, cm Victor G. Klein, ce	Earsley Kincaid, wd
WJAS 1921	1320 5,000 DA-N		Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 1-4860	ABC H-R Reps.	H. K. Brennen, p, gm John Buchheit, cm William Babcock, pd	Caley E. Augustine, pmm Walter W. McCoy, ce Herbert O. Morrison, nd	Chuck Reichblum, sd Jane Ellen Ball, wd
WJAS-FM 1921	Ch. 259 (B) 99.7mc 24kw						
WKJF (FM) 1948	Ch. 239 (B) 93.7mc 40kw		Agnes J. Reeves Greer 1715 Grandview Ave. (11) Hemlock 1-7826		Agnes J. Reeves Greer, p Thomas J. Daugherty, mgr	Alfred R. Ritz, slm Frank Maruca, pd	Peter E. Pappas, ce
WKJF-TV (CP)							
WPIT 1947	730 1,900-D		WPIT Inc. 213 Smithfield St. Atlantic 1-1900		John J. Laux, p Don Ioset, vp, gm, cm	Clifford Charles, pd, pmm Michael Komichak, ce	Bob James, nd, sd Dick Norwick, fd
WWSW 1932	970 5,000 DA-2		WWSW Radio Inc Hotel Sherwyn (22) Grant 1-5200	Blair	Oscar M. Schloss, p, gm Ben W. Muros, sm	Phil Davis, pmm Henry R. Kaiser, ce	Ray Schneider, nd Joe Tucker, sd
WHIC (TV) (CP)							
WWSW-FM 1941	Ch. 233 (B) 94.5mc 20kw						

PITTSBURGH

(Luzerne County)

WPTS 1955	1540 1,000-D		Midway Bcstg. Co. Newrose Bldg. Olympic 4-3388	Indie	Angelo W. Fiorani, co-o. p, gm R. E. Florey, cm	Joseph Tipton, pd Charles Mantione, pmm John P. McGoldrick, ce	Don Taylor, nd, fd Frank Silva, sd Eleanor Pagnotti, wd
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POTTSTOWN

(Montgomery County)

WPAZ 1951	1370 1,000-D		Pottstown Bcstg. Co. 247 High St. 5000	Quaker Indie	Herbert Scott, p, gm Royal Worth, cm William Gregory, pd	Stanley Jones, pmm Ralph Mellon, ce Jack Gartland, nd	Shorty Long, fd Robert Eppenhimer, sd Virginia Dee, wd
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POTTSVILLE

(Schuylkill County)

WPAM 1947	1450 250		Miners Bcstg. Service P. O. Box 629 5050	MBS Everett- McKinney	Joseph L. Maguire, p James K. Stock, gm Frank Tamulonis, cm Horace J. Richards, asst mgr, pd	John Gallagher, pmm Milton Seltzer, ce Jim Stock, nd	Bob Todd, fd Al Cooper, sd Romaine Scott, wd
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POTTSVILLE (Cont.)

WPPA 1946	1360 1,000-D 500-N DA-N	Pottsville Bcstg. Co 212 S. Centre 4744	A. V. Tidmore, o, gm Ralph L. Price, cm Ed Romance, pd, sd	William P. Tidmore, ce Jim Thompson, nd	Sydney McClerain, fd Vivian Price, wd
WPPA-FM 1948	Ch. 270 (B) 101.9mc 2.8kw				

**PUNXSUTAWNEY
(Jefferson County)**

WPME 1953	1540 1,000-D	Punxsutawney Bcstg. Co. 103 N. Gilpin St. 1221	Quaker Rambeau	Sheridan W. Pruett, p Charles M. Erhard Jr., vp, gm, pmm Charles M. Erhard Sr., cm	W. O. Carlton, pd Joseph A. Pelletier, ce Sidney Carlton, nd	Dale Morley, fd Clifton Crosbie, sd Mary Jane Falger, wd
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**READING
(Berks County)**

WEEU 1932	850 1,000	Hawley Bcstg. Co. 433 Penn St. 6-7335	ABC Quaker Headley-Reed	Hawley Quier, p K. Richard Creitz, asst mgr, sis dir George Carroll, pd, sd	Jane E. Winne, pmm Robert S. Guldin, dir tech opr	Jack P. Gounder, nd Samuel M. Black, fd Betty Morgan, wd
WEEU-TV	DA-N			Humboldt J. Greig, p, gm Alan Lane, cm Earl Henry, pd	Joseph Risse, ce Paul Barclay, nd	Ted Rickenbach, fd Jack Ryan, sd
WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 6-3987	CBS H-R Reps.	Clair R. McCollough, sta exec Robert S. Reider, sm	J. Robert Gulick, gen sm Saul Miller, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir
WHUM-TV						
WRWA 1922	1340 250	Reading Bcstg. Co. 19 North 5th St. 6-7173	NBC Meeker			

**RED LION
(York County)**

WGCB 1950	1440 1,000-D	John M. Norris P. O. Box 88 3-3471		John M. Norris, p John H. Norris, gm	Vincent Freeman, cm Geary Russell, ce	
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**ROARING SPRING
(Blair County)**

WKMC 1955	1370 500-D	Cove Bcstg. Co. 690	KBS Allegheny Mountain Net.	Gerald J. Collins, p Charles E. Ritchey, gm, pd Norman A. Boland, cm	Sheldon F. Horton, pmm, fd C. Irvin Metzger, ce Merle Ebersole, nd	J. Kenneth Stern Jr., sd Jane Dougherty, wd
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**ST. MARYS
(Elk County)**

WKBI 1950	1400 250	Elk-Cameron Bcstg. Co 41 Erie Ave. 4-2821	MBS Quaker Allegheny Mountain Net.	C. H. Simpson, gm R. H. Knouse, sm H. F. Martin, pd Anson F. King, pmm	Bess Kallas, off mgr Gilbert H. Wogan, ce E. A. Robison, bus mgr Dean L. Close, nd	Blair Shore, fd Gibby Hoffman, sd Becky Smith, wd
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Pennsylvania area from the Maryland Border
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St. Marys, Pa. 4-2772

PENNSYLVANIA

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 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.		
SAYRE (Bradford County)							
WATS	1940	960 1,000-D	Thompson K. Cassel 110 N. Elmer Ave. Turner 2-2401	Indie	Thompson K. Cassel, p Walter D. Knowles, gm, cm William J. Miller, pd	Benjamin A. Franklin, ce Charles L. Snyder, nd	Jay Arthur, sd Jean Larkin, wd
SCRANTON (Lackawanna County)							
WARM	1940	590 5,000 DA-2	Union Bestg. Co. 333 Madison Ave. Diamond 3-1245	ABC Hollingbery	Martin F. Memolo, p William M. Dawson, gm Samuel Feigenbaum, cm Arthur Bolin, pd	Jane O'Hara, pmm Roswell J. Parker, ce John Von Bergen, nd	Jessie Landenberger, fd John Guinan, sd Janet Miller, wd
WEJL	1923	630 500-D	Edward J. & Elizabeth R. Lynett 149 Pennsylvania Ave. Diamond 2-9151	Rural Meeker	Edward J. Lynett, co-o Elizabeth R. Lynett, co-o Cecil Woodland, gm Hugh J. Connor, prog mgr	Bill Pierce, pmm Guy Rauer, ce Warren Jones, nd	Paul McNamara, fd Jack Griswold, sd Tony Martell, wd
WGBI	1926	910 1,000-D	Scranton Bcstrs. Inc. 1000 Wyoming Ave. Diamond 2-7634	CBS Blair	Mrs. M. E. Megargee, p Mrs. Douglas Holcomb, vp George D. Coleman, gm, cm	Jack Nedell, loc cm Frank Monaghan, pd Douglas Holcomb, pmm	K. R. Cooke, ce Tom Powell, nd James Dull, sd
WGBI-TV	1949	Ch. 267 (B) 101.3mc 1.8kw					
WICK	1954	1400 250	Scranton Radio Corp. 717 Linden St. Diamond 6-1202	Walker	Joseph W. Dobbs, p, gm Albert Soma, cm	Joseph J. Silva, pd	James D. Pettinato, ce
WSCR	1947	1320 1,000-D 500-N DA-N	Lackawanna Valley Bcstg. Co. 116 Adams Ave. Diamond 7-3388	NBC Headley-Reed	David M. Baltimore, p, gm Barry Sherman, sm, sd	Robert L. McHale, pd, nd Wiltard Shimski, ce	Jess Landenberger, fd Betty Parks, wd
SHAMOKIN (Northumberland County)							
WISL	1943	1480 1,000 DA-N	Radio Anthracite Inc. Rock & Sunbury Sts. 8-6831	MBS ForJoe	Henry W. Lack, p Chas. R. Petrie, gm, cm, pmm	Dick Owens, pd	Ray Willard, ce
SHARON (Mercer County)							
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
WPIC-FM	1947	Ch. 275 (B) 102.9mc 26kw					
SOMERSET (Somerset County)							
WVSC	1951	990 250-D	Somerset Bcstg. Co. P. O. Box 231 4186	Indie	T. H. Oppegard, ptnr, gm, cm Carl R. Lee, ptnr, sm, ce	Elwood Thompson, pd Charles Boyle, nd	Robert L. French, fd, sd Yvonne Kaufman, wd
STATE COLLEGE (Centre County)							
WMAJ	1945	1450 250	Centre Bcstrs. Inc. P. O. Box 888 Adams 7-4959	MBS KBS Laurel Net.	W. K. Ulerich, p Mrs. W. K. Ulerich, gm	Milton J. Bergstein, sm, sd John A. Dame, slm	Mary Anne Beezer, traffic mgr
STROUDSBURG (Monroe County)							
WVPO	1947	840 250-D	Pocono Bcstg. Inc. 578 Main St. 1101	Radio-TV Reps.	James H. Ottaway, p Merle C. Ostrum, gm Chester S. Miller, sm	Joseph Webster, pd, nd Edward J. Somers, sim	Ernest Transue, ce Joseph Whalen, sd
SUNBURY (Northumberland County)							
WKOK	1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. Atlantic 6-5838	CBS Quaker	Harry H. Haddon, p Homer R. Smith, gm C. Donald Walther, cm	M. J. Kane, pd Malcolm E. Arter, pmm, nd John W. Keller Jr., ce	Jerry D. Moore, sd Ethel A. Riegel, wd
WKOK-TV	(CP)						
WKOK-FM	1948	Ch. 231 (B) 94.1mc 4.4kw					
TITUSVILLE (Crawford County)							
WTIV	1955	1290 500-D	Crawford County Bcstg. Corp. Commerce Bank Bldg. 7-2265		Robert Z. Morrison Jr., p Robert H. Sauber, vp, mgr, ce	Myron Jones, sec-treas Paul Rutton, slm	Walt Broadhurst, pd Marlene Burchfield, wd
TYRONE (Blair County)							
WTRN	1955	1290 500-D	Tyrone Bcstg. Co. 1006 Logan Ave 1304	Allegheny Mountain Net.	C. H. Simpson, p John A. Fay, vp Lee C. Ray, sm E. A. Robison, bus mgr	John W. Eschbach, pd Mike Boslet, ce Blair Shore, pmm	Arnold Kuhn, nd Gerald R. Woodring, fd Herb Werner, sd
UNIONTOWN (Fayette County)							
WMBS	1937	590 1,000 DA-N	Fayette Bcstg. Corp. Fayette Natl. Bank Bldg. Geneva 8-3900	CBS Meeker	Joseph C. Burwell, p, gm James F. Gismondi, mgr, pd, sd	Frederick David, cm William Henzly, ce	Rex Carter, fd Hester Nagy, wd

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WARREN
(Warren County)

WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. 210 Second Ave. 3032		A. David Potter Jr., gm James W. Potter, cm W. LeRoy Schneck, pd	Homer M. Haines, ce Allen Anderson, nd Dick Bove, fd	Frank Files, sd Olive Hoff, wd
WRRN (FM) 1948	Ch. 222 (B) 92.3mc 3kw	(WNAE, Am Affiliate)				

WASHINGTON
(Washington County)

WJPA 1942	1450 250	Washington Bcstg. Co. 4870	MBS McGillvra	A. Boyd Siegel, mgng dir John L. Merdian, gm, cm, pd, pmm	Robert Kark, ce Mitchell Gray, nd Lysie Carter, fd	Peter Stanton, sd Lynn Carter, wd
WJPA-FM 1946	Ch. 282 (B) 104.3mc 4.0kw					

WAYNESBORO
(Franklin County)

WAYZ 1953	1380 1,000-D	Richard Field Lewis Jr. of Waynesboro Inc. 23 W. Main St. 1900		Richard Field Lewis Jr., p Samuel Hanshaw, gm, cm	Jack Geiger, pd, sd Howard Green, pmm, nd	Fred Brabant, ce Robert Rider, fd
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WELLSBORO
(Tioga County)


WNBT 1955	1490 250	Farm & Home Bcstg. Co. 89 Main St.	Allegheny Mt. Net.	C. H. Simpson, p John A. Fay, vp, gm	Robert Kahle, sm Henry Washburn, slm	Dave Castlebury, ce
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WILKES-BARRE
(Luzerne County)

WBAX 1922	1240 250	Anna Stenger 85 W. Union St. Valley 3-0196	MBS Burn-Smith	Anna Stenger, p John H. Stenger, gm, cm Edward Kuzma, pd	Danny Stenger, pmm Milan Krupa, ce Jim Hutchinson, fd	Bob Whitehead, sd Nancy Jackson, wd
WBRE 1924	1340 250	WBRE Radio Inc. 62 S. Franklin Valley 3-3101	NBC Headley-Reed	David M. Baltimore, p, gm Ernest Lewis, cm	Franklin D. Coslett, opr dir, nd Charles Sakoski Sr., ce	Jim McCarthy, sd Rory Miles, wd
WBRE-FM 1947	Ch. 253 (B) 98.5mc 2.3kw					
WILK 1947	980 5,000-D 1,000-N DA-N	Wyoming Valley Bcstg. Co. 88 N. Franklin St. Valley 4-4666	ABC Quaker Net. Avery-Knodel	Mitchell Jenkins, p Roy E. Morgan, evp Luther Strittmatter, cm	Tom Bigler, pd, nd Nancy Lynch, pmm Ted French, ce	Jim Hutchinson, fd Chuck Whittier, sd Ruth Shulman, wd
WYZZ (FM) (CP)	Ch. 277 (B) 103.3mc 3.1kw	Richard G. Evans 156 Prospect St.		Richard G. Evans, o		

WILLIAMSPORT
(Lycoming County)

WLYC 1951	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St 2-4676	KBS Quaker	J. T. Keliher, p W. Richard Carlson, vp, gm Vincent Campana, cm Vernon Hester, pd	Edward Kirchman, pmm Norman Briggs, ce Robert Karnon, nd	Paul Rothrock, fd Jack Schoch, sd Norah Carlson, wd
WLYC-FM 1949	Ch. 286 (B) 105.1mc 1kw					
WRAC 1930	1400 250	WRAC Inc. 1559 W. 4th St. 2-6116	NBC Everett- McKinney	George E. Joy, p, gm J. Wright Mackey, cm, sm	Irving A. Berndt Jr., pd Everett Rubendal, pmm	Glenn Sherman, ce Marian Antes, wd
WRAC-FM 1947	Ch. 262 (B) 100.3mc 3.2kw					
WWPA 1949	1340 250	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Pl. 7119	CBS Burn-Smith	Harry J. W. Kiessling, p Woodrow W. Ott, gm Philip D. Lane, cm Louis C. Cate, pd	Albert Decker, pmm Carl Steinbacher, ce Gordon Thomas, nd	Pete Farrell, fd Bill Gardner, sd Gertrude Madden, wd

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488 Madison Avenue, New York 22, New York

CANADIAN REPRESENTATIVES: ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO

you **KNOW** the market prosperous southeastern pennsylvania. included in primary (5mv/m) coverage is york-harris-burg-lancaster comprising the nations twenty second population center . . . retail sales \$550,000,000.

our listeners **KNOW** 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 **KNOW** 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 **KNOW** the voice and choice of southeastern pennsylvania is *always* the best cost-per-thousand buy with top ratings in many time segments . . . check October, 1955 Conlan.

everyone **KNOWS** music, sports and news is now radio's favorite listening. WNOW is the only independent in york-harris-burg or lancaster . . . the only station with share of audience increase (Conlan, April 1954 to Oct. 1955 . . . an increase of 37.5%).

agencies **WNOW** discount plans and promotion offer maximum penetration at lowest cost. New 1955 national rates (less sales agree **WNOW** commission) are the same as eight years ago . . . minute participations only \$6.25 (52-time).

WNOW NOW YORK'S BEST BUY! CONTACT ROBERT S. KELLER

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. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
YORK (York County)						
WNOW 1948 WNOW-TV..	1250 1,000-D	Bcst. Division, Helm Coal Co. 25 S. Duke St. 82-911	KBS Keller	Lowell W. Williams, gm Jacques S. Schmitt, cm H. E. Daugherty, pd, sd	Glenn Winter, ce James Wetzel, nd	Luther Fincher, fd Ruth Holland, wd
WNOW-FM 1948	Ch. 289 (B) 105.7mc 1.5kw					
WORK 1932	1350 5,000-D 1,000-N DA-N	Associated Bcstrs. Inc. 13 S. Beaver St. 6829	NBC Meeker	Clair R. McCollough, sta exec Clare I. Miller, sm	J. Robert Gulick, gen slm George M. Trout, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir
WRZE (FM) 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
WSBA 1942 WSBA-TV	910 1,000 DA-2	Susquehanna Bcstg. Co. P. O. Box 910 2-5521	ABC MBS Quaker Young	Louis J. Appell Jr., p Philip K. Eberly, cm, pmm Robert Shipley, pd	Llewelyn Jones, ce Otis Morse, nd Herman Stebbins, fd	Dennis Kaye, ad Ethel Grey, wd

RHODE ISLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Bristol	29,079	8,400	\$22,761	\$ 8,150	\$ 905	*258,309	Washington	48,542	14,300	43,273	14,013	9,890	
Kent	77,763	25,700	76,319	22,847	2,191		Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Newport	61,539	16,900	60,487	22,253	2,228								
Providence	574,973	170,400	652,200	169,810	21,804								
* State wide total.													

DIRECTORY OF AM AND FM STATIONS

NEWPORT
(Newport County)

WADK 1948	1540 1,000-D	The Aquidneck Bcstg. Corp. P. O. Box 367 1540	Walker	Milton E. Mitler, p, gm Frank Booth, cm George McNamara, pmm	Luigi Bianco, ce Jack Stewart, nd	Joe Hyder, sd Dona March, wd
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PAWTUCKET
(Providence County)

WPAW 1950	550 1,000-D	Roger Williams Bcstg. Co., Inc. 34 North Union St. Dexter 1-7444	KBS Kirby	Dominick A. Hysko, p Allen Jones, gm	Noel C. Breault, sm Robert Batchelder, pd	Alice M. Breault, pmm James Bonney, ce
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WPRO AREA CONTINUE TO RE-EMPHASIZE THE
POWERFUL SALESMANSHIP OF THE RADIO VOICE
THAT IS KNOWN AND LIKED AND BELIEVED THROUGH-
OUT THE SOUTHEASTERN NEW ENGLAND AREA THAT
ENCOMPASSES THESE THREE MAJOR METROPOLITAN
MARKETS. PROVIDENCE, FALL RIVER, NEW BEDFORD

Ask your Blairman

BASIC CBS RADIO



WPRO

AM and FM
5000 Watts 630 Kilocycles
PROVIDENCE, RHODE ISLAND

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.
PROVIDENCE (Providence County)					
WEAN 1922	790 5,000 DA-2	Providence Journal Co. 75 Fountain St. (2) Dexter 1-0600	MBS Yankee Venard, Rintoul & McConnell Borgatti	George P. Metcalf, p H. William Koster, gm Hervey C. Carter, cm	Don Morton, pd Arthur E. Lathrop Jr., pmm George W. Sharpe, ce Harry V. McKenna, nd Sue Bailey Reid, wd
WPJB-FM 1948	Ch. 286 (B) 105.1mc 20kw				
WHIM 1947	1110 1,000-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 Carroll A. Philbrook, ce
WICE 1947	1290 500-D	Narragansett Bay Bcstg. Co. 1111 N. Main Jackson -6585		Louis A. R. Pieri, p John F. Crohan, gm, cm Sherman A. Strickhouser, pd	George Duffy, pmm, sd Oliver Adams, ce Steve May, nd Joan Spect. wd
WJAR 1922 WJAR-TV	920 5,000 DA-2 (CP-DA-N)	The Outlet Co. Dept. Store 178 Weybosset St. Gaspee 1-8255	NBC New England Weed	George O. Griffith, vp, treas David J. Shurtleff, sm	Arthur Gordon, cm Thomas J. C. Prior, ce
WPFM (FM) 1955	Ch. 238 (B) 95.5mc 3.2kw	Plantations Bcstg. Co. 108 State St. Plantations 1-3170		Donald A. Silverman, p, pd Karl S. Kritz, treas, gm	Robert Schoolsky, sm Kenneth Bickford, ce
WPRO 1924 WPRO-TV	630 5,000 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-FM 1948	Ch. 222 (B) 92.3mc 15kw				
WRIB 1947	1220 1,000-D	Rhode Island Bcstg. Co. Water St. East Providence 1-1899	Indie	Frank Rao, p Antonio Pace, gm	Edward McBride, cm Don Rogers, pd Frederick Weiss, ce
WESTERLY (Washington County)					
WERI 1949	1230 250	Radio Westerly Inc. 34 Main St. 2283	Walker	William F. Malo Jr., p, gm, cm	Armand Bernard, pd Phil Costello, pmm Charles Austin, ce
WEST WARWICK (Kent County)					
WWRI (CP)	1450 250	W. Paul Oury 557 Potowomut Rd. East Greenwich, R. I.		W. Paul Oury, o	
WOONSOCKET (Providence County)					
WNRI 1954	1380 1,000-D	Friendly Bcstg. Co. Inc. 814 Diamond Hill Rd. 600		Joseph Britt, p, gm, ce John Thomas, vp, cm, pd	Gerard Nault, pmm Lew Rogers, nd Steve May, fd Tracy Garneay, sd
WWON 1946	1240 250	Woonsocket Bcstg. Co. 99 Main St. Poplar 9-1240	Webb Borgatti	Millicent S. Palmer, p Gene Rousseau, gm Gene Mailloux, cm	Patricia Byrne, pmm Harold Belknap, ce Gene O'Neill, nd, sd Rory Graziani, wd
WWON-FM 1949	Ch. 288 (A) 106.3mc .39kw				

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1000 Subscribers
 can't be wrong!



1st
 with
**Women's
 Service
 Features!**

MARKET DATA BY COUNTIES

County	Radio					Passenger		County	Radio					Passenger	
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955	Population 1950		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955		
Abbeville	22,458	5,400	\$11,460	\$ 3,510	\$ 400	5,776	Horry	59,820	13,600	37,606	8,304	1,358	13,796		
Aiken	53,137	22,300	34,540	10,979	758	26,292	Jasper	10,995	2,500	5,029	1,139	94	2,269		
Allendale	11,773	3,000	5,620	1,731	183	2,545	Kershaw	32,287	7,300	18,811	5,047	459	8,224		
Anderson	90,664	23,400	65,444	15,961	1,809	30,798	Lancaster	37,071	8,800	25,730	6,809	704	10,130		
Bamberg	17,533	3,800	9,275	2,019	238	3,731	Laurens	46,974	11,400	26,471	7,454	753	11,927		
Barnwell	17,266	6,000	8,800	2,298	294	4,933	Lee	23,173	4,500	7,550	2,331	292	4,501		
Beaufort	26,993	6,400	12,874	3,621	281	6,535	Lexington	44,279	12,100	22,618	7,902	671	16,426		
Berkeley	30,251	6,400	8,825	3,131	129	4,878	McCormick	9,577	2,000	3,323	953	77	1,757		
Calhoun	14,753	3,100	4,728	1,435	147	2,781	Marion	33,110	7,500	20,870	4,805	744	6,479		
Charleston	164,858	47,800	146,522	39,004	4,640	46,168	Marlboro	31,766	7,100	16,405	4,534	428	6,712		
Cherokee	34,892	8,300	18,152	5,180	457	8,551	Newberry	31,771	8,000	21,815	5,930	710	8,920		
Chester	32,587	7,700	20,426	6,631	534	7,263	Oconee	39,050	9,200	20,280	5,002	452	10,530		
Chesterfield	36,236	7,900	19,446	4,256	595	7,896	Orangeburg	68,726	15,700	38,271	9,522	1,124	15,974		
Clarendon	32,215	6,400	10,782	2,702	310	4,878	Pickens	40,058	10,100	21,143	6,826	715	13,105		
Colleton	28,242	6,900	14,680	2,812	604	8,073	Richland	142,565	40,500	170,359	32,056	5,391	52,609		
Darlington	50,016	11,900	32,296	8,688	775	12,650	Saluda	15,924	3,600	5,357	1,138	133	4,513		
Dillon	30,930	6,500	16,153	4,256	426	6,356	Spartanburg	150,349	40,000	130,285	30,250	3,076	43,815		
Dorchester	22,601	5,500	11,092	3,521	393	5,132	Sumter	57,834	13,600	36,806	9,349	1,057	16,356		
Edgefield	16,591	3,600	7,631	2,107	241	4,036	Union	31,334	7,400	17,746	5,498	643	6,873		
Fairfield	21,780	4,500	8,855	2,233	252	4,246	Williamsburg	43,807	8,700	19,078	4,888	403	6,807		
Florence	79,710	19,500	65,300	15,316	1,493	19,885	York	71,596	18,500	59,475	15,966	1,490	20,064		
Georgetown	31,762	7,500	19,320	5,875	628	6,399	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.								
Greenville	168,152	49,000	174,225	37,621	5,157	63,632									
Greenwood	41,628	10,800	38,157	9,167	1,322	13,128									
Hampton	18,027	4,200	7,714	1,896	249	3,731									

DIRECTORY OF AM AND FM STATIONS

ABBEVILLE

(Abbeville County)

WABV 1590
(CP) 1,000-D

Abbeville Bcstg. Co.
P. O. Box 1482
Tryon, North Carolina

Mildred Allen, ptrn

Edithe Mooneyham, ptrn

AIKEN

(Aiken County)

WAKN 990
1952 1,000-D

Aiken Electronics
Advertising Corp.
P. O. Box 811
77-4242

KBS
Savannah
Valley Net.

John Mare, p
W. Randall Davidson, gm,
cm, sd

Wayne Mashburn, pd, nd
Ronald Martin, pmm, fd

Allen Askins Jr., ce

ANDERSON

(Anderson County)

WAIM 1230
1935 250
WAIM-TV

WILTON E. HALL
321 KINGSLEY RD.
CANAL 6-1511

CBS
Headley-
Reed

WILTON E. HALL, o
GLENN P. WARNOCK, gm

G. PAUL BROWNE, cm, pmm
MARSHALL H. GAILLARD, pd

JOHN H. WILLIS, ce
AL JOSEPH, sd

WCAC (FM)

1947 Ch. 266 (B)
101.1mc
6.4kw

(WAIM, Am Affiliate)

WANS 1280
1949 1,000
DA-N

CAROLINA BCSTRS. INC.
P. O. Box 211
Canal 4-3424

MBS
KBS
Devney

C. R. JOHNSON SR., p, gm
JOSEPH H. McLESKEY, cm

CHARLES M. MARTIN, pd

ALFRED W. PRATT, ce

BARNWELL

(Barnwell County)

WBAW 740
1953 250-D

Blue Ridge Bcstg.
Co. Inc.
3507

KBS
Savannah
Valley Net.
Interstate
United
Newspapers

J. A. GALLIMORE, p
JOE WILDER, gm, fd
FRANK HARMON, asst mgr, nd

Bill Hollingsworth, pmm
Bill Polk, ce

Bill Cain, sd
Carrie Stevens, wd

BATESBURG

(Lexington County)

WBLR 1410
(CP) 1,000-D

JAMES OLIN TICE JR.
30 EAST 81ST ST.
NEW YORK, NEW YORK

JAMES OLIN TICE JR., O

BEAUFORT

(Beaufort County)

WBEU 960
1954 1,000-D

Beaufort Bcstg. Co. Inc.
812

KBS

JOHN M. TRASK, p
W. C. BOCHMAN, gm, cm, sd

Hugh Ward, pd, nd
Don Shannon, ce

Robbie Bochman, wd

BELTON

(Anderson County)

WHPB 1390
1955 500-D

Community Bcstg. Co.
7511

Cleatus Brazzell, co-o
Otto McDonald, co-o, ce

James B. Childress, gm
Jim Brownell, cm, sd

Charles Smith, pd, nd, fd
Grace M. Brissey, pmm, wd

BENNETTSVILLE

(Marlboro County)

WBSC 1550
1946 10,000-D
5,000-N
DA-N

Atlantic Coast Life
Insurance Co.
1080

MBS
Indie

Y. W. SCARBOROUGH JR., evp,
treas

Neil Terrell, gm, cm, pd,
pmm, nd, fd, sd

John Gronert, ce
Eleanor Moore, wd

BISHOPVILLE

(Lee County)

WAGS 1380
1954 1,000-D

Lee County Bcstg. Co.
P. O. Box 168
1380

KBS
Interstate
United
Newspapers

James F. Coggins, ptrn
Edward L. B. Osborne, ptrn

Joe Morris, gm, pd, pmm
Dallas L. Mackey, cm

Jesse E. Parker, ce
John Martin, fd, sd

CAMDEN

(Kershaw County)

WACA 1590
1948 1,000-D
WACA-TV
(CP)

Camden Bcstg. Corp.
Hemlock 2-2311

Haygood S. Bowden, p
Tom Richards, gm, cm

Angelo A. Amodio, pd, ce

Betty Blackwell, pmm

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 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	
CHARLESTON (Charleston County)						
WCSC 1930 WCSC-TV WCSC-FM 1943	1390 5,000 DA-N Ch. 24.5 (B) 96.9mc 38kw	WCSC Inc. 485 East Bay 2-7611	CBS Free & Peters	John M. Rivers, p, gm John B. Hearne, cm Robert S. Tamblyn, pd, fd	Annie Lee Small, pmm Wilbur R. Albee, ce Harry Gianaris, nd	George Norwig, sd Alma Davis, wd
WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC Walker	Harry C. Weaver, p, gm William P. Birchfield, cm, ce	Ray Thomas, pd Allen Richards, nd	Cecil Keels, sd Joann Daley, pmm, wd
WPAL 1947	730 1,000-D	Palmetto Bcstrs. Inc. 149 Wentworth St. 3-6428	Forjoe	George G. Weiss, p L. P. Moore, gm	Bob Chrystie, cm Louise B. Withrock, pd	G. E. Sundeen Jr., ce
WQSN 1943	1450 250	Low County Bcstg. Co. 42 Tenth Avenue 2-2652	MBS Pearson	Sol Panitz, p Barry Winton, vp, cm E. H. Keown, gm	Alice Ray, pd, wd Paul Stevens, pmm Gordon Knight, ce	Lee Herbert, nd Nolly Sams Jr., sd
WTMA 1939	1250 5,000-D 1,000-N DA-N	Atlantic Coast Bcstg. Corp. 133 Church St. 2-2961	NBC Hollingbery	Charles E. Smith, p, gm Ralph J. Shade, asst mgr, cm Bill Walton, pd	Chester E. Pike, pmm David Jeffries, ce Bill Evenson, nd	Jack Leland, fd Jack Gale, sd Nancy Rutledge, wd
WTMA-FM 1945	Ch. 238 (B) 95.1mc 10kw					
CHERAW (Chesterfield County)						
WCRE 1953	1420 1,000-D	Chesterfield Bcstg. Co. Inc. P. O. Box 631 7500		Marvin J. Peterson, p Fred A. Staples, gm, pd, sd	Ralph Haneman, ce, fd Wendell Baxter, nd	Barbara Grant, wd
CHESTER (Chester County)						
WGCD 1948	1490 250	Dispatch Publishing Co. 128 Main St. 2171	McGillvra	Joe S. Sink, p John T. Cashion, gm, pd	Bill Taylor, cm, ce Jim Kennedy, pmm, sd	Freddie Newton, nd Carolyn McWatters, wd
COLUMBIA (Richland County)						
WCOS 1938 WCOS-TV	1400 250	Radio Columbia Inc. Cornell Arms 2-2177	ABC Central S. C. Radio Net. Headley-Reed	Charles W. Pittman, p J. Wayne Poucher, sm	John C. Ropp, asst mgr Robert D. Lambert Jr., ce	Bob Truere, nd, fd
WCOS-FM 1951	Ch. 250 (B) 97.9mc 5.3kw					
WIS 1930 WIS-TV	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 3-6431	NBC Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, gm J. Dudley Saumenig, mgng dir	Daniel H. Burns, slm Ray M. Stanfield, pd, nd, sd Maria Brethes, pmm	Joe Davenport, trans eng John W. Evans, fd Kay Collins, wd
WIS-FM 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 Reprs. Ayers	C. Wallace Martin, p, gm, cm Gray Olive, pd Nancy M. Martin, pmm	C. E. Stone Jr., ce Ned Threet, nd	Bill Brown, sd Ruth Gottlieb, wd
WNOK 1947 WNOK-TV	1230 250	Palmetto Radio Corp. 1811 Main St. 3-9401	Raymer	H. Moody McElveen Jr., vp, gm Gerald Quick, cm	Bill Routh, pd, sd Charlton W. Bowers, ce	Don Robertson, nd Jack Cook, fd
WOIC 1954	1470 1,000-D (CP-5,000-D)	Speidel-Fisher Bcstg. Corp. 3300 Main St. 6-1551	Forjoe Dora- Clayton	Albert T. Fisher Jr., p Joe Speidel III, sec-treas Russell George, gm, cm	William McKinley Bowman, pd William Bridges, ce	Lewis Sommers, sd Ethyl Tailor, 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.



Cover the cream of the crop with WIS RADIO

Below are percentage changes for 1955 over 1954, comparing WIS Radio's 29 counties* and the state of South Carolina. (*Nielsen, April 1953)

	WIS Radio area (29 counties)	All of South Carolina (46 counties)
Population	+11.8% (1,160,700)	+1%
E. B. I.	+15.8% (\$1,061,191,000)	+3%
Retail Sales	+ 4.6% (\$696,295,000)	-4%
Food Sales	+ 8.6% (\$174,669,000)	-2%
Gen. Mdse. Sales	+ 2.4% (\$83,132,000)	-5%

WIS RADIO
5000 W
560 KC
NBC



G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

Represented nationally by Free & Peters.

Sell the richest, most progressive part of South Carolina via WIS Radio
 . . . lowest cost per family reached of all media in the area.

CONWAY
(Horry County)

WLAT 1944	1490 250	Coastal Bcstg. Co. P. O. Box 799 340	MBS S. C. State Net. McGillvra	L. M. Hawley, co-o, gm H. L. Hanks, co-o, cm	Jack E. Hawley, pd, ce Jim Brazzell, nd	E. M. Johnson, fd P. W. Smith, sd
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DARLINGTON
(Darlington County)

WPFJ 1955	1350 500-D	Blue Ridge Bcstg. Co. 14½ Public Square 1398	Best	J. A. Gallimore, p C. C. Beck, gm, cm, pd, pmm	Bob James, ce Graham Caddell, nd, fd	Herb Price, sd Margaret Tunstall, wd
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DILLON
(Dillon County)

WDSC 1946	800 1,000-D	Border Bcstg. Co. Hwy. 301 470	ABC Gill-Perna Dora-Clayton	L. B. Hyman, o Joseph Martin, p, gm Lee Lumpkin, cm	Dave Rush, pd, sd Johnny Quick, pmm, nd H. C. Sanford, ce	Jim Murff, fd Dorothy Fleming, wd
WDSC-FM 1950	Ch. 226 (B) 92.9mc 3.8kw					

EASLEY
(Pickens County)

WELP 1951	1380 1,000-D	Pickens County Bcstg. Co. P. O. Box 522 9388	KBS Indie	Cleatus O. Brazzell, p, gm David L. Sherrill, cm	Betty McDonald, pd, wd Henry O. McDonald Jr., ce, nd	Hal Smith, fd, sd
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FLORENCE
(Florence County)

WJMX 1955	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, pd, pmm	Gordon Purvis, ce Ervin Melton, nd, fd	Dave Rogers, sd
WOLS 1937	1230 250	Florence Bcstg. Co. Inc 151 S. Dargan St. 2-3271	KBS	Melvin Purvis, p A. P. Skinner, gm, cm	John L. Cooper, ce Doug Williams, nd	Frank McLeod, sd

GAFFNEY
(Cherokee County)

WFGN 1948	1570 250-D	Cherokee Radio Co. Inc. P. O. Box 759 4795	KBS	A. Ray Godshall, p Morton E. Green, gm, nd V. Gertz, cm	B. R. Gibbons, pd, sd J. Hambricht, pmm M. Green, ce	Bob Turbeville, fd Bettye Blayke, wd
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GEORGETOWN
(Georgetown County)

WGTV 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser 3-3431	MBS Cooke	J. B. Delzell, p, gm, nd Al Wester, cm, sd	M. A. Delzell, pd, wd Vincent Hayes, pmm, fd	Don Delaney, ce
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GREENVILLE
(Greenville County)

WESC 1947	660 5,000-D	Greenville Bcstg. Co. Inc. 1 College St. 2-8241	Rambeau Brown	Christie K. Meade, p James G. Meade, gm J. Davenport, asst gm J. W. Ingram, cm	L. Wayne Davis, pd, nd Betty Jo McGuire, pmm J. Harold White, ce	Joe Jones, fd Wally Mullinax, sd Margaret Bennett, wd
WESC-FM 1948	Ch. 223 (B) 92.5mc 12.5kw					

W O I C	5000 WATTS (soon) COLUMBIA	<i>in South Carolina ... a one-two combination hard to beat!</i>	W Q O K	5000 WATTS GREENVILLE
	No. 1 & Independent Population 690,650 Retail Sales \$551,232,000			CBS Population 550,600 Retail Sales \$455,251,000
	Represented in Southeast by DORA-CLAYTON			Represented in Southeast by DORA-CLAYTON
	Nationally by FORJOE Russell George - Manager			Nationally by WALKER REPRESENTATION James Whitaker - Manager
	SPEIDEL-FISHER BROADCASTING CORPORATION Donald Mitchell-Gen. 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 Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Lidle Walters, pmm, wd Bill Garrison, ce	
GREENVILLE (Cont.)							
WFBC 1935	1330 5,000	WMRC Inc. 505 Rutherford St. 9-1321	NBC Avery-Knodel	R. A. Jolley Sr., p Kenneth Beachboard, gm Keener Garrett, cm	Bruce Buchanan, pd Lidle Walters, pmm, wd Bill Garrison, ce	Monty DuPuy, nd Ben Leonard, fd Bob Shelley, sd	
WFBC-TV 1947	DA-N Ch. 229 (B) 93.7mc 10.5kw						
WMRB 1954	1490 250	Paramount Bcstg. Co. 400 Mayberry St. 3-2751	ABC MBS Cooke	C. F. Cope, p, gm Jack M. Charlotte, cm Wm. T. Arrington, pd, ce	Betty Davidson, pmm Max E. Mace, nd	L. F. Poole Jr., fd Jim D. Thomas, sd	
WMUU 1949	1260 1,000-D	Bob Jones University Wade Hampton Blvd. 2-6711	Continental	Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm Glen Schunk, cm	David Yearick, pd Jack Buttram, prod dir Robert Devine, ce	Elmer L. Rumminger, nd George Sprout, fd Velma Eubanks, wd	
WQOK 1950	1440 5,000 DA-2	Piedmont Bcstg. Co. 3 College St. 5-7406	CBS Walker Dora-Clayton	Albert T. Fisher Jr., co-o, p Joe Speidel III, co-o, sec- tress James K. Whitaker, gm	Donald Mitchell, gen slm Jerry Mostellar, pd William Freeman, pmm Palmer Greer, ce	Bill Dawson, nd Inez Anders, fd Lake Sealy, sd Nancy Barrone, wd	
GREENWOOD (Greenwood County)							
WCRS 1941	1450 250	Greco Inc. P. O. Box 888 9-1300	NBC Clark Ayers	Douglas Featherstone, p Dan Crosland, gm, pd, pmm	Ralph Norman, cm Charles M. Sparks, ce	Fred Heckman, nd Carroll Sexton, sd	
WCRS-FM 1948	Ch. 239 (B) 95.7mc 5kw						
WGSW 1953	1350 1,000-D	Radio Greenwood Inc. Edward Arms 9-7372	MBS KBS Indie	W. C. Woodall Jr., p George B. Cook Jr., gm, cm Ben H. Dekle, pd, nd	Olyn L. Gee, pmm, sd Robert K. James, ce	Ed Smith, fd Patsy Gary, wd	
GREER (Greenville County)							
WCKI 1955	1300 1,000-D	Greer Radiocasting Co. Box 52 1800		Vernon T. Fox, co-o, gm Al Robinson, cm	James Roper, pmm	S. Gibson Bruce Jr., co-o	
WEAB 1946	800 250-D	Greer Bcstg. Co. P. O. Box 151 1057	KBS	E. A. Burch, p, gm John K. Williams, cm, nd	Gene Sills, pd Cecil Sills, ce	Betty Beers, wd John L. Goggin, fd, sd	
HARTSVILLE (Darlington County)							
WHSC 1946	1450 250	Hartsville Bcstg. Co. 1306 College Ave. 1450	MBS KBS	Raymond Caddell, vp, gm, nd Oby B. Lyles, cm, fd, sd	Eleanor Flowers, pmm, wd	Donald A. Brienen, ce	
KINGSTREE (Williamsburg County)							
WDKD 1949	1310 5,000-D	Palmetto Bcstg. Co. 6761		E. G. Robinson Jr., gm Arnold Graham, cm Carroll Godwin, pd, pmm	Dan Owen, ce Glenn French, nd, fd	Charlie Walker, sd Margaret Sullivan, wd	
LAKE CITY (Florence County)							
WJOT 1953	1280 1,000-D	Lake Bcstg. Corp. 10 S. Acline Ave. 7631	Cooke	James Olin Tice Jr., p, gm Harry Hyman, cm, pmm, nd Frances M. Tice, pd	Walter Turner, ce Marion Fowler, fd	Ashby Ward, sd Betty Jo Brown, wd	
LANCASTER (Lancaster County)							
WLCM 1951	1260 1,000-D	Royal Bcstg. Co. 103 S. Catawba St. 2051	KBS	Chas. K. Conolley, p Garry Coble, gm, sd J. Paul Wade, cm	Jo Ann McManus, pd, wd Robert Shickenjanski, ce	Allen H. Hill, nd F. W. Cannon, fd	
LAURENS (Laurens County)							
WLBG 1948	880 250-D	Scotland Bcstg. Co. Radio Center 2-2331	KBS	Edwin Pate, p C. W. Hogan, gm, cm, sd	Paul Wynn, pd Jack Taylor, ce	Jack Bishop, nd C. B. Cannon, fd	
MULLINS (Marion County)							
WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. Hwy 76 3901	KBS	W. G. Smith, p James F. Ramsey, mgr, cm	Kenneth Gasque, pd George Magera, ce	Dwight Snyder, nd, sd Mamie Lee Smith, wd	

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 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.

Leading Radio Stations PUSH-UP PROFITS with



**1st with
Seasonal and
holiday features!**

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:

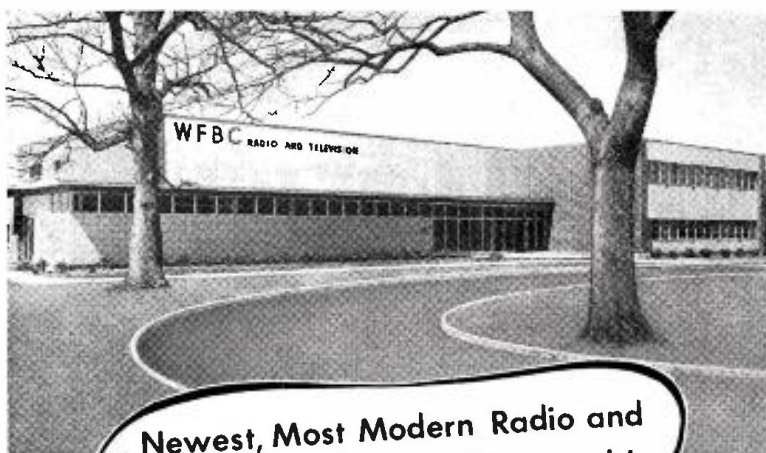
	POPULATION	INCOMES	RETAIL SALES
GREENVILLE	557,000	\$697,232,000	\$437,843,000
Columbia	339,400	379,610,000	260,177,000
Charleston	327,400	342,773,000	213,933,000

All figures from SALES MANAGEMENT May 10, 1955, Survey of Buying Power.

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.

New Home of WFBC-Radio and TV



Newest, Most Modern Radio and Television Facilities in the South!

WFBC outranks the other four radio stations in Greenville in length-of-service, as well as in volume of business, both local and national. It is the largest station in facilities and in size of staff. We invite you to contact us for the latest PULSE SURVEY, and for other evidences that WFBC IS THE FIRST STATION IN SOUTH CAROLINA'S FIRST MARKET.

For rates, information and assistance, contact us or our representatives, Avery-Knodel, Inc.

NBC AFFILIATE

WFBC

5,000 WATTS • 19 HOURS DAILY

AFFILIATED WITH WFBC-TV

GREENVILLE, S. C.

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. Prom. Mgr. pmm; Prod. Mgr. pdm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MYRTLE BEACH (Horry County)						
	WMYB 1953	1450 250	Coastal Carolina Bcstg. Corp. 28 Ave. at Oak St. 7123	NBC KBS Cooke	James Olin Tice Jr., p John G. Kenworthy, gm, pmm	Phil Rice, cm, nd Hamp Smith, pd, fd, sd Dennis O'Malley, ce Bonnie Smith, wd
NEWBERRY (Newberry County)						
	WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Drive 143	MBS Central S. C. Radio Net. Interstate United Newspapers	James F. Coggins, o, p, gm, sd	Emory Bedenbaugh, cm, fd Marcia Coggins, pd, wd Steve Hood, pmm, nd Ernest R. Gilliam, ce
ORANGEBURG (Orangeburg County)						
	WDIX 1946	1150 5,000-D 500-N DA-2	WDIX Inc. Whitman St. Extension 1150	ABC MBS Central S. C. Net. Devney Holman Clark	Frank B. Best, o, gm Norman Matthews, cm, sd	Frank B. Best Jr., pd Gus Browning, ce Betty Hydrick, wd
	WTND 1948	920 1,000-D	WTND Inc. 1 Memorial Plaza Jefferson 4-1301		J. I. Sims, p, gm, cm L. Richard Rhame, pd, pmm, nd, fd	Larry Styles, co-eng Perry Herrington, co-eng Doug Donehue, sd
	WORG-FM 1952	Ch. 274 (B) 102.7mc 4.6kw	(WTND, Am Affiliate)			
ROCK HILL (York County)						
	WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2077	MBS KBS Textile Net. McGillvra	James S. Beaty Jr., ptrn, gm, ce	William C. Beaty, ptrn, sm, pd Harper S. Gault, ptrn, cm, pmm Connie Morton, sd
	WRHI-FM 1944	Ch. 252 (A) 98.3mc 0.65kw				
	WTYC 1949	1150 1,000-D	Tri-County Bcstg. Co. P. O. Box 1091 3175	Indie	T. Lamar Simmons, p E. L. Burwell, gm A. E. Baynard, cm, fd	Hershell Barbour, pd, pmm E. A. Roberts, ce Jack Howe, nd Joanne Shedd, wd
SENECA (Oconee County)						
	WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co. Box 443 8234	KBS Blue Ridge Best	J. A. Gallimore, p, gm	Virginia F. Gallimore, pd
SPARTANBURG (Spartanburg County)						
	WJAN 1953	1400 250	Spartanburg Bcstg. Co. Schuyler Bldg. 3-1400	ABC MBS KBS	W. Ennis Bray, p, gm C. B. Goodyear, cm Ray Starr, pd	W. Reed Bray, pmm Clyde J. McClure, ce William D. Peters, nd Oles C. Womick, pd James L. Tate, ce Nolen Wall, fd Jim Turner, sd Mavorine Clary, wd Jim Partain, nd, sd Helen Beeley, wd
	WORD 1940	910 1,000 DA-2	WORD Inc. P. O. Box 1808 3-2711	NBC Textile Radio Group Raymer	Irwin Kahn, p Edward G. Gardner, gm Charles B. Parham, cm	
	WDXY (FM) 1948	Ch. 263 (B) 100.5mc 9.2kw	(WORD, Am Affiliate)			
	WSPA 1929	950 5,000	Spartan Radiocasting Co. 224 E. Main St. 3-3621	CBS Hollingbery	Walter J. Brown, p Roger A. Shaffer, mgr Ross M. Holmes, cm	James J. Hobbs Jr., pd Jane Dalton, pmm, wd Harold R. Beckholt, ce Charles Newcomb, nd Cliff Gray, fd Bill Goodrich, sd
	WSPA-TV (CP)	DA-N				
	WSPA-FM 1946	Ch. 255 (B) 98.9mc 49kw				
SUMTER (Sumter County)						
	WFIG 1940	1290 1,000 DA-N	Radio Station WFIG Inc. Radio Center Bldg. Spruce 3-7305	MBS KBS Central South Carolina Net. McGillvra	F. B. Creech Sr., p T. Doug Youngblood, gm Fulton B. Creech Jr., vp, cm Paul T. Reidy, pd	Jeannine Adkins, pmm Richard L. Elam, ce John Sherman, nd Tommy Bowen, fd Sheridan Lynn, sd Katherine Gaillard, wd
	WSSC 1953	1340 250	Radio Sumter Inc. E. Calhoun St. 3-7369	ABC Best	J. A. Gallimore, p C. Edward Damron, gm Harry W. Fowler, cm	Lillian Davis, pd Charles Ballard, pmm, sd Wallace Clark, ce Sam Paul Combs, nd Alton Evans, fd Mrs. Frank Merritt, wd
UNION (Union County)						
	WBCU 1949	1460 1,000 DA-N	Bcstg. Co. of Union Inc. 210 E. Main St. 1200	MBS Interstate United Newspapers	Edward L. B. Osborne, p, gm, fd	David Ward, cm Noel Belue, pd, nd, sd Walker Carver, ce Elize Osborne, wd
WALTERBORO (Colleton County)						
	WALD 1947	1220 1,000-D	Walterboro Bcstg. Co. P. O. Box 833 3861	MBS	R. M. Jeffries, p Louis M. Neale Jr., gm, pmm, ce	John I. Seigler, cm, fd, sd Mary Alice Seigler, pd, wd Emerson Isler, nd
	WALD-FM 1952	Ch. 292 (A) 196.3mc 0.59kw				
YORK (York County)						
	WYCL (CP)	1580 250-D	York-Clover Bcstg. Co. c/o C. C. Sigmon P. O. Box 202 Lincolnton, North Carolina		G. B. Sigmon, ptrn	C. C. Sigmon, ptrn

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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.

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Armstrong	5,020	1,300	\$ 2,795	\$ 396	\$ 103	1,642	Jerauld	4,476	1,200	3,734	886	128	1,539
Aurora	21,082	6,700	27,272	5,298	589	7,723	Jones	2,281	800	2,958	324	23	754
Beadle	3,396	800	2,866	539	47	1,105	Kingsbury	9,962	2,700	9,511	1,727	181	3,610
Bennett	3,440	2,500	9,971	1,259	282	3,528	Lake	11,792	3,000	13,003	2,118	226	4,411
Bon Homme	9,440	5,200	19,649	4,307	443	6,326	Lawrence	16,648	4,700	18,329	4,728	830	5,785
Brookings	17,851	10,100	52,178	8,048	1,254	11,469	Lincoln	12,767	3,600	12,294	2,389	265	4,974
Brown	32,617	1,700	8,524	2,099	283	2,138	Lyman	4,572	1,100	3,075	665	38	1,381
Brule	6,076	400	215	147		367	McCook	8,828	2,400	7,751	1,011	173	3,280
Buffalo	1,615	2,400	11,827	2,151	306	2,925	McPherson	7,071	1,700	5,514	795	39	2,282
Butte	8,161	300	1,940	555	23	1,201	Marshall	7,835	2,100	6,661	1,207	119	2,427
Campbell	4,046	4,500	16,892	3,641	478	4,328	Meade	11,516	3,000	7,492	2,106	151	3,188
Charles Mix	15,558	2,500	6,991	1,116	180	2,815	Mellette	3,946	800	1,187	233	23	795
Clark	8,369	3,300	8,468	1,633	303	3,643	Miner	6,268	1,700	5,224	870	201	2,112
Clay	10,993	5,900	29,351	4,022	496	7,276	Minnehaha	70,190	22,900	104,772	18,187	3,111	27,055
Codington	18,944	1,400	2,910	654	33	1,443	Moody	9,252	2,400	7,087	1,125	139	3,171
Corson	6,168	1,500	4,601	1,211	43	1,854	Pennington	34,053	15,900	57,938	8,558	1,628	16,026
Custer	5,517	5,200	30,257	3,679	676	6,152	Perkins	6,776	1,800	7,919	1,129	43	1,991
Davison	16,522	3,200	11,249	1,856	246	3,817	Potter	4,688	1,300	5,488	947	151	1,626
Day	12,284	1,800	4,494	1,071	59	2,948	Roberts	14,929	3,600	10,783	1,680	207	4,567
Deuel	7,689	1,200	3,494	849	134	1,127	Sanborn	5,142	1,400	3,872	900	40	1,775
Dewey	4,918	1,200	3,644	762	141	1,924	Shannon	5,689	1,000	778	348	27	881
Douglas	5,636	1,700	5,802	685	89	2,157	Spink	12,204	3,200	10,452	1,862	225	3,841
Edmunds	7,275	3,000	10,063	2,396	560	3,786	Stanley	2,055	400	1,186	340		802
Fall River	10,439	1,500	5,158	1,697	177	3,569	Sully	2,713	800	2,832	550	23	918
Faulk	4,752	2,600	7,835	6,199	1,212	1,622	Todd	4,758	1,000	942	390		998
Grant	10,233	700	3,984	729	166	1,186	Tripp	9,139	2,300	9,648	1,500	142	3,063
Gregory	8,556	2,000	6,796	960	51	2,373	Turner	12,100	3,400	12,568	2,699	364	4,612
Haakon	3,167	1,800	6,447	991	282	2,559	Union	10,792	3,100	9,936	1,559	445	4,121
Hamlin	7,058	1,800	6,447	991	282	2,559	Walworth	7,648	2,100	9,868	1,644	257	2,490
Hand	7,149	1,300	2,684	704	45	1,541	Washabaugh	1,551	200	202	59		293
Hanson	4,896	700	984	269	18	752	Yankton	16,804	4,100	18,577	2,979	303	6,172
Harding	2,289	2,300	14,950	3,067	390	3,235	Zieback	2,606	700	1,413	377	22	590
Hughes	8,111	3,100	10,986	1,623	236	4,093							
Hutchinson	11,423	700	2,628	455	32	920							
Hyde	2,811	500	2,830	379	47	590							
Jackson	1,768												

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ABERDEEN

(Brown County)

KABR 1952 1220 250-D	Aberdeen Bcst. Service Route 2, Box 173 2686	Upper Midwest Bcstg. Sys.	Delbert T. Hunt, p, ce Virginia M. Hunt, pd	Jerry Zastrow, nd	Peter Bonesteel, sd
KSDN 1948 930 1,000 DA-N	Aberdeen News Co. 12 3rd Ave. S.E. 4573	ABC Weed	Henry J. Schmitt, p Byron J. McElligott, gm, pmm Russ Osborne, slm	E. C. Pieplow, prog mgr George Crocker, ce Pete Lowe, nd	Tom Mack, fd Dick Doyle, sd Helen Holgate, wd

BROOKINGS

(Brookings County)

KBRK 1955 1430 500-D	Brookings Bcstg. Co. 320 Fourth St. 477	KBS	Robert J. Reimers, co-o, gm, ce, fd Louis J. Dublin, co-o, cm, pd	Eugene J. Platek, co-o, nd, sd	Beverly Trapp, wd
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DEADWOOD

(Lawrence County)

KDSJ 1947 980 1,000 DA-N	Heart of the Black Hills 745 Main St. 186	Holman	John Daniels, ptrn	Eli Daniels, ptrn, gm, ce	Harry Daniels, ptrn, cm
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HURON

(Beadle County)

KIJV 1947 1340 250	James Valley Bcstg. Co. 1726 Dakota Ave. So. 765	NBC	Maxwell F. Staley, p, gm Dwight Coursey, cm Dale Larsen, pd	Lydel J. Smith, ce Dale Holt, nd	Bill Tredway, sd Rita Engel, wd
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MITCHELL

(Davison County)

KORN 1947 1490 250	Mitchell Bcstg. Assn. 217-219 N. Main St. 621	MBS	Ray V. Eppel, gm, pd Monroe Johnson, cm, pmm, sd	John Doherty, ce	Gary Altman, nd
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PIERRE

(Hughes County)

KGFX 1916 630 200-D	Estate of Dana McNeil 203 West Summit Ave. 2351	KBS	Ida A. McNeil, p, gm, cm, pd, pmm, nd, wd	Hugo Conrath Jr., ce	
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RAPID CITY

(Pennington County)

KOTA 1936 5,000 KOTA-TV DA-N	Black Hills Bcstg. Co. 1819 West St. Joe Fillmore 2-2000	CBS Hcadley-Reed	Helen S. Duhamel, p Leo Borin, gm Jack Crowley, cm Norman Heffron, pd	Al McDonald, pmm Robert Musfeldt, ce Stuart Steele, nd	Gene Taylor, fd Harley Hanson, sd Polly Weedman, wd
KRSD 1953 1340 250	Heart of the Black Hills 816 Kansas City St. Fillmore 2-6050	Holman	John Daniels, p Eli Daniels, gm, ce Stan Leiberman, cm	Joe Kopp, pd George Zeiter, pmm Bob Fell, nd	Ed Denslow, fd Ed Mueller, sd

SIOUX FALLS

(Minnehaha County)

KELO 1937 5,000 KELO-TV DA-N	Midcontinent Bcstg. Phillips at 8th St. 4-5841	NBC H-R Reprs. Bulmer & Johnson	Joe Floyd, p Evans A. Nord, gm, cm Will Carlson, pd	Jack Townsend, pmm Les Froke, ce Bill Wiggington, nd	Les Harding, fd Jim Burt, sd Clare Home, wd
KIHO 1946 1,000 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
KISD 1948 1230 250	KISD Inc. W. 12th St. 4-3571	KBS Cooke	Verl Thomson, p, gm, pd Ernie Thomas, cm, sd	David Herman, pmm Roy Thorson, ce	Jerry Barnhart, nd Ralph Carrell, fd
KSOO 1926 1140 10,000-D 5,000-N DA-N	Sioux Falls Bcstg. Assn. 317 South Phillips Ave. 4-5601	ABC Avery-Knodel	Morton H. Henkin, p George R. Hahn, vp, gm	Charles J. Vais, gen slm	Max Pierce, ce

SOUTH DAKOTA

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.	
VERMILLION (Clay County)						
*KUSD 1922	690 1,000-D DA-D	University of South Dakota Union Bldg. 923		I. D. Weeks, p Edward J. Slack, gm Martin Busch, pd	James E. Prusha, ce Kent Slocum, nd Gaylord Ayers, fd	Jack Stokesbury, sd Ruth Adkins, wd
WATERTOWN (Codington County)						
KWAT 1926	950 1,000 DA-N	Midland Natl. Life Insurance Co. 5777	MBS Gill-Perna	John Ehrstrom, p Ross E. Case, gm, cm Gene Brantner, pd	Warren McCormick, pmm Francis Alwin, ce Max Witcher, nd, fd	Mark Sheil, sd Dorothy Johnson, wd
YANKTON (Yankton County)						
KYNT 1955	1450 250	Yankton Bcstg. Co. 214 W. 3rd St. 3823	KBS	William M. Smith, p William E. Johnson, sm, cm, pd, sd	James L. Cope, ce LeRoy Okerlund, nd	Alice Horlyk, wd
WNAX 1923	570 5,000 DA-N	Cowles Bcstg. Co. 3rd & Mulberry Sts. 442	CBS Katz	Luther Hill, p Robert Tincher, gm Chris Mack, asst mgr Donald Sullivan, adv dir	Roland Peterson, pd Clair W. Giles, bus mgr George Greenwood, pmm Cliff Todd, ce	Chet Randolph, fd Les Davis, sd Wynn Speece, wd

Data corrected to Dec. 15, 1955. 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.

TENNESSEE

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Anderson	59,407	14,900	\$39,933	\$14,958	\$2,291	22,535	Lewis	6,078	1,400	3,520	916	60	1,593
Bedford	23,627	6,600	18,216	4,434	448	7,182	Lincoln	25,624	6,500	14,543	3,455	401	5,403
Benton	11,495	2,900	5,703	1,518	150	2,810	Loudon	23,182	6,100	16,751	5,180	574	7,577
Bledsoe	8,561	1,600	2,623	731	67	1,135	McMinn	32,024	8,100	36,452	9,237	1,003	9,044
Blount	54,691	14,800	38,535	10,312	1,280	18,730	McNairy	20,390	5,000	8,305	1,857	142	4,078
Bradley	32,338	8,500	27,593	6,788	617	12,200	Macon	13,599	3,400	2,631	705	37	2,675
Campbell	34,969	7,900	16,646	5,453	394	6,252	Madison	10,128	16,600	49,669	10,786	1,119	15,791
Cannon	9,174	2,100	3,332	864	36	1,883	Marion	20,520	4,800	11,546	3,112	351	4,606
Carroll	26,553	7,300	15,194	4,496	375	6,327	Marshall	17,768	5,000	12,236	2,960	354	5,155
Carter	42,432	10,700	22,262	5,769	645	10,290	Maury	40,368	10,700	28,321	6,389	723	12,052
Cheatham	9,167	2,000	4,045	1,014	66	2,340	Meigs	6,080	1,200	1,569	614	46	1,282
Chester	11,149	2,700	4,664	1,330	154	2,616	Monroe	24,513	5,400	11,879	3,123	384	5,385
Clayborne	24,788	5,300	6,037	911	77	3,242	Montgomery	44,186	11,200	39,874	9,911	1,139	12,658
Clay	8,701	1,900	1,730	313	27	1,117	Moore	3,948	1,100	775	265	25	1,149
Cocke	22,991	5,100	10,546	2,966	124	4,993	Morgan	15,727	3,000	3,375	1,099	30	3,052
Coffee	23,049	6,800	21,236	5,184	442	6,582	Obion	29,056	7,900	19,599	4,504	491	7,141
Crockett	16,624	4,000	7,964	2,375	247	3,118	Overton	17,566	3,800	5,058	1,010	180	2,581
Cumberland	18,877	4,300	10,531	2,871	96	4,155	Perry	6,462	1,400	1,754	442	1,059	
Davidson	321,758	96,300	388,109	83,948	11,237	102,899	Pickett	5,093	900	1,085	236	30	675
Decatur	9,442	2,300	3,373	698	78	1,965	Polk	14,074	2,900	7,711	1,392	170	2,485
De Kalb	11,680	2,600	3,826	876	69	2,164	Putnam	29,869	7,700	15,365	3,375	419	6,976
Dickson	18,805	5,000	10,064	2,778	443	4,414	Rhea	16,041	3,700	9,667	2,683	420	5,189
Dyer	33,473	8,800	28,180	6,766	582	8,283	Roane	31,665	8,100	17,863	4,914	643	10,040
Fayette	27,535	5,600	8,302	2,281	152	3,966	Robertson	27,024	6,800	14,498	4,114	575	5,991
Fentress	14,917	3,100	4,813	832	71	1,768	Rutherford	40,696	10,800	29,568	7,322	728	12,391
Franklin	25,431	6,000	14,590	3,201	408	6,194	Scott	17,362	3,800	5,509	880	2,683	
Gibson	48,132	13,800	31,995	7,046	1,046	12,449	Sequatchie	5,685	1,200	2,053	500	32	1,990
Giles	26,961	6,800	13,448	2,790	351	5,466	Shelby	23,375	5,400	14,696	4,342	425	5,750
Grainger	13,086	2,700	2,717	562	40	2,731	Smith	482,393	144,500	619,118	116,895	17,602	150,984
Greene	41,048	10,300	22,765	4,868	521	10,900	Stewart	14,098	3,800	5,846	959	138	3,181
Grundey	12,558	2,700	3,996	1,324	40	1,767	Sullivan	9,175	1,900	2,704	534	70	1,579
Hamblen	23,976	6,700	23,394	5,229	508	8,848	Sullivan	95,063	27,700	89,197	17,804	2,577	32,396
Hamilton	208,255	60,200	263,520	60,437	7,915	60,112	Sumner	33,533	8,700	16,594	5,070	499	8,863
Hancock	9,116	1,800	1,404	193	59	1,297	Tipton	29,782	7,100	16,155	3,734	429	6,197
Hardeman	23,311	4,800	8,061	2,530	194	3,565	Trousdale	5,520	1,500	2,313	492	56	1,704
Hardin	16,908	3,900	8,597	1,901	97	3,325	Unicoi	15,886	3,700	7,128	1,532	73	3,894
Hawkins	30,494	7,300	12,394	3,121	283	6,348	Union	8,670	1,800	1,314	437	2,696	
Haywood	26,212	5,800	13,083	4,154	317	4,025	Van Buren	3,985	800	547	241	23	563
Henderson	17,173	4,100	7,963	1,756	221	3,715	Warren	22,271	6,300	18,095	4,143	400	5,444
Henry	23,828	6,500	14,070	3,494	450	5,983	Washington	59,971	15,100	54,280	9,546	1,440	17,342
Hickman	13,353	2,900	4,905	835	71	2,691	Wayne	13,864	3,100	5,468	1,655	126	2,280
Houston	5,318	1,100	1,573	515	72	1,065	Weakley	27,962	7,600	13,175	3,515	515	4,215
Humphreys	11,030	2,700	5,904	1,609	200	2,397	White	18,204	3,800	8,567	2,239	320	3,525
Jackson	12,348	2,500	1,917	319	64	1,603	Williamson	24,307	5,800	13,415	3,536	345	6,441
Jefferson	19,667	4,800	8,867	2,514	309	5,030	Wilson	26,318	7,400	18,417	3,848	493	5,890
Johnson	12,278	2,800	3,974	961	106	2,177							
Knox	223,007	63,500	245,139	52,457	7,051	66,287							
Lake	11,655	2,600	6,698	1,698	209	2,419							
Lauderdale	25,047	6,200	13,924	3,717	491	4,774							
Lawrence	28,818	7,000	16,175	3,424	286	6,164							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955. A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored, automobiles supplied by state.

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WORLD

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488 Madison Avenue, New York 22, New York

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CANADIAN REPRESENTATIVES ALL CANADA FACILITIES LIMITED, VICTORY BUILDING, TORONTO

Big Aggie is Queen

over Big Aggie land

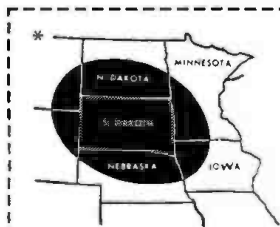


And TV means "Taint Visible" in most of her domain . . . that rich 5-state area of the Great Upper Missouri Valley. WNAX-570 is undisputed ruler within its broad borders, and here's why.

- Only 22% of these homes have television sets according to the latest count, and many counties have no TV at all.
- 80% of the homes hear WNAX-570 3 to 7 times a week.
- A recent survey in the heart of the area gave WNAX-570 66.4% of the sets in use. (Share of audience over 52 other stations).

No question about it, WNAX-570 Radio is solidly enthroned as the basic media in this well-to-do farm land.

Your Katz representative will introduce you to Big Aggie's court.



BIG AGGIE LAND

SAMS Families660,950
Population2¼ million
Effective buying income\$2.8 billion
Total retail sales\$2.2 billion



WNAX-570

Yankton, South Dakota

CBS Radio

A Cowles Station.
Under the same management as
KFTV Channel 9, Sioux City —
Iowa's second largest market.

Don D. Sullivan, Advertising Director.

City County Call Letters Established TV Affiliate	Chan. or Frequ. 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.		
ATHENS (McMinn County)						
WLAR 1946	1450 250	Athens Bestg. Co. 148 N. Jackson 1450	MBS	Lowell F. Arterburn, p Buell J. Charles, gm	E. Max Robinette, cm William Atkins, pd, pmm, nd	Winston Turner, ce Ed Dodson, sd
BRISTOL (Sullivan County)						
WCYB WFHG WOPI 1929	1490 250	(See Bristol, Va., listing) (See Bristol, Va., listing) Radiophone Bestg. Station WOPI Inc. 310 State St. South 3730	NBC Tennessee Valley Net. Burn-Smith	W. A. Wilson Sr., p, gm, pd James C. Wilson, cm W. A. Wilson Jr., pmm	George Guertin, ce Harold Henley, nd	Rocky Stone, sd Judy Weston, wd
WOPI-FM 1946	Ch. 245 (B) 96.9mc 9.7kw					
CENTERVILLE (Hickman County)						
WHLP 1955	1570 1,000-D	Tri-County Bestg. Co.		J. Gil Thompson, p		
CHATTANOOGA (Hamilton County)						
WAGC 1946	1450 250	WAGC Bestg. Co. Hotel Patten 7-1128	MBS Walker	Prentiss E. Furlow, p Cliff Bowers, gm Bill Carrigan, pd	Charles Quinton, pmm George McMurtrie, ce Hank Weller, nd	Harry Thornton, sd Lee Kendler, wd
WAPO 1935	1150 5,000-D 1,000-N DA-N	WAPO Bestg. Service Read House 6-6141	ABC Avery-Knodel	R. G. Patterson, p Helen Patterson, cm, pmm Frances Harley, pd	B. B. Barnes, ce Lee Jackson, nd J. D. Cliett, fd	Gus Chamberlain, sd Farol Faye, wd
WDEF 1941	1370 5,000 DA-N	WDEF Bestg. Co. Volunteer Bldg. 7-3393	NBC Branham	Carter M. Parham, p Ken Flenniken, gm, cm Kenn Early, pd	Warren Herring, pmm B. C. Baker, ce Mort Lloyd, nd	Jim Hill, fd Drue Smith, wd
WDEF-TV WDOB 1925	1310 5,000 DA-N	WDOB Bestg. 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. sm Jack C. Fiedler, local sm J. E. Walker, ce John Gray, nd	Lee Barger, fd Jane Stuart, wd Lee Sheridan, sd
WDOB-FM 1949	Ch. 243 (B) 96.5mc 42kw					

Data corrected to Dec. 15, 1955. 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.



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RADIO

NBC AFFILIATE IN CHATTANOOGA, TENN.

CARTER M. PARHAM, President

KEN FLENNIKEN, General Manager

CHATTANOOGA (Cont.)

WDXB 1948	1490 250	WDXB Inc. Dome Bldg. 6-1114	Forjoe	Joseph Bloom, p David Cohen, vp David T. Pritchard, sec, gm Lela Gaddis, asst mgr, wd	Carl Harden, cm Cliff Farman, pd Marc Leon, pmm Everett East, ce	Gaylord McPherson, fd Thomas Reynolds, sd Lloyd Payne, nd
WMFS 1951	1260 1,000-D	WMFS Inc. 835 McCallie Ave. 6-4145	Pearson	B. F. J. Timm, p Fred J. Webb, gm, pd, pmm A. A. Burke Jr., loc cm	Glen Channels, ce Sid Wood, natl nd Dave Oliver, loc nd	Clarence Steger, sd Evelyn Cato, wd
CHURCH HILL (Hawkins County)						
WMCH 1954	1260 1,000-D	Wallace Bcstg. Co Elgin 7.2601		Thales E. Wallace, p F. R. Gentry, cm	Bettye Jo Creasy, pd Harold Dougherty, ce	Eddie Skelton, nd Leroy W. Alley, sd
CLARKSVILLE (Montgomery County)						
WDXN 1954	540 250-D	Clarksville Bcstg. Co. Bailey Bldg. 2411	Burn-Smith	Aaron B. Robinson, p J. M. Cecil, gm, cm	James F. McDonough, sm, ce Russ Honeyman, nd	Plummer Hodges, fd
WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 6414	MBS Rambeau	J. P. Sheftall, p John H. Bailey, gm, ce Charles E. Malone, cm	Bill Bumpus, pd Tom Dolan, pmm Tom Breene, nd	Ernest Simmons, fd Earl Walton, sd Gladys W. Campbell, wd
CLEVELAND (Bradley County)						
WBAC 1945	1340 250	Rounsaville of Cleveland Inc. 180 Central Ave. N.E. 62	MBS Gill-Perna Dora-Clayton	R. W. Rounsaville, p Thad F. Fitch, gm Bland Sells, cm	Paul Kirksey, pd, nd, sd Hal Green, pmm Paul Cram, tech dir	Bill Stuart, ce John Thomas, fd Jeanette McCroy, wd
WCLE (CP)	1570 1,000-D	Southeastern Enterprises c/o Carl J. Hoskins				
COLUMBIA (Maury County)						
WKRM 1948	1340 250	Middle Tennessee Bcstg. Co. P. O. Box 71 1340	MBS KBS Walker	R. M. McKay Jr., p, gm, cm Jim Keiran, pd Melvin Dugger, pmm	Cameron McKay, ce Bill Fraser, nd, fd	Shelton Fowler, sd Nell Cheek, wd
COOKEVILLE (Putnam County)						
WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 789	CBS Continental	M. L. Medley, p, gm Stacey Mott, sta dir, pd	Ed Zegarske, pmm, sd Claude Haston, ce	Tom Harris, fd Betty Birdwell, wd
COVINGTON (Tipton County)						
WKEL 1954	1250 1,000-D	Tipton County Bcstg. Co. P. O. Box 289 9636		Charles K. Sparks, co-o, gm, fd R. William Hoffman, co-o, cm, ce	Charles C. Watts Jr., pd, pmm Ray McGinnis, nd	Reece Corder, sd Millie Smith, wd
CROSSVILLE (Cumberland County)						
WAEW 1952	1330 1,000-D	WAEW Inc. 10th & School Sts. 333	KBS	Arthur Wilkerson, p, gm	Clarence Stinnett, sm, cm	Eddie Lane, ce
DICKSON (Dickson County)						
WDKN 1955	1260 1,000-D	Dickson County Bcstg. Co. 101 N. Main St. 2852	KBS	William A. Potts, p, gm, pmm Warren G. Medley, cm, sd	Howell Smith, pd, nd Richard Essner, ce	Marshall Field, fd Ruth Forehand, wd
DYERSBURG (Dyer County)						
WDSG 1946	1450 250	State Gazette Bcstg. Co. Highway 51 North 2903	KBS	Russell Bruce, p Robert W. Ward, gm, sd Ronald Butler, cm	Shirley Jones, pd Pinkney Cole, pmm M. D. Ross, ce	William Bryant, nd Ed O'Neill, fd Martha Parmenter, wd
ELIZABETHTON (Carter County)						
WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Radio Bldg. 2-1241	MBS Gill-Perna Dora-Clayton	R. W. Rounsaville, p William R. Wagner, mng dir Frazier Cochrane, gm	Glenn Hathaway, cm Bill Hale, pd, sd Paul Cram, tech dir	Condon Bowers Jr., ce Jim O'Donnell, nd, fd Ruth Ritchie, wd
ERWIN (Unicoi County)						
WEMB (CP)	1420 1,000-D	Unicoi Bcstg. Co. c/o Max M. Blakemore P. O. Box 218 Richlands, Virginia		Max M. Blakemore, o		
ETOWAH (McMinn County)						
WCPH 1955	1220 1,000-D	Morgan Bcstg. Co. 109 9th St. 3401		Harry J. Morgan, p, gm, cm, nd	Ray C. Hobbs, pd, fd John S. Bailey, ce	Geraldine Morgan, wd
FAYETTEVILLE (Lincoln County)						
WEKR 1948	1240 250	Fayetteville Bcstg. Co. P. O. Box 625 1240	MBS KBS	John R. Crowder, ptrn, gm James Porter Clark, ptrn, sd Jim Tate, sm	Teddy Barnes, pd, fd Charles W. Shewry, pmm, nd	Ernest J. Tucker, ce Josephine M. Owen, wd
FRANKLIN (Williamson County)						
WAGG 1953	950 1,000-D	Williamson County Bcstg. Co. Mallory Rd. 982		E. F. Jones Jr., gm, ce Jean B. Haynes, cm, wd	John Haeberle, pd Wayne Hannah, pmm, nd, sd	H. Y. Beeler, fd
GALLATIN (Sumner County)						
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	Charles W. Brewer, cm	Lee Raines, ce

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
GREENEVILLE (Greene County)						
WGRV 1946	1340 250	Radio Greenville Inc. P. O. Box 243 4147	MBS	Paul O. Metcalfe, p, gm Hugh Picken, cm	Pete Luttrell, pd Laile Hampton, ce	Charles Phillips, sd
WGRV-FM (CP)	Ch. 235 94.9mc 4.6kw					
HARRIMAN (Roane County)						
WHBT 1946	1230 250	Harriman Bcstg. Co. Crescent & Devonia Sts. 861	KBS Continental	F. L. Crowder, p, gm	Walter Scarbrough, cm	Reggie Honey, ce
WHBT-FM	Ch. 237 (A) 95.3mc 0.87kw					
HUMBOLDT (Gibson County)						
WIRJ 1949	740 250-D	Gibson County Bcstg. Co. 210 N. 22nd Ave. 740	KBS	J. Frank Warmath, p Howard E. Byrum, gm Carroll Wilson, cm, sd	Bill Carter, pd Claude Bolton, ce	Curtis White, nd Ted Gee, fd
JACKSON (Madison County)						
WDXI 1948	1310 5,000-D	Dixie Bcstg. Co. Williams Bldg. 7-9611	MBS Dixie Net.	Aaron B. Robinson, p, gm Bill Winsett, sm Jack Murphy, cm	Jim Hoppers, pd John Knight, pmm, nd James S. Thomas, ce	Tom Williams, fd Lance Russell, sd Dorothy Midyett, wd
WDXI-TV	1,000-N DA-N		Burn-Smith			
WJAK 1954	1480 1,000-D	Jackson Bcstg. Co. 416 Poplar St. 7-7436	Best	Dr. Alexander Leech, ptrn William E. Leech, ptrn Robert Blow, gm Mike Freeman, cm	Winston C. Martindale, pd Gerald Beilke, pmm Henry Lesh, ce Frances Burnett, nd	Roland Porter, fd A. T. McFadden, sd Oziele Drain, wd
WTJS 1931	1390 1,000 DA-N	The Sun Publishing Co. 104 E. Baltimore St. 7-3316	ABC Branham	Albert A. Stone, vp, gm Frank S. Proctor, mgr Leslie R. Brooks, asst mgr	Vincent Tapler, pd, nd, fd James Ellzey, ce	Darrell Hicks, sd Dorothy Smith, pmm, wd
WTJS-FM 1947	Ch. 281 (B) 104.1mc 50kw					
JOHNSON CITY (Washington County)						
WETB 1947	790 1,000-D	Press Inc. 204 W. Main St. 2693	McGillvra	Carl A. Jones, p Arthur M. Kelsey, gm, cm	Berney Burleson, pd E. B. Jones, ce	Bill Miller, sd Mary Lib Perry, wd
WJHL 1938	910 5,000-D	WJHL Inc. 145 W. Main St. 2780	CBS Pearson	W. Hanes Lancaster Sr., p W. Hanes Lancaster Jr., vp, gm Ken Marsh, sm, cm	Herbert Howard, pd, fd W. A. MacDonald, pmm, nd Roland Medler, co-ce	Al Renfro, co-ce Richard Ellis, sd Margaret Schurtz, wd
WJHL-TV	1,000-N DA-N					
WJHL-FM 1948	Ch. 264 (B) 100.7mc 3.1kw					
KINGSPORT (Sullivan County)						
WKIN 1951	1320 5,000-D	Radio Station WKIN Market & Wexler Sts. 6-8131	KBS	Cy N. Bahakel, p Phillip J. Bahakel, mgr	Chuck Foster, pd, sd Eddie Walters, ce	Bill Austin, nd, fd Dia Bahakel, wd
WKPT 1940	1400 250	Kingsport Bcstg. Co. Inc. 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 H. Brattin, sd Joanne A. Davis, wd
WKPT-FM 1948	Ch. 253 (B) 98.5mc 10kw					
KNOXVILLE (Knox County)						
WBIR 1941	1240 250	Radio Station WBIR Inc. 618 S. Gay St. 4-3321	ABC Gill-Perna	John P. Hart, p, gm, cm Neal W. Branch, pd, pmm	J. Rex Horton, ce Robert Agee, nd, sd	Ellie Moore, wd
WBIR-TV (CP)						
WBIR-FM 1949	Ch. 227 (B) 93.3mc 2.85kw					

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KNOXVILLE (Cont.)

WIVK 1953	860 1,000-D	Dick Bcstg. Co. 319 N. Gay St. 4-3893	Forjoe	James A. Dick, p, gm T. C. Hooper, cm	J. P. Hess Jr., pd, pmm, fd Milton Jones, ce	Mrs. W. White, wd
WKGN 1947	1340 250	WKGN Inc. P. O. Box 750 4-0768	MBS Rambeau	George Mooney, p Guy L. Smith III, gm Glynn W. Theg, cm	Stanley Vainrib, pmm Robert L. Goodman, ce	Bob Smith, sd Mildred Smith, wd
WIXV 1954	900 1,000-D	Knoxville Ra-Tel Inc. 411½ W. Main St. 4-9886	KBS Southern Radio Net. Stars Natl. Tele Bcstrs.	H. Scott Killgore, p, gm	Marvin I. Thompson, cm	Willie C. Day, pd
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio 4400 Whittle Springs Rd. N.E. 3-3171	CBS Blair	Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm	C. A. McMahon, pd Gene Miller, pmm Ray Evans, ce	Joe B. Long, nd Cliff Allen, fd Phil Sutterfield, sd
WROL 1927	620 5,000	Mountcastle Bcstg. Co. 612 Gay St. S.W. 2-7111	NBC Avery- Knoel	Paul Mountcastle Sr., p W. H. Linebaugh, gm J. T. McCloud, cm	J. H. Reese, pd H. W. Hudson, pmm F. M. Andrews, ce	Bill Johnson, nd Mary Starr, wd
WATE (TV)	DA-2					

LaFOLLETTE
(Campbell County)

WLAJ 1953	1450 100	LaFollette Bcstg. Co Piedmont Hotel 1060	MBS KBS	E. F. Wheeler, p Marvin L. Paul, gm, pd, ce	Smith Rea Jr., cm, sd Pete Williams Jr., nd	Denny Walker, fd Alta Allen, wd
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LAWRENCEBURG
(Lawrence County)

WDXE 1951	1370 1,000-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4411	Dixie Burn-Smith	Aaron B. Robinson, p James K. Marston, gm, cm Harris T. Sawyer, pd, fd	Bryan F. Bellar, pmm, sd Phillip Kemper, ce	Mrs. Edward Taylor, nd Mrs. Leonard Staggs, wd
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LEBANON
(Wilson County)

WCOR 1949	900 250-D	Lebanon Bcstg. Co. Inc Trousdale Ferry Pike 1540	KBS	Theo F. Ezell Jr., p, gm Jack Hendrickson, cm, pmm, sd	Walter Dillard, pd, nd William Johnston, ce	Leslie Vanhook, fd Freddie Russell, wd
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LENOIR CITY
(Loudon County)

WLIL 1950	730 1,000-D	WLIL Inc. 406 E. Broadway 1095	KBS	Arthur Wilkerson, p, gm	Thomas Tuck, cm, pmm	
WLIL-FM 1950	Ch. 26.2 (B) 109.3mc 8.8kw					

LEWISBURG
(Marshall County)

WJMJ 1947	1490 250	Louis D. Lingner P. O. Box 20 780	MBS KBS Best	Louis D. Lingner, p, gm R. A. Davidson, cm, nd, sd	Wyona Clark, pmm, wd	R. C. Wiley, ce
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LEXINGTON
(Henderson County)

WDXL 1954	1490 250	Lexington Bcstg. Service Inc. WDXL Bldg. 3500	MBS Dixie Net. Burn-Smith	Guy B. Amis, p Neal B. Bunn, gm B. L. Enochs, cm, pmm, ce	Everett Flagg, pd Earl Carney, nd	Charles Hendrix, sd Ann Flagg, wd
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MARYVILLE
(Blount County)

WGAP 1947	1400 250	Aluminum Cities Bcstg. Co. 316 Court St. 5500		Frank H. Corbett, p, gm Horace B. McGill, cm	Ken Kribbs, pd, sd, co-fd Henry McDonald, ce	Tom Mayhew, nd, co-fd Marion Artman, wd
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McKENZIE
(Carroll County)

WHDH 1954	1440 500-D	Tri-County Bcstg. Co. Hotel McKenzie 3371	Clark	Earl S. Nolting, p, gm Gladys Nolting, sec-treas, wd	Irene Morgan, cm Lance Beard, pd, nd, fd	Martin Dill, ce Kent Jones, sd
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WLIL 1,000 WATTS 730 KC LENOIR CITY
ARTHUR WILKERSON, Gen. Mgr.

WLIK 5,000 WATTS 1270 KC NEWPORT
IRA CRISP, Mgr.

WAEW 1,000 WATTS 1330 KC CROSSVILLE
CLARENCE STINNETT, Mgr.

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2 or 3 station package discount

ARTHUR WILKERSON
General Manager
Lenoir City, Tennessee

WLIL

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. 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
McMINNVILLE (Warren County)						
WBMC	1955	960 500-D	Cumberland Valley Bcstg. Co. P. O. Box 270 2104		Dr. W. W. Davis, p	Franklin H. Brown, gm, cm Joyce Knowles, pd
WMMT	1947	1230 250	McMinnville Bcstg. Co. N. Chancery St. 2223	MBS	Sam J. Albritton, p Royce E. Richards, gm W. A. Gracey, cm	Roy Crocker, pd, sd Richard Davis, pmm Roy Pearsall, ce Joe Matyas, nd Barbara Grimes, wd
MEMPHIS (Shelby County)						
KWEM	1946	990 1,000-D	KWEM Inc. 64 Buntyn St. 48-3311	Stars Natl.	E. D. Rivers Jr., p Kurt Alexander, gm E. Spencer Bedsole Jr., cm, pmm	Dick Stuart, pd, nd John Hollingshead, ce Tom Roane, fd Ree Lee, wd
WDLA	1947	1040 50,000-D 5,000-N DA-2	Bluff City Bcstg. Co. 2074 Union Ave. Broadway 6-2703	Pearson	John R. Pepper, p Bert Ferguson, gm Harold F. Walker, cm David James, prod dir	Don Kern, publicity dir Henry Fones, ce Marie Wathen, nd Ernest Brazzle, fd Frank Armstrong, sd Willie Monroe, wd
WHBQ	1925	560 5,000-D	RKO Teleradio Pictures P. O. Box 176 Jackson 5-8306	ABC H-R Reps.	Thomas F. O'Neil, p John H. Cleghorn, gm Stan Torgerson, sls serv dir, sd	Max Michel Jr., cm Dick Covington, pd Jack Starr, pmm Walton Roy, ce Gene Roper, nd Ed Jones, fd Dorothy Lester, wd
WHBQ-TV	1955	1,000-N DA-2				
WHER	1955	1430 1,000-D	Tri State Bcstg. Service 972 St. Third St. Jackson 5-6831		Sam C. Phillips, p, gm Bob R. Way, cm	Dotty Abbott, asst mgr, pd Dorothy Fisher, nd Bobbie Stout, sd Marion Keisker, wd
WHHM	1946	1340 250	Mid-South Bcstg. Corp. 433 Sterick Bldg. 37-4422	Young Melville	P. E. Furlow, p C. K. Beaver, vp, gm	Allan Avery, cm Jay Black, pd, nd William Marsh, ce George Mooney, sd
WMC	1923	790 5,000	Memphis Publ. Co. 3rd & Madison 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
WMCT (TV)	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	H. R. Krelstein, p, gm Charles T. DeVois, sm, pmm	Gene Plumstead, pd, nd J. G. Deaderick, ce
WOKB	1952	1480 1,000-D	Chickasaw Bcstg. Co. 378 Beale St. Jackson 5-7545	KBS Dora-Clayton	W. M. H. Smith, gm John E. Stewart, asst to mgr Robert F. Bartusch, cm	Richard M. Cole, pd James S. Jacobs, pmm B. E. Jones, ce Wyn Richards, nd, sd Frankelle Wand, wd
WREC	1922	600 5,000	WREC Bcstg. Service Hotel Peabody Bldg. 5-1313	CBS Katz	Hoyt B. Wooten, o & gm Hollis R. Wooten, cm	Jack Michael, pd Wilson Raney, ce Russ Hodge, nd & sd
WREC-TV	1955	DA-2				
MILAN (Gibson County)						
WKBJ	1955	1600 1,000-D	West Tennessee Bcstg. Co. 550	Tenn. Volunteer Net.	Dr. H. E. Williams, p Jack Merrill, cm, cm	Jim Haney, pd, nd, sd J. C. Dunphy, pmm James Soyk, ce, fd Robbie Evans, wd
MORRISTOWN (Hambien County)						
WCRK	1947	1450 250	Cherokee Bcstg. Corp. Radio Center 1450	MBS KBS Holman	Herbert S. Walters, p Howell Ashford Jr., gm	John F. McCrary, cm John Redwine, pd James A. Redden, ce Englebert Patterson, wd
(CP)	1955	1150 1,000-D	Clifford G. Frost 505 High St. Sevierville, Tenn.			
MURFREESBORO (Rutherford County)						
WGNS	1947	1450 250	WGNS Inc. P. O. Box 456 1450	KBS Holman Devney	Cecil Elrod Jr., o, gm Neil Lancaster, co-cm Ray Duffy, co-cm, sd	Helen Houghland, pd Carl Berg, pmm Paul Howell, ce Hal Christianson, nd David Moore, fd Mrs. Cecil Elrod Jr., wd
WMTS	1953	880 250-D	Arthur D. Smith Jr. 112 N. W. Broad 1202		Arthur D. Smith Jr., p Virgil K. Trimm, gm, pmm Chas. Snoddy, cm	B. A. Blankenship, pd Roy Clark, ce Lewis Penuell, nd Clyde Major, fd Lee Blaine, sd Evonnie Mingle, wd
NASHVILLE (Davidson County)						
WKDA	1947	1240 250	Capitol Bcstg. Co. 4th & Union Sts. Alpine 4-0511	Pearson	John W. Kluge, p Harvey L. Glascock, vp, gm, pmm	Blackstone Dozier, cm Charles F. Walker, pd, fd Oscar Griffin, ce Randy Towry, nd Charles Dougherty, sd Genevieve H. Glascock, wd
WLAC	1926	1510 50,000	WLAC Inc. Third Natl. Bank Bldg. Alpine 8-0161	CBS Katz	F. C. Sowell, vp, gm E. G. Blackman, cm Paul Oliphant, pd	Jerry Glaser, pmm F. D. Binns, ce Jim Miller, nd Herman Grizzard, sd Mary Manning, wd
WLAC-TV	1948	DA-N				
WMAK	1948	1300 5,000 DA-N	Volunteer State Bcstg. Corp. Maxwell House Hotel Alpine 4-3411		Howard D. Steere, p Robert Lyons, gm, cm	William D. Montgomery, pd, pmm Homer Coles, ce George W. Williams, nd, sd
WNAH	1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel Alpine 4-7611	KBS Continental	Van T. Irwin Jr., p, gm Mrs. V. T. Irwin, exec dir	Herman Rippy, cm Dave Lyman, pd Webber Parrish, pmm, nd Howard Woodward, ce
WSIX	1927	980 5,000	WSIX Inc. Nashville Trust Bldg. Alpine 5-5431	ABC Hollingbery	R. D. Stanford Jr., p, gm John M. Savage, cm	Bob Larimer, pd, nd Charlie Duke, ce Larry Munson, sd Faye Sandefur, wd
WSIX-TV	1955	DA-N				
WSM	1925	650 50,000	WSM Inc. 7th & Union Alpine 4-5656	NBC Blair	E. W. Craig, chmn of bd John H. DeWitt Jr., p, gm Irving Waugh, asst to pres, cm	Jack Stapp, pd William R. McDaniel, pmm George Reynolds, ce Harold Baker, nd John A. McDonald, fd Dick Shively, sd
WSM-TV	1951	DA-N				
WSOK	1951	1470 1,000-D	Nashville Bcstg. Co. Inc. 400 Davidson St. Chapel 2-0489	McGillvra Dora- Clayton	H. C. Young Jr., p, gm, pd Norman Stewart, cm, pmm	I. D. Byars, ce Louise Fletcher, wd
WHCY (FM)	1953	Ch. 290 (B) 105.9mc 3.1kw	(WSOK, Am Affiliate)			

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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. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
NEWPORT (Cocke County)					
WLIK 1954	1270 5,000-D	WLIK Inc. Knoxville Hwy. 3085		Arthur E. Wilkerson, p, gm Ira B. Crisp, sm, cm, pmm	Aleen J. Evans, pd, wd Kenneth Shelton, ce, fd Fred Pelle, sd
OAK RIDGE (Anderson County)					
WATO 1948	1490 250	WATO Inc. 5-3535	MBS Brown	Ross Charles, p, gm Samuel P. Thrower Jr., cm David Jacobs, pmm	Harold Tompkins, ce William Hoopes, nd Harry Deitrick, sd Ruth Jamieson, wd
WOKE 1951	1290 1,000-D 500-N DA-N	Air Mart Corp. Oak Terrace Grove Center 5-1333		Owen J. McReynolds, p J. E. Bouldin, gm	O. E. O'Brien, cm John H. Carr, pd, sd Willard Ramsey, ce Jet Wilkerson, wd
PARIS (Henry County)					
WTPR 1946	710 250-D	Paris Bcstg. Co. Davis Bldg. 1700	MBS KBS Dixie Net. Burn-Smith	A. B. Robinson, p, gm Will W. Coker, sm	B. C. Kligore, cm Sue Jackson, pd, pmm Donald M. Somerville, ce
WTPR-FM 1953	Ch. 250 (B) 97.9mc 9kw				
PULASKI (Giles County)					
WKSR 1947	1420 1,000 DA-N	Richland Bcstg. Co. So. First St. 1066	ABC Clark	John R. Stephens, o, gm Mrs. John R. Stephens, cm George M. Martin, pd	Nobel G. Morgan, ce Helen Abernathy, nd Nathan Street, pmm, fd Dee Leo Hoover, sd Patricia B. Cox, wd
RIPLEY (Lauderdale County)					
WTRB 1954	1570 250-D	West Tennessee Radio Bcstrs. 113 W. Washington St 1080	KBS	Hobson H. Daws, ptrn, gm, pmm, sd	Harold L. Baker, ptrn, cm Shirley Pickard, pd, wd James E. Weston, ce
ROGERSVILLE (Hawkins County)					
WRGS 1955	1370 1,000-D	Rogersville Bcstg. Co. Burem Pike 6491	Best	John E. Beal, p, gm Charles Beal, cm Ivan Jameson, pd	George Beal, pmm Fred Berry, ce, fd Harry A. Wilson, nd, sd Pat Beal, wd
SEVIERVILLE (Sevier County)					
WSEV 1955	930 1,000-D	Smoky Mountain Bcstg. Corp. 2844	KBS	A. J. Kling, p Clay Cline, gm, cm, pd Peggy Shanton, pmm, wd	Robert Carr, ce Robert Johnson, nd Gene Robertson, fd Hugh Trotter, sd
SHELBYVILLE (Bedford County)					
WHAL 1946	1400 250	Shelbyville Bcstg. Co. P. O. Box 241 1400	MBS	Charles Christian, vp, gm, cm, pd, sd	Bud Rick, pmm Timothy Marsh, ce Dan Smith, nd, fd Sue Brown, wd
SOUTH PITTSBURG (Marion County)					
WEPG 1954	910 500-D	Marion County Bcstg. Service Railroad St.		Eaton P. Govan Jr., p, gm, cm & pmm, fd	Vinette B. Govan, pd & wd William H. Dunn, ce Thomas N. Hoge, nd & sd

TEXAS

MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Radio Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
Val Verde	16,635	4,000	15,769	3,446	474	5,786	Williamson	38,850	10,500	33,442	8,105	887	12,988
Van Zandt	22,593	5,800	12,828	3,140	430	7,013	Wilson	14,672	3,200	8,365	1,147	327	3,721
Victoria	31,241	9,600	37,949	8,571	639	14,805	Winkler	10,064	3,700	12,707	3,722	538	4,796
Walker	20,163	4,200	13,776	3,758	482	3,789	Wise	16,141	4,500	11,347	3,404	264	5,312
Waller	11,961	2,900	9,530	1,777	260	3,185	Wood	21,308	5,500	17,244	3,601	501	6,409
Ward	13,346	4,200	15,671	3,843	532	4,641	Yoakum	4,339	1,100	2,721	879	94	2,310
Washington	20,542	5,200	15,427	3,616	401	5,706	Young	16,810	4,900	19,081	3,747	537	6,729
Webb	58,141	13,400	52,583	12,273	1,753	11,746	Zapata	4,405	900	1,154	544	40	436
Wheeler	36,077	9,700	36,041	8,349	804	11,753	Zavala	11,201	2,500	7,415	1,406	235	2,211
Wharton	10,317	2,500	11,783	2,705	433	3,200	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Wichita	98,493	32,100	130,943	24,915	4,279	42,140							
Wilbarger	20,552	5,800	23,456	5,194	705	7,378							
Willacy	20,920	5,900	21,553	6,769	460	3,863							

DIRECTORY OF AM AND FM STATIONS

ABILENE (Taylor County)					
KRBC 1936 KRBC-TV	1470 5,000-D 1,000-N DA-N	Abilene Radio & Tv Co. 4510 S. 14th St. 2-8491	ABC Texas State Net, Pearson	Dale Ackers, p Bro Mingus, gm, pd Steve Cowan, cm	Forest Lane, pmm Troy Mallon, ce Don Wilson, nd Harry Holt, fd Larry Fitzgerald, sd Dorothy Imholz, wd
KWKC 1948	1340 250	Citizens Bcstg. Co. Inc. 2500 Butternut 3-2545	MBS Venard, Rintoul & McConnell	W. P. Wright, p A. C. Etter, gm, pmm Tyler Stewart, cm	Forest Tipton, ce Bill Shannon, nd, fd Robert Chappell, sd Melba White, wd
ALICE (Jim Wells County)					
KBKI 1947	1070 1,000 DA-N	Alice Bcstg. Corp. P. O. Box 731 4-4234	MBS Pearson	Givens A. Parr, p Bob Grimes, gm Jack Collins, cm J. Allen Frye, pd	Ruth Norris, pmm S. L. Spencer, ce Charles Vandergrift, nd Les Brandes, fd Chuck Farkas, sd Irma Salas, wd
ALPINE (Brewster County)					
KVLF 1947	1240 250	Big Bend Bcstrs. 2144	MBS KBS Cactus State Net	Jack Hawkins, p Gene Hendryx, vp, gm, cm,	John Nelson, pd Sherman Newsom, ce Bill Williams, ranch dir Lucille Hendryx, wd

MARKET DATA BY COUNTIES

County	Population 1950	Radio					Passenger		County	Population 1950	Radio					Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955	Retail Sales 1954(\$000)			Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)
Anderson	31,875	8,200	\$21,764	\$ 6,861	\$ 655	8,123	Irion	1,590	500	1,057	296	63	491				
Andrews	5,002	2,400	5,743	2,067	167	3,190	Jack	7,755	2,100	6,032	1,462	236	2,803				
Angelina	36,032	10,400	32,967	8,202	1,040	10,459	Jackson	12,916	3,600	9,937	2,776	356	4,547				
Aransas	4,252	1,100	3,173	1,171	215	1,663	Jasper	20,049	5,200	18,874	4,630	575	5,070				
Archer	6,816	1,800	3,514	1,257	141	2,890	Jeff Davis	2,090	500	900	315	66	422				
Armstrong	2,215	600	1,329	271	27	779	Jefferson	195,083	62,700	260,232	59,469	8,356	74,936				
Atasosa	20,048	4,600	11,932	2,883	300	4,977	Jim Hogg	5,389	1,200	3,525	934	144	1,209				
Austin	14,663	4,100	13,227	2,997	257	4,769	Jim Wells	27,991	7,500	29,540	6,872	1,020	8,672				
Bailey	7,592	2,100	9,158	2,302	312	2,776	Johnson	31,390	9,700	26,418	7,026	789	11,620				
Bandera	4,410	1,200	3,820	1,347	160	1,546	Jones	22,147	6,500	23,959	5,839	637	7,736				
Bastrop	19,622	5,100	12,029	3,969	801	4,890	Karnes	17,139	3,800	15,294	3,483	360	4,440				
Baylor	6,875	2,100	7,555	1,581	68	2,425	Kaufman	31,170	7,400	22,968	5,601	591	8,700				
Bee	18,174	4,800	16,638	3,887	572	5,482	Kendall	5,423	1,600	5,679	1,419	211	2,458				
Bell	73,824	22,400	63,917	15,931	2,189	25,159	Kenedy	632	100	90	90	11	111				
Bexar	500,460	140,400	554,353	126,960	17,828	172,684	Kent	2,249	500	1,048	363	51	631				
Blanco	3,780	1,300	3,650	1,268	47	1,482	Kerr	14,022	4,200	18,459	3,952	466	5,588				
Borden	1,106	200	40	10	...	286	Kimble	4,619	1,100	3,848	1,053	125	1,405				
Bosque	11,836	3,200	8,762	2,123	402	4,537	King	870	200	240	81	215	215				
Bowie	61,966	19,100	58,848	16,195	2,047	18,196	Kinney	2,668	500	1,376	279	57	548				
Brazoria	46,549	15,600	55,029	16,118	1,687	21,687	Kleberg	21,991	7,000	22,923	7,012	532	7,809				
Brewster	38,390	10,800	38,057	8,882	1,233	12,058	Knox	10,082	2,800	8,273	2,248	395	2,942				
Briscote	7,309	1,800	7,086	1,789	292	1,896	Lamar	43,033	11,900	35,193	8,417	1,279	10,603				
Brooks	3,528	900	3,171	825	68	1,135	Lamb	20,015	5,900	24,002	6,374	903	7,941				
Brooks	9,195	2,500	10,697	2,701	325	2,019	Lampasas	9,929	2,900	9,760	1,704	266	3,681				
Brown	28,607	8,600	26,476	6,442	1,208	9,390	La Salle	7,465	1,800	5,179	673	35	1,294				
Burleson	13,000	3,000	7,545	2,502	201	2,830	Lavaca	22,159	5,700	17,533	4,364	219	6,907				
Burnet	10,356	2,800	6,515	1,333	225	2,999	Lee	10,144	2,500	7,864	1,766	165	2,812				
Caldwell	19,350	4,900	17,508	3,596	6,827	3,947	Leon	12,024	2,800	5,294	1,788	218	2,225				
Calhoun	9,896	2,600	5,922	1,601	984	900	Liberty	26,729	7,600	29,098	7,873	771	8,597				
Callahan	9,087	2,400	5,001	1,898	248	3,232	Limestone	25,251	6,100	14,525	4,226	601	6,292				
Cameron	125,170	36,500	122,181	27,721	3,241	28,910	Lipscomb	1,100	5,918	1,217	260	1,386					
Camp	8,740	2,400	4,888	1,604	56	2,413	Live Oak	9,054	2,000	6,253	1,474	174	2,314				
Carson	6,852	1,900	6,458	1,337	266	2,728	Llano	1,700	5,862	1,378	199	1,837					
Cass	26,732	6,300	17,353	3,147	504	6,151	Loving	277	100	134	50	76	76				
Castro	5,417	1,600	4,896	1,042	56	2,184	Lubbock	101,048	38,600	175,079	26,903	6,613	43,094				
Chambers	7,871	2,200	6,296	1,749	64	3,245	Lynn	11,030	2,800	9,011	2,078	322	3,809				
Cherokee	38,694	9,200	25,945	7,787	881	8,469	McCulloch	11,701	3,100	11,761	2,632	222	2,632				
Childress	12,123	3,500	15,436	3,808	335	3,535	McComen	130,194	39,900	166,407	36,950	4,583	45,449				
Clay	9,896	2,600	5,922	1,601	984	900	McMullen	1,187	500	333	123	62	372				
Cochran	5,928	1,600	7,278	1,862	152	1,773	Madison	1,900	6,436	1,460	182	232	325				
Coke	4,045	1,100	2,937	877	77	1,590	Marion	10,172	2,400	5,092	1,508	186	1,955				
Coleman	15,503	4,000	13,346	2,942	465	5,712	Martin	5,541	1,300	2,825	758	64	2,193				
Collin	41,692	12,000	30,441	8,994	832	13,178	Mason	4,945	1,500	3,815	872	180	1,684				
Collingsworth	9,139	2,200	8,923	2,079	283	2,401	Matagorda	21,559	6,300	25,601	6,260	844	7,491				
Colorado	17,576	5,100	22,487	4,703	373	5,798	Maverick	12,282	2,800	13,736	3,958	539	2,745				
Comal	16,357	5,100	20,145	4,227	526	7,284	Medina	17,013	4,400	11,507	2,305	313	6,178				
Comanche	15,516	4,100	12,102	2,706	553	4,475	Menard	4,175	1,100	4,698	829	63	653				
Concho	2,078	500	4,197	864	60	1,445	Midland	25,785	11,900	42,395	8,789	1,978	19,488				
Cooke	22,146	6,100	22,376	5,019	765	8,786	Milam	23,585	5,900	18,655	5,119	646	7,654				
Correll	16,284	4,500	9,114	2,829	258	7,767	Mills	5,999	1,600	4,057	804	92	1,648				
Cottle	6,099	1,400	6,308	1,858	192	1,444	Mitchell	14,357	4,000	12,370	3,262	313	4,299				
Crane	3,965	1,400	4,171	937	77	2,062	Montague	17,070	4,800	15,432	3,414	475	6,394				
Crockett	3,981	1,100	4,918	1,177	181	1,319	Montgomery	24,504	6,900	19,002	4,882	508	6,742				
Crosby	9,582	2,500	9,623	2,664	226	3,604	Moore	13,349	5,900	18,196	5,734	543	5,395				
Culberson	1,825	500	2,408	494	54	722	Morris	9,433	2,500	5,242	1,893	239	3,107				
Dallam	7,640	2,300	12,788	2,859	494	2,714	Motley	9,963	1,000	4,217	1,35	146	1,015				
Dallas	614,789	226,100	1,035,463	200,278	37,641	294,841	Nacogdoches	30,928	7,500	21,348	6,376	827	6,650				
Dawson	19,117	5,700	25,941	5,710	781	5,733	Navarro	39,916	10,700	31,602	9,210	897	11,198				
Deaf Smith	9,111	3,000	14,779	3,511	393	4,304	Newton	10,832	2,300	3,775	1,646	108	1,854				
Delta	8,964	2,000	5,535	1,644	65	2,052	Nolan	19,808	6,100	24,975	5,338	1,184	7,330				
Denton	41,365	10,700	36,691	8,645	1,356	14,347	Nueces	165,471	54,400	232,223	52,048	7,811	65,681				
De Witt	22,973	6,300	25,447	6,133	651	8,144	Ochiltree	6,024	1,900	13,009	3,167	590	2,373				
Dickens	7,177	1,700	7,111	1,540	185	1,908	Oldham	1,672	400	1,548	149	32	602				
Dimmit	10,654	2,200	5,687	1,650	153	2,206	Orange	40,567	14,300	42,530	14,501	1,246	14,392				
Donley	6,216	1,600	5,827	1,440	206	1,901	Palo Pinto	17,154	5,800	16,311	3,993	534	7,837				
Duval	15,643	3,100	7,900	2,915	372	3,006	Panola	19,250	4,400	12,731	2,816	375	4,322				
Eastland	23,942	7,200	26,692	7,240	798	9,004	Parker	21,528	6,800	18,489	3,718	448	8,609				
Ector	42,102	12,000	68,184	16,883	2,101	25,577	Parmer	5,787	1,800	5,484	1,254	141	2,745				
Edwards	2,908	800	1,589	625	60	445	Pecos	9,939	2,500	10,914	2,491	389	3,527				
Ellis	45,645	12,300	37,219	11,403	1,125	14,119	Polk	16,194	3,900	10,623	3,271	338	3,299				
El Paso	194,968	58,400	241,551	52,915	8,744	66,360	Potter	73,366	29,200	152,160	25,805	5,303	37,935				
Erath	18,434	5,300	26,237	2,960	450	6,271	Presidio	7,354	1,500	6,192	1,402	221	1,366				
Falls	28,724	6,700	21,778	5,119	538	6,497	Rains	4,266	900	11,454	370	57	1,004				
Fannin	31,253	8,200	17,861	4,722	715	8,159	Rendall	13,774	5,900	12,042	2,194	381	7,468				
Fayette	24,176	6,100	20,391	5,171	603	7,770	Reagan	3,127	900	5,609	1,424	263	1,622				
Fisher	11,023	2,800	7,106	2,012	276	2,768	Real	2,479	700	1,309	472	65	531				
Floyd	10,535	3,000	7,115	2,473	342	4,103	Red River	21,851	5,500	11,260	3,497	425	4,254				
Foard	4,418	1,400	3,800	62	1,156	11,426	Reeves	11,745	3,800	17,623	4,809	414	4,471				
Fort Bend	31,056	7,400	29,829	5,736	438	11,426	Refugio	10,113	2,600	8,475	2,539	501	3,397				
Franklin	6,257	1,800	3,254	620	59	1,575	Roberts	1,031	300	781	129	42	433				
Freestone	15,896	3,800	8,907	2,517	310	3,654	Robertson	19,908	4,900	13,584	4,186	488	5,019				
Frio	10,357	2,500	7,272	2,117	179	1,982	Rockwall	6,156	1,400	4,078	1,385	114	2,943				
Gaines	8,809	2,400	12,103	2,452	359	4,400	Runnels	16,771	4,600	14,716	3,701	420	6,811				
Galveston	113,066	37,600	154,397	35,855	6,078	38,199	Rusk	42,348	10,600	22,106	7,030	863	13,012				
Garza	6,281	1,700	6,243	1,530	154	2,042	Sabine	8,568	1,900	3,134	1,071	64	1,643				
Gillespie	10,520	3,100	11,507	2,465	211	3,768	San Augustine	8,837	1,800	4,797	1,579	220	1,666				
Glasscock	1,089	200	331	48	28	353	San Jacinto	7,172	1,500	1,818	747	63	841				
Goliad	6,219	1,300	4,068	1,028	58	1,607	San Patricio	35,842	9								

MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Val Verde	16,635	4,000	15,769	3,446	474	5,786	Williamson	38,850	10,500	33,442	8,105	887	12,988
Van Zandt	22,593	5,800	12,828	3,140	430	7,013	Wilson	14,672	3,200	8,365	1,147	327	3,721
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Walker	20,183	4,200	13,776	3,758	462	3,789	Wise	16,141	4,500	11,347	3,404	264	5,312
Waller	11,961	2,900	9,530	1,777	260	3,185	Wood	21,308	5,500	17,244	3,801	501	6,409
Ward	13,346	4,200	15,671	3,843	532	4,841	Yoakum	4,339	1,100	2,721	879	94	2,310
Washington	20,542	5,200	15,427	3,616	401	5,706	Young	16,810	4,900	19,081	3,747	537	6,729
Webb	56,141	13,400	52,583	12,273	1,753	11,746	Zapata	4,405	900	1,154	544	40	436
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Wheeler	10,317	2,500	11,783	2,705	433	3,200							
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Wilbarger	20,552	5,800	23,456	5,194	705	7,378							
Wilacy	20,920	5,900	21,553	6,789	480	3,863							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ABILENE

(Taylor County)

KRBC 1936 KRBC-TV DA-N	1470 5,000-D 1,000-N	Abilene Radio & Tv Co. 4510 S. 14th St. 2-8491	ABC Texas State Net. Pearson	Dale Ackers, p Bro Mingus, gm, pd Steve Cowan, cm	Forest Lane, pmm Troy Mallon, ce Don Wilson, nd	Harry Holt, fd Larry Fitzgerald, sd Dorothy Imholz, wd
KWKC 1948	1340 250	Citizens Bcstg. Co. Inc. 2500 Butternut 3-2545	MBS Venard, Rintoul & McConnell	W. P. Wright, p A. C. Etter, gm, pmm Tyler Stewart, cm	Forest Tipton, ce Bill Shannon, nd, fd	Robert Chappell, sd Melba White, wd

ALICE

(Jim Wells County)

KBKI 1947	1070 1,000 DA-N	Alice Bcstg. Corp. P. O. Box 731 4-4234	MBS Pearson	Givens A. Parr, p Bob Grimes, gm Jack Collins, cm J. Allen Frye, pd	Ruth Norris, pmm S. L. Spencer, ce Charles Vandergrift, nd	Les Brandes, fd Chuck Farkas, sd Irma Salas, wd
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ALPINE

(Brewster County)

KVLF 1947	1240 250	Big Bend Bcstrs. 2144	MBS KBS Cactus State Net. Southwest Net. Best	Jack Hawkins, p Gene Hendryx, vp, gm, cm, pmm, nd, sd	John Nelson, pd Sherman Newsom, ce	Bill Williams, ranch dir Lucille Hendryx, wd
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AMARILLO

(Potter County)

KAMQ 1947	1010 5,000-D 500-N DA-2	Top of Texas Bcstg. Co. 1301 Polk St. Drake 2-6543	MBS Forjoe	R. D. Houck, ptr, gm H. H. Houck, ptr B. M. Houck, ptr	Doyle Henry, cm Webb Smith, pd, sd L. Hunter, pmm	Stewart Parsons, ce Keith Brown, nd Joe Barnes, fd
KFDA 1933 KFDA-TV DA-N	1440 5,000-D 1,000-N DA-N	Amarillo Bcstg. Co. P. O. Box 1400 Drake 4-5343	ABC H-R Repts Brown	Gene L. Cagle, p Ed Moore, gm George Oliver, sm	Dan Hayslett, cm, pmm Bill Splier, ce Bill Johns, nd	Doug Rains, sd Liz Merchant, wd
KGNC 1922 KGNC-TV DA-2	710 10,000 DA-2	Plains Radio Bcstg. Co. 2000 N. Polk St. Drake 4-4601	NBC Texas Quality Net. Katz	B. E. Walker, p Wesley S. Izzard, gm Aubrey Jackson, asst gm Ken Duke, sm	Larry Filkins, pd Leon Bert, pmm, sd W. H. Torrey, ce	Bob Izzard, nd J. Garland Smith, fd
KLYN 1949	940 1,000 DA-1	Plains Empire Bcstg. Co. Inc. 1014 W. 7th Drake 2-6773	CBS Blair	R. G. Hughes, p Kenyon Brown, dir Willard L. Kline, vp, gm	John Heetland, cm, sd J. Stinson Ramay, pd, fd Mrs. Virgil Nelson, pmm	Gene Fennimore, ce Pat Flynn, nd Alma Thomas, wd
KRAY 1955	1380 500-D	Raymond D. Hollingsworth Paramount Bldg. Drake 4-5235	Melville	Raymond D. Hollingsworth, p, gm	Ralph B. Henry, sm, cm, pd	Nita Krupp, wd
KZIP 1955	1310 1,000-D	Panhandle Bcstg. Co. P. O. Box 2273 Drake 4-3796	Best. Time Sales	Dave Pinkston, p Ray Winkler, gm Jess T. Richardson, cm	Oleta Brown, pd Tom Atkins, ce Dean Kelly, nd, sd	Ralph Newton, fd Evelyn Kvarnstrom, wd

ANDREWS

(Andrews County)

KACT 1954	1380 500-D	Joseph E. Young P. O. Box 638 1360		Joseph E. Young o, mgr, cm, ce, nd, sd	Jacqui Young, pd, pmm, wd	
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ATHENS

(Henderson County)

KBUD 1948	1410 250-D	Henderson County Bcstg. Co. P. O. Box 309 2277		J. M. McNutt Jr., o, gm, cm, pd, pmm, ce		
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ATLANTA

(Cass County)

KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. P. O. Box 289 900	Best	Herman H. Wommack, p David A. Wommack, gm Alvis N. Dowd, cm	George Wommack, pd James L. Waites, ce	N. W. Stuckey, sd Jeane Wommack, wd
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AUSTIN

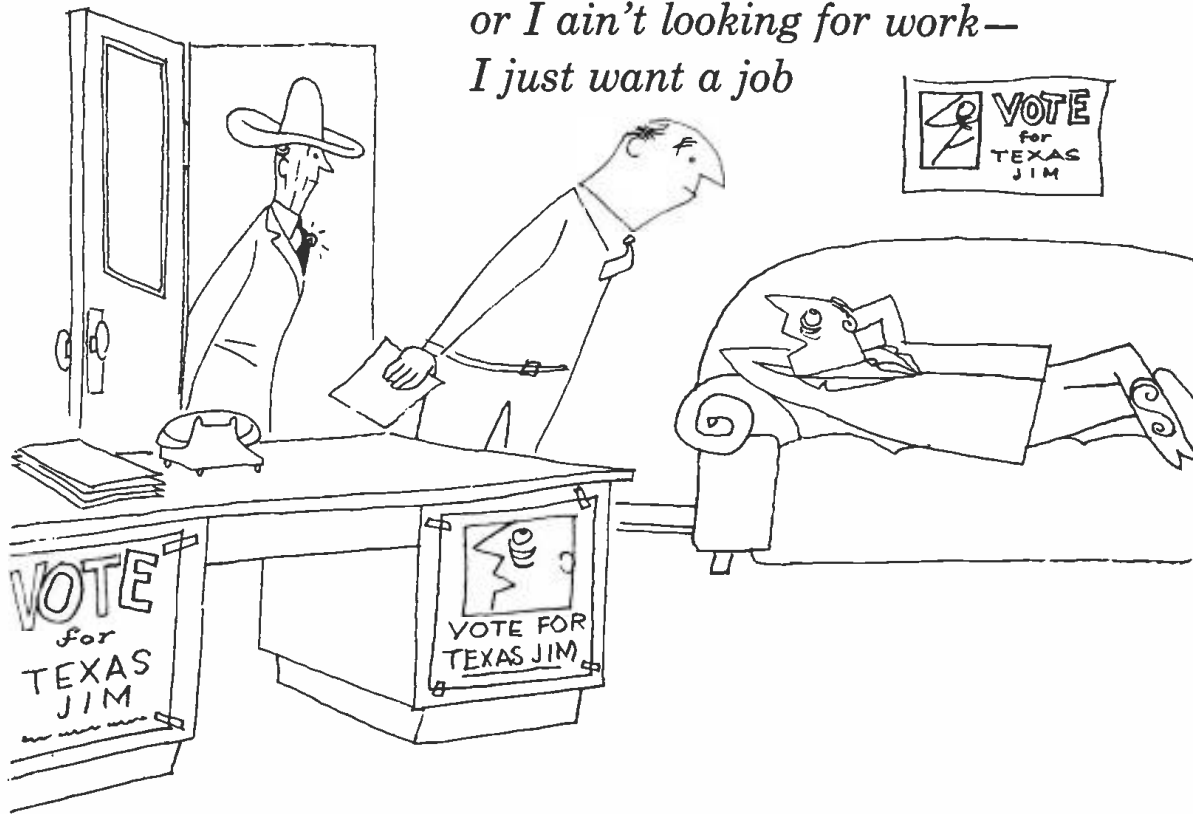
(Travis County)

KHFI (FM) (CP)	Ch. 252 (A) 98.3mc 0.320kw	J. E. Moore Jr. P. O. Box 538		J. E. Moore Jr., o		
KNOW 1927	1490 250	Pioneer Bcstg. Co. Inc. Capital Natl. Bank Bldg. 2-6213	ABC Texas State Net. Pearson	Wendell Mayes, p Louis R. Cook, gm	Marion Coleman, cm Harvey R. Boyd, pd, nd	J. E. Lewis, ce Jim Gober, sd

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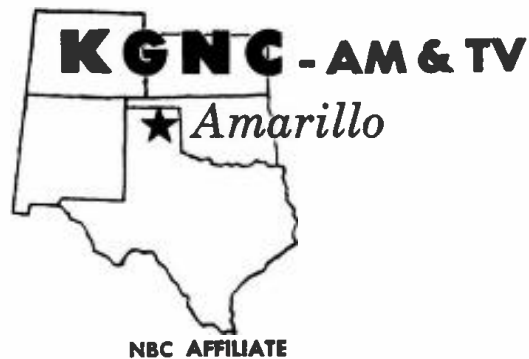
SUBOURBON LIFE

*or I ain't looking for work—
I just want a job*



The manager of a candidate for county office, so a Texas story goes, awakened his charge from an afternoon nap and said, "Tex, according to a story making the rounds, you ain't taken a sober breath since Thanksgiving. How'm I going to get you elected judge with that kind of conduct?" "You etcetera," the man answered, "you wake me up for that? I can't pay no mind to talk like that—I'm spending all my waking hours fighting *false* rumors."

The rumor that our ten thousand watt a.m. signal covers New York is false. The fact that it covers 78 counties with a population of approximately 2 million is true. The rumor that Amarillo is first in the nation in retail sales per household is true.



AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

AUSTIN (Cont.)

KTBC 1939 KTBC-TV 1,000-N DA-N	590 5,000-D	Texas Bcstg. Corp. P. O. Box 717 Greenwood 2-2424	CBS Raymer	Claudia T. Johnson, p J. C. Kellam, vp, gm O. P. Bobbitt, slm	Richard Pryor, pd Charles Brown, pmm Ben Hearn, ce	Paul Bolton, nd Dave Shanks, fd Linda Lee, wd
KTXN 1949	1370 1,000-D	Radio KTXN Inc 1211 E. 6th St. Greenwood 7-4476	Sombrero Net. Oakes Dora-Clayton O'Connell	Robert Pinkerton, p Edgar B. Pool, gm, pmm	Cal Adams, cm Lilia Guzman, pd	Paul Lindhorn Jr., ce Margarita Munoz, wd
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. Inc. P. O. Box 1116 Greenwood 8-8521	MBS Forjoe	Willard Deason, p, gm H. W. Dunlop, cm	Dave Smith, pd Willis B. Morter, ce	Glenn Brown, sd

**BALLINGER
(Runnels County)**

KRUN 1947	1400 250	Runnels County Bcstrs. P. O. Box 351 3151	Best Melville	Walter G. Russell, p	Robert F. McGarvey, gm	W. C. Kelley, ce
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**BAY CITY
(Matagorda County)**

KIOX 1947	1270 1,000 DA-N	Bay City Bcstg. Co. P. O. Box 1391 Circle 5-4642	MBS Best	J. G. Long, p	Bryan Powell, mgng dir	Harry L. Becker, mgr, cm
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**BAYTOWN
(Harris County)**

KRCT 1947	650 250-D	Bay Bcstg. Co. Cedar Bayou Rd. 8251	KBS Best	W. D. Christmas, p John H. Touchstone, gm	Harris P. Touchstone, cm Herberta Taylor, pd	Randy Rohden, ce Marge Collie, wd
KREL 1947	1360 1,000 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 slm
KREL-FM 1949	Ch. 221 (A) 92.1mc 0.82kw					

**BEAUMONT
(Jefferson County)**

KFDM 1924 KFDM-TV 1948	560 5,000 DA-N 1380 1,000-D	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758 KPBX Bcstg. Co P. O. Box 2673 2-0201	ABC Free & Peters Forjoe	D. A. Cannan, p C. B. Locke, gm, cm Walter L. Rubens, gm, cm	Dave Rusell, pd, nd H. F. Caldwell, pmm L. C. Davis, ce	H. W. Bartlett, ce Dick McAdoo, fd
KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette 4-9421	Branham	O. E. Davis, p E. C. Davis, vp R. M. Frost, gm	Jim Saxon, cm Gordon Clark, pd, nd	M. J. Eaterwood Jr., ce Ed Dittert, sd
KRIC-FM 1948	Ch. 248 (B) 97.5mc 14kw					
KTRM 1947	990 1,000 DA-1	KTRM Inc. 230 Orleans St. 2-8478	Young	Jack Nell, p, gm, nd Roy D. Shotts, sm, natl cm Luther K. Woods, loc cm	Bonnie Adams, pd Mary Bond Belk, pmm Ben F. Hughes, ce	Charles Schmucker, fd Tommy O'Brien, sd Virginia Moon, wd

THERE'S *Real Buying Power* IN THE RICH . . .

KFDM

... THREE-CITY MARKET • BEAUMONT, PORT ARTHUR & ORANGE, TEXAS

Oil
 Ship Building
 Chemicals
 Lumber
 Rice
 Cattle

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.

AFFILIATED WITH
**AMERICAN BROADCASTING
COMPANY**

REPRESENTED BY
FREE & PETERS

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

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
BEEVILLE (Bee County)						
	KIBL 1949	1490 250	Bee Bcstg. Co P. O. Box 650 1490		John D. Rossi, ptrn, gm V. L. Rossi, ptrn James M. Goodman Jr., cm, sd	Bill Bennett, pd H. E. Bertram, ce James V. Rossi, nd Paul Russell, fd
BIG SPRING (Howard County)						
	KBST 1936	1490 250	Big Spring Bcstg. Co. 702 Johnson St. 4-6391	ABC Texas State Net. Pearson	William J. Wallace, p, gm William L. Cox, cm J. N. Young Jr., pd, pmm, nd	Andrew M. Jones, ce Bruce Frazier, fd Jack Wallace, sd Dorothy Henderson, wd
	KBST-TV 1949	1400 100	Big State Bcstg. Co City Park 4-4201	MBS KBS Best Melville	V. T. Anderson, p, gm	
BONHAM (Fannin County)						
	KFYN 1947	1420 250-D	Charles L. Cain 903 W. 4th 781		Charles L. Cain o, gm, cm, ce Jessie Mae Cain, pd, pmm, wd	Joe Keene, nd, sd Sammy Barr, fd
BORGER (Hutchinson County)						
	KHUZ 1947	1490 250	Radio Station KHUZ P. O. Box 110 Broadway 3-3744	MBS	R. G. Hughes, p Jack Roberts, mgr, pd	A. R. Robertson, cm H. E. Kreiger, ce Ray Boyd, nd, fd, sd Janet Parker, wd
BRADY (McCulloch County)						
	KNEL 1935	1490 250	Mrs. G. L. Burns 7777	KBS Best	Mrs. G. L. Burns, p Gene M. Burns, gm, pmm	John S. Sloane, cm, pd, nd Cecil R. Nelin, ce John Holcombe, fd
BRECKENRIDGE (Stephens County)						
	KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Inc. Miller Bldg. 1430	KBS Best	R. W. Chapman, p, gm, cm, ce	Elizabeth Chapman, pd, wd Roy Meador, nd Bryan Swain, fd Jay Thompson, sd
BRENHAM (Washington County)						
	KWHI 1947	1280 1,000-D	Tom S. Whitehead 108½ Main St. 3655		Tom S. Whitehead, p, gm J. C. Price, cm	Lonnie Schlottmann, ce J. W. Stufflebeme Jr., fd Tommie Blake, sd
BROWNFIELD (Terry County)						
	KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 2111	KBS	Mike A. Barrett, o, gm, cm J. Richard Aker, pd, nd	E. Crawford Taylor, pmm, fd, sd Joe H. Morgan, ce
BROWNSVILLE (Cameron County)						
	KBOR 1949	1800 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 Lincoln 2-5677 (See Mexico listing)	ABC Best	Minor J. Wilson, p, gm, pmm Vance C. Wilson, cm	Sally Hays, pd Willis A. Wilson, ce Jim Fox, nd Connie Green, wd
	XEO					
BROWNWOOD (Brown County)						
	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 Taylor, pmm W. O. Stewart, ce
	KEAN 1953	1240 100	Lyman Brown Enter- prises 2220 Fisk Ave. 4372	Best Melville	Lyman C. Brown, p, gm, cm, nd	Bessie E. Brown, pd Sammy Walk, pmm, sd Max Donnell Jr., ce Bill Cole, fd
BRYAN (Brazos County)						
	KORA 1947	1240 250	Bryan Bcstg. Co. 310 E. 25th St. 3-1240	MBS Best	David C. Jones Jr., o, gm Mike Mistovich, sm, sd Ed L. Teer, cm, pmm	Cora Garth, traffic mgr James L. Harvey, ce Sonny George, fd Joyce Pollard, wd
CAMERON (Milam County)						
	KMLL 1955	1330 500-D	Milam County Bcstg. Service P. O. Box 832 457	Best	E. Glenn Abercrombie, gm, ce Joe Liber, cm	Mrs. E. Glenn Abercrombie, pd Milton F. Brown Jr., nd Hugh Hall, sd Annette Abercrombie, wd
CARRIZO SPRINGS (Dimmit County)						
	KBEN 1955	1450 250	Ben L. Parker P. O. Box 722 434	KBS Best	Ben L. Parker, p, gm Walter Herbort, cm, ce	Jerry Petty, pd, fd Tom Everitt, pmm Lee W. Smith, nd

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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; 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; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;
CARTHAGE (Panola County)						
	KGAS 1955	1590 1,000-D	Carthage Bcstg. Co. 107½ N. St. Mary 876		Thomas Alford, co-o, gm F. E. Barr, co-o, cm	Jack Bell, pd, pmm, sd Dalton Sanders, ce Edd Tillery, nd, fd Mrs. J. T. Jones, wd
CENTER (Shelby County)						
	KDET 1949	930 1,000-D	Center Bcstg. Co. 205 Austin St. 1199	East Texas Net. Gill-Perna Brown	Tom E. Foster, p, gm, cm Tolbert Foster, pd	Harlan E. Riley, ce Charles Hancock, nd Charlie Slate, fd Mrs. Rex Payne, wd
CHILDRESS (Childress County)						
	KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 200 Main St. Webster 7-2041	MBS KBS Best	R. M. Hagan, p, gm	Clyde Austin, ce
CLARKSVILLE (Red River County)						
	KCAR 1955	1350 500-D	Texo Bcstg. Co. P. O. Box 609 58	Melville Best	Robert Wagner, p, gm, ce Marion Wagner, cm, wd	Leon McCartney, pd, nd Benard Burmeister, pmm Shirley Lecate, fd, sd
CLEBURNE (Johnson County)						
	KCLE 1947	1120 250-D	Marti Inc. 919 N. Main St. 5-6643		George W. Marti, p, gm John Marti, cm D'Voe Lee, pd	J. Monroe Coston, pmm Walter C. Lacy, ce E. E. Meazell, nd C. A. Munsch, fd Frank E. Woodruff, sd Dolores Farris, wd
	KCLE-FM 1949	Ch. 232 (A) 94.3mc 0.325kw				
CLEVELAND (Liberty County)						
	KVLB 1954	1410 500 DA-2	Harvard C. Bailes Plum Grove Road 692		Harvard C. Bailes, p, gm, cm, sd	Cal McAdams, pd, nd Al Strong, ce Lewis Dickey, fd
COLEMAN (Coleman County)						
	KSTA 1947	1000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	KBS Melville	H. H. Jackson, p Floyd Shelton, gm, pd, nd, fd, sd	Paul Johnson, cm, pmm J. D. Larson, ce Joann Harriss, wd
COLLEGE STATION (Brazos County)						
	WTAW 1922	1150 1,000-D	Agricultural & Mechan- ical College of Texas 6-6724	KBS	Richard L. Webb, gm Elsie Patranello, cm	John Scogin, pd, nd Brent Mount, ce Dick Hicherson, fd James Johnson, sd
COLORADO CITY (Mitchell County)						
	KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 990 Randolph 8-3320	KBS Best	Eldon B. Mahon, p, gm Jim Wilkes, cm, pmm	Walter Grubbs, pd, nd, sd Porter Richardson, ce Mrs. Johnnie Gorman, wd
CONROE (Montgomery County)						
	KMCO 1951	900 500-D DA-D	Montgomery County Bcstg. Co. Inc. Pleasant 6-4466	Best	Reagan Smith, p D. L. Oglesby, gm, cm	J. C. Dorrell, pd, fd Lee Meredith, pmm, nd, sd John Neathery, ce Maurine Fenley, wd
CORPUS CHRISTI (Nueces County)						
	KANN 1954		(See Sinton listing)			
	KCCT 1954	1150 1,000-D DA-D	International Radio Co. 401 S. Staples Tulip 4-42426	O'Connell	Hector DePena, p Mike Ferdin, gm, ce	Francisco Grajales, pd Miguel Betancourt, nd Consuelo Bringas, wd
	KCCT-FM 1954	Ch. 238 (B) 95.5mc 2kw				
	KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. Center Theatre Bldg Tulip 2-7411	CBS MBS Raymer	Allan Dale, sm E. C. Hughes, gm Bill Keck, cm Al Heacock, pd	Joann Mahoney Childress, pmm Harold Griffith, ce Lynn Penteny, nd T. Frank Smith Jr., pmm Donald E. Morris, ce Paul Young, nd Dick Lahm, fd Don Reed, sd Ruth Delmar Sullivan, wd
	KRIS 1927	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 Tulip 4-5203	NBC Texas Quality Net. Free & Peters	T. Frank Smith, p, gm W. M. Elkner, vp, cm Charles Nethery, pd	Jack Lozier, fd Hugh Gray, sd Kay Fry, wd
	KRIS-TV (CP)					
	KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Inc. Show Room Bldg. Tulip 2-9242	ABC Texas State Net. Forjoe	Vann M. Kennedy, p, gm Charles R. Manning, cm Charles M. Looper, pd, fd	Claude Allen, pmm Charles Cummins, ce J. K. Wright, nd Jack Moran, sd Mary L. Kennedy, wd
	KUNO 1950	1400 250	KUNO Inc. P. O. Box 4286 Tulip 4-5203	Everett- McKinney	Leslie C. Smith, p, gm Herb Garrett, cm Hector Elpidio Barrera, pd	Homer Worley, pmm John H. Mayberry, ce Luis Coisa, nd Eleno Gonzalez, fd Jimmie Johnson, sd Adela Gonzalez, wd
	KWBU 1943	1030 50,000-D	Texas Baptist Convention 402 S. Chaparral Tulip 4-5258	Branham	Carr P. Collins Sr., chmn of bd Harry H. Hayes, gm, cm, pmm	Bob Allen, pd, fd Paul Waller, ce Jimmy Bell, nd Ray Redd, sd Liz Bailey, wd
CORSICANA (Navarro County)						
	KAND 1937	1340 250	Alto Inc. State Natl. Bank Bldg. 4-7421	MBS Branham	R. E. Lee Glasgow, o	Luther A. Johnson Jr., gm

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CROCKETT*(Houston County)*

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
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CUERO*(DeWitt County)*

KCFH 1949	1600 500-D	A. M. Respondek 5-3430	Best	A. M. Respondek, p, gm, ce Frank Notzon, cm, pmm	Don Rhea, pd, nd, fd	Jim Kennington, sd
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DALHART*(Dallam County)*

KXIT 1948	1410 500-D	Dalhart Bcstrs. Hwy. 51 North 740	KBS Best	Robert J. Beller, co-o, p, gm, ce	Leonard J. Beller, co-o, pd, sd	Carl M. Cumming, fd
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DALLAS*(Dallas County)*

KGKO 1953	1480 1,000-D 500-N DA-2 (CP-5,000-D 500-N DA-2)	Lakewood Bcstg. Co. P. O. Box 11747	Forjoe	W. L. Pickens, co-o H. H. Coffield, co-o Buddy Harris, gm	Jack Howard, cm Hal Bakke, pd	Gordon Sanders, pmm, nd Gordon Vaughn, ce
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KIXL 1947	1040 1,000-D	Variety Bcstg. Co. 1401 S. Akard St. Riverside 4521	Good Music Bcstrs. Webb Pearson	Lee Segall, p Charles F. Payne, gm Cliff Hahne, cm	Don Robinson, pd Bob Putnam, pmm Bob Tripp, ce	Ricky Cox, nd, sd Meg Healy, wd
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KIXL-FM 1947	Ch. 283 (B) 104.5mc 25kw					
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KLIF 1947	1190 5,000-D 1,000-N DA-N	Trinity Bcstg. Corp. 2104 Jackson St Randolph 7121	H-R Reps.	Barton R. McLendon, p Gordon B. McLendon, gm Cecil Hobbs, cm	Bruce Hayes, pd Glenn Callison, ce	Jack Peart, nd Dick Richmond, sd
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KRLD 1925 KRLD-TV	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS Texas Bcstg. Sys. Branham	Clyde W. Rembert, p William A. Roberts, gm, cm Ted Parrino, pd	Bill Honeycutt, ce Larry Rasco, nd A. B. Jolley, fd	Bill Mercer, sd Sandra Weatherly, wd
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KRLD-FM 1925	Ch. 223 (B) 92.5mc 40kw					
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KSKY 1941	660 1,000-D	Sky Bcstg. Service Stoneleigh Hotel Randolph 6193	Radio-Tv Reps.	A. L. Chilton, p R. G. Terrill, gm	R. L. Kanatzar, cm Leonard Holland, pd, nd, sd	Morris M. Ming, ce
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1009 cities and towns

IN KRLD'S ONE-COST COVERAGE AREA
50,000 watt KRLD blankets at one cost a more than 3.5 million population area in which 68 secondary stations are located. Today 1,038,587 radios within KRLD's 0.5 Mv line are tuned regularly to 1080.

95% MORE RADIO HOMES SINCE 1940
KRLD continues to deliver more audience in Dallas and Fort Worth combined, during the cumulative hours from 6:00 a.m. until 12:00 midnight, seven days a week, than any other station or frequency.

April-May Dallas Pulse

"THE MAKE SENSE BUY"

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. Runyan, Chairman of the Board

Clyde W. Rembert, President

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner 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
DALLAS (Cont.)						
WFAA 1922 WFAA-TV 1948	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC NBC Quality Net. Petry	E. M. Dealey, p Alex Keese, gm George Utley, cm Karl Lambertz, pd	Stan Radominski, pmm Jim Webb Cooper, ce Bob Tripp, nd	Murray Cox, fd Ralph Widman, sd Rosemary Johnson, wd
WRR 1920	1310 5,000 DA-N	City of Dallas, Texas Fair Park Tenison 8101	MBS Texas State Net. Blair	Durward J. Tucker, gm, ce Dixie Gibeau, cm Richard Weeks, pd	Charles Frauman, pmm John Gilbert, nd	Eddie Hill, sd Louise Vollmer, wd
WRR-FM 1948	Ch. 286 (B) 101.1mc 68kw					
DEL RIO (Val Verde County)						
KDLK 1946	1230 250	Don R. Howard P. O. Box 1182 5-2431	KBS	Don R. Howard, p, sd Julius Sadowsky Jr., pd, nd	Roy Herbort, ce, fd	Mary Hayes, wd
XERF 1947		(See Mexico listing)				
DENISON (Grayson County)						
KDSX 1948	950 500 DA-2	KDSX Inc. Hotel Denison, Denison M & P Bldg Sherman Denison 3-400 Sherman 650	Melville	B. V. Hammond Jr., p L. L. Hendrick, gm W. A. Jaco, cm	Joseph D. Knight, ce Dick Wood, nd	Nick Owen, fd Bill Edwards, sd
KRRV 1936		(See Sherman listing)				
KTAN 1947		(See Sherman listing)				
DENTON (Denton County)						
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Bldg. Central 4144		Harwell V. Shepard, p, gm,		
KDNT-FM 1945	Ch. 292 (A) 106.3mc 0.764kw					
DUMAS (Moore County)						
KDDD 1948	800 250-D	North Plains Bestg. Corp. North Dumas Ave. 2-5000	KBS Best	Lucian W. Spencer, p Tom Shaw, gm, ce Ken Bishop, cm, pmm	Bob Mattox, pd, fd Bill Riggan, nd	Harold Shepard, sd Dolly Roberts, wd
EASTLAND (Eastland County)						
KERC 1953	1590 500-D	Tri-Cities Inc. 109½ S. Seaman St. 7	KBS Hill	Hugh Neeld, p	Grover Lee, pd	Dale Chick, ce
EDINBURG (Hidalgo County)						
KURV 1947	710 250 DA-N	KURV Inc. P. O. Box 480 Dudley 3-2777		Rogers Kelley, p J. M. McDonald, gm C. B. Conley, cm	Robert F. Dodson, pd, fd Irvan D. Williams, ce	Harrold Flood, nd Malcolm Walker, sd
EL CAMPO (Wharton County)						
KULP 1947	1390 500-D	Wharton County Best. Co. Inc. P. O. Box 1390 1390		Culp Krueger, p V. Frank Jones, gm, cm Jerry Werila, pd	Joe H. Miller, ce Chuck Schwartzkopf, nd	Vernon Schwarz, fd, sd Helen Werila, wd

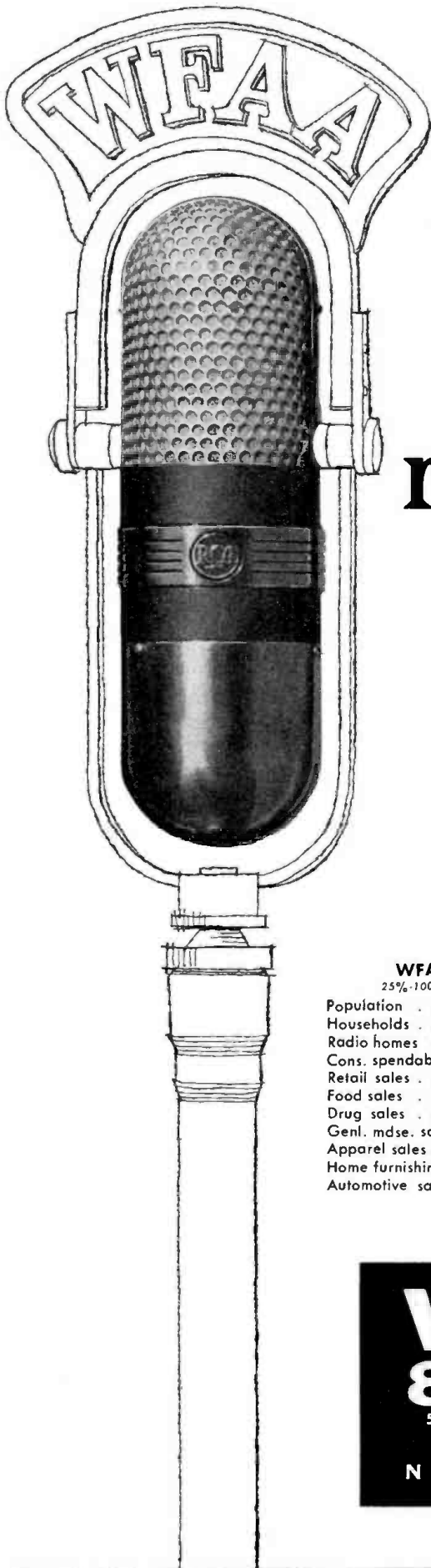
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Prosperous Radio Stations
 get **MONEY-MAKING
 IDEAS** from

**WORLD
 SALES AND
 PROGRAM SERVICE**
 WORLD BROADCASTING SYSTEM, INC.
 483 Madison Avenue, New York 22, New York
 CINCINNATI HOUSTON
 CANADIAN REPRESENTATIVES ALL-CANADA
 FACILITIES LIMITED, VICTORY BUILDING, TORONTO

**1st with BIG-NAME
 STARS and MUSIC**





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

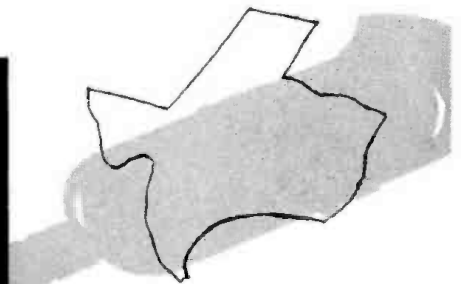
WFAA

820 • 570

50,000 WATTS 5000 WATTS

DALLAS

NBC • ABC • TON



ALEX KEESE, Station Manager
 GEORGE K. UTLEY, Commercial Manager
 EDWARD PETRY & COMPANY — National Representative
 RADIO SERVICE OF THE DALLAS MORNING NEWS

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
EL PASO (El Paso County)					
KELP 1947 KOKE (TV)	920 1,000-D 500-N DA-N	Trinity Bcstg. Corp. 4530 Delta 3-3658	H-R Reps.	Gordon B. McLendon, p Joe Roddy Jr., gm	Gordon Lloyd, cm Edward Winton, pd David L. Mott, ce Ray Miller, nd
KEPO 1948	690 10,000 DA-2	KEPO Inc. P. O. Box 3368 5-2731	ABC Texas State Net Pearson	W. B. Pratt, p John Thomas, gm, cm, fd	Bill Gordon, pd, pmm, nd Augustus Cavaldon, ce Jim Foster, sd Margery Koffroth, wd
KROD 1940 KROD-TV	600 5,000 DA-N	El Paso Times Inc. P. O. Box 1799 2-6551	CBS Southwest Net. Branham	Dorrance D. Roderick, p Val Lawrence, vp, gm	Tom Wiseheart, cm Ted Hunt, pd Ken McClure, pmm E. E. Talbott, ce
KSET 1949	1340 250	Rio Grande Bcstg. Co. 904 Magoffin St. 3-2693	McGillivra	Fred Hervey, p Ed Sullivan, gm, ce	Warren Pullen, cm Jim Hughes, fd Ken Houker, sd
KTSM 1929 KTSM-TV	1380 1,000-D 500-N	Tri State Bcstg. Co. 801 N. Oregon 2-5423	NBC Hollingbery	Karl O. Wyler, p Karl O. Wyler Jr., adm asst Roy T. Chapman, cm	Jack Chapman, pd John Phelan, pmm, sd Ken J. Walton, ce Conrey Bryson, nd
XEJ		(See Mexico listing)			

FALFURRIAS
(Brooks County)

KBLP 1954	1260 500-D	Radio Station KBLP Ltd. N. St. Mary's 555	KBS	Bob G. Hicks, p, gm Hayward Armstrong, cm Ray Lee, pd, fd	Mrs. R. Martinez, pmm H. Gomez, ce Joe Hayward, nd	Bill Hayes, sd Gloria Hicks, wd
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FLOYDADA
(Floyd County)

KFLD 1951	900 250-D	West Texas Bcstrs. Inc. P. O. Box 955 900	KBS Continental	B. A. Robertson, p Carl L. Minor Jr., gm, cm, nd	Glen Amburn, pd, sd W. M. Highfill, ce, fd	Alma Holmes, wd
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FT. STOCKTON
(Pecos County)

KFST 1953	860 250-D	Clyde E. Thomas Springhirst Hotel 690	KBS Best	Clyde E. Thomas, p Ernest A. Stodghill, gm Bill Dotson, cm	Joan Whitman, pd Don Anderson, ce	Ernie Allen, nd Nolan Conner, sd
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El Paso *Faster Than Growing Like a Beanstalk* among nation's top 30 in Rate of growth

- 5th Metropolitan Area in Size in America's Biggest State... and growing faster and sounder all the time.
- 23rd in Population Growth in the U.S.A.
- 16th in Effective Buying Income Growth in the U.S.A.
- 22nd in Total Retail Sales Growth in the U.S.A.
- 19th in Food Sales Growth in the U.S.A.
- 21st in General Merchandise Sales Growth in the U.S.A.
- 17th in Automotive Sales Growth in the U.S.A.
- 23rd in Drug Sales Growth in the U.S.A.

AND THIS METROPOLITAN AREA REPRESENTS LESS THAN HALF THE TOTAL MARKET REACHED BY KROD AND KROD-TV

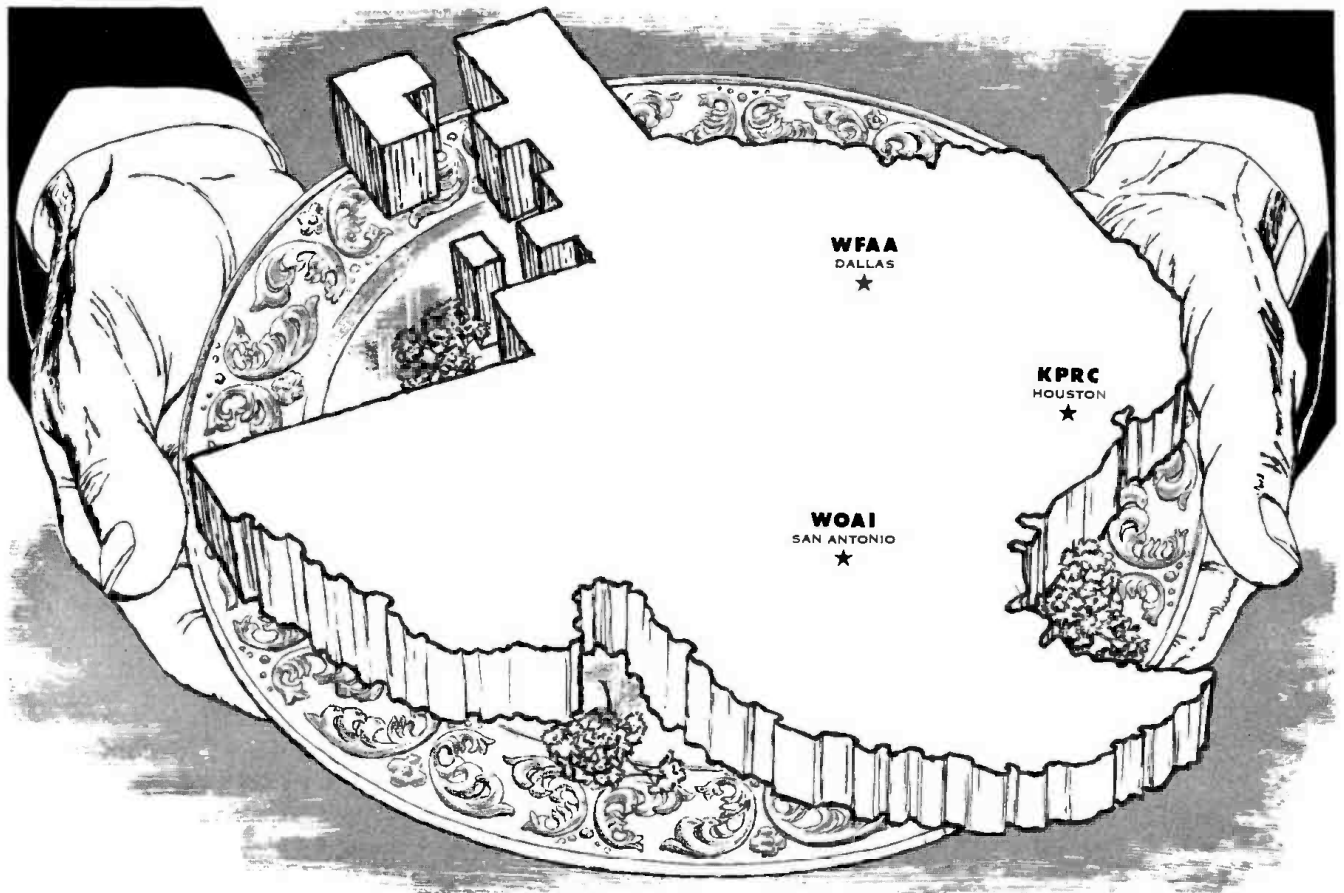
Sales Management figures were for the El Paso Metropolitan area only. They DID NOT include the rich, growing Southern New Mexico market with 105,400 potential customers... 150,000 in Juarez, Mexico and over 25,000 in Military Person-

nel, all of whom are in KROD-TV's coverage area. Nor did it include the population and buying power of the 10 additional West Texas counties and the 16 New Mexico counties covered by KROD radio.

YOU NOT ONLY BUY EL PASO —
YOU BUY THE EL PASO SOUTHWEST

when you buy **KROD-TV** and **KROD**
Roderick Broadcasting Company
Dorrance D. Roderick, Pres.
Val Lawrence, Vice-Pres. and Gen. Mgr.

CHANNEL 4 CBS-ABC • CBS RADIO 600 KC 5,000 WATTS
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



You Get 87% of TEXAS*

WHEN YOU BUY THE

TQN
G R O U P P L A N

Texas' largest radio audience is yours when you buy WFAA-Dallas, KPRC-Houston, and WOAI-San Antonio under the Texas Quality Network Group Plan. For both program and spot advertisers, the TQN Group Plan offers the only medium which gives such tremendous Texas coverage at the lowest possible cost per thousand.

The TQN "Big Three," each consistently first in its own coverage area, reach 87% of Texas radio homes PLUS 14,760 radio homes in bordering states.

If you are interested in Texas, you can tell your story best, and sell your product best by using the Texas Quality Network Group Plan.

*Radio homes—Nielsen 1952 SAMS 1952

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

WFAA
 DALLAS
 820 570

KPRC
 HOUSTON
 950

WOAI
 SAN ANTONIO
 570

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; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. s; Pres. p; Exec. vp. evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
FT. WORTH (Tarrant County)						
KCNC 1946	870 250-D	Blue Bonnet Bcstg. Corp. 2212 E. 4th St. Fortune 7175		J. H. Speck, p, gm Jim Bradley, cm	Walt Jones, pd	Chester Grubbs, ce
KCUL 1946	1540 10,000-D 1,000-N DA-2	Dalworth Bcstg. Co. 3607 Camp Bowie Blvd. Sunset 6555	Best	Kurt A. Meer, p	E. D. Rivers, treas	
KFJZ 1922	1270 5,000 DA-1	Tarrant Bcstg. Co. 4801 W. Freeway Edison 3474	MBS Texas State Net. H-R Reps.	Gene L. Cagle, p, gm Clyde D. Pemberton, cm	Hazel Riley, pd James T. Peterson, ce	Porter Randall, nd Dave Naugle, sd
KFJZ-TV 1946	970 1,000-D	Associated Bcstrs. Inc. 3801 Kimbo Road Valley 1278	Gill-Perna	John J. Flood Jr., p J. R. Pipes, gm Jerome Thomas, pd	M. A. Cardona, pmm Robert Christian, ce Dell Cook, nd	Dean Turner, fd Bill Goodson, fd Veima McEwen, wd
KXOL 1947	1360 5,000-D 1,000-N DA-N	KXOL Inc. 3004 W. Lancaster Edison 1448	Forjoe	Wendell Mayes, p Earle Fletcher, gm, pmm C. Hewel Jones, loc sim	Jerry Hahn, pd John Crouse, ce	Dick Smith, nd Augie Navarro, sd
WBAP 1922	820 50,000	Carter Publications Inc. 3900 Barnett	ABC NBC	Amon Carter Jr., p George Cranston, gm Roy Bacus, cm	A. M. Woodford, pd Margaret McDonald, pmm R. C. Stinson, ce	James A. Byron, nd W. A. Ruhmann, fd W. C. Sherman, sd
WBAP-TV 1949	570 5,000 DA-2 ST-WFAA Ch. 242 (B) 96.3mc 52kw	Lockwood 1981	Free & Peters			
FREDERICKSBURG (Gillespie County)						
KNAF 1947	1340 250	Gillespie Bcstg. Co. P. O. Box 311 311	MBS Best	Arthur Stehling, p Norbert A. Fritz, gm, cm, ce	Alene Fritz, pd, nd, co-fd, wd	Charlie Stone, co-fd
FREEPORT (Brazoria County)						
KBRZ 1952	1460 500-D	Radio Station KBRZ P. O. Box 1077 3-2855	KBS Best	Kelly Bell, p Kenneth Ferguson, evp, gm Clifford Holloway, cm	Robert Dickson, pd, sd Vivian Just, pmm Paul Wagonschein, ce	Thelma Willis, nd Noble F. Stover, fd Betty Freeman, wd
GAINESVILLE (Cooke County)						
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. 204 E. California St. Howard 5-5546	KBS Melville	Joe M. Leonard Sr., p Joe M. Leonard Jr., gm Earl Leonard, cm, nd	Frank Fancher, pd, sd Cordell Martin, ce	Tommy Tomlinson, fd Zella Allen, wd
GALVESTON (Galveston County)						
KGBC 1947	1540 1,000-D 250-N DA-N	Galveston Bcstg. Co. 715 Marine 3-4329	Pearson	James W. Bradner Jr., o, gm John Speciale, cm, sd	Bob Savage, pd, nd Luke Stripling, ce	Frances Kay Harris, wd
KLUF 1922	1400 250	KLUF Bcstg. Co. 6002 Broadway 5-6676	Rambeau	Geo. Roy Clough, p, gm	Braden E. Clough, cm, pd, pmm	Lee D. Clough, ce
GLADEWATER (Gregg County)						
KSLJ 1949	1430 1,000-D	Gladewater Bcstg. Co. P. O. Box 1426 2181	East Texas Net. Best	C. A. Lee, p Tom Perryman, gm, cm	Dal Bushnell, pd Tig Willeford, pmm	Lloyd Johnson, ce Shirley Graham, wd
GONZALES (Gonzales County)						
KCTI 1947	1450 250	Gonzales Bcstg. Co. 425 St. George St. 770	KBS Cooke	Lawrence M. Walshak, ptrn, gm	Frank Wilson Jr., ptrn, cm, pd, pmm, ce	David Walshak, nd, fd, sd
GRAHAM (Young County)						
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 1050 1200	Melville	Clay E. Thompson, p H. V. Newsom, gm, cm, ce	D. J. Chandler, pd, nd, fd Lonnie Williams, sd	Claris Stephens, wd
GREENVILLE (Hunt County)						
KGVL 1946	1400 250	Radio Station KGVL 1400 Wolfe City Hwy. Gladstone 5-1400	MBS KBS Texas State Net Pearson	Truett Kimzey, o Leo Hackney, p, gm, cm James D. Jones, pd	Paul D. Robinson, asst mgr Paul Daniels, ce Jimmy Jones, nd	Frank Melton, fd Bill Rust, sd June Williams, wd
HAMILTON (Hamilton County)						
KCLW 1948	900 250-D	C. M. Hatch & Coy Perry P. O. Box 592 500	KBS Melville	C. M. Hatch, co-o, gm Coy Perry, co-o Cecil Lee Boykin, cm, fd	Carl Knely, pd, ce, nd Al Scott, pmm	Bobby Swinson, sd Helen Townsend, wd
HARLINGEN (Cameron County)						
KGBT 1940	1530 50,000-D	Harbenito Bcstg. Co. P. O. Box 711 Garfield 3-3910	CBS Sombbrero Net. H-R Reps. Brown	McHenry Tichenor, p Troy McDaniel, gm Bob McDonald, mgr Sam Sitterle, pd	Otis Shumate, slm S. Harold Jones, ce Jerry Fisher, nd	Dick Griffith, fd Dan Keough, sd Sue Schneider, wd
KGBT-TV 1947	10,000-N DA-N					
HENDERSON (Rusk County)						
KGRI 1947	1000 250-D	Henderson Bcstg. Corp. P. O. Box 311 4528	Best	Roy B. Cannon, p W. C. Crawford, gm, cm	John T. Cauley, pd, pmm, nd, fd, sd	John Bolin, ce
KWRD (CP) 1947	1470 500-D	Wes Dean & Co. P. O. Box 219		Wesley R. Dean, ptrn	Wilton W. Freeman, ptrn	Lynn J. Roy, ptrn

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FIRST

- ★ On the air in the Southwest
- ★ With COLOR, in Texas
- ★ With full power, tall tower (1113 ft.)
- ★ With city grade service in both cities

DAILY COLORCASTING

"TEXAS LIVING" — attractive Margret McDonald gives latest fashion, food, beauty tips — a top-ranking women's show!

"THE JONES PLACE" — a tremendously popular western-style show, starring Neal Jones. Just two examples of local color programming for introducing and testing new products in dramatic color presentation.

"NBC MATINEE" — full hour of top dramatic entertainment each day, in vivid network color! Available only on WBAP-TV, Channel 5 — now in its 3rd year of colorcasting!

WBAP-TV

CHANNEL

5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. — National Representatives

HEREFORD

(Deaf Smith County)

KPAN 860
1948 250-D

Marshall Formby
P. O. Box 888
860

Best

Marshall Formby, p
Clint Formby, gm

Stewart Bean, cm, ce
Forrest Friedley, pd

Peggy Albright, nd
Louise Kalka, wd

HILLSBORO

(Hill County)

KHBR 1560
1948 250-D

Nelson W. Galle
P. O. Box 317
2-3431

KBS
Best
Melville

Nelson W. Galle, o, gm
J. K. Lane Jr., cm, fd, sd

Gordon Guest, pd

William F. Jones, ce, nd

HOUSTON

(Harris County)

KCOH 1430
1948 1,000-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 610
1948 5,000
DA-2

Howard Bestg. Corp.
Milby Hotel

KBS
Walker Rep.

Howard W. Davis, p
Howard L. Burris, vp

Glenn Douglas, gm

Bill Pelham, pd

KNUZ 1230
1948 250
KNUZ-TV
(CP)

Veterans Bestg. Co.
P. O. Box 2135
Jackson 3-2581

ForJoe

Max H. Jacobs, p
Dave Morris, gm

Bruno Leonardt, cm
Ken Grant, pd, pmm, sd

Ed Martin, ce
Bill Crawford, nd

KPRC 950
1925 5,000
KPRC-TV DA-N

Houston Post Co.
P. O. Box 1234
Madison 3-9271

NBC
Texas Quality
Net.
Petry

W. P. Hobby, p
Jack Harris, gm
Jack McGrew, cm

Lee Norton, pd
Kirt Harriss, pmm
Harvey Wheeler, ce

Pat Flaherty, nd
George Roesner, fd
Bruce Layer, sd

KPRC-FM Ch. 275 (B)
1946 102.9mc
48kw



st with NEWS in HOUSTON with a 6-man news staff!

JIM HAM

One of Houston's top newsmen, Jim is Night News Editor of K-NUZ.

WALT COLVIN

Walt, who started his radio career back in the mid-thirties, is a widely respected newsman.

BILL CRAWFORD

Youthful appearing, bass-voiced Bill Crawford is News Editor of K-NUZ.

JAY OLIVER

Jay stays on top of the news, wherever it happens, as a regular "Big Mike" hand.

GENE ECHOLS

Gene—the newest arrival on our staff—has a long-time background as a metropolitan radio newsman.

"BIG MIKE"

Houston's only radio station on wheels! Big Mike is a completely mobile transmitter—always first on the scene and first on the air, when news breaks.

K-NUZ

HOUSTON'S 24-hour Music and News

National Representative
FORJEO AND CO.

In Houston, call JA 3-2581
DAVE MORRIS

KPRC

R
A
D
I
O

**FIRST IN
HOUSTON RADIO
FOR
30 YEARS**

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN LOCAL NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN FACILITIES

NBC **KPRC**
950 HOUSTON
ON YOUR DIAL

NBC and TQM on the Gulf Coast

JACK HARRIS
Vice President and General Manager

FIRST IN RATINGS

Nationally Represented by
EDWARD PETRY AND COMPANY

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.

HOUSTON (Cont.)

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	
	KTHT 1944	790 5,000 DA-2	Texas Radio Corp. 4005 Travis St. Jackson 3-5535	MBS Raymer	Robert D. Straus, p Sam H. Bennett, gm, cm Johnny Goodman, pd	Andy White, pmm O. E. Johnson, ce Tim Osborne, nd	Ted Nabors, fd Loel Passe, sd Deen Rembert, wd
	KTRH 1930	740 50,000 DA-1 (CP-DA-2)	KTRH Bestg. Co. Rice Hotel Capital 7-4361	CBS Texas Bcstg. Sys. Texas State Net Blair	B. F. Orr, p William C. Bryan, gm Ray Bright, asst mgr, slm	Tom Jacobs, pd Helen Bender, pmm Tom Hiner, co-ce	Lester Mullan, co-ce John E. Smith, nd, sd Dewey P. Compton, fd
	KTRH-FM 1947	Ch. 266 (B) 101.1mc 29.5kw					
	KXYZ 1941	1320 5,000	Shamrock Bestg. Co. Gulf Bldg. Capitol 2-6151	ABC Avery-Knodel	Glenn H. McCarthy, p Fred Nahas, evp, gm Ted Hills, mgr Ken Bagwell, cm	Ken Duran, pd Philip R. Snyder, pmm Gerald R. Chinski, ce	Roland Baker, nd Guy Savage, sd Joy Mladenka, wd
	KXYZ-TV	DA-N					
	KYOK 1947	1590 5,000 DA-N	KYOK Inc. 412 Main St. Preston 3108	Pearson	Jules J. Paglin, co-o Stanley W. Ray Jr., co-o John Watkins, sm	Bob Mabry, cm Lou Grunewald, pd, nd	Dave Schaeffer, pmm Charles Hoge, ce

HUNTSVILLE

(Walker County)

	KSAM 1938	1490 250	Huntsville Bestg. Co. P. O. Box 312 30	MBS KBS East Texas Net.	M. B. Cauthen, p Roy Greer, gm, cm, pmm, sd	Jack Nichols, pd, ce I. J. Waldon, nd	Wesley Sherrill, fd
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JACKSONVILLE

(Cherokee County)

	KEBE 1947	1450 250	Billy A. Laurie P. O. Box 1071 2211	KBS East Texas Net.	B. A. Laurie, o, gm Jerry D. Spencer, cm	Bill Laurie, pd, nd, fd Mrs. Emo Laurie, pmm, wd	Dave Schmidt Jr., ce Ben Erle Laurie, sd
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JASPER

(Jasper County)

	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 Harold G. Pendergast, gm Lynn G. Robinson, cm	James Brasher, pd Wiley K. Poston, pmm Fred B. Smith, ce, nd	Charlie Slate, fd Carl E. Morgan, sd Jimmie Lee Yeates, wd
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JUNCTION

(Kimble County)

	KMBL 1951	1450 250	Kimble Co. Bcstg. Flat Rock Lane 70	KBS Hill	Farrell M. Brooks, p, gm, cm, ce, nd, fd, sd	Norma Sue Brooks, pd, wd	
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KENEDY

(Karnes County)

	KENN 1954	990 250-D	Charles W. Balthrope P. O. Box 990 990	Pearson Melville	Charles W. Balthrope, p Ed C. Balthrope, gm	Chuck Martin, pd Bill Porter, ce	Clyde Echols, fd
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KERMIT

(Winkler County)

	KERB 1950	600 1,000-D DA-D	KERB Inc. Hwy. 302 3481		Paul B. Greenwood, p Bert Webb, cm	Jane Stein, pd	R. H. Hemphill, ce
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KERRVILLE

(Kerr County)

	KERV 1948	1230 250	Kerrville Bcstg. Co. P. O. Box 791 900	Best	A. G. Rodgers, o, gm Wanda Oster, pd Clyde Jones, ce	Bill Crawford, nd Guy Powell, fd	Gary Gossett, sd Neil Lenard, wd
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KILGORE

(Gregg County)

	KOCA 1938	1240 250	Radio Station KOCA P. O. Box 989 2001	KBS East Texas Net.	Roy G. Terry, p H. A. Degner, gm Wayne Douglas, cm, sd	Fred Smart, pd, fd John Cook, pmm, nd	Karem Soule, ce Daisy McNeal, wd
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KILLEEN

(Bell County)

	KLEN 1955	1050 250-D	Highlite Bcstg. Co. P. O. Box 24 1-6361		A. W. Stewart, p, gm, cm, ce Herb Jepko, pd, nd	Sue Levens, pmm Commie Neal, sd	Carole Dillar, wd
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KINGSVILLE

(Kleberg County)

	KINE 1948	1330 1,000-D	Radio Sta. KINE Inc. 205 E. King Ave. 2-2822	Best	James H. Clement, p Ben A. Glusing, gm	Eston R. Pace, cm & sm	R. T. Whitaker, ce
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LAMESA

(Dawson County)

	KPET 1947	690 250	Lamesa Bcstg. Co. P. O. Box 30 2404	KBS	R. O. Parker, p Bob Bradbury, gm Paul Crow, cm	Geneva Crutcher, pd Gene Campbell, pmm Roland Ouellette, ce	Hal Fees, nd Walter Buckel, sd Bettye Campbell, wd
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LAMPASAS

(Lampasas County)

	KCYL 1948	1450 250	Lampasas Bcstg. Corp. Box 149 1000	Best	V. Dean Turner, p, gm & cm, nd		
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LAREDO

(Webb County)

	KVOZ 1952	1490 250	Border Bcstrs. Inc. P. O. Box 1498 3-4396	MBS KBS Pearson	E. J. Harpole, p Burney Jones, gm	Neil Gilligan Jr., cm Margarita Flores, pd	John Snyder, pmm Frank Manuel, ce
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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.

LEVELLAND
(Hockley County)

KLVT 1949	1230 250	Forrest Weimhold P. O. Box 886 1030	Forrest Weimhold, p Joe Garrison, gm, sd	Bobo Johnson, cm Gil Patschke, pd, ce	Bob Allen, nd Artie Forehand, fd
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LITTLEFIELD
(Lamb County)

KVOW 1947	1490 250	J. C. Rothwell, Ruth Rothwell & J. B. McShan P. O. Box 192 400	KBS J. C. Rothwell, ptrn, p J. B. McShan, ptrn, gm, cm	Othell Whitson, pd J. R. Potts, ce	Merton Pierce, nd Lloyd Spencer, sd
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LONGVIEW
(Gregg County)

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 1888 Plaza 8-4496	MBS Humble Net. Pearson	R. G. Letourneau, p James W. McClain, gm, cm Bill Rogers, pd, sd	George Warwick, pmm Clement Femeiat, ce Duane Fisher, nd Beth McClain, wd

LUBBOCK
(Lubbock County)

KCBD 1948	1590 1,000 DA-2	Caprock Bcstg. Co. P. O. Box 1507 Sherwood 4-1414	NBC Texas State Net. Texas Quality Net. Raymer	Joe H. Bryant, p Robert L. Snyder, asst gm Charles Diegel, cm, pmm	Al Goodnight, pd Frank Lee, ce	Keith Fuller, nd Bill Womack, sd
KDAV 1953	580 500-D DA-D	KDAV Ltd. P. O. Box 1319 Sherwood 4-4567	Pearson	D. P. Pinkston, p, gm Ralph Cercy, cm	Walt Lawson, pd, ce Gerald Sanders, pmm	Corwin Riddell, nd Ace Ball, fd
KDUB 1955	1340 250	Texas Telecasting Inc. 7400 College Ave. Sherwood 4-2345	Branham	W. D. Rogers, p John Kreiger, gm	John W. O'Brien, cm, pd, sd W. H. Shipley, pmm	Rudy Starnes, ce Jack McElrath, nd
KFYO 1927	790 5,000-D 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J Porter 5-5587	CBS Katz	W. B. Walker, p Gordon Thompson, gm, cm Bob Nash, pd, nd	Dan Tarpley, pmm W. S. Bledsoe, ce Bob Stephens, fd	Jack Dale, sd Anita Pope, wd
KLLL 1953	1460 500-D (CP-1,000-D)	KLLL Inc. Great Plains Life Bldg. Porter 3-1911	Indie	R. B. McAlister, p, gm Ernest E. Mark, sm	Glenn Smith, ce Robert Curtain, nd	Bill Metzger, sd
KSEL 1946	950 1,000-D 500-N DA-N	Lubbock Bcstg. Co. 1916 Avenue Q Porter 3-0484	ABC Rambeau	Walter G. Russell, p M. M. Rochester, gm, pmm Bob Hughes, cm	Don Opheim, pd Roger Hively, ce H. I. Kiefer, nd	Roy Custer, fd Jay Drennan, sd Betty McCraney, wd

LUFKIN
(Angelina County)

KRBA 1938	1340 250	Darrell E. Yates 120 Cotton Square 3-6661	ABC KBS East Texas Net. Continental	Darrell E. Yates, o, gm, pmm Dennis Brown, cm	Shirley Yates, pd Basil Barbee, ce	Joe Mainz, nd, sd
KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. Co. P. O. Box 701 3-7771	MBS Venard, Rintoul & McConnell Melville	R. W. Wortham Jr., p Richman Lewin, vp, gm Royce Christenson, cm	Boyd Porter Jr., pd, nd Fred C. Hill, ce Hampton Keathley, fd	Murphy Martin, sd Elizabeth Calloway, wd

MARLIN
(Falls County)

KMLW 1953	1010 250-D	KMLW Inc. Waco Hwy. 6-2551		Charles E. Reagan, p Hugh M. McBeath, gm	Duane W. Ramsey, cm, nd	Jerry S. Hughes, pd
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EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS 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. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Eco. Mgr. ndm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
MARSHALL (Harrison County)						
	KMHT 1947	1450 250	Harrison County Bcstg. Co. Marshall Natl. Bank Bldg. 5-7826	KBS Texas State Net.	E. W. Mahone Jr., p Virgil Stone, gm	H. A. Bridge, opr dir Don Shepard, ce Sam Stringfellow, nd
McALLEN (Hidalgo County)						
	KRIO 1947	910 1,000 DA-1	Valley Bcstg. Co. 500 E. Beaumont Murray 6-5454	ABC MBS Texas State Net. Everett-McKinney	Gene L. Cagle, p Charles E. Jordan, vp George C. Breeding Jr., gm	Normand Mann, pd C. T. McKasson, pmm Bill Meiners, ce Don Mallory, nd, sd
McCAMEY (Upton County)						
	KCMR 1954	1450 250	Sprayberry Bcstg. Co. 101 E. 5th St. 412	MBS Cactus State Net. KBS	Jack Hawkins, p	Gene Hendryx, vp & gm
McKINNEY (Collin County)						
	KMAE 1947	1600 1,000-D	McKinney Air Enterprises Inc. 218 E. Virginia St. 2-2651		George W. Smith Jr., p, gm Melvin Belew, cm	Denise Adkins, pd, wd C. W. Rampy, ce H. D. Mouzon, nd, sd
MEXIA (Limestone County)						
	KBUS (CP)	1590 500-D	Bi-Stone Bcstg. Co. P. O. Box 309 Athens, Tex.		J. B. McNutt Jr., o	
MIDLAND (Midland County)						
	KCRS 1935	550 5,000-D 1,000-N DA-2	Clarence Scharbauer Jr. & Ruth Scharbauer P. O. Box 1072 2-4393	ABC Texas State Net. Pearson	Clarence Scharbauer Jr., co-o Ruth Scharbauer, co-o Wallace R. Jackson, gm	Eleanor McDonald, cm Dean Orton, pd John Drummond, pmm, nd Tom Yates, ce Joe Talley, fd Dean Baker, sd
	KJBC 1950	1150 1,000-D	Jack Cecil P. O. Box 1658 4-5152	KBS Best	Jack Cecil, o, gm, ce Naomi Boswell, cm	Keith Ward, pd George Kuhn, pmm Don Luttrell, nd Evelyn Lines, wd
MINERAL WELLS (Palo Pinto County)						
	KORC 1946	1140 250-D	KORC Bcstg. Co. P. O. Box 31 319	KBS Continental	J. Elroy McCaw, p Harry A. Riley Jr., gm, cm Ruth Lee, pd	Olie Carriker, pmm, nd William McCreary, ce Leo Burch, fd, sd Thelma Doss, wd
MONAHANS (Ward County)						
	KVKM 1947	1340 250	Monahans Bcstrs. Inc. P. O. Box 1118 439	MBS Cactus State Net. Best	J. Ross Rucker, p, gm, nd, fd G. C. Greenlee, cm	Patsy A. Smith, pd Goldie Lowrimore, pmm, wd William R. Mettler, ce Ken Rutledge, sd
MT. PLEASANT (Titus County)						
	KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. P. O. Box 990 Parkview 4-4726		Winston O. Ward, o, mgr. ce Derral Tucker, cm	Ruby Stanley, pd, wd Rusty Reynolds, fd Charles Monk, sd
MULESHOE						
	KMUL (CP)	1380 500-D	David W. Ratliff P. O. Box 1123 Stamford, Tex.			
NACOGDOCHES (Nacogdoches County)						
	KELS (FM) (CP)	Ch. 261 (A) 100.1mc 0.33kw	Lee Scarborough P. O. Box 248		Lee Scarborough, o	
	KOSF 1949	1230 250	Kelly Bell P. O. Box 8 4-4633	ABC KBS East Texas Net.	Kelly Bell, p J. C. Stallings, gm, cm	Bob Atherton, pd Ed Rice, pmm Frank Murray, ce
	KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. 2107 North St. 4-3723		Wilbur C. Fouts, p, gm, cm Sarah Jane Moon, pmm, wd	Royce C. Smith, ce J. W. Mitchell, nd
NEW BRAUNFELS (Comal County)						
	KGNB 1950	1420 1,000-D	Comal Bcstg. Co. 184 S. Castell St. 1612	KBS	Charles W. Scruggs, p	Frank T. Wilson, vp, gm, cm, pd, pmm, nd, sd Bob Stewart, ce
ODESSA (Ector County)						
	KECK 1947	920 1,000-D 500-N DA-N	Ector County Bcstg. Co. 120 W. 3rd St. FE 6-3791	Forjoe	Ben Nedow, o, gm Roy Elsner, cm Dan Kalenak, pd	Jim Scott, pmm, nd David Williams, ce Norman White, fd Wynn Alby, sd Mrs. Carroll Lee, wd
	KOSA 1947	1230 250	Odessa Bcstg. Co. 115 W. 6th 6-4301	CBS Southwest Net. Branham	Cecil Trigg, p, gm Doyce R. Elliott, sm	Lou Lindsey, cm John McGowan, pd Royce Collier, pmm Jim Simpson, ce
	KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. P. O. Box 231 6-6871	MBS Cactus State Net. Best	R. O. Canon, p Jack Hawkins, gm	Marguerite LaRue, sm Jim Simon, pd Hal Whatley, ce Paul Singer, nd, sd

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 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.

ORANGE*(Orange County)*

KOGT 1947	1600 1,000 DA-N	Sabine Area Bcstg. Corp. 8-4381	Best	M. L. Jacobs, p Ed Lovelace, evp, gm	John C. Derrick, cm Ralph Ramos, pd, nd, sd	Dean Durham, ce
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PALESTINE*(Anderson County)*

KNET 1936	1450 250	Palestine Bcstg. Corp. P. O. Box 649 8686	MBS KBS East Texas Net. Falter	Allen E. Vinson, p, gm Milton M. Evans, cm	Marvin Crain, co-pd, ce, nd Don Norton, co-pd, sd	Errol Coker Jr., pmm Joy Rhodes, wd
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PAMPA*(Gray County)*

KPAT 1951	1230 250	Pampa Bcstg. Co. P. O. Box 1779 4-2551	KBS KBS Melville	R. O. Parker, ptrn Bob Bradbury, ptrn W. J. Beckham, ptrn	Bob Harris, gm, nd Dale Dawson, cm, ce Delores Cooper, pd, wd	Bob Carney, fd Jim Terrell, sd
KPDN 1936	1340 250	Top O'Texas Bcstg. Co. Hughes Bldg. 4-7461	MBS Best	Coy C. Palmer, ptrn, gm, pmm Warren L. Hasse, ptrn, pd, sd	Kay L. Fancher, cm William Spiller, ce	Henry S. Gordon, nd Jack K. Scott, fd

PARIS*(Lamar County)*

KFTV 1950	1250 500-D	Lamar Bcstg. Co. First Natl. Bank Bldg. 4-6676	KBS Best	D. W. Brawner, p James F. Hendrix, vp, gm	Elzie B. Parker Jr., asst mgr	Ross Babigan, ce
KPLT 1936	1490 250	North Star Bcstg. Co. P. O. Box 235 3-3311	ABC Texas State Net. Pearson	Fred Kincaid, p, gm Dick Eben, cm	Larry Sanville, pd, sd Virginia Wesssee, pmm	Jeff Methven, ce Margie Lou Hubbard, wd

PASADENA*(Harris County)*

KLVL 1950	1480 1,000-D 500-N DA-N	Felix H. Morales 2903 Canal St. Houston, Texas Capital 5-3208	Oakes	Felix H. Morales, p, gm Johnny P. Hernandez, cm, pmm	Joe M. Morales, pd Don L. Guilhur, ce Juan Martinez, nd, fd	Oscar Hernandez Durante, sd Anglina V. Morales, wd
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PECOS*(Reeves County)*

KIUN 1935	1400 250	Jack W. Hawkins & Barney H. Hubbs KIUN Bldg. Hickory 5-2497	MBS KBS Cactus State Net. Best Brown	Jack W. Hawkins, ptrn Barney Hubbs, ptrn David Martin, sm	Don Boston, cm, nd, sd Frank Cummings, pd	Harry Boehnemann, ce Lois Burleson, wd
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PERRYTON*(Ochiltree County)*

KEYE 1948	1400 250	Great Plains Bcstg. Co. P. O. Box 917 5771	MBS	Carl Ellis, p Irvin R. Buchanan, gm, cm	Max McLarty, pd, nd G. K. Rupprecht, pmm	Coy Thompson, ce Mrs. Irvin R. Buchanan, wd
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PLAINVIEW*(Hale County)*

KVOP 1944	1400 250	KVOP Inc. 1100 W. 24th Capitol 4-2771	MBS	W. J. Harpole, p Kermit Ashby, gm Tut Tawwater, cm, sd	Wes Carpenter, pd, nd Jack Griggsby, pmm Hugh Smith, ce	Perry Bowser, fd Sue Mathes, wd
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PLEASANTON*(Brooks County)*

KBOP 1953	1380 1,000-D	Ben L. Parker P. O. Box 247 4871	KBS Best	Ben L. Parker, p, gm, nd Tom Everitt, cm, pmm	W. H. Hilburn, pd Mona Parker, ce	Dale Frieberger, fd Mary E. Parker, wd
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PORT ARTHUR*(Jefferson County)*

KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 Yukon 2-9436		Socs Vratis, co-o, gm, nd, sd Mary A. Petru, co-o, sm, wd	Bob Tucker, cm Lulu Belle Davis, pd	Glen Hewitt, pmm Ray Hughes, ce
KPAC 1932	1250 5,000-D 1,000-N DA-N	Port Arthur College 1515 Lakeshore Drive Yukon 5-7458	MBS Pearson	J. W. Williams, p Marjorie R. Vickers, gm George Crouchet Jr., cm	Corinne Enos, pd, pmm Morris Glenn Boatright, ce Glenn Earle, nd	George Crouchet, fd Lester Ledet, sd Letha Lee Capland, wd

POST*(Garza County)*

KRWS 1955	1370 500-D	Wallace Simpson P. O. Box 1383 550	KBS	Wallace Simpson, p Bob Garrison, gm, cm, nd, fd, sd	Lou Garrison, pd, wd Weldon Kidd, pmm	Jerry White, ce
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QUANAH*(Hardeman County)*

KOLJ 1951	1150 500-D	Orville L. Jenkins P. O. Box 566 Montrose 3-2572	KBS Best	Orville L. Jenkins, p, gm, ce		
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ROSENBERG*(Ft. Bend County)*

KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co. P. O. Box 632 Northfield 2-3776		Jim Hairgrove, gm, cm, pmm Bill Sloan, loc slm	Paul Collins, pd, sd Frank Wood, ce	Morgan Jeffrys, nd Bob Nutter, fd
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RUSK*(Cherokee County)*

KTLU 1955	1580 500-D	E. H. Whitehead P. O. Box 111 533	Best	E. H. Whitehead, p Bob Stabler, gm, ce	Art Holt, cm, pd, pmm Perrin Willis, fd	O. M. Walker, sd Melba Campbell, wd
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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 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
SAN ANGELO (Tom Green County)						
KGKL	1928	960 5,000-D 1,000-N DA-N	Angelo Bcstg.- Telecasting Inc. P. O. Box 850 6715	ABC Texas State Net. Pearson	Lewis O. Seibert, p, gm Ernie Allen, cm	Franklin Rainey, pd, pmm, nd William Poteet, ce Robert Milburn, sd
KPEP	1954	1420 1,000-D	Concho Bcstg. Co P. O. Box 1350 2-4524	Best	D. P. Pinkston, co-o C. H. Treadway, co-o, gm Klomag Shipman, asst mgr	Clayton Jay, cm, pmm, fd, sd Dale Litzman, ce Sandra Palmer, wd
KTXL	1947	1340 250	Westex Bcstg. Co. P. O. Box 1271 7183	MBS Venard Rintoul & McConnell	Armstead D. Rust, p J. Harley Hubbard, gm Sealy Smith, cm, pd, pmm, sd	John Line, pd, nd Robert Benson, ce Neil Baird, nd Al Cobb, fd Odene Crawford, wd
KWFR	1954	1260 1,000-D	Solar Bcstg. Co. P. O. Box 1269 2-3388	Brown	Walton A. Foster, p, gm, nd M. W. Hinds, cm Josh Hardin, pd, pmm	Arthur Henderson, ce W. D. Reese, fd Don Adkins, sd Pearl Morgan, wd
SAN ANTONIO (Bexar County)						
KCOR	1947	1350 5,000-D 1,000-N DA-2	KCOR Inc. Co. 111 Martinez St. Capitol 5-2751	Sombrero Net. O'Connell Dora-Clayton	Raoul A. Cortez Sr., p Nathan Safir, gm Bill Lamar, cm Oscar Arguendo, pd	Raoul A. Cortez Jr., pmm Marvin E. Fiedler, ce Carlos Garcia, nd Rogelio Frias, fd Guillermo Lozano, sd Lydia de Garay, wd
KENS	1926	680 50,000-D 10,000-N DA-N	Express Publishing Co. Ave. E. & Third Sts. Capitol 7-8151	CBS Texas Bcst. System Free & Peters	Frank G. Huntress Jr., p Albert D. Johnson, gm Bill Joekel, cm Harold Carr, pd	Robert W. Miller, pmm Bill Jackson, ce Ford Mitchell, nd Bill Shomette, fd Jim Wiggins, sd Monette Shaw, wd
KEXX	1953	1250 500-D	Leal Bcstg. Co. 403 N. Flores St. Capitol 7-6373	McGillvra	Manuel D. Leal, p, gm Louie M. Muro, asst gm Manuel Davila, cm	Rafael Alberto Ronquillo Chavez, pd Jose de Arratia, producer, wd Charles F. Harris, ce Jose Barrios, nd, sd
KITE	1947	930 1,000-D	Radio KITE Inc. 310 Transit Tower Capitol 6-0335	Pearson	Charles W. Balthrope, p Alex A. Coe, gm Kelly Wofford, cm	Stanley Nelson, pd Glen Krueger, pmm John Siercovich, ce Coit Butler, nd
KITE-FM	1951	Ch. 247 (B) 97.3mc 8.3ktw				
KIWW	1948	1540 250-D	Good Neighbor Bcstg. Co. 518 W. Houston St. Capitol 6-5254	Natl. Time Sales Oakes	Joe Olivares, p James F. Anderson, gm	Lola Spitz, asst mgr, wd Salvador Zatarain Rubio, pd Gustavo A. Rangel, nd Fradera Brunet, sd

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- 105 counties in the .5 Millivolt area of KENS
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- 1,171,100 families earn their living within KENS' range
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KENS
680 CBS
SAN ANTONIO, TEXAS
EXPRESS-NEWS STATION

30,000 WATTS OF NET POWER

SAN ANTONIO (Cont.)

KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-24 W. Commerce St. Capitol 3-6211	NBC KBS Texas State Net. Walker	Howard W. Davis, p, gm, cm A. S. Bessan, pd, pmm	Al Knight, ce Bill Atkins, nd	Ted Johnson, sd Peggy McWhorter, wd
KISS (FM) 1946	Ch. 258 (B) 99.5mc 12.87kw	(KMAC, Am Affiliate)				
KONO 1927	960 5,000-D 1,000-N DA-N	Mission Bcstg. Co. 317 Arden Grove Capitol 6-5171	H-R Reps. Brown	Eugene J. Roth, p James M. Brown, gm Bob A. Roth, cm	A. J. Lewis, pd Jack Roth, pmm George W. Ing, ce	Raymond Hunt, nd, sd Blake McCreless, fd
KONO-FM 1948	Ch. 225 (B) 92.9mc 4.4kw					
KTSA 1928	560 5,000 DA-N	Sunshine Bcstg. Co. 1130 Broadway Capitol 7-1251	ABC MBS Raymer	O. R. Mitchell, p Charles D. Lutz, gm W. G. Egerton, ce	Bill Lee, co-nd H. G. Vincent, co-nd Bill Borom, fd	Les Miller, sd Leona Bender, wd
KTSA-FM 1949	Ch. 268 (B) 101.5mc 15kw					
WOAI 1922 WOAI-TV	1200 50,000	Southland Industries 1031 Navarro St. Capitol 7-4221	NBC Texas Quality Net. Petry	Hugh A. L. Half, p James M. Gaines, gm Rex Preis, cm	Robert Reed, pd Bill Yancey, pmm Charles Jeffers, ce	Henry Howell, nd Billy McReynolds, fd Randall Clay, sd

SAN MARCOS

KCNY 1948	1470 250-D	Central Bcstg. Co. P. O. Box 32 Export 2-3545	KBS Best	Lawrence Walshak, p Frank T. Wilson Jr., vp, ce	Thadis W. Box, gm, cm, fd Elward Ruffin, pd, wd	Cathy Walls, nd Travis Gray, sd
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SEMINOLE

KSML 1955	1250 1,000-D	Seminole Bcstrs. 402 South Main St. 3798		Clint Formby, co-o	Marshall Formby, co-o	W. H. Blymiller, gm, cm
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SEQUIN

KWED 1948	1580 1,000-D	Sequin Bcstg. Co. 200 S. Camp St. 1580	Best	Garfield Kiel, p Stan McKenzie, sm, pmm David Haines, asst cm	Henry Lehnhoff, pd, nd Louis Sowders, ce	John Traeger, sd Faye Chessher, wd
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SEYMOUR

KSEY 1950	1230 250	William C. Moss P. O. Box 1191 2525	KBS	William C. Moss, p, gm, cm Elizabeth Moss, pd, wd	Gordon Guest, pmm Richard O. Dorimer, ce	Norman Donoho, nd, fd J. R. Chism, sd
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MANY PLEASANT HOURS
WITH THEIR WIVES!**

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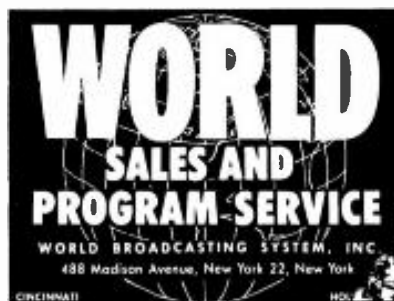
City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
SHAMROCK (Wheeler County)					
	KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620	KBS Best	Albert Cooper, p Lester Campbell, gm Bill Day, pd Wayne Johnson, ce
SHERMAN (Grayson County)					
	KDSX KRRV 1938	910 1,000 DA-1	(See Denison listing) Red River Valley Bcstg. Corp. P. O. Box 84, Denison P. O. Box 865, Sherman Denison 423 Sherman 201	MBS Texas State Net. Pearson	Tom E. Spellman, p, gm Fred Cook, cm, (Sherman) Don Traphagen, cm (Denison), fd Earl Ellington, pd, nd Loe Etta Johnson, pmm Tom John, ce Walter Vaughn, sd Dorothy Cox, wd
	KTAN 1947	1500 250-D	Stephenville Bcstg. Co. P. O. Box 661 3368	KBS Best	Galen O. Gilbert, co-o J. R. Kincaid, co-o Jack R. Reeves, gm, cm Carroll A. Wynn, pd, sd James T. Shelton, ce, fd Mary Paul Reeves, nd Mary M. Claycomb, wd
SINTON (San Patricio County)					
	KANN 1954	1590 1,000-D DA-D	San Patricio Bcstg. Co. P. O. Box 1061 84		Tom C. Fleet, p, gm Hugh Danaceau, cm Ernie Wood, pd, ce, nd Princess J. Fleet, pmm Bart Boyd, fd Tom Fleet, sd Ruth Cheek, wd
SNYDER (Scurry County)					
	KSNY 1949	1450 250	Snyder Bcstg. Co. P. O. Box 1468 3-5451	MBS KBS Continental	J. T. Hughes, p, gm Mel Zane Gilbert, cm Zeb Williams, pd, nd, sd Jim Pilant, ce
STAMFORD (Jones County)					
	KDWT 1947	1400 250	David W. Ratliff 1400	MBS Melville	David W. Ratliff, p, gm, cm Tom Hughes, pd, fd George Morey, pmm, ce, sd Judge Cherry, nd Ellen Head, wd
STEPHENVILLE (Erath County)					
	KSTV 1947	1510 250-D	Galen O. Gilbert & J. R. Kincaid P. O. Box 102 Lindsey 3141		Galen O. Gilbert, p, gm, cm, fd John Dyer, pd, sd Jim Farr, pmm Floyd Jeter, ce Bill Bentley, nd Wanda Pack, wd
SULPHUR SPRINGS (Hopkins County)					
	KSST 1947	1230 250	Hopkins County Bcstg. Co. Radio Road Gladstone 3-3111	MBS KBS	W. E. Bradford Jr., p, gm Clovis Pinion, cm Janice Maddox, pd, wd Delray Funderburke, pmm Bill Bradford, ce Margaret Thomas, nd Jim Anderson, fd, sd
SWEETWATER (Nolan County)					
	KXOX 1939	1240 250	Radio and News Inc. P. O. Box 570 4655	MBS Best Melville	J. S. McBeath, o Charles W. Stewart, gm, nd Henry A. Dupree, slm Bob D. Billingsley, pd, prom dir Bishop F. Kelly, ce Donald R. Brooks, fd Ed Alexander, sd
TAYLOR (Williamson County)					
	KTAE 1948	1260 1,000-D	KTAE Inc. 121 E. 2nd St. Elwood 2-3831	KBS	G. G. Conoley, p, gm John M. Wehby, cm Dick Chaney, pd, nd, fd, sd Harry Gaines, pmm Gordon Rainey, ce Karine Gilstrap, wd
TEMPLE (Bell County)					
	KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. 3rd Prospect 3-5252		Frank W. Mayborn, p Dale S. Phares, gm D. H. Drier, nd Tom Matts, fd John Brazell, sd Lynn Cater, wd
TERRELL (Kaufman County)					
	KTER 1949	1570 250-D	Terrell Bcstg. Corp. P. O. Box 431 4-4497		Paul Wnorowski, p, gm Chick Franklin, cm, pmm Dean Tiller, pd Martin Pitts, ce M. H. Whitt, nd Paul Rusky, fd Bill Collins, sd Mary Whitt, wd
TEXARKANA (Bowie County)					
	KCMC 1932 KCMC-TV	1230 250	KCMC Inc. 315 Pine St. 3-6151	ABC Texas State Net. Venard, Rintoul & O'Connell	C. E. Palmer, p Frank O. Myers, gm Harvey Robertson, ce
	KCMC-FM 1945	Ch. 251 (B) 98.1mc 1.4kw			
	KOSY 1951	790 1,000-D 500-N DA-N	Gateway Bcstg. Co. P. O. Box 1318 22-3771	MBS Arkansas Net. Razorback Net. Pearson	A. L. Davis, ptrn Dr. W. Decker Smith, ptrn Tom Dillahunty, gm Herman Cecil, cm Walter Richardson, pd, sd George Lester, pmm Charles Mathis Jr., ce Bill Gill, nd Ernest Hackworth Jr., fd Carol Nethery, wd
	KTFS 1946	1400 250	KTFS Inc. 4325 N. Stateline 3-5123	KBS Dora-Clayton Falter Indie	Robert S. Bietoh, o, gm Les Eugene, pd, pmm, fd John Harmon Crawford, ce George Dobson, nd, sd Margaret McDonnell, wd
TEXAS CITY (Galveston County)					
	KTLW 1947	920 1,000-D	Texas City Bcstg. Service Show Boat Bldg. 54418	KBS	J. G. Long, p Roy E. Hanson, sm Joanne Gilliam, pd, pmm, wd

Data corrected to Dec. 15, 1955. 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.

TULIA (Swisher County)					
KTUE 1954	1260 1,000-D	Tulia Bcstrs. 110 N. Armstrong 5-3531	Clint Formby, co-o Marshall Formby, co-o	Tommy C. Hulsey, gm Norman Holiday, cm	Robert G. Purrington, ce Ernest Thrasher, sd
TYLER (Smith County)					
KGKB 1935	1490 250	Lucille Lansing P. O. Box 1459 2-3873	MBS Pearson	Lucille Lansing, p Gerry Lansing, gm	Sam Matthews, cm Ed Smith, pd
KLTV (TV)					
KTBB 1947	600 500-D 1,000-N DA-N	Blackstone Bcstg. Co. 311 N. Broadway 4-7278	ABC Texas State Net. Venard, Rintoul & McConnell Melville	Mrs. C. N. Clyde, p M. E. Danboun, gm W. L. Whitworth, cm	Arthur Skupsky, pd David H. Bothwell, pmm R. A. Wileman, ce
(CP)	1330 500-D	Dana W. Adams 1323 E. 6th St.		Thomas B. Moseley, o	Hudson Collins, ce John Lenox, sd
(CP)	690 250-D DA-D	Tyler Bcstg. Co. 6114 Northwood Rd. Dallas, Tex.			Bob Murdoch, fd Al Turner, sd
UVALDE (Uvalde County)					
KVOU 1947	1400 250	E. J. Harpole & W. J. Harpole P. O. Box 758 717	E. J. Harpole, p, gm Jack Senter, cm, pmm	Bill Woods, pd Al Mason, ce, nd, fd, sd	Sally Robinson, wd
VERNON (Wilbarger County)					
KVWC 1939	1490 250	Northwestern Bcstg. Co. 1813½ Wilbarger St. 2-6221	Clark Melville	James E. Doyle, p, co, gm, cm	
VICTORIA (Victoria County)					
KNAL 1949	1410 500 DA-N	Victoria Bcstg. Co. Inc. P. O. Box 642 Hilcrest 3-9176	Best	A. B. Alkek, p James A. Traber, gm Warren Dentler, cm Robert J. Smith, pd	R. Frank Nance, pmm Douglas Smith, ce Armand Baker, nd
KVIC 1939	1340 250	KVIC Bcstg. Co. Inc. P. O. Box 725 3-9171	MBS	John G. Long, p William C. Burks, gm, cm Bill Jackson, pd	Ross Fillion, pmm Vic Boldt, ce Pat Reed, nd
WACO (McLennan County)					
KWTX (1946) KWTX-TV	1230 250	KWTX Bcstg. Co. P. O. Box 3128 3-7331	MBS Pearson	M. N. Bostick, mgng dir C. L. Hinkle, gm Mack Brinegar, cm Joe Saragusa, pd	Tom Cabaniss, pmm William Moore, ce Bill Stinson, nd
WACO 1922	1460 1,000 DA-N	WACO Bcstg. Corp. P. O. Box 3158 2-6571	ABC Texas State Net. Weed	Wendell Mayes, p R. E. Lee Glasgow, gm	Jack Vinson, ce Goodson McKee, sd
WAXAHACHIE (Ellis County)					
KBEC 1955	1390 500-D DA-D	Ellis County Bcstg. Service Hwy. 287 E. 1197	Melville	W. Richard Tuck Jr., p, gm Gene Stanley, cm Ernie Burgin, music dir	Fred Weaver, ce Charles Wallace, nd Joe Love, fd
WEATHERFORD (Parker County)					
KWFB (CP)	1220 250-D	Weatherford Bcstg. Co. 1099 Waterford Drive Dallas, Texas		Edward E. McLemore, ptrn	Roy Thomas Gibson, ptrn
WESLACO (Hidalgo County)					
KRGV 1927 KRGV-TV	1290 5,000 DA-N	Taylor Radio & TV Corp. 201 Border 375	NBC Pearson	O. L. Taylor, p Brad Smith, gm Kenneth E. Markel, cm	Johnny Roark, pd Ted Cressner, pmm Lewis Hartwig, ce

YOUR STATION +

**1st with timely
selling aids!**



= MORE REVENUE!

CANADIAN REPRESENTATIVES ALL CANADA
FACILITIES LIMITED, VICTORY BUILDING, TORONTO



WICHITA FALLS
(Wichita County)

KSYD 1947 KSYD-TV	990 10,000-D 1,000-N DA-2	Grayson Enterprises 904 Travis 2-8959	ABC Venard, Rintoul & McConnell Brown	Sydney A. Grayson, p, sd George Craig, gm	Bob Cain, cm Bill Richie, pd, nd	Dorothy Dooley, pmm, wd Mark Webb, ce
KTRN 1949	1290 5,000-D 1,000-N DA-N	Texoma Bestg. Co. of Wichita Falls 917½ Scott St. 2-5214	MBS Pearson	A. Boyd Kelley, p, gm Robert A. Prichard, cm Bill Edgar, pd	Robert Harmon, ce Glenn Shelton, fd	Jack Britton, sd Yolanda Morrison, wd
KWFT 1939	620 5,000 DA-N	Kenyon Brown P. O. Box 420 3-4181	CBS Blair	Kenyon Brown, p		

UTAH


MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Cars 1954			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Beaver	4,856	1,300	\$ 4,075	\$ 764	\$ 166	1,292	Rich	1,673	500	902	285	437			
Box Elder	19,734	5,600	22,282	3,793	396	6,157	Salt Lake	274,895	87,000	353,621	74,895	11,636	104,654		
Cache	33,538	9,500	35,908	6,220	1,044	9,889	San Juan	5,315	900	1,719	328	963			
Carbon	24,901	7,100	27,910	5,720	542	6,914	Sampeete	13,891	3,800	10,491	1,790	387	3,744		
Daggett	364	100	118	55	56	Sevier	12,072	3,200	14,456	1,995	271	3,777		
Davis	30,867	10,000	25,782	8,499	636	13,590	Summit	6,745	1,700	4,860	1,233	147	2,078		
Duchesne	8,134	2,000	7,572	1,432	76	2,023	Tooele	14,636	5,100	14,190	3,943	593	6,347		
Emery	6,304	1,300	2,482	372	61	1,632	Uintah	10,300	2,700	9,820	1,081	290	2,746		
Garfield	4,151	900	2,311	262	34	815	Utah	81,912	23,400	79,945	18,130	2,127	26,001		
Grand	1,903	500	1,079	411	25	1,223	Wasatch	5,574	1,300	5,722	742	65	1,701		
Iron	9,642	2,500	15,378	2,477	438	3,146	Washington	9,838	2,600	8,504	1,453	185	2,432		
Juab	5,981	1,500	5,937	1,429	180	1,699	Wayne	2,205	300	951	124	28	565		
Kane	2,299	600	1,753	139	57	534	Weber	83,319	27,200	103,550	22,534	3,121	31,942		
Millard	9,387	2,400	9,610	1,009	247	2,530	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.								
Morgan	2,519	600	2,410	246	63	1,058									
Plute	1,911	500	656	105	455									

DIRECTORY OF AM AND FM STATIONS


BRIGHAM CITY
(Box Elder County)

KBUH 1948	800 250-D	Revelle M. Bone 948 West Forrest 948	KBS	Wade M. Ebeling, p, gm, nd Art Fishler, cm, fd	Conrad Rosenthal, pd, sd Audrey Nelsen, pmm, wd	Sam Stephens, ce
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KSYD

WHEN BUYING WICHITA FALLS




KSYD

BUY KSYD

ABC 990 KC

Because :

1. A. B. C. Network.
2. 10,000 Watts.
3. Serving over 1,000,000 radio listeners since 1947 with tops in both local and nat'l. news and sports.
4. 15 hours of music daily.
5. Promotion and merchandising staff at your disposal.



SYD GRAYSON
Pres.

GEORGE CRAIG
Gen. Mgr.

VENARD, RINTOUL & McCONNELL
Nat'l. Sales Rep.

CLARKE BROWN CO.
Southern Rep.

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
CEDAR CITY (Iron County)						
	KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. 189 N. Main St. 580	CBS Bonneville Net.	Ivor Sharp, p Arthur L. Higbee, mgr Waiter V. Lowe, sim	E. Mauray Payne, pd, sd Richard N. Gunn, ce Robert L. Heyborne, nd, fd Fern Johnson, wd
LOGAN (Cache County)						
	KLGN-1 / 1954	1390 1,000-D	Atlas Engineering Co. 1870 Atkin Ave. 2600	Great Western Net. Weed	Obed C. Haycock, p, gm Mel Richardson, cm, pd, nd, sd	Dee Jensen, pmm Merlin Bowen, ce
	KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS Intermountain Avery-Knodel	Herschel Bullen, p Reed Bullen, sec-treas, gm, pmm, nd, fd	W. W. Kirkland, cm Morgan White, pd Belmont Olesen, ce Wed Bastian, sd Maye Porter, wd
MOAB (Grand County)						
	KURA (CP)	1450 250	R. L. McAllister 5125 Wichita St. Ft. Worth, Tex.			
MURRAY (Salt Lake County)						
	KMUR 1948	1230 250	Oral J. Wilkinson 4646 South State Elgin 5-7464		Oral J. Wilkinson, o Howard W. Pingree, gm	Ted Rogers, cm, nd Mitzi Bailey, asst mgr, pd, wd
OGDEN (Weber County)						
	KLO 1924	1430 5,000 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 sim
	KOPP 1947	730 1,000-D	KOPP Inc. West 12th St. 4-3476	KBS	Wm. L. Lindsey, p	Robert K. Hansen, vp, gm Roger D. Thomsen, cm Frank Hancock, ce
	KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson St. 2-7535	Tri-City Net. Webb	Arch G. Webb, p, gm, pmm Clifford Pomeroy, cm	Joe Critchlow, pd, sd Warren Angwin, ce David B. Affleck, nd

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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.

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.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	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.	Executive Abbreviations
PRICE (Carbon County)						
	KOAL 1936	1230 250 (CP-DA-N)	Eastern Utah Bestg. Co. P. O. Box 591 200	MBS, KBS Intermountain Avery-Knodel	Jack Richards, p, gm, cm	Carl P. Wolfrom, pd, pmm Leo E. Reid, ce
PROVO (Utah County)						
	KEYY 1949	1450 250	Mid-Utah Bestg. Co. 172 West Center Franklin 3-2174	KBS	D. Spencer Grow, p Edwin A. Niehay, gm, pmm	Dave Weiser, cm, nd, sd Hal Parkes, pd Lovell Killpack, ce Donna Gosar, wd
	KIXX 1947	1400 250	Central Utah Bestg. Co. Inc. P. O. Box 550 Franklin 3-3336	ABC Webb Hollingbery	Frank A. Van Wagenen, co-o, p, cm Harold E. Van Wagenen, co-o, gm, pd, pmm	Francis O. Boyer, ce Henry Cameron, nd Ford Harmon, fd Linn Rockwood, sd JoAnn Zabriskie, wd
	KOVO 1939	960 5,000-D 1,000-N DA-N	KOVO Bestg. Co. 16 East 300 North Franklin 3-8550	MBS Intermountain Avery-Knodel	Clifton A. Tolboe, p L. H. Curtis, gm, cm	James H. Lawrence, pd, sd, wd Wayne Carle, pmm, nd, fd Kenneth O. Hansen, ce
RICHFIELD (Sevier County)						
	KSVK 1947	980 1,000 DA-N	Sevier Valley Bestg. Co. 620	Intermountain Avery-Knodel	Homer R. Bandle, p Arthur R. Tucker, gm, cm	Hal Edwards, pd, nd Sylvia Stewart, pmm Ralph Ross, ce, sd Sally Hansen, wd
SALT LAKE CITY (Salt Lake County)						
	KALL 1945	910 1,000 DA-1 (CP-DA-N)	Salt Lake City Bestg. Co. Inc. 146 South Main St. Empire 4-3561	MBS Intermountain Avery-Knodel	George C. Hatch, p, gm Thomas H. Anderson, cm Ronnie J. McCoy, pd	Clark Lobb, pmm W. D'Orr Cozzens, ce Jim Peterson, nd Stan Farnsworth, fd Mal Wyman, sd Gordon Owen, wd
	KDYL 1922	1320 5,000	Intermountain Bestg. & TV Corp. 130 Social Hall Ave. Davis 2-5681	NBC Great Western Net. Katz	G. Bennett Larson, p, gm Glenn C. Shaw, cm	Del Leeson, pmm Allen L. Gunderson, ce Jack Goodman, nd
	KDYL-FM 1948	Ch. 254 (B) 98.7mc 1.2kw				
	KLUB 1938	570 5,000 DA-1	Utah Bestg. & Tv Co. 179 Social Hall Ave. Davis 2-2505	Hollingbery	Frank C. Carman, p, gm	Allan Thomas, cm

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IN SALT LAKE CITY IT'S RADIO

... AND KNAK IS 1st.*

**YOUR
TICKET
SIR ...**

**1280
KNAK**

YOU REACH 7 OUT OF 10 FAMILIES AT LOWEST COST PER LISTENER

This ticket entitles you to a profitable ride through the Utah market—a market only slightly smaller than Washington D. C., Boston or San Francisco and larger than Pittsburgh, Milwaukee or Houston.

YOU REACH 7 OUT OF 10 FAMILIES AT LOWEST COST PER LISTENER

1280

**MUSIC
NEWS
5000
WATTS**

***Hooper Rating**
(12:00 Noon to 6:00 P.M. Average)

Station KNAK (Independent)	27.8
Station "A"	27.2
Station "B"	14.6
Station "C"	13.7
Station "D"	7.2

When you ride with KNAK you're on the number one station in the Salt Lake market* . . . 24 hours a day for music, news and sports. You are right at the distribution center of a booming billion dollar market.

Represented nationally by Forjoe & Co., Inc.
1042 So. 6th West, Salt Lake City, Utah
*Hooper, February, 1955—12 Noon-6 P.M.

SALT LAKE CITY (Cont.)

KNAX 1945	1280 1,000-D 500-N DA-N (CP-5,000-D 500-N DA-N)	Granite District Radio Bcstg. Co. 1042 S. 6th West Empire 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	1180 50,000	Radio Service Corp. of Utah 10 South Main St. Elgin 5-4641	CBS Bonneville CBS Radio Spot Sales	J. Reuben Clark Jr., p Ivor Sharp, evp Eugene M. Halliday, vp, mgr Frank B. McLatchy, sls dev mgr	Joseph A. Kjar, sim J. Allen Jensen, pd A. Richard Robertson, pmm Vincent E. Clayton, ce	Rulon L. Bradley, nd Elvon W. Orme, fd El Dean Bennett, sd
KSL-FM 1946	Ch. 262 (B) 100.3mc 5.9kw					
KSOP 1955	1370 1,000-D	Seagull Bcstg. Co. P. O. Box 2557 HU 4-4435	Gill-Perna	Ralph Elwood Winn, p M. H. Hilton, gm, cm	King Harmon, pd Sam Moll, pmm	Larry Steppe, ce
KWHO 1955	960 1,000-D	William W. Phillips 343 South State St. Elgin 9-0191		William W. Phillips, p	Ray Servatius, pd, pmm	Carl Spencer, ce

VERNAL
(Utah County)

KVEL 1947	1340 250	Utah Bcstg. & Tv Co. 120 E. Main 494	Intermountain	Frances Felch, p Lee Walker, gm, pd	Grant Parry, cm, sd	Wallace D. Raker, ce, nd, fd
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VERMONT

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955		
Addison	19,442	4,900	\$16,180	\$ 4,673	\$ 364	*111,201	Orange	17,027	4,400	13,799	2,881	363			
Bennington	24,115	7,400	25,895	7,702	543		Orleans	21,190	5,500	20,423	4,134	397			
Caledonia	24,049	6,900	26,820	6,269	508		Rutland	45,905	12,700	54,258	14,226	1,010			
Chittenden	62,570	17,600	76,954	20,234	1,618		Washington	42,870	11,500	44,262	12,769	835			
Essex	6,257	1,700	3,332	1,720	79		Windham	28,740	8,100	32,419	9,082	710			
Franklin	29,894	8,000	30,315	9,195	636		Windsor	40,885	12,100	42,573	11,518	899			
Grand Isle	3,406	800	2,123	880			Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.								
Lamoille	11,388	2,800	9,466	3,040	292										

* State wide total.

DIRECTORY OF AM AND FM STATIONS

BENNINGTON
(Bennington County)

WBTV 1953	1370 500-D	Catamount Bcstrs. Inc. 6321	McGillvra Kirby	J. Gordon Keyworth, o, p, ce	Benjamin A. Hubley, sm	Ross Wilson, nd
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BRATTLEBORO
(Windham County)

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, cm, pmm	Paul Kelly, pd Edward Simes, ce, fd Robert Douglas, nd	Robert Farson, sd Clara Antonetti, wd
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BURLINGTON
(Chittenden County)

WCAX 1931	620 5,000	WCAX Radio Inc. 135 Main St. 2-5781	CBS Weed	C. P. Hasbrook, p C. W. Grinnell, sm James W. Tierney, ce	John A. Sullivan, nd W. C. Dow, fd	Tony Adams, sd Carol King, wd
WCAX-TV 1954	DA-2 1400	WDOT Corp. 109 S. Winooski Ave. 2-5776	McGillvra Walker	Val Carter, p, gm Vincent J. D'Acuti, cm	Don Bartlett, pd, pmm, nd, sd	Roger Laroche, ce Paula Dame, wd
WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 4-5774	ABC Everett-McKinney Kettell-Carter	David W. Howe, p A. E. Spokes, gm, cm	Frank Balch, pd, pmm Donald Wheatley, ce	Wynne Casey, wd

THE NORTH COUNTRY STATIONS OF VERMONT

Main Office: Concord Avenue, St. Johnsbury, Vermont

Telephone: PI 8 - 2344

WTWN

ST. JOHNSBURY

DATA	U.S. & CANADA Within 0.5 MV/M Contour	U.S. Within 0.1 MV/M Contour	CANADA TOTAL Within 0.1 MV/M Contour
Audience Population	123,670	232,900	110,600
Households	40,160	70,660	28,950
With AM Radio	38,920	67,800	27,400
TOTAL RETAIL SALES	140,590	242,400	73,100

"VERMONT'S
MOST LISTENED
TO STATIONS"

WIKE
NEWPORT

WNIX
SPRINGFIELD

1 TIME SPOT RATE—\$13.50

Represented nationally by:

JOSEPH HERSHEY MCGILLVRA, INC.

THE WALKER REPRESENTATION CO. — BOSTON

INDEPENDENT
PROGRESSIVE
EFFECTIVE

VERMONT

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.
MONTPELIER (Washington County)					
WSKI 1947	1240 250	Paul J. Perreault 94 Main St. Capital 3-5275	ABC Grant	Harry C. Perrigo, gm, cm Robert J. Bannon, pd, fd	Gerard L. Marcotte, ce Stanley Ryan, nd Eliot A. Page, sd Ruth Schlanger, wd
NEWPORT (Orleans County)					
WIKK 1952	1490 250	Memphremagog Bcstg. Co. Inc. P. O. Box 586 832	McGillvra Walker	E. Dean Finney, p Donald A. Thurston, vp, mgr, ce	William Graham, pd Donald J. Barry, nd William Diamond, sd Helen Bowman, wd
RUTLAND (Rutland County)					
WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. P. O. Box 591 Prospect 3-3200	Gill-Perna Kirby	John J. Carusone, p John H. Bennett, gm Clarence L. Jasmin, cm	Dorcas Hart, pd Frank McCormack, pmm Kenneth J. Pockett, ce George Cameron nd, sd David J. Corey, fd Teri L. Bennett, wd
WSYB 1930	1380 1,000 DA-N (CP-5,000-D 1,000-N DA-N)	Phillip Weiss Music Co. 35 Washington St. Prospect 3-8140	MBS, KBS Yankee Walker McGillvra	Phillip Weiss, p	J. H. Weiss, sm
ST. ALBANS (Franklin County)					
WWSR 1941	1420 1,000-D	Vermont Radio Corp. 75 North Main St. 1390	Yankee Walker	Lloyd E. Squier, p, gm Richard W. Hill, cm, pmm Robert Leavitt, pd	Theodore Boisvert, ce Stuart Perry, nd, fd A. Warren Clapp, sd Claire Hill, wd
ST. JOHNSBURY (Caledonia County)					
WTWN 1949	1340 250	Twin State Bcstrs. Inc. Concord Ave. Pioneer 8-2344	Vermont State McGillvra Walker	E. Dean Finney, p, gm Tom Kibbe, sm, pd, pmm	John Byrne, cm James Edgerton, ce Elby Stevens, nd, sd Shirley Kibbe, wd
SPRINGFIELD (Windsor County)					
WNIX 1954	1480 1,000-D	Connecticut Valley Bcstg. Co. Inc. 106 Park St. Turner 5-4514	Vermont State McGillvra Walker	E. Dean Finney, p, gm Kenneth Greene, mgr John Byrne, cm	Al Davis, pd Gerry Wells, ce, sd Lloyd Howe, nd Kitty Gompertz, wd
WATERBURY (Washington County)					
WDEV 1931	550 1,000 DA-2	Lloyd E. Squier 9 Stowe St. Cherry 4-7321	MBS Yankee Everett-McKinney	Lloyd E. Squier, o, gm Craig S. Parker, cm, pd Warren C. Chase, ce	Tom Dodd, nd Harold Grout, fd Ted Powers, sd Connie Graves, wd

VIRGINIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Passenger		County	Population 1950	Radio		Passenger		
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)			Cars 1954	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)
Accomack	33,832	9,600	\$26,098	\$ 7,208	\$.....	*962,026	Frederick	17,537	9,100	41,277	8,186	1,251
Albemarle	26,662	13,100	62,642	13,295	Fredericksburg**	12,518
Alexandria**	61,767	Giles	18,956	4,900	16,182	4,189	568
Alleghany	23,139	7,500	27,537	6,180	Gloucester	10,343	2,700	7,048	1,406	72
Amelia	7,908	1,500	3,119	345	Goochland	8,934	1,600	2,222	1,080
Amherst	20,332	4,100	4,841	2,724	Grayson	21,379	5,500	16,042	2,256	313
Appomattox	8,784	1,800	4,171	681	Greene	4,745	1,000	1,147	508
Arlington	135,449	69,300	254,139	76,048	Greensville	16,319	3,500	12,619	2,779	428
Augusta	34,154	17,100	57,244	13,389	Halifax	41,442	9,100	22,330	4,846	740
Bath	6,296	1,400	3,148	966	Hampton**	5,966
Bedford	29,627	7,200	12,736	3,404	Hanover	21,985	5,400	9,824	3,007	115
Bland	6,436	1,300	1,687	339	Harrisonburg**	10,810
Botetourt	15,766	3,800	5,181	2,303	Henrico	57,340	85,000	412,817	86,851	14,869
Bristol**	15,954	Henry	31,219	12,000	41,909	9,604	866
Brunswick	20,136	4,100	11,234	1,860	Highland	4,069	800	979	324
Buchanan	35,748	7,700	15,934	2,621	Hopewell**	10,219
Buckingham	12,288	2,400	4,337	864	Isle of Wight	14,906	3,300	9,378	2,250	190
Buena Vista**	5,214	James City	6,317	2,500	12,902	2,990	42
Campbell	28,877	20,600	90,056	17,911	King and Queen	6,299	1,200	1,821	1,040
Caroline	12,471	2,500	6,065	2,102	King George	6,710	1,700	2,171	1,010
Carroll	26,695	6,700	7,475	1,786	King William	7,589	1,700	7,386	2,303	31
Charles City	4,676	800	721	550	Lancaster	8,640	2,100	7,148	1,628	160
Charlotte	14,057	2,900	4,576	907	82	Lee	36,106	7,800	12,813	2,297	338
Charlottesville**	25,969	Loudoun	21,147	5,000	16,796	4,786	505
Chesterfield	40,400	13,100	11,929	4,421	230	Louisa	12,826	2,800	6,303	1,772	128
Clarke	7,074	1,700	4,341	1,385	205	Lunenburg	14,116	3,200	8,712	1,761	219
Clifton Forge**	5,795	Lynchburg**	47,727
Colonial Heights**	6,077	Lynchburg**	8,273	1,900	2,412	964	33
Craig	3,452	800	1,217	242	28	Martinsville**	17,251
Culpeper	13,242	3,100	13,667	2,332	313	Mathews	7,148	1,700	4,162	922	68
Cumberland	7,252	1,400	1,455	287	68	Mecklenburg	33,497	7,600	24,610	5,090	477
Danville**	35,066	Middlesex	6,715	1,700	4,384	609	73
Dickenson	23,393	4,900	8,491	1,681	110	Montgomery	29,780	10,100	34,737	8,143	1,130
Dinwiddie	18,639	13,000	52,818	12,568	1,941	New Kent	25,238	9,500	33,017	7,228	1,195
Elizabeth City**	55,028	Newton	14,042	3,000	4,234	1,413	37
Essex	6,530	1,300	5,174	1,348	67	Newport News	3,985	900	2,188	41,417	5,106
Fairfax	98,557	31,800	42,431	14,543	1,316	Norfolk	42,358	126,800	161,966	112,013	15,356
Falls Church**	7,535	Norfolk (city)	213,513	4,097	273
Fauquier	21,248	5,100	18,421	4,050	412	Northampton	17,300	4,300	12,585	931	66
Floyd	11,351	2,600	4,586	764	74	Northumberland	10,012	2,300	4,792	3,236	609
Fluvanna	7,121	1,600	2,575	1,148	68	Nottoway	15,479	4,100	15,120	2,062	389
Franklin	24,560	5,500	11,337	1,933	290

MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Orange	12,755	2,900	11,623	1,843	273	South Norfolk	10,434						
Page	15,152	3,700	9,110	1,843	273	Spotsylvania	11,920	6,300	33,683	6,853	988		
Patrick	15,942	3,400	4,814	1,154	36	Stafford	11,902	3,000	3,389	1,816	38		
Petersburg**	35,054					Staunton	19,927						
Pittsylvania	66,096	25,900	90,229	20,685	2,687	Suffolk	12,339						
Portsmouth**	80,039					Surry	6,220	1,400	2,202	446	68		
Powhatan	5,556	1,100	2,524	431		Sussex	12,785	2,500	8,482	1,869	193		
Prince Edward	15,398	3,500	12,727	2,175	457	Tazewell	47,512	11,200	35,915	8,285	993		
Prince George	19,679	6,800	16,923	5,260	566	Warren	14,801	4,200	15,715	4,218	531		
Prince William	22,612	5,100	16,926	4,123	564	Warwick	39,875	44,400					
Princess Anne	42,277	12,000	30,890	9,233	932	Washington	37,536	12,900	45,803	9,266	1,449		
Pulaski	27,758	7,300	18,829	4,994	639	Waynesboro**	12,357						
Radford**	9,026					Westmoreland	10,148	2,500	7,607	1,317	219		
Rappahannock	6,112	1,300	1,461	181		Williamsburg**	6,735						
Richmond	6,189	1,300	4,173	730	30	Winchester**	13,841						
Richmond (city)	230,310					Wise	56,336	13,200	44,580	9,833	1,047		
Roanoke	41,486	38,600	166,411	38,709	4,748	Wythe	23,327	5,700	19,717	3,767	435		
Roanoke (city)	91,821					York	11,750	3,100	3,716	1,411	74		
Rockbridge	23,359	7,000	19,897	5,171	1,352								
Rockingham	35,079	12,200	46,321	5,276	1,061								
Russell	26,818	5,900	12,144	1,634	117								
Scott	27,640	6,500	7,246	1,282	175								
Shenandoah	21,169	5,600	15,757	3,590	338								
Smyth	30,187	7,100	18,982	3,543	618								
Southampton	26,522	5,900	15,780	4,203	491								

* State wide total.
** Independent city.

Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

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.
ALEXANDRIA (Fairfax County)					
WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3-3000	Webb	Carl L. Lindberg, o, p, gm, ce Jack Moran, cm, pd	Bob Giffen, nd Nat Wright, sd
ARLINGTON (Arlington County)					
WARL 1946	780 1,000-D	Northern Virginia Bcstrs. Inc. 5232 Lee Hwy. Kenmore 6-9000		Cy Blumenthal, p Ray Armand, gm George Crump, cm John Galloway, pd	George Henning, pmm James Petty, ce Robert Sandin, nd Donald Owens, fd Howard Fisher, sd Betty Church, wd
WARL-FM 1946	Ch. 286 (B) 105.1mc 2.9kw				
WEAM 1947	1290 5,000 DA-2	Arlington Fairfax Bcstg. Inc. P. O. Box 9314 Republic 7-7161		Harold Thoms, p Sidney Magelof, gm, cm	Robert Downie, ce Nat Allbright, ce
BEDFORD (Bedford County)					
WBLT 1950	1350 1,000-D	Bedford Bcstg. Corp. P. O. Box 406 8245		James E. Synan, p, gm Douglas B. Catlin, cm	Robert A. Scott Jr., pd John P. Laughlin, ce
BIG STONE GAP (Wise County)					
WLSB 1953	1220 1,000-D	Gap Bcstg. Co. P. O. Box 244 960		W. H. Wren Jr., p, gm, cm Mark Prichard, pd, pmm, nd, sd	David Ross, ce Larry Dean, fd Ruth Jensen, wd
BLACKSTONE (Nottoway County)					
WKLV 1947	1490 250	Blackstone Bcstg. Corp. P. O. Drawer 192 478	KBS Interstate United Newspapers	Harris L. Umstead, p, gm	Cosby A. Draper Jr., ce
BRISTOL (Washington County)					
WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Front & Cumberland Sts. North 3560	Gill-Perna	Robert H. Smith, p, gm J. Fey Rogers, vp, sm James D. Thomas, pd	Russell V. Robinson, ce Walter Crockett, nd Frank Raymond, fd Alice Friberg, wd
WFHG 1947	980 5,000-D 1,000-N DA-N	Bristol Bcstg. Co. Inc. Valley Drive North 3620	MBS Walker	W. L. Nininger, gm Jack Martin, cm, sd	Basil Saffer, pd, nd John Hughlett Jr., ce Earl Davis, fd
WOPI 1929		(See Bristol, Tenn. listing)			
WOPI-FM 1946		(See Bristol, Tenn. listing)			

1st with special campaigns and jingles that sell, Sell, SELL!

brings you the BIG NAMES that draw BIG AUDIENCES and BIG BUSINESS!

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. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News. Farm. Sports or Women's Dir. nd, fd, sd, wd.
CHARLOTTEVILLE (Albemarle County)						
WBFX (CP)	1010 250-D	Lawrence Lee Kennedy 1009 Wertland		Lawrence Lee Kennedy, o		
WCHV 1933	1260 1,000 DA-N	Barham & Barham Rose Hill Drive 2-5121	ABC Clark	Charles Barham Jr., o Robert C. Walker II, gm, cm R. G. Sketchley Jr., pd, pmm	Kenneth Colby, ce Norman Kelsey, nd, fd	Cris Cramer, sd Jo Anne Foster, wd
WINA 1949	1450 (CP-1400) 250	Charlottesville Bcstg. Corp. 4th & Main 2-6177	MBS KBS	Donald G. Heyne, p, gm Thomas M. Behrendt, cm Edmond M. Desmond, pd	Lawrence L. Kennedy, ce Ira Hull, nd, fd	Ray Rushton, sd Barbara Brown, wd
WINA-FM 1954	Ch. 237 (A) 95.3mc 0.8kw					
CHRISTIANSBURG (Montgomery County)						
WBCR 1955	1260 1,000-D	Montgomery Bcstg. Co. P. O. Box 96 Evergreen 2-4063	Indie	Dr. Vernon H. Baker, p, ce Durwood Powell, gm, pmm John H. Thompson Jr., cm	Frank Starling, pd, sd Tony Sargent, nd	Rex Wayne, fd Mrs. Verlon Leonard, wd
CLIFTON FORGE (Alleghany County)						
WCFV 1950	1230 250	Clifton Forge Bcstg. Corp. 2147		C. H. Lawler, p T. V. Stevens, gm, cm, pd, pmm, nd, fd, sd	Donald H. Walker, ce	Mrs. T. V. Stevens, wd
COLONIAL HEIGHTS (Chesterfield County)						
WCLA 1955		(See Petersburg listing)				
COVINGTON (Alleghany County)						
WKEY 1941	1340 250	Earl M. Key P. O. Box 710 8351	ABC Devney	Earl M. Key, p, gm Kenney Bryant, cm, pmm, fd, sd	John Lee Davis, pd, nd	Grover K. Fulk, ce
CREWE (Nottoway County)						
WSVS 1947	800 1,000-D	Southern Virginia Bcstg. Corp. 7811	Interstate United Newspapers	Calvin S. Willis, p John E. Sadler, gm Frank Watkins, sm	Freeman Stewart, cm Bob Richards, pd, pm	C. E. Wilson, ce Don Greene, nd, fd, sd
WSVS-FM 1949	Ch. 284 (B) 104.7mc 14kw					
CULPEPER (Culpeper County)						
WCEA 1949	1490 250	Culpeper Bcstg. Corp. Radio Lane 8338	MBS KBS Indie	Len T. Preston, p John T. Rogers, gm, cm Mark Anders, pd, pmm, nd	Walt Wilkerson, ce Marvin Bates, fd	Jim Stover, sd Ann W. Rogers, wd
DANVILLE (Pittsylvania County)						
WBTV 1930	1330 5,000-D	Piedmont Bcstg. Corp. 710 Grove St. 2350	ABC Gill-Perna	L. N. Dibrell, p Milton N. Adams, mgr George J. Lund, cm Anthony Naylor, pd	Eddie Allgood, pmm Lyle C. Motley, ce Leon Smith, nd	Charles Lingafelt, fd Hal Hamrick, sd Sally Bendall, wd
WBTV-TV (CP)	1,000-N DA-N					
WDVA 1947	1250 5,000-D 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Natl. Bank Bldg. 5300	MBS Tobacco Net. Keller Burn-Smith	John D. Pruitt, p Emerson J. Pryor, vp, gm Stover J. Morris Jr., cm Dick Campbell, pd	Jeff Waugh, pmm Howard Clendenon, ce Charles Craig, nd	Homer Thomasson, fd William Roward, sd Milli Willeford, wd
EMPORIA (Greensville County)						
WEVA 1952	860 1,000-D	Stone Bcstg. Corp. Cor. Washington & Delaware 2133	KBS	Maxey E. Stone, p Al Drew, sm, pd, nd	Sally Whitlock, cm, wd Dennie Perkinson, pmm, fd, sd	Elton A. Short Jr., ce
FAIRFAX (Fairfax County)						
WFJR 1955	1310 500-D	OK Bcstg. Co. c/o Arthur Kellar 984 Radcliffe Dr. Alexandria, Va.		Arthur Kellar, ptrn	George E. Oleson, ptrn	
FALLS CHURCH (Fairfax County)						
WFAX 1948	1220 500-D	Lamar A. Newcomb Tower Square Jefferson 2-0900	KBS	Lamar A. Newcomb, p, gm Jack James, cm	Genevieve Main, pd, pmm Richard J. Fanning, nd, ce	Warren H. Orr, sp Dorine Barbash, wd
FARMVILLE (Prince Edward County)						
WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. 3rd St. 870	Clark	Carla B. Keys, o John D. Wilson, gm John C. Calhoun, pd	Charles K. Chrismon, ce Roger Keller, nd	Reginald Speir, fd Al Smith, sd
FREDERICKSBURG (Spotsylvania County)						
WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Drawer 269 Essex 3-7721	ABC KBS	Richard Field Lewis Jr., evp John Carl Morgan, gm, ce, cm	Jack Tucker, pd, nd Arch Harrison, pmm	Earl Copp, sd

Data corrected to Dec. 15, 1955. 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.

FRONT ROYAL*(Warren County)*

WFTR 1948	1450 250	Sky-Park Bcstg. Corp. P. O. Box 192 750	MBS KBS	J. Gruver Hillidge, p Kenneth Gordon, gm, cm, sd	Thomas H. Gibson, pd, nd Stanley J. Karas, pmm	J. William Poole, ce, fd Drayton Norcom, wd
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GALAX*(Carroll County)*

WBOB 1947	1360 1,000-D	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 2921	MBS KBS	R. V. Morris, p Joe P. Crockett, gm J. Brice Parks, cm	Muriel M. Bell, pd, wd Marguerite Vass, pmm Edward Boyer, ce, fd	Paul S. Hill, nd David A. Lehman, sd
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GRUNDY*(Buchanan County)*

WNRG 1948	1250 1,000-D	Va-Ky Bcstg. Co. Inc. P. O. Box 1072 Webster 5-7581		Herman G. Dotson, p David B. Jordan, gm, ce	Aubry Garber, asst mgr, sd Froud Sutphin, nd	Marge Jordan, wd
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HAMPTON*(York County)*

WVEC 1948	1490 250	Peninsula Bcstg. Corp. 1930 Pembroke Ave. 6332	NBC Avery-Knodel	Thomas P. Chrisman, p, gm Harrol A. Brauer Jr., vp, sis dir	L. W. Kliewer, opr mgr, sd Ernest T. Harris, cm Dick Kidney, pd	Pete Franklin, pmm William C. King Jr., ce Lewis T. Jester, nd
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HARRISONBURG*(Rockingham County)*

WSVA 1935	550 5,000-D	Shenandoah Valley Bcstg. Corp. Rawley Pike 4-4431	NBC Pearson	Frederick L. Allman, p, gm Howard C. Evans, cm, pmm Alvin Mullinax, pd	Warren L. Braun, ce Wip Robinson, nd Homer Quann, fd	Conrad Phillips, sd Virginia Lindamood, wd
WSVA-TV 1945	1,000-N DA-N					
WSVA-FM 1945	Ch. 264 (B) 100.7mc 7.2kw					

HOPEWELL*(Prince George County)*

WHAP 1948	1340 250	Hopewell Bcstg. Co. P. O. Box 621 801	KBS Southern Virginia Net. Indie	C. S. Willis, p William R. Craig, gm Billy R. Krohn, ce	Steve H. Keiss, nd Harry Gentry, fd	Robert Peterson, sd Faith Heckel, wd
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LEXINGTON*(Rockbridge County)*

WREL 1948	1450 250	Rockbridge Bcstg. Corp. P. O. Drawer 902 6000	NBC KBS Indie	Marshall L. Wilmer, p Milton B. Henson, evp, gm J. B. Trainer, cm	Joe Lynn Jr., pd James I. Bray Jr., ce Lewis Minter, nd	Joe Knakals, sd Louise Oder, co-wd Annabelle Minter, co-wd
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LYNCHBURG*(Campbell County)*

WBRG (CP)	1050 1,000-D	Harry A. Epperson Sr. Ararat, Va.		Harry A. Epperson Sr., o		
WLVA 1930	590 1,000	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingbery	Edward A. Allen, p Philip P. Allen, gm, cm	Warren Uttal, pd, pmm John T. Orth, ce	Wayne Tyler, nd, fd Rod Lea, sd
WLVA-TV 1947	DA-2					
WWOD 1947	1390 5,000-D	Lynchburg Independent Bcstrs. Inc. P. O. Box 1300 2-3441	NBC Walker	Cy N. Bahakel, p Frank Tirico, asst gm	Henry Hughes, cm William Donehower, pd	Don Neil, pmm Forest Pinkerton, ce
WWOD-FM 1948	Ch. 261 (A) 100.1mc 0.94kw					

MARION*(Smyth County)*

WMEV 1948	1010 1,000-D	Mountain Empire Bcstg Corp. Park Blvd. & Route 737 3-9001	ABC KBS Indie	Robert C. Wolfenden, p, gm, cm, pmm	Mrs. Robert C. Wolfenden, pd, wd	Edward Surface, ce Bryan McMurry, nd, fd, sd
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MARTINSVILLE*(Henry County)*

WHEE 1954	1370 500-D	Mecklenburg Bcstg. Corp. 9811	Stars Natl.	John W. Shultz, p, gm Charles F. Adams, cm, nd Grace P. Uram, pd, wd	Thomas W. Patterson, pmm T. E. Tatum, ce	Jim Eanes, fd Lewis Compton, sd
WMVA 1941	1450 250	Martinsville Bcstg. Co. Chatham Heights 2152	NBC KBS Grant	H. Grady Moore, p Maynard E. Dillaber, evp, gm, nd Lester L. Williams, cm	Barbara H. Zimmerman, sec- treas, pd, wd John Bouldin, pmm	B. Edward Boyer, ce Lee Gilbert, fd Paul E. Zimmerman, sd
WMVA-FM 1950	Ch. 242 (B) 96.5mc 2.7kw					

MOUNT JACKSON*(Shenandoah County)*

WSIG 1954	790 1,000-D	Richard Field Lewis Jr WSIG Bldg. 790		Richard Field Lewis Jr., p H. T. VanDerwerker, gm, cm, pmm	Shorty King, pd Phil Whitney, ce	Ed Maddon, nd, sd Van Thomas, fd
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NARROWS*(Giles County)*

WNRV 1953	990 1,000-D	Giles Bcstg. Co. Route 100 Park 1150		H. J. Romanus, p H. Tom Hicks, gm	John M. Holland, cm Lew Kurtz, pd	Washington Elitchko, ce
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NEWPORT NEWS*(Elizabeth City County)*

WACH 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631	Walker	John Doley, p H. A. Seville, gm Jerry Foster, cm	Ted Totar, pd, nd Ted Crutchfield, pmm	Sanford Willis, ce, fd Shirley Daniels, wd
WACH-TV 1947		(See Norfolk listing)				
WGH 1928	1310 5,000 DA-1					

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm;	Executive Abbreviations Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
NORFOLK (Norfolk County)							
	WBOF	1600	(See Virginia Beach listing)				
	1954	1,000-D					
	WACH	1270	(See Newport News listing)				
	1947	1,000-D					
	WCMS	1050	Cy Blumenthal Helena Bldg. Madison 5-0525		Cy Blumenthal, p Roy LaMere, gm Charles Bentz, cm	Art Berrett, pd Ted Spivey, ce Theodore Crutchfield, nd	Mrs. B. LaMere, wd
	1954	1,000-D					
	WGH	1310	Hampton Rds. Bcstg. Corp.	ABC	William R. VanBuren Sr., p Edward E. Bishop, gm Dan E. Hydrick Jr., vp, sm	Jack Whitehead, cm Ambert Dail, pd, pmm	Alois Braun Jr., ce Edwin Meyer, nd
	1928	5,000 DA-1	739 Boush St. Madison 2-3353	Forjoe			
	WGH-FM	Ch. 247 (B)					
	1947	97.3mc 36kw					
	WLOW	1400	(See Portsmouth listing)				
	1947	250					
	WNOR	1230	Norfolk Bcstg. Corp. 1019 Boissevain Ave. Madison 2-7071	Weed	Louis H. Peterson, p Earl Harper, gm, cm	Allan G. McLellan, pd, pmm, nd	Howard Sheets, ce Josh Barry, sd
	1949	250					
	WRAP	850	Rollins Bcstg. of Virginia Inc.	Rollins	O. Wayne Rollins, p James H. Mayes Jr., sm	Al Lynn, loc sim Libby Taylor, pd	Glen Frazier, ce Oliver Allen, sd
	1952	1,000 DA-2	Portlock Bldg. Madison 7-8307	Pearson			
	WRVC (FM)	Ch. 273 (A)	Larus & Bro. Co. 2712 Colley Ave. Madison 7-1100		John B. Tansey, mgr Norman C. Willcox, cm	C. G. Massie Jr., pd	H. R. Long, ce
	1948	102.5mc 8.5kw					
	WTAR	790	WTAR Radio Corp. 720 Boush St. Madison 5-6711	CBS	Campbell Arnoux, p, gm John C. Peffer, asst gm Robert M. Lambe, gen sim	Harold Soldinger, gen pd Jack Black, loc sim Richard L. Lindell, ce	Gil McLeod, nd Blair Eubanks, sd Mildred Alexander, wd
	1923	5,000		Petry			
	WTAR-TV	DA-N					
NORTON (Wise County)							
	WNVA	1050	Blanfox Radio Co. Inc. 700	MBS, KBS Burn-Smith	R. B. Helms, p Jack T. Helms, gm, cm, pmm	Jack Darnell, pd, nd, sd Gene Tommerdahl, ce	James True Jr., fd
	1946	1,000-D (CP-1350 5,000-D)					
	WNVA-FM	Ch. 289 (B)					
	1955	107.7mc 4.6kw					
ORANGE (Orange County)							
	WJMA	1340	James Madison Bcstg. Corp.	MBS	Welford A. Sherman Jr., p	Joe E. Cole, gm, cm, ce	
	1949	250	P. O. Box 271 Orange 7283				
PETERSBURG (Dinwiddie County)							
	WCLA	1290	Harry A. Epperson Jr. P. O. Box 87 Regent 2-3478		Harry A. Epperson Jr., p, gm, ce Norman Ragsdale, cm	Olive P. Epperson, pd Ray Frazier, pmm	Samuel Johnson, nd, sd Mrs. C. F. Scott, wd
	1955	1,000-D					
	WSSV	1240	Southside Virginia Bcstg. Corp.	MBS	Louis H. Peterson, p Ray L. Moss, gm Ed Vaughn, cm N. W. Andrews, pd	Katherine Nunnally, pmm, wd Jerome Dvorachek, ce	Herbert Woodruff, nd Fred Herman, fd Thomas Quain, sd
	1945	250	112 West Tabb St. Regent 3-4567				
PORTSMOUTH (Norfolk County)							
	WAVY	1350	Portsmouth Radio Corp. Professional Bldg. Export 7-3488	NBC Burn-Smith	Hunter C. Phelan, p Carl J. Burkland, gm Howard Stanley, cm, pmm	Edward G. Sheridan Jr., pd William Manrov, ce Frank Facenda, nd	Herbert Ozlin, fd Dan Baxter, sd
	1943	5,000 DA-2					
	WLOW	1400	Winston-Salem Bcstg. Co. 21st & Manteo Norfolk, Va. Madison 7-5677	MBS Forjoe	James W. Coan, p W. M. Carpenter, gm	Robert G. Drepperd, pd Howard Hatcher, ce	Bill Diehl, sd Nancy Fentress, wd
	1947	250					
PULASKI (Pulaski County)							
	WPUV	1580	Southwest Bcstg. Co. P. O. Box 351 3-3931	KBS	Mason C. Deaver, p L. R. Schoenfeld, cm	J. A. Columbus, ce Bob Kent, nd, fd	Bill Flint, sd
	1945	5,000-D					

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We DELIVER!

WGH means BUSINESS in Tidewater, Virginia! Basic ABC plus music, news, and sports gives coverage that SELLS in the Norfolk-Portsmouth-Newport News area. Merchandising? Of course.

WGH

RADIO PLUS IN
TIDEWATER, VA.!

basic ABC • Norfolk • 5000 watts

SEE YOUR FORJOE MAN

RADFORD
(Pulaski County)

WRAD 1950	1480 5,000-D (CP-5,000-D 500-N DA-N)	Highlands Bcstg. Inc. 2461	Zimmer	Perry E. Gresham, co-o Aleece C. Gresham, co-o Wendell H. Siler, gm, cm	Lee Mills, pd, ce Ben Johnson, pmm Robert Bradford, nd	Tom Gannaway, fd Bob Mitchell, sd
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RICHLANDS
(Tazewell County)

WRIC 1951	540 1,000-D	Clinch Valley Bcstg. Corp. P. O. Box 218 450		Lindy Mack Seamon, gm, ce Harry David Taylor, pd, pmm	Herbert Chaffin, nd Russell Ward, fd	Peter J. Ward, sd Betty Altizer, wd
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RICHMOND
(Henrico County)

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 Silas Bell, sm, ce	Wilbur D. Lewis, pd William A. Gibbon, pmm	Tom Mitchell, nd, sd Betty Harris, wd
*WBBL 1924	1480 5,000 DA-2 ST. WLEE	Grace Covenant Pres- byterian Church 1627 Monument Ave 84-2483		C. H. Liesfeld, gm, co-pd	A. P. Aaroe, co-pd	R. W. Raabe, ce
WLEE 1945	1480 5,000 DA-2	Lee Bcstg. Corp. 8200 Broad St. Rd. 88-2837	NBC Forjoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, vp, mgng dir	Harvey L. Hudson Jr., sm, cm Lud Sterling, pd, nd	Thomas J. Kita, ce Joe Mason, sd Virginia Lee, wd
WLEE-FM 1948	Ch. 275 (B) 102.9mc 21.5kw					
WLLY 1955	1320 1,000-D	WLLY Inc. Hotel Raleigh 3-0007	Stars Natl.	Louis Adelman, p Melvin E. Whitmire, gm	Jean Creasey, pd Joe Murray, nd	Lawrence Taylor, ce
WMBG 1928 WTVR (TV)	1380 5,000 DA-N	Havens & Martin Inc. 3301 W. Broad St. 5-8611	Bolling	Wilbur M. Havens, p, gm Walter A. Bowry Jr., cm Frank S. Wilson, pd, pmm	James W. Kyle, ce Roy Roman, nd	John V. Shand, fd Dallas Burnette, sd
WCOD (FM) 1944	Ch. 251 (B) 98.1mc 34kw	(WMBG, Am Affiliate)				
WRNL 1937	910 5,000 DA-N	Richmond Newspapers 111 N. Fourth St. 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, mgr Frank Soden, gen slm Howard Hamrick, pd	Fan Cox, pmm E. V. Wolstenholme Jr., ce Roger Mudd, nd	Bob DeBardelaben, 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 3-6633	CBS CBS Radio Spot Sales	C. T. Lucy, vp John B. Tansey, gm Wm. B. Preston, asst gm J. L. Stone Jr., pmm	Harold Barre, slm Raymond L. Kennedy, pd Rudolph Raabe, ce	W. R. Bishop, pub rel dir George W. Passage, nd, sd Alden Aaroe, fd
WRVA-TV (CP)						
WRVB (FM) 1948	Ch. 233 (B) 94.5mc 25.5kw	(WRVA, Am Affiliate)				
WXGI 1947	950 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	Burn-Smith	D. H. Robertson, p	David M. Wilburn, gm, cm	Charles Charnesky, ce

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS 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; 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. sml; Prom. Mgr. pmm; Prod. Mgr. pdm;
ROANOKE (Roanoke County)					
WDBJ 1924 WDBJ-TV	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 5-8131	CBS Free & Peters	M. W. Armistead III, p Ray P. Jordan, mgng dir John W. Harkrader, asst mgng dir	Frank E. Koehler, slm Paul E. Reynolds, pd Dexter Mills, prog mgr Katherine Griffey, pmm J. Edward Newman, tech dir Robert Crowley, ce Don Murray, nd, sd
WDBJ-FM 1948	Ch. 235 (B) 94.9mc 41kw				
WRIS 1953	1410 5,000-D	Roanoke Independent Bcstrs. Inc. P. O. Box 702 2-3131		Cy N. Bahakel, p Frank Tirico, asst gm	Coleman Austin, sm Louise Lucado, pd Roy E. Giles Jr., ce
WROV 1946	1240 250	WROV Bcstrs. Inc. 15th St. at Cleveland 3-4444	ABC Burn-Smith	Burton Levine, p, gm, pd Raymond Bentley, cm Muriel Levine, pmm	Steve Hart, ce Sid Tear, fd Lan Singer, sd Barbara Felton, wd
WROV-FM 1948	Ch. 279 (B) 103.7mc 2.3kw				
WSLS 1940 WSLS-TV	610 1,000 DA-2	Shenandoah Life Stations Inc. Third St. & Church Ave. S.W. 4-9227	MBS NBC Avery-Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, asst mgr, cm George W. Chernaunt Jr., prog mgr	Fred L. Corstaphney, prom dir, adv dir Charles R. Garrison, sls prom dir J. P. Briggs, ce T. S. Wright, inf dir Glenwood Howell, fd Edward Thomas, sd Betty Bond, wd
WSLS-FM 1947	Ch. 256 (B) 99.1mc 10.6kw				
SALEM (Roanoke County)					
WBLU (CP)	1480 1,000-D	Southeastern Enterprises c/o R. B. Helms Harlan, Ky.		R. B. Helms, ptrn	Jack T. Helms, ptrn Carl J. Hoskins, ptrn
SOUTH BOSTON (Halifax County)					
WHLF 1947	1400 250	Halifax Bcstg. Co. 2-9988	ABC	John L. Cole Jr., o, gm, cm Ella L. Poindexter, pd, wd	Ralph Walker, pmm Art Moran, ce Roy Marsh, nd, sd
SOUTH HILL (Mecklenburg County)					
WJWS 1953	1370 1,000-D	Old Belt Bcstg. Corp. Chase City Hwy. 230		C. B. Pennington Jr., p W. B. Hoffer, gm, cm A. W. Walthall, pd, pmm	C. E. Brown, ce Augie Bender, nd Jim Larkin, fd Tubby Walthall, sd Meriam Ingram, wd
STAUNTON (Augusta County)					
WAFC 1954	900 1,000-D	American Home Bcstg. Corp. P. O. Box 398 6-0100	Clark	Willard F. Ganoe, p J. Luther McFarland, gm, pmm	Lewis Brumfield, cm Ed Moore, pd, nd, sd Claude Jones, ce Kenny Doll, fd
WTON 1946	1400 250 (CP-1240)	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, p, gm Charles E. Seebeck, cm, pmm	James H. Wooddell, pd Rex C. Houser, ce

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who's on first?

Before, during and after the surveys made in every city, there is always one station that stands out as the "Most Listened To" for basic Independent Programming of Music, News and Sports.

IN Roanoke this station is WROV.

With the coming of major industries like General Electric's \$5,000,000.00 plant now in operation, Roanoke is "On The Go!" And the one station that caters to this change in pace . . . in the home, at work, in the car . . . day and night . . . is WROV!

How? With a compelling schedule of proven Music, On-Spot-In-Person News and All-Season Local Sports:

Exclusive broadcasts of Basketball and Football Schedules of three local High Schools!

Represented Nationally by
BURN-SMITH CO. INC.

Exclusive broadcast schedule of Appalachian League Baseball!

Top area Personalities, including Number 1 Pops deejay, Jerry Joynes and Rhythm and Blues King, Jackson!

More local advertisers hire WROV personalities and programs to move merchandise and up sales than any other local station! They know it's the *programs, not the power*, people listen to and believe! In Roanoke you'll find the Selling Personalities clustered at WROV! Sure would like to join *your sales staff!*

Ad
^ MAN'S BEST FRIEND

1240
ON YOUR
DIAL



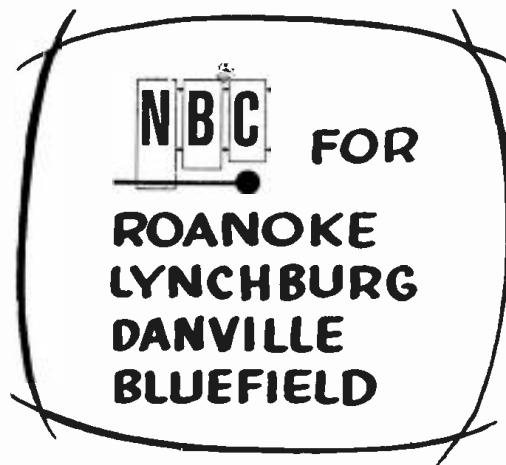
WROV

Burton Levine, President
ROANOKE, VIRGINIA

WSLS

RADIO AND TELEVISION MERCHANDISING

"going places and doing things"
for the WSLS advertisers



- PERSONAL CALLS ON THE TRADE
- DIRECT MAIL CAMPAIGNS TO THE TRADE
- CONSUMER SURVEYS OF YOUR PRODUCT OR SERVICE
- MERCHANDISING DISPLAYS AT THE POINT-OF-SALE
- SALES-PROMOTION MEETINGS FOR YOUR CAMPAIGN
- WINDOW DISPLAYS AT RADIO-TELEVISION CENTER

WSLS SHOWS ITS WARES TO THE PASSERBY

SHOW WINDOWS rivaling those of the most modern department store are a unique feature of the new million-dollar Radio & Television Center of Shenandoah Life Stations' WSLS-AM-TV Roanoke, Va.

Crowds of spectators visiting the center for the first time are finding much of interest in the smartly-designed, well-equipped building,

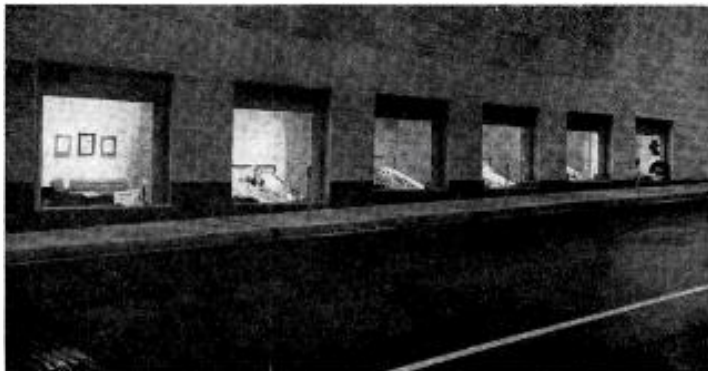
which contains 24,745 square feet (the equivalent of 26 average-sized homes) and is staffed by 80 persons.

It is the window display section, however, which draws the greatest number of "oh's" and "ah's." Six large windows equipped with more than 200 lighting fixtures make up this section, designed to give extra service to advertising clientele.



The floors of two windows are mounted on hydraulic-electrically controlled lifts that raise them to street level from basement level, and all display props and merchandise are transported by this means.

A traffic count, using formulas and methods approved by the Traffic Audit Bureau Inc., shows that a daily average of 24,786 persons view the windows.



Represented Nationally by Avery-Knodel, Inc.

Remember . . . ROANOKE is VIRGINIA'S No. 1 TV Market!

VIRGINIA

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
SUFFOLK (<i>Nansemond County</i>)					
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Radio Bldg. 2394	ABC KBS	Fred L. Hart, p, gm L. Earl Hundley, cm	Varyl Rupp, ce L. E. Pettyjohn, fd
VIRGINIA BEACH (<i>Princess Anne County</i>)					
WBOF 1954	1600 1,000-D	Virginia Beach Bcstg. Corp. P. O. Box 36 1217 Norfolk, Madison 2-8989		Leo Hoarty, p, gm J. G. Carden Jr., cm Wade Williams, pd, pmm	Thane S. Garrison, ce John Keyes, nd Bruce Miller, fd Dick Kazmaier, sd Jean Miller, wd
WARRENTON (<i>Fauquier County</i>)					
WKTF (CP)	1420 5,000-D	Old Dominion Bcstg. Co.		Oliver M. Presbrey, co-o	Martha Rountree Presbrey, co-o
WARSAW (<i>Richmond County</i>)					
WNNT 1949	690 250-D	Northern Neck & Tide- water Bcstg. Co. Edgewater 3-6900	KBS	Grayson Headley, p, gm, pd, pmm Ruth R. Rouzie, cm	Dean Loudy, ce, sd Bill Allison, nd Sherry Campbell, fd Pat Parker, wd
WAYNESBORO (<i>Augusta County</i>)					
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. 6066	MBS Cooke	N. Wilbur Kidd, p, gm, cm Al Charles, pd, sd	Donald C. Curtis, ce Helen M. Huffman, wd
WINCHESTER (<i>Frederick County</i>)					
WINC 1941	1400 250	Richard F. Lewis Jr. Inc. of Winchester P. O. Drawer 605 Mohawk 2-4855	ABC KBS	Richard F. Lewis Jr., p James B. Holder, gm, cm	Phil Potter, pd Wally Hankin, pmm, sd Philip B. Whitney, ce Marion Park wd
WRFL (FM) 1946	Ch. 223 (B) 92.5mc 14kw				
WYTHEVILLE (<i>Wythe County</i>)					
WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. Grubb Bldg. Capitol 8-3185	KBS	Arthur M. Kates Jr., co-o, gm Frank Fox Lindamood, pd, nd, fd, wd	W. Jack Fleming, ce George Mizelle, sd

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WASHINGTON

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales		Drug Sales		Passenger Cars 1955	County	Population 1950	Radio		Food Sales		Drug Sales		Passenger Cars 1955
		Families July 1955	Retail Sales 1954(\$000)	Retail Sales 1954(\$000)	Drug Sales 1954(\$000)	Families July 1955	Retail Sales 1954(\$000)				Retail Sales 1954(\$000)	Drug Sales 1954(\$000)					
Adams	6,584	2,400	\$12,185	\$ 1,763	\$ 232	3,003	Lincoln	10,970	3,200	15,527	2,579	343	4,063				
Asotin	10,578	3,600	6,162	2,222	96	4,172	Mason	15,022	5,100	13,122	3,760	154	5,832				
Benton	51,370	20,500	69,556	18,334	3,659	21,860	Okanogan	28,131	8,700	24,908	6,861	875	9,229				
Chelan	39,301	12,800	64,613	15,441	2,146	14,878	Pacific	16,558	5,400	14,906	4,566	319	5,221				
Cllalam	26,396	8,400	33,156	9,502	738	8,844	Pend Oreille	7,413	2,400	6,181	1,993	282	2,505				
Clark	85,307	28,100	71,842	19,808	1,788	32,438	Pierce	275,876	89,300	271,723	67,168	7,483	83,353				
Columbia	4,860	1,400	4,760	1,061	140	1,861	San Juan	3,245	1,200	2,301	651	37	1,161				
Cowlitz	53,389	17,900	61,587	13,985	1,562	19,680	Skagit	43,273	13,500	51,645	12,913	1,000	17,133				
Douglas	10,817	3,500	8,898	2,096	59	5,462	Skamania	4,788	1,500	2,187	1,051	39	1,575				
Ferry	4,086	800	2,060	754	52	1,086	Snohomish	111,580	42,600	129,733	34,292	2,890	43,775				
Franklin	13,563	6,800	33,936	7,487	1,155	9,752	Spokane	221,561	78,500	288,232	58,156	8,680	82,443				
Garfield	3,204	900	3,878	424	114	1,190	Stevens	18,580	5,500	13,891	3,364	348	5,893				
Grant	24,346	9,000	39,491	11,593	1,186	11,208	Thurston	44,894	15,300	44,125	11,125	1,025	13,277				
Grays Harbor	53,644	17,200	59,693	15,015	1,327	18,084	Wahkiakum	3,835	900	1,652	658	29	1,139				
Island	11,079	4,000	10,749	3,390	284	5,128	Walla Walla	40,135	12,600	51,015	9,908	1,508	13,612				
Jefferson	11,618	3,200	7,603	2,662	101	3,026	Whatcom	66,733	21,900	98,033	20,838	2,228	25,189				
King	732,992	260,500	957,316	218,039	27,804	273,294	Whitman	32,469	8,900	32,791	7,368	1,182	9,809				
Kittitas	75,724	28,300	80,403	24,525	2,828	28,647	Yakima	135,728	43,400	155,642	36,297	4,304	47,578				
Kitsap	22,235	6,500	23,399	5,460	467	7,164	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.										
Klickitat	12,049	3,800	11,494	3,048	279	4,774											
Lewis	43,755	13,900	51,176	11,828	1,217	14,770											

The most exciting
**MERCHANDISING
PLANS** in radio are
coming from . . .

**WORLD
SALES AND
PROGRAM SERVICE**
WORLD BROADCASTING SYSTEM, INC.
428 Madison Avenue, New York 17, New York
CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES ALL-CANADA RADIO
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

**1st with
timely
selling ideas!**

DIRECTORY OF AM AND FM STATIONS

ABERDEEN

(Grays Harbor County)
KBKW 1450
 1950 250
KXRO 1320
 1927 1,000
 DA-N

KBKW Inc.
 701 E. Heron
 1015
KXRO Inc.
 207½ E. Market
 4098

ABC
 Paschall
 Feltis
MBS, KBS
 Don Lee
 Walker
 Moore & Lund

Archie Taft, Jr., p
Mahlon Taft, gm, cm, pmm
Harry R. Spence, p
Fred G. Goddard, gm
Roy Johnson, cm
Phillip M. Wacker, pd

Dale Gunderson, pd
Jack Fleury, ce
Monte V. Cook, pmm
Phillip True, ce
William P. Koski, nd

Stan Craft, nd, sd
Heston Wyrick, fd
Robert Hoonan, sd
Vivian McKiernan, wd

ANACORTES
 (Skagit County)

KAGT 1340
 (CP) 250

Skagit Bestg. Co.
 c/o C. H. Fisher
 904 Commercial Ave.

C. H. Fisher, ptrn

Edna E. Fisher, ptrn

BELLINGHAM
 (Whatcom County)

KPUG 1170
 1948 1,000
 DA-1

KPUG Inc.
 P. O. Box 655
 1170

MBS, KBS
 Don Lee
 Headly-Reed
 Moore & Lund

Jessica L. Longston, p
James L. Hamstreet, gm
John DiMeo, cm

Robert Concie, pd
Donald R. Pinney, ce
Ed Triplett, nd

Dick Thompson, fd
Charles Sheppard, sd
Dorothy Jacobson, wd

KVOS 790
 1927 1,000
 KVOS-TV DA-N

KVOS Inc.
 1151 Ellis St.
 790

ABC
 Forjoe

Rogan Jones, p
Alex de Schweinitz, gm, cm
Haines Fay, pd, pmm, sd

Ernest Harper, ce
Al Weeks, nd

Hal Reeves, fd
Elaine Horn, wd

BREMERTON
 (Kitsap County)

KBRO 1490
 1947 250

Bremerton Bestg. Co.
 205 Washington Avenue
 Essex 7-3995

Feltis

Bruce Bartley, o
Linc Perry, gm
Randy Archer, cm

Bill Luckhurst, pd
Bruce Perry, pmm
Wally Ritchie, ce

Jack Rogers, nd
Al Showalter, assoc nd

CAMAS

(Clark County)
KRIV 1480
 (CP) 1,000-D

Camas Washougal Radio
 c/o Gene R. Johnsick
 General Delivery
 Redmond, Ore.

Gene R. Johnsick, o

CENTRALIA-CHEHALIS
 (Lewis County)

KELA 1470
 1937 1,000

Central Bestg. Corp.
 P. O. Box 720, Centralia
 P. O. Box 827, Chehalis
 Centralia,
 Pershing 6-3321
 Chehalis,
 Sherwood 8-3321

MBS, KBS
 Don Lee
 McGavren
 O'Connell
 Moore & Lund
 Walker

Elroy McCaw, p
Mabel A. Gwinn, sec-treas
Joe Chytil, gm, cm

Donald Younghans, pd
William Tilton, pmm
Lloyd Hannah, ce

Jerry Robinson, nd, sd
Don Berry, fd
Evelyn Barry, wd

KITI 1420
 1954 1,000-D

KITI Corp.
 804 Market St.
 Sherwood 8-3379

Best, Tracy Moore
Feltis, Cox

Donald F. Whitman,
p, gm, pd, mmm, nd
Mark F. DeLaunay, asst mgr

Donald M. Heinen, cm
Harold C. Singleton, ce
Edward Kelley, eng sup, sd

Doc Watson, fd
Kiti Lewis, wd

COLFAX

(Whitman County)
KCLX 1450
 1949 250

Adrian De Vries
 Almota Road
 780

KBS
 Best

Adrian de Vries, o, gm, cm
Betty de Vries, pd

Ross Pellerin, pmm, fd

Ernie McVay, ce

COLVILLE

(Stevens County)
KCVL 1480
 1955 1,000-D

Colville Bestg. Co.
 P. O. Box 208
 990

KBS
 Best

Merle B. Peterson,
o, gm, pd, ce
John P. Esvelt, cm

James E. Lundberg, nd
Ed Reeves, fd

Donald P. McKinnis, sd
Sally Tuttle, wd

EDMONDS

(King County)
KGDN 630
 1954 1,000-D

Garden of the King
 Enterprises Inc.
 Seattle 33, Wash.
 Lincoln 3131

A. B. Martin, dir
A. Orville Helgeson, mgr

Gerald M. Swanson,
prog dir

Bob Nichols, ce

ELLENSBURG

(Kittitas County)
KXLE 1240
 1946 250

Central Washington
 Bcstrs. Inc.
 P. O. Box 600
 2-1488

McGillvra

Goodwin Chase Jr., p
Joe Kendall, gm, cm

Robert Sampson, ce

Ron Forsell, nd, sd

EPHRATA

(Grant County)
KULE 730
 1951 1,000-D

Columbia Basin
 Bestg. Co.
 118 "B" St. N. W.
 Skyline 4-4686

R. E. Billingsley, p
Bob Moore, gm

Bob Osiand, cm, pmm, sd
Dorothy McCue, pd, wd

Len Brown, ce, fd
Weymeth Simpson, nd

EVERETT

(Snohomish County)
KRKO 1380
 1922 1,000
 DA-N

Everett Bestg. Co. Inc.
 P. O. Box 916
 Cedar 1144

MBS
 Don Lee
 McGillvra
 Moore & Lund

William R. Taft, p, gm
Warren R. Johnson, sim

Nancy M. Spaeth, traffic dir
David S. Foley, ce

Shirley K. Bartholomew,
nd

GRAND COULEE
 (Grant County)

KFDR 1400
 1950 250

Ralph Andrew
 Nachtmann
 P. O. Box 395
 140

KBS
 Best

Ralph A. Nachtmann, o, mgr

Alcuin Theisen, pd

Raymond Groff, ce

KELSO

(Cowlitz County)
KLOG 1490
 1949 250

Northwest
 Public Services Inc.
 P. O. Box 90
 Garden 3-4900

Best
 Ayres

Roscoe A. Day Jr., p
John F. Carlson, gm

Lowell Gibson, pd, fd
Paul Johnson, ce

Warren Kemper, sd

KENNEWICK

(Benton County)
KWIE 610
 1949 5,000
 DA-2

KWIE Inc.
 11 S. Cascade St.
 Justice 2-5115

CBS
 Meeker

Harold A. Clark, p, gm
C. J. McCredie, cm, ce

Mar Jean Matthews, pd
Bob Anderson, fd

Ron McDonald, sd

WASHINGTON

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; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Coml. Mgr. cm; Sales Mgr. sm; Prod. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
KIRKLAND (King County)						
	KNBX 1948	1050 1,000-D	Eastside Bcstg. Co. Vandyke 1201	KBS	L. N. Ostrander, co-o W. A. Chamness, co-o John G. Joachims, cm	George A. Wilson, gm William S. McMillan, pd Anita Busek, pmm Don Bevilacqua, ce Marguerite Warburton, wd
LONGVIEW (Cowlitz County)						
	KBAM 1955	1220 1,000-D	Altru Bcstg. Co. P. O. Box 31 Hamilton 3-1210		John Truhan, co-o W. Gordon Allen, co-o Arne G. Peterson, gm	Lowell Bryan, cm Jim Jones, pd, sd Frank Link, pmm Kenneth Vancel, ce Charles Nelson, nd Jesse Hoftyzer, wd
	KWLK 1938	1400 250	Twin City Bcstg. Corp. Natl. Bank of Commerce Bldg. 1500	MBS Don Lee KBS Grant Moore & Lund	John McClelland Jr., p Bob L. Moran, gm, nd	Donald L. Edwards, cm Lee Hammond, ce
MOSES LAKE (Grant County)						
	KSEM 1947	1450 250 (CP-1,000 DA-N)	KSEM Inc. P. O. Box 276 RO 5-3441		Jessica L. Longston, p James Schroeder, gm Roy Robinson, cm	Fran King, pd Bill Utsunomiya, pmm, fd Earl Bayne, ce Bob Walker, nd, sd Margaret Lordan, wd
	KWIQ (CP)	1260 1,000-D	Central Basin Bcstg. Co. c/o Robert S. McCaw 6533 57th Avenue South Seattle 8, Washington			
MOUNT VERNON (Skagit County)						
	KBRC 1946	1430 1,000-D 500-N DA-N	Beckley Radio Co. P. O. Box 240 Garfield 4-2430	McGillvra Moore & Lund	Leo H. Beckley, p, gm Frank Snyder, cm	Joe Arney, pd, fd, sd Walt Bjerke, ce Dick Buffum, nd Dolores Healey, wd
OLYMPIA (Thurston County)						
	KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. Fleetwood 6-6636	MBS, KBS Walker O'Connell	Tom Olsen, p, gm Elmer J. Holmberg, cm Don Jones, pd	Sam Crawford, pmm Charles Roark, ce Bob Cummings, nd Bob McKay, fd Lyman Hopkins, sd
OMAK (Okanogan County)						
	KOMW 1947	680 1,000-D	KOMW Inc. P. O. Box 151 00		R. L. McNett, p Dean Nichols, gm Jerry Weaver, cm	Carolyn Treese, pd L. H. Fleisher, ce Stan Pennington, nd Orpha Jaquish, wd
OPPORTUNITY (Spokane County)						
	KZUN 1955	1270 1,000-D	The Voice of the Spokane Valley c/o Robert L. Swartz E. 3811 9th Spokane 31, Wash.		Robert L. Swartz, ptrn	Arthur R. MacKelvie, ptrn Howard G. Olsen, ptrn
OTHELLO (Adams County)						
	KADM (CP)	1450 300	Othello Radio c/o R. E. Pollock 10428 N.E. 15th Bellevue, Wash.		K. B. Brownlow Ward, ptrn	R. E. Pollock, ptrn
PASCO (Franklin County)						
	KALE 1950		(See Richland listing)			
	KALE-FM 1950					
	KPKW 1945	1340 250	Western Radio Corp. Chase & A Sts. Liberty 7-3337	ABC	V. Barne Kenworthy, p Walter Mott, gm, cm Robert Rockne, pd, ce	Jerry Hawkins, pmm Dick Wood, nd Jim Willis, fd Tom Wood, sd Della Hanks, wd
PORT ANGELES (Clallam County)						
	KONP 1945	1450 250	Radio Pacific Inc. 313 West First St. 4200	KBS Moore & Lund	C. N. Webster, p, gm Keith Patterson, sm, pmm	J. C. Frits, cm, pd Frederick Fields, ce Howard Chapman, sd
PULLMAN (Whitman County)						
	KOFE 1950	1150 1,000-D	J. Ronald Bayton & Maynard F. Hicks P. O. Box 356 1-5251	Ayres Best	J. Ronald Bayton, ptrn, mgr	John R. Puckett, cm B. J. Bayton, pmm, ce
	*KWSC 1922	1250 5,000 ST-KTW	State College of Washington 9021		C. Clement French, p Allen Miller, gm Burt Harrison, sm	Hugh Rundell, prod mgr Mark Munn, pmm Robert Baird, ce Tom Hougan, fd Cal Watson, sd Carol Huckfeldt, wd
PUYALLUP (Pierce County)						
	KAYE 1951	1450 250	Puyallup Valley Bcstg. Co. P. O. Box 271 5-7711	KBS	Henry Perozzo, p, ce Warren Peterson, gm, cm, pmm	Edna Perozzo, pd, wd Allan MacDonald, nd, sd Jerry Lange, fd
RAYMOND (Pacfic County)						
	KAPA 1950	1340 250	Pacific Bcstg. Corp. P. O. Box 626 1010	Moore & Lund O'Connell Walker, McGavren	Joe Chytil, p Lee Stottlemire, gm, cm	Clayton Stewart, pd, nd Harold Nugent, ce Bryan, Johnson, sd

Data corrected to Dec. 15, 1955. 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.

RENTON
(King County)

KLAN 1947	1230 250 (CP-910 1,000 DA-1)	Interlake Bcstg. Corp. N. 7th & Park Ave. Olive 8245		Ralph Sanders, p Clifford H. Hansen, gm Raymond Pounder, cm, sd	Jack Tregellas, pd, nd James McGavick, ce	Jack Spencer, fd Robert Adkins, wd
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RICHLAND
(Benton County)

KALE 1950	960 1,000 DA-N	KALE Inc. P. O. Box 767 Pasco, Wash. Liberty 7-3388	O'Connell Kinkaid	J. Elroy McCaw, p	L. G. Dix, gm	Joe Muench, ce
KALE-FM 1950	Ch. 280 (A) 103.9mc 0.58kw					

SEATTLE
(King County)

KAYO 1926	1150 5,010-D 1,000-N	Washington Telecasters Inc. 2939 4th Ave. South Eliot 2480		Jessica Longston, p R. E. Pollock, vp, gm Rod McArdle, sm	Charles Sullivan, cm Ted Bell, opr dir Ben Harkins, pmm	Tad Jones, ce Bob Engler, nd, sd
KING 1927	1090 50,000	King Bcstg. Co. 320 Aurora Ave. Mutual 3555	ABC Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp, gm John H. Eichhorn, asst to gm Frederick Von Hofen, sm, slm	James R. French, opr mgr Melvin A. Anderson, pmm James L. Middlebrooks, eng dir	Charles Herring, nd Bill O'Mara, sd Elizabeth Leonard, wd
KING-TV 1947	Ch. 251 (B) 98.1mc 15kw					
KIRO 1926	710 50,000 DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800	CBS Free & Peters	Saul Haas, p Lincoln W. Miller, asst to pres William F. Tucker, cm Warren McCloy, pd	John Shield, pmm James Upthegrove, ce Art Primm, nd	Don Courtney, sd Judith Lane, wd
KIRO-FM 1951	Ch. 264 (B) 100.7mc 4.5kw					
KISW (FM) 1950	Ch. 260 (B) 99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way (15) Plaza 6255		Ellwood W. Lippincott, p	Harvey H. Manning, cm	Clifford Perry, pd
KJR 1923	950 5,000 DA-N	Mt. Rainier Radio & Tv Bcstg. Corp. 2600 26th Ave., S.W. Holly 5100	Branham McGavren	Lester M. Smith, p, gm Gaylen S. Blackford, cm	Homer Pope, pd Donald M. Anderson, ce	Lou Gillette, nd Jack Bradley, sd
KOL 1925	1300 5,000 DA-N	Seattle Bcstg. Co. 100 W. Florida (4) Main 2312	Bolling	Marie Storm Taft, p Archie G. Taft Jr., gm	Gil Bond, cm Phyllis O. Miller, pd	Perry C. Lind, ce Rod Belcher, nd, sd
KOMO 1926	1,000 50,000	Fisher's Blend Station Inc. 100 4th Ave. North Seneca 6000	NBC NBC Spot Sales	O. W. Fisher, p W. W. Warren, evp, gm King Mitchell, cm Dave Crockett, mgr prgmg	Fred Patterson, prog mgr C. E. Miller, ce Merrill Ash, co-nd	Millard Ireland, co-nd Katherine Wise, wd
KOMO-TV 1926	DA-N					
KTIX (CP)	1590 5,000-D	W. Gordon Allen 260 Hansen Ave. Salem, Ore.				
KTW 1922	1250 1,000 ST-KWSC	First Presbyterian Church of Seattle Seventh Ave & Spring St. Mutual 1250		James S. Ross, gm, ce Don J. Bevilacqua, cm, pd	Bill Lehnhoff, pmm	Neil Burmester, nd
KVI 1928	570 5,000	Puget Sound Bcstg. Co. 1619 9th Ave. Seneca 4848	MBS Don Lee H-R	Mrs. Vernice D. Irwin, p, gm Earl T. Irwin, slm	Harry Long, pd	D. M. McDonough, ce
KXA 1926	770 1,000-D L-WJZ	KXA Inc. 321 Second Ave. West Alder 8600	Meeker	Wesley I. Dumm, p	Hugh A. Smith, vp, gm	John H. Dubuque, ce

SHELTON
(Mason County)

(CP)	920 500-D	Mason County Bcstg. Co. 529 Birch St.		Roy C. McConkey, o		
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SPOKANE
(Spokane County)

KGA 1926	1510 50,000 DA-N	Banker's Life & Casualty Co. 6228 S. Regal Keystone 0631	ABC Venard, Rintoul & McConnell	John McCarther, p Richard H. Godon, gm	Robert Liddle, pd, nd	Val Strange, ce
KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	R. O. Dunning, p, gm J. Birney Blair, cm William A. Neilson, pd	Rex R. Gerlach, pmm Al Sparling, ce Patrick Cullen, nd, sd	Tom Templeton, fd Patricia McKeivitt, wd
KHQ-TV 1947	790 5,000 DA-N	Inland Empire Bcstg. Co. 57th & Helena Keystone 9363	MBS Don Lee Weed	Burl C. Hagadone, p, gm C. E. Rodell, sm Wayne E. Olsen, asst mgr Richard J. Wright, pd	Vincent L. Hoffart, ce Warren Desmond, co-nd Robert Carmichael, co-nd Kenneth Hutcheson, co-fd	Ernie Jorgenson, co-fd D. Larry Lester, sd LaRene Haberman, wd
KREM 1946	970 5,000-D 1,000-N DA-N	Louis Wasmer 4103 S. Regal Keystone 0466	Forjoe	Louis Wasmer, p Robert Temple, gm, cm	Ed Mosley, pd Hommer Mead, ce	Dick Barrett, nd
KREM-TV 1954	Ch. 225 (B) 92.9mc 4.8kw					
KSPO 1921	1340 250	D. Gene Williams & Delbert Bertholf Realty Bldg. Riverside 8033	Paschall	D. Gene Williams, p, gm, pmm Ray Bennett, cm, sd	Delbert Bertholf, pd, fd Ryder Chronic, ce	Bob Fleming, nd Irmgard Buerger, wd
KXLY 1922	920 5,000	Northern Pacific Radio Corp. W. 315 Sprague Ave. Madison 1218	CBS Avery-Knodel Moore & Lund	Norman Alexander, p Joseph Harris, chmn of bd Richard E. Jones, vp, gm	James Agostino, cm George Anthony, pd Robert J. Moore, pmm	George Langford, ce Jim Butler, nd Martin Koschmann, sd
KXLY-TV						

SUNNYSIDE
(Yakima County)

KREW 1950	1230 250	Cole E. Wylie 638 Decatur St. 7-2277	McGillvra	Cole E. Wylie, p Don G. Bennett, gm, cm Jean Runyon, pd	Clifford F. Nelson, pmm John P. Berg, ce	Bill Gasman, nd, fd Allen Bell, sd
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TACOMA
(Pierce County)

KMO 1926	1360 5,000	Tacoma Radio Corp. 914 1/2 Broadway Fulton 1581	Branham	J. Archie Morton, p, gm R. T. McKenzie, cm	Clair Weidenaar, pd Gene Dryden, pmm	John Rybon, ce Duane Bock, nd
KTAC 1942	850 1,000 DA-N	Tacoma Bcstrs. Inc. Winthrop Hotel Broadway 2241	Gill-Perna Tracy Moore	Jerry Geehan, p, gm John Condon, asst mgr, pmm Dick Weeks, pd	Dick Velo, ce Bud Bond, nd Gene Wagner, spec evts dir	Clay Huntington, sd Vera Sadler, wd

WASHINGTON

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses 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; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;
TACOMA (Cont.)						
KTNT 1952	1400 250		Tribune Publishing Co. S. 11th & Grant Sts. Fulton 2561	Weed	Len Higgins, gm John Upham, cm	Don St. Thomas, pd Max Bice, ce
KTNT-TV						
KTNT-FM 1948	Ch. 247 (B) 97.3mc 10kw					
TOPPENISH (Yakima County)						
KENE 1954	1490 250		Radio Bcstrs. Inc. P. O. Box 350 5-7272		Jack R. Woodrooffe, co-o, p Paul A. Schumacher, co-o, vp, ce	Verne E. Sawyer, sm, prod mgr Jack E. Everhart, slm Bob White, pd
VANCOUVER (Clark County)						
KHFS 1954	1150 1,000-D		Western Bcstg. Co. 5500 Fourth Plain Rd. Oxford 3-2565	KBS	Ralph C. Weagant, p, gm Ernest Crater, cm	Jack Nino, pmm Bryce Howard, ce
KVAN 1939	910 1,000		KVAN Inc. P. O. Box 610 Oxford 4-3325	Bolling	Sheldon F. Sackett, p Jack Irvine, gm, cm Bob Davis, slm	Isabel Hoyt, pd Candy Irvine, pmm Leo Erickson, ce, nd C. Hecox, fd Fern Hayes, wd
KVAN-TV (CP)	DA-1 (CP-DA-N)					
WALLA WALLA (Walla Walla County)						
KTEL 1946	1490 250		Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC Grant	Jack Keating, p, gm, nd Donald W. Harris, cm	Everett Skubinna, pd, pmm Beven Roth, ce Adaline Bussard, fd, wd Vern Kinsinger, sd
KUJ 1928	1420 5,000 DA-N		KUJ Inc. 55 E. Main 1230	MBS Don Lee Forjoe	H. E. Studebaker, p Tom Haveman, gm, cm LaVerne Russell, pd, sd	Sam Kelly, pmm Milton McLafferty, ce Ted Beauchamp, nd Harold Garrett, fd Gladys Rice, wd
WENATCHEE (Chelan County)						
KPQ 1929	560 5,000 DA-N		Wescoast Bcstg. Co. 2nd & Columbia Normandy 3-5121	ABC NBC Forjoe	Rogan Jones, chmn of bd James W. Wallace, p, gm Pat O'Halloran, cm, pmm	Dorothy Lee, prog mgr, wd Dale Woods, prod mgr George Frese, ce Bill Denton, nd, sd Wynn Cannon, fd
KWNW 1948	1340 250		Wenatchee Bcstrs. P. O. Box 1510 Normandy 2-7135	MBS McGillvra Feltis	Stuart Maus, co-o	Mark Sorley, co-o Warren Brown, ce
YAKIMA (Yakima County)						
KIMA 1944	1460 5,000		Cascade Bcstg. Co. P. O. Box 702 6104	CBS Weed Moore & Lund	A. W. Talbot, p Thomas C. Bostic, vp, gm William B. Hansen, radio mgr	Charles C. Cartony, radio slm Harry Helm, ce Don White, pd John Knievel, nd John Stenkamp, sd
KIMA-TV	DA-N					
KIT 1929	1280 5,000-D 1,000-N		KIT Inc. 414½ E. Yakima Ave. 8115	NBC KBS Branham	Carl E. Haymond, o, p James A. Murphy, gm Jack H. Goetz, cm, pmm	Wm. Bainter, pd H. B. Murphy, ce Peder Wick, nd, fd LeRoy Deslet, sd Catherine May, wd
KUTI 1954	900 1,000-D		Independent Bcstrs. P. O. Box 261 2-6900	Forjoe	Walter N. Nelskog, p Paul M. Crain, gm	Richard R. Fleming, cm James McAdam, pd, pmm Phil Parker, nd, sd
KYAK 1947	1390 1,000-D 500-N DA-N		Yakima Bcstg. Corp. P. O. Box 172 2-7143	MBS NBC Don Lee	Robert S. McCaw, p Richard J. Passag, gm, fd Anthony W. Maucione, asst. mgr, cm	Laurence Campen, pd Stan Kramlen, prom dir Don E. Gardner, ce Howard Shuman, nd, sd Marie Searles, wd

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WEST VIRGINIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Barbour	19,745	4,700	\$ 6,938	\$ 2,607	\$ 176	3,133	Mingo	47,409	10,700	36,384	8,333	864	5,475
Berkeley	30,359	8,200	24,535	6,804	829	8,509	Monongalia	60,797	15,700	47,807	13,561	1,327	11,364
Boone	33,173	7,500	17,527	5,217	343	5,139	Monroe	13,123	2,900	4,764	1,358	150	1,958
Braxton	18,082	3,800	7,632	2,068	244	1,921	Morgan	8,278	2,200	3,729	1,520	38	2,180
Brooke	26,904	7,000	15,738	5,565	374	6,050	Nicholas	27,696	6,500	13,595	4,801	175	4,238
Cabell	108,035	33,100	123,779	26,250	3,813	27,138	Ohio	71,672	21,000	98,943	21,833	2,278	16,876
Calhoun	10,259	2,100	2,333	687	67	1,538	Pendleton	9,613	1,900	3,235	372	83	1,554
Clay	14,961	3,100	4,689	574	39	1,757	Pleasants	6,369	1,500	4,383	1,300	75	1,367
Doddridge	9,026	2,000	3,369	1,042	32	1,129	Pocahontas	12,460	2,700	5,001	1,204	68	1,983
Fayette	82,443	19,100	54,714	11,908	1,018	12,213	Preston	31,399	7,400	12,304	3,375	358	5,315
Gilmer	9,746	2,100	2,801	1,132	62	1,207	Putnam	21,021	5,000	7,064	1,776	86	4,136
Grant	8,756	2,100	7,205	1,189	72	1,668	Raleigh	96,273	22,900	60,950	12,645	854	13,496
Greenbrier	39,295	9,300	27,658	7,124	724	7,458	Randolph	36,558	7,000	18,200	4,645	485	5,287
Hampshire	12,577	2,900	6,182	1,414	78	1,439	Ritchie	12,535	3,000	5,484	1,538	153	2,395
Hancock	34,388	8,900	23,988	8,833	850	9,775	Roane	18,408	3,900	7,537	1,885	68	2,401
Hardy	10,032	2,200	5,376	759	77	1,847	Summers	19,183	4,400	8,910	2,888	230	2,514
Harrison	85,296	22,700	78,448	19,597	1,798	18,532	Taylor	18,422	4,500	9,514	3,299	383	3,212
Jackson	15,289	3,600	8,553	2,087	153	2,480	Tucker	10,600	2,400	4,034	1,387	89	1,423
Jefferson	17,184	4,300	12,502	3,195	420	4,416	Tyler	10,535	2,600	4,389	1,636	139	1,320
Kanawha	239,629	65,400	246,243	61,122	6,058	55,609	Upshur	19,242	4,800	10,394	3,001	438	3,322
Lewis	21,074	4,800	11,991	3,181	365	4,066	Wayne	38,696	8,100	10,791	3,773	387	4,311
Lincoln	22,466	4,700	7,760	2,740	77	2,483	Webster	17,888	3,800	6,828	1,575	111	2,050
Logan	77,381	17,800	53,862	10,467	957	10,390	Wetzel	20,154	4,800	13,351	4,016	316	4,104
McDowell	98,897	21,400	59,220	13,463	1,133	12,460	Wirt	5,119	1,200	1,276	220	34	728
Marion	71,521	19,700	54,089	15,165	1,311	15,800	Wood	66,540	19,100	67,018	16,397	1,977	17,676
Marshall	36,893	9,100	20,944	9,333	504	7,773	Wyoming	37,540	8,700	16,717	4,585	294	5,683
Mason	23,537	6,000	13,307	3,884	116	4,388							
Mercer	75,013	18,600	62,856	13,945	1,992	13,243							
Mineral	22,333	5,800	11,694	3,722	347	4,879							

DIRECTORY OF AM AND FM STATIONS

BECKLEY

(Raleigh County)

WJLS 1939	560 5,000-D 500-N DA-N	Joe L. Smith Jr. Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, gm	Robert R. Brown, cm Dallas Boyd, pd, fd	A. J. Ginkel, ce Gary Dent, sd
WJLS-FM 1946	Ch. 258 (B) 99.5mc 34kw					
WWNR 1946	620 1,000-D 500-N DA-N	Rahall Bcstg. Co. 1563 Harper Road 9300	Everett- McKinney	N. Joe Rahall, p Richard H. Booth, gm Eugene J. Morehouse, cm, sd	C. Phil Vogel, pd Shirley D. Walker, pmm Anthony P. Gonzalez, ce	C. P. Vogel Jr., nd Dennis Hollandsworth, fd Nannie Ellen Tucker, wd

BLUEFIELD

(Mercer County)

WHIS 1928	1440 5,000 DA-N	Daily Telegraph Printing Co. Municipal Bldg. 7114	NBC Katz	H. I. Shott Jr., vp, gm P. T. Flanagan, exec dir Mel Barnett, sm, pd	John Carey Shott, cm Janie Marie Lambert, pmm John Byers, ce	Bill Hickok, nd, sd Jackie Oblinger, wd
WKOY 1948	1240 250	WKOY Inc. West Virginian Hotel Bldg. Davenport 5-1785	MBS Devney Holman Dora-Clayton	J. Lindsey Alley, p, gm J. Robert Alston, cm, sd	Carolyn Wolfe, pd Roy Hill Yost, ce	Bertie Irving, wd

CHARLESTON

(Kanawha County)

WCAW 1946	1400 250	Capitol Bcstg. Corp. Kanawha Hotel 3-7503	Clark	Wm. D. Stone, p Selma D. Pierson, gm	O. O. Pierson, cm Al Walker, pd	Rex Barney, pmm, sd Frank Allender, ce
WCHS 1927	580 5,000 DA-N	The Tierney Co. 1111 Virginia St. East 2-8131	CBS Branham	Lewis C. Tierney, p John T. Gelder Jr., vp, gm Robert M. Sinclair, sim	Joe Farris, pd Phil Sheridan, pmm William E. Dixon, ce	Ross Edwards, nd Tom Neale, sd
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. 210 Dickinson St. 3-7541	NBC Katz	Lawrence H. Rogers, p William R. Murray, gm	Gilbert D. Brooks, cm Robert A. Entley, pd	Howard A. Martin, ce
WKNA 1946	950 5,000-D 1,000-N DA-2	Joe L. Smith Jr. Inc. 804½ Kanawha Blvd. E. 3-5575	ABC Weed	Joe L. Smith Jr., p Willard S. Jackson, gm J. Kent Hackleman, cm Don O. Hays, pd	J. J. Herget, pmm Lester Lovejoy, ce John Davis, nd	Charles Coleman, fd Jack Tennant, sd Pearl Richardson, wd
WKNA-FM 1948	Ch. 248 (B) 97.5mc 9.1kw					
WTIP 1947	1240 250	Chemical City Bcstg. Co. Capitol 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 Spradlin Wolfe, wd

CLARKSBURG

(Harrison County)

WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. 444½ W. Pike St. 4-7571	NBC Branham	Austin Wood, p George Clinton, gm Carl Loose, sm C. A. Gaylord, cm	Don McWhorter, pd Wilda McCarty, pmm V. Glenn Brooks, ce	Ben Homel, fd Robert Toothman, sd Jean Panatta, wd
WHAR 1947	1340 250	WHAR Inc. 1200 E. Pike St. 4-6425	ABC MBS	Walter Patterson, p, gm Edwin R. Huse, vp	Frank T. Gregg, cm James Harper, pd, nd, sd	Beryl Snyder, ce
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-5525		R. C. Warden, evp, treas Joseph M. Larosa, gm, cm	Dewitt Wyatt, sm, pd, fd	Robert D. Hough, ce

ELKINS

(Randolph County)

WDNE 1948	1240 250	Marja Corp. 446 Spruce Morgantown, W. Va. Elkins 1300	MBS KBS	John P. Carr, p Grady Guye, cm	Ed Doyle, pd Ann Steever, pmm	James Phares, ce
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FAIRMONT

(Marion County)

WMMN 1928	920 5,000 DA-N	Peoples Bcstg. Corp. 208 Adams Street 3100	CBS H-R Reps.	Herbert E. Evans, vp, gm A. G. Ferrise, mgng dir Frank J. Lee, asst mgr, sd	Francis T. Lauzau, pd, fd Howard Hald, pmm Harry W. Jackson, ce	Jim Bartley, nd Helen Bickel, wd
WTCS 1947	1490 250	Fairmont Bcstg. Co. Radio Park 5000	ABC KBS Gill-Perna	Connie B. Gay, p Donald J. Tucker, vp Robert E. Cobbins, cm, pmm	Millicent Tucker, pd, wd Ed Lenaway, ce	Hal Denny, nd, fd Nick Fantasia, sd

FISHER

(Hardy County)

WELD (CP)	600 500-D	Richard Field Lewis Jr.				
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HUNTINGTON

(Cabell County)

WCMI 1935		(See Ashland, Kentucky listing)				
WHTN 1947	800 1,000-D	Greater Huntington Radio Corp. Radio Center 3-3453	MBS Indie	S. J. Hyman, chmn of bd Fred Weber, p John S. Phillips, gm	Curtis Clark, cm George Marshall, pd, nd	Harold Sturm, ce Bud Gumm, sd
WHTN-FM 1947	Ch. 263 (B) 100.5mc 53kw					
WPLH 1946	1470 5,000-D	Huntington Bcstg. Corp. 1105 4th Avenue 3-3421	KBS Walker	Cy N. Bahakel, p N. S. Tweel, gm, cm	Charles W. Krause, pd, nd, fd, sd	Lindell Grauer, pmm, wd Alvin V. Jayne, ce

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; Com. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
HUNTINGTON (Cont.)					
WSAZ 1923 WSAZ-TV	930 5,000-D 1,000-N DA-N	WSAZ Inc. 201 Ninth St. 38-401	ABC NBC Katz	Col. J. H. Long, p L. H. Rogers, gm C. Tom Garten, sm	Bos Johnson, pd Nick Basso, pmm, nd Leroy Kilpatrick, ce W. D. Click, fd Jim Thacker, sd Mary E. Kercheval, wd
KEYSER (Mineral County)					
WKYR 1953	1270 5,000-D	WKYR Inc. P. O. Box 231 3011		Robert K. Richards, p Walter Patterson, vp, gm Edwin R. Huse, vp	Thomas B. Butscher, mgng dir Gene Bowen, pd F. Arnett Swisher, ce Bob Kerr, nd, fd
LOGAN (Logan County)					
WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever 445 Stratton St. 540	MBS	Clarence H. Frey, ptrn, co-gm	Robert O. Greever, ptrn, co-gm
WLOG-FM 1949	Ch. 277 (B) 103.3mc 2.7kw				
WVOW 1952	1290 5,000-D 1,000-N DA-2	Logan Bcstg. Corp Bus Terminal Bldg 2356	KBS	Dr. H. H. Farley, p William P. Becker, gm Martha Jane Becker, cm, co-pmm	Audie Albright, pd, co-pmm, wd John Lamont, ce Jack Mallin, nd Ed O'Hare, sd
MARTINSBURG (Berkeley County)					
WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Co. Bldg. 5252	MBS KBS McGillvra	C. Leslie Golliday, ptrn, gm C. M. Zinn, ptrn	George N. O'Brien, cm Eunice J. Schneider, pd, wd Fred Siffrin, ce Edward Dockeney, nd, fd, s
WEPM-FM 1948	Ch. 232 (A) 94.3mc 0.81kw				
MATEWAN (Mingo County)					
WHJC 1951	1360 1,000-D	Three States Bcstg. Co. 4771	KBS	J. R. Pickering, p Fred Morningstar, co-o, gm, cm, pmm	James Pelley, pd, sd Leonard Dykema, ce Eva Watkins, wd
MONTGOMERY (Fayette County)					
WMON 1946	1340 250	Fayette Associates Inc 1028 1st Avenue Hillside 2-2191	MBS	Arnold M. Vickers, p Andrew W. Vickers, p	Richard A. Rhodes, pd, nd J. C. Craver, ce Fred Holcomb, sd Min Johnson, wd
MORGANTOWN (Monongalia County)					
WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce Street 9488	MBS KBS	Agnes J. Reeves Greer, p Richard E. Nason, gm James Redmond, cm	Robert Connelly, pd Ann Walker, pmm Al Novak, ce Bill Harrington, nd Jack Fleming, sd
WAJR-FM 1948	Ch. 257 (A) 93.3mc 1kw				
WCLG 1954	1300 1,000-D	Morgantown Bcstg. Co. Farmers & Merchants Bank Bldg. 2-2222		C. Leslie Golliday, p John Johns, sm Richard C. Sinsel, cm	Terry Duane, pd Edward Barbe, ce John Floyd, nd, sd Hilda Whiteley, wd
MOUNDSVILLE (Marshall County)					
WMOD 1955	1370 1,000-D	Robert W. Munn 507 Seventh St. 1729	KBS Clark	Robert W. Munn, p John T. Taylor, gm, cm, pmm	Helen B. Flowers, pd, wd J. W. Jones, ce Rudy Moro, nd, sd Jim Herink, fd

Data corrected to Dec. 15, 1955. 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.

**TO REACH TWO CITIES
YOU NEED TWO STATIONS**

**WSAZ 930 KC HUNTINGTON
WGKV 1490 KC CHARLESTON**

SEE YOUR NEAREST KATZ MAN

NEW MARTINSVILLE*(Wetzel County)*

WETZ 1953	1330 1,000-D	Magnolia Bcstg. Co. P. O. Box 391 1000	KBS Miracle Valley Gill-Perna	Harry C. Bright, p, gm George K. Eubanks, cm	Harold Showman, pd	Warren Cunningham, ce
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OAK HILL*(Fayette County)*

WOAY 1947	860 10,000-D	Robert R. Thomas Jr. P. O. Box 251 651	Pearson	Robert R. Thomas Jr., p, gm Curtis Horton, ce	Bud Gentry, nd Chuck Balding, fd, sd	Gloria Rich, wd
WOAY-TV 1948	Ch. 231 (B) 94.1mc 14.5kw					

PARKERSBURG*(Wood County)*

WCEF 1954	1050 1,000-D	Clarence E. Franklin 234 Ft. Boreman Ave. Garfield 2-1844	Miracle Valley Clark	C. E. Franklin, o, gm, ce Paula Carr, sm, pd, wd	Robert Sadler, cm, sd Robert O'Brien, pmm	Fred Stevens, nd Ray Lentz, fd
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. Hudson 5-4491	ABC McGillvra	Joseph M. Handlan, p Aud N. Archer, gm, cm	W. E. Collins, pd, ce Jack See, nd, fd	Patricia Mehen, wd
WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211½ Fifth St. Hudson 5-5475	CBS Branham	George H. Clinton, vp, gm, cm	Sherman Grimm, pd, nd Laurence V. Murphy, pmm	Vilah G. Brooks, ce Ruth McGeary, wd
WPAR-FM 1948	Ch. 293 (B) 106.5mc 8.9kw					

PINEVILLE*(Wyoming County)*

WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. P. O. Box 184 2711		R. D. Bailey, p, gm E. D. Hawley, cm Elaine Taylor, pd, wd	Jack D. Mullens, pmm, fd William D. Stone, ce	Carl M. Brown, nd Hank Frye, sd
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PRINCETON*(Mercer County)*

WLOH 1947	1490 250	Mountain Bcstg. Co. GA 5-2151	ABC KBS	Robert L. Harrison, p, pmm Al Rich, pd, nd, sd	Rod Arkell, ce Ted Harhai, fd	Polly Ellison, wd
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RONCEVERTE*(Greenbrier County)*

WRON 1947	1400 250	Blake Bcstg. Co. Shanklin Bldg. 300	NBC West Va. Net, McGillvra	William E. Blake, p, gm	Gladys Livesay, cm, wd	
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ST. ALBANS*(Kanawha County)*

WKLC 1955	1300 1,000-D	Raymond I. Kandel 109 Sixth Avenue		Raymond I. Kandel, o, gm	H. Diefenbach, cm	Harry Bowen, ce
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WEIRTON*(Hancock County)*

WEIR 1950	1430 1,000 DA-2	Tri-State Bcstg. Co 3992 Main St. 2814	Rambeau	Harold A. Bangert, p E. J. Hirschberg, gm Robert E. Badger, sm	James Mark, ce Louis Serra, nd Oliver Johnston, fd	Gordon Bishop, sd Millie Martin, wd
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WELCH*(McDowell County)*

WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. 1150	McGillvra	Sam Sidote, p, gm, cm Josephine Cullop, pd, pmm	Howard R. King, ce Johnnie Villani, nd, sd	Marilyn Morrison, wd
WMCD 1955	1340 100	Williamson Bcstg. Corp. Second Ave. at Court St.		Alice Shein, p		

WESTON*(Lewis County)*

WHAW 1948	1450 250	Central W. Va. Service Corp. Harrison Avenue 1555	MBS KBS	Francis Andrew, co-o Richard Ralston, co-o	George W. Yazell, gm, cm	James E. McEwuen, ce
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WHEELING*(Ohio County)*

WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co. P. O. Box 989 6700	Gill-Perna	Kenneth H. Forney, p, ce Arch M. Hazlett, gm	Paul N. Miles, cm	James O. Smith, pd
WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market St. 5320	ABC Weed	John B. Reynolds, p, gm Elsie M. Cook, cm Dale Schussler, pd, sd	John B. Reynolds Jr., pmm James W. Jones, ce	Ray Vingi, nd Evelyn Haden, wd
WKWK-FM 1948	Ch. 247 (B) 97.3mc 16kw					
WTRX 1947		(See Bellaire, Ohio listing)				
WWVA 1926	1170 50,000 DA-N	Storer Bcstg. Co. Hawley Bldg. 5383	CBS Blair	George B. Storer, p Paul J. Miller, vp, mgng dir Andrew F. Hofman, cm	Paul A. Mvers, pd Howard W. Meagle, pmm Edwin L. Kelm, ce	Frank Stevens, nd Hardrock Gunter, fd Lew Clawson, sd
WWVA-FM 1947	Ch. 254 (B) 98.7mc 7.4kw					

WILLIAMSON*(Mingo County)*

WBTH 1939	1400 250	Williamson Bcstg. Corp. 5½ E. 2nd Ave. 1241	MBS	Clarence Lovitch, co-o	Alice Shein, co-o, gm, cm	
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MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954-55	County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954-55
		Families July 1955	Retail Sales 1954(\$000)						Families July 1955	Retail Sales 1954(\$000)			
Adams	7,906	2,400	\$ 5,131	\$ 971	\$ 37	2,630	Marinette	35,748	10,100	34,223	9,069	631	10,653
Ashland	19,461	5,200	22,189	5,699	506	4,774	Marquette	8,839	2,600	7,779	1,479	122	2,983
Barron	34,703	10,100	44,621	7,664	1,009	10,709	Milwaukee	871,047	289,200	1,186,131	279,656	31,636	271,100
Bayfield	13,760	3,700	7,476	1,880	230	3,628	Monroe	31,378	8,400	25,588	5,627	623	8,841
Brown	98,314	28,500	118,317	24,889	3,072	32,236	Oconto	26,238	7,100	21,943	4,001	249	7,783
Buffalo	14,719	4,200	10,441	1,724	250	4,194	Oneida	20,648	6,300	26,593	7,399	727	6,904
Burnett	10,236	2,800	7,287	1,649	151	2,994	Outagamie	81,722	24,100	100,294	20,793	2,045	26,285
Calumet	18,840	5,300	20,897	3,412	333	5,949	Ozaukee	23,361	7,400	27,843	5,792	555	9,942
Chippewa	42,639	11,500	45,641	7,650	802	12,033	Peplin	7,462	2,000	7,462	1,729	67	2,253
Clark	32,459	8,900	31,516	4,828	581	9,260	Pierce	21,448	6,100	20,552	5,184	428	6,821
Columbia	34,023	10,300	44,152	8,022	989	12,286	Polk	24,944	7,300	26,900	5,074	731	7,820
Crawford	17,652	4,800	13,922	3,369	288	4,641	Portage	34,658	9,000	31,499	7,382	821	10,186
Dane	169,357	50,600	209,587	41,916	7,659	58,465	Price	16,344	4,400	14,915	2,714	275	4,434
Dodge	57,611	16,800	53,648	11,883	1,009	17,707	Racine	109,585	34,700	143,644	36,584	3,939	38,578
Door	20,870	6,400	23,237	5,441	545	7,354	Richland	19,245	5,200	20,936	4,381	465	5,591
Douglas	46,715	13,800	47,136	13,353	1,209	12,197	Rock	92,778	29,700	124,796	30,260	3,016	33,595
Dunn	27,341	7,800	25,717	4,918	491	8,075	Rusk	16,790	4,300	15,478	3,038	234	4,404
Eau Claire	54,187	16,700	67,371	15,035	1,984	17,063	St. Croix	25,905	7,500	27,154	4,831	501	6,284
Florence	3,356	1,200	2,407	836	28	1,115	Sauk	38,120	11,600	44,017	9,272	1,032	12,580
Fond du Lac	67,829	19,900	84,389	16,869	2,367	22,536	Sawyer	10,323	2,700	9,510	2,033	318	2,957
Forest	9,437	2,200	6,607	1,379	157	2,285	Shawano	35,249	9,400	28,737	6,287	483	10,254
Grant	41,460	12,100	48,413	8,363	839	12,452	Sheboygan	80,631	24,700	94,350	19,800	1,966	26,330
Green	24,172	7,400	37,449	8,819	967	8,308	Taylor	18,456	4,500	13,833	2,308	212	4,901
Green Lake	14,749	4,500	20,182	3,838	281	5,279	Trempealeau	23,730	6,700	21,489	3,700	352	7,017
Iowa	19,610	5,500	15,486	3,421	299	5,848	Vernon	27,966	7,600	21,987	5,754	591	8,113
Iron	8,714	2,400	7,512	2,401	62	2,491	Vilas	9,363	2,800	12,610	3,719	69	3,386
Jackson	16,073	4,700	14,573	2,268	216	4,602	Walworth	41,584	13,900	58,687	12,650	1,519	16,748
Jefferson	43,069	13,100	55,263	12,105	1,052	15,872	Washington	11,665	3,100	11,254	3,292	395	3,299
Juneau	18,930	5,300	18,535	4,165	377	5,587	Washington	35,802	10,400	41,797	6,800	650	12,658
Kenosha	75,238	24,300	98,330	26,441	2,499	27,179	Waukesha	85,901	27,600	89,980	24,301	2,189	37,204
Kewaunee	17,366	4,600	15,440	2,414	249	5,523	Waupaca	35,056	10,300	45,813	8,344	879	11,560
La Crosse	67,587	20,400	86,826	21,272	1,830	20,872	Waushara	13,920	4,000	13,624	2,127	175	4,789
Lafayette	18,137	5,100	18,283	3,685	251	5,472	Winnebago	91,103	28,100	1,079,925	28,142	2,537	29,935
Langlade	21,975	5,900	25,037	5,843	368	6,129	Wood	50,500	14,600	58,901	13,563	1,122	16,368
Lincoln	22,235	6,400	24,886	6,461	651	6,757							
Manitowoc	67,159	20,000	76,781	18,995	1,145	22,005							
Marathon	80,337	22,400	86,757	16,824	1,506	24,977							

Note: Population 1950 U. S. Census; radio families estimated as of July 1955. A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Licensee	Headquarters	Telephone	Network	Representative	Executive Abbreviations	
		Established	Power						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.	
ANTIGO (Langlade County)										
WATK		1947	900 250-D	Antigo Bcstg. Co.		3-4124		Artemus F. Berner, p, gm	Robert E. Fowler, ce	
APPLETON (Outagamie County)										
WAPL		1952	1570 1,000-D	Bartell Bcstrs. Inc	John Baillet Hotel	Regent 4-2609	Gill-Perna	Gerald A. Bartell, p Morton J. Wagner, evp	Connie Forster, gm Bob Culp, cm	Rex Munger, pd, nd, sd Ev Fliegel, ce
WHBY		1923	1230 250	WHBY Inc.	600 S. Law St.	3-6639	MBS Wisconsin Net. Meeker	Lewis J. Process, gm, cm Orion Samuelson, pd Chris Schmeider, pmm	George Merkle, ce John Flynn, nd Clyde Downing, fd	Bob Lloyd, sd Marion Hauert, wd
ASHLAND (Ashland County)										
WATW		1940	1400 250	Upper Michigan-Wisconsin Bcstg. Co.	Northern State Bank Bldg.	1680	MBS KBS Wisconsin Net. Walker	William L. Johnson, p, gm Arnold J. Peterson, cm, nd	Nancy Anno, pd, wd Les Patten, ce	Joe Huber, fd Jim Footit, sd
AUBURNDALE (Wood County)										
*WLBL		1922	930 5,000-D	State of Wisconsin	Radio Hall	Madison Wisc. Alpine 5-2988		Harold B. McCarty, dir William G. Harley, pd Harold A. Engel, pmm	John H. Stiehl, ce Roy Vogelman, nd Maurice White, fd	Karl Schmidt, prod mgr Aline Hazard, wd
BEAVER DAM (Dodge County)										
WBEV		1951	1430 1,000-D	Beaver Dam Bcstg. Co	Radio Park	Turner 5-4439	KBS Holman	William E. Walker, p	Charles R. Dickoff, vp, gm	George Reese, cm
BELOIT (Rock County)										
WBEL		1948	1380 5,000-D DA-D	Beloit Bcstrs. Inc.	P. O. Box 839	Emerson 5-5525	Gill-Perna	Russ Salter, p Robert O. Moran, gm Joseph E. Moen, sm, cm	Irv Andreoni, pmm Leo Wilson, ce Robert K. Brown, nd	Bob Scholz, fd Bob Noe, sd Christie Thomsen, wd
WGEZ		1948	1490 250	Beloit Bcstg. Co.	Hotel Hilton	Emerson 5-8865	MBS Wisconsin Net. Everett-McKinney	Sidney H. Bliss, p Vern Williams, gm Bill Bessire, cm	Tom Anderson, sm, sd Wayne Clay, ce	Dick Blanchard, nd Pat Nutley, wd
CHIPPEWA FALLS (Chippewa County)										
WCHF		1954	1150 1,000-D	Chippewa Falls Bcstg.		108 Bridge St. Park 3-4476	KBS Clark	Walter F. Kean, p Russ Salter, sec	Kerm Stevens, gm, ce, nd Harry Lundstrom, cm, fd	Russ E. Brennen, pd, sd Maryann L. Smith, wd

Data corrected to Dec. 15, 1955. 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.

EAU CLAIRE*(Eau Claire County)*

WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron St. Temple 5-5111	MBS Pearson	Howard G. Bill, p, gm	Harold Jahnke, pd, ce, nd	L. G. Kassera, sd
WEAU 1937	790 5,000	Central Bcstg. Co. 2415 So. Hastings Way 2-3474	NBC Arrowhead Net. Hollingbery Bulmer & Johnson	W. C. Bridges, p, gm	Leo Howard, sm	
WEAU-TV 1945	Ch. 231 (B) 94.1mc 60kw					
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 2-1620		Thomas K. Werner, p	Jack Kelly, gm, pd, nd, fd	

FOND du LAC*(Wisconsin County)*

KFTZ 1922	1450 250	KFTZ Bcstg. Co. 18 W. First St. 356	MBS Wisconsin Net. Holman	Emery W. Martin, evp Lynn N. Fairbanks, gm	Lucille A. Fairbanks, pd Wendel S. Meyers, ce	Joe Goeser, sd
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GLENDALE*(Monroe County)*

WFMR (FM) (CP)	Ch. 243 (B) 96.5mc 11kw	High Fidelity Bcstg. Corp. 2563 N. Summit Ave. Milwaukee 11, Wis.		Hugo Koeth Jr., p		
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GREEN BAY*(Brown County)*

WBAY 1922	1360 5,000	Norbertine Fathers 115 South Jefferson Hemlock 2-3331	CBS Weed	Rev. M. J. Beemster, mgng dir Haydn R. Evans, gm Joe DeYoung, cm	Rog Mueller, pd Bob Meister, pmm Wallace Stangel, ce	Clair Stone, nd Bob Parker, fd Bud Witte, sd
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Hemlock 5-5331	ABC	Ben A. Laird, p, gm Allen H. Embury, sm	Robert A. Vandersteen, cm Leo C. Westerman, ce	Robert A. Houle, nd Donald A. Weitendorf, sd
WJPG 1947	1440 5,000-D 500-N DA-2	Green Bay Newspaper Co. P. O. Box 620 Hemlock 5-7575	MBS Wisconsin Net. Burn-Smith	A. B. Turnbull, p John M. Walter, sm Glen R. Holznecht, cm	Charles Gourlie, pd William McCarthy, pmm Elmo Reed, ce	Les Sturmer, fd Tony Flynn, sd Mary Ann Bartelt, wd

HARTFORD*(Washington County)*

WTKM 1951	1540 500	Kettle Moraine Bcstg. Co. 600	KBS	Walter G. Zastrow, p Don K. Zastrow, gm, fd Thomas Schmidt, cm, pmm	Tom Kriege, pd, nd George Dodge, ce Redd Hall, sd	Lynn Karel, wd Pat Shanahan, music dir
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JANESVILLE*(Rock County)*

WCLO 1930	1230 250	Southern Wisconsin Radio Inc. 200 E. Milwaukee St. Pleasant 4-3316	MBS Wisconsin Net. Everett-McKinney	Sidney H. Bliss, p Vern W. Williams, gm, nd Bill Bessire, cm	Ralph Schroeder, pd, pmm Wayne Clay, ce Bob Walker, fd	Don Boyd, sd Pat McJoynt, wd
WCLO-FM 1947	Ch. 260 (B) 99.9mc 15.5kw					

KENOSHA*(Kenosha County)*

WLP 1947	1050 250-D	Kenosha Bcstg. Co. 637 57th St. Olympic 7-6162	Everett-McKinney	William L. Lipman, o, gm Hugh L. Gately, sm Jerry Golden, pd	Steve Kelly, asst pd Cassy Lubanski, ce V. Taylor, co-nd	M. Zicarelli, co-nd Armin Ranyan, sd Irene Nelson, wd
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LA CROSSE*(La Crosse County)*

WKBH 1923	1410 5,000	WKBH Inc. 141 S. 6th 2-4878	NBC Wisconsin Net. H-R Reps.	Howard Dahl, p, gm Robert Z. Morrison, cm	Berniece Callaway, pd Leonard G. Anderson, pmm	Al Leeman, ce
WKBT (TV) 1948	DA-N 580 1,000 DA-1	Lee & Associates Inc. 112 N. 4th 2-6042	ABC Everett-McKinney Bulmer & Johnson	Herbert H. Lee, p Donald F. O'Brien, gm	Charles Kearns, pd, sd	Milo G. Knutson, nd
WLCC 1947	1490 250	Phillippe Bcstg. Corp. Rivoli Bldg. 4-4521	MBS KBS Sears & Ayer	R. L. Phillippe, p Gene W. Phillippe, gm, nd Robert A. Gaumer, cm	Catherine Guillaume, pd William E. Bruring, ce Kenneth Gribi, fd	Robert Mikkalson, sd Carol Phillippe, wd

LADYSMITH*(Rusk County)*

WLDY 1948	1340 250	Flambeau Bcstg. Co. Hwy. 8 West 584	KBS Clark	Charles H. Nelson, o, gm Joe Blake, cm	James Girard, pd	Raymond Bohnert, ce
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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 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	
MADISON (Dane County)						
*WHA 1919 WHA-TV	970 5,000-D	University of Wisconsin Radio Hall Alpine 5-2988		E. B. Fred. p Harold B. McCarty, dir William G. Harley, pd	Harold A. Engel, pmm John H. Stiehl, ce Roy Vogelman, nd	Maurice White, fd Karl Schmidt, prod mgr Aline Hazard, wd
WIBA 1925	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. Cedar 3-5311	NBC Avery-Knodel	William T. Evjue, p Kenneth F. Schmitt, gm Howard A. Johnson, cm	Robert N. Dick, pd Norman Hahn, ce Jack Newman, nd	Frank Mayfield, fd Betty Cass, wd
WIBA-FM 1948	Ch. 268 (B) 101.5mc 45kw					
WISC 1948	1480 1,000 DA-1	Radio Wisconsin Inc. Commercial State Bank Bldg. Alpine 7-2588	ABC MBS Arrowhead Net. Hollingbery	Ralph Immell, p Ralph O'Connor, gm Richard Nickeson, cm	Beverly White, pd Lee Wesner, pmm, fd W. M. Greely, ce	Clifford Conohan, nd Richard Sherman, sd Barbara Lane, wd
WISC-TV (CP)						
WISC-FM 1948	Ch. 251 (B) 98.1mc 1kw					
WKOW 1948	1070 10,000-D 5,000-N DA-2	Monona Bcstg. Co. 215 W. Washington Ave. Alpine 7-2261	CBS Headley-Reed	Stewart Watson, p Ben F. Hovel, gm Paul Enright, sm Robert Wickhem, co-ce	Hale Blakely, co-ce Jack Davis, co-nd Ray Streeter, co-nd	Roy Gumtow, fd Rudy Ploc, sd Luella Mortenson, wd
WKOW-TV						
WMFM (FM) 1948	Ch. 281 (B) 104.1mc 7.5kw	Earl W. Fessler 2047 Winnebago St. CH 4-2847		Earl W. Fessler, p, gm, ce Gene Edwards, cm Audrey Powers, pd	Bob Tilton, pmm Ben Beneditti, nd	Rod Gallagher, sd Donna Lou, wd
MANITOWOC (Manitowoc County)						
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS Wisconsin Net. Holman	Francis M. Kadow, p, gm, cm George H. Erdman, pd L. J. Splitt, pmm	Hubert Willis, ce G. H. Todd, nd Mordecai Morgan, fd	L. J. Mangin, sd Donna Wodak, wd
WVOC 1952	980 1,000-D	Manitowoc Bcstg. Co 2500 N. 10th Ave. 7763	McGillvra	Edward D. Allen, co-o, gm, pmm	Edward W. Jacker, co-o, cm, ce	Donn Reed, pd, nd, fd, sd Dolores Allen, wd
MARINETTE (Marinette County)						
WMAM 1939	570 250-D	M & M Bcstg. Co. Radio-TV Park 2-6631	NBC Wisconsin Net. Northern Net. Venard, Rintoul & McConnell	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, cm Wallace N. MacBrier Jr., pd	Lois Wilkowski, pmm Alister S. Alexander, ce Thomas J. Reading, nd	John Bell, fd William Liegeois, sd Marjorie E. Simms, wd
WMBV-TV	100-N					
MARSHFIELD (Wood County)						
WDLB 1947	1450 250	Dairyland's Bcstg. Service Inc. 1710 N. Central Ave 1450	Schmitz	Lloyd L. Felker, p Robert W. Behling, gm Roger D. Thomsen, cm Du Wayne Allen, pd	Jack Thornton, pmm Jerry Boos, ce Glenn Brown, nd	Chuck Lilligren, fd Bob Johnson, sd Marilyn Peterson, wd
WDLB-FM 1948	Ch. 280 (A) 103.9mc 0.25kw					
MEDFORD (Taylor County)						
WTGM 1941	1490 250	M and N Bcstg. Co P. O. Box 59 255	MBS Clark	Paul Allman, p Joe Dahlvig, vp, gm Raymond Bohnert, sec, ce	Harold R. Murphy, treas, pd Galen Brunner, nd Dick Johnson, fd	Don Seehafer, sd Joan Kaimon, wd
MENOMONIE (Dunn County)						
WMNE 1951	1360 1,000-D	Menomonie Bcstg. Co 603½ Broadway 1156	KBS	Dr. Wendell Hansen, p Douglas Weikle, gm, nd Thor Edgeberg, cm	Warren Weikle, pd Everett Lindgren, ce Howard Kuhn, fd	Denton Fender, sd Margaret Brandenburg, wd
MERRILL (Lincoln County)						
WLIN (FM) 1947	Ch. 264 (B) 100.7mc 9.7kw	Atvin E. O'Konski Enter- prises Inc. Fourth & Scott Sts., Wausau Wausau 2-2111		Atvin E. O'Konski		
MILWAUKEE (Milwaukee County)						
WEMP 1935	1250 5,000 DA-2	Milwaukee Bcstg. Co. 710 N. Plankinton Ave Broadway 1-7722	Headley-Reed	A. M. Sphaeris, p Hugh K. Boice Jr., vp, gm John C. Gagliano, cm	Tom Shanahan, pd Rolland E. Paske, ce	Don O'Connor, nd Earl Gillespie, sd
WEMP-FM 1948	Ch. 227 (B) 93.3mc 50kw					
WFOX 1945	860 250-D	Business Management Inc. 208 E. Wisconsin Ave. Broadway 2-1272	KBS	Joseph A. Clark, p, gm Viola E. Wilson, sm, pd	Edward T. Flynn, cm Robert Mayer, ce	John Anthony, sd Jo Boyd, wd
WFOX-TV (CP)						
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Ave. Broadway 1-4644	ABC CBS Petry	D. L. Provost, vp L. E. Showerman, sm L. A. Larson, asst mgr J. Grant Sandison, cm	Patt Barnes, pd Charles J. Landhier, pmm Lou Rippenhoff, pub mgr Donald A. Weller, ce	Joseph Sergio, bus mgr Milt Brandt, nd, fd Bill Kersey, sd Mary Ann LeMay, wd Gino Monaco, ce
WISN-TV						
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co 2625 W. Wisconsin Ave. West 3-1290	Everett-McKinney	Gene Posner, p Neil Searles, gm	Gene Emerald, prog co- ordinator, nd	
WOKY 1947	920 1,000 DA-1	Bartell Bcstrs. Inc. 522 W. Wisconsin Ave. Broadway 1-8480	Bolling	Gerald A. Bartell, p Morton J. Wagner, evp Melvin Bartell, gm	John A. Reddy, pd, sd Milti Shio, pmm Ralph Evans, ce	Bob Berrin, er, nd Barry Grant, fd Rosa B. Evans, wd
WRIT 1955	1340 250	Trinity Bcstg. Corp. 5407 W. Martin Dr. Bluemound 8-9321	H-R Repts Brown	Gordon B. McLendon, p Bill Weaver, gm Bill Baldwin, asst mgr	Elmer Francke, cm Gene Edwards, pd Ralph Ingraham, ce	Jack Warren, nd Gerry Grainger, sd
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capitol Dr. (12) Broadway 1-6000	NBC Christal	Walter J. Damm, vp, gm R. G. Winnie, asst gm George Comte, sm	Neale V. Bakke, sim George Nicoud, asst to mgr Don Loose, prod mgr	Phillip B. Laeser, eng mgr Bruce Wallace, pmm
WTMJ-TV						

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 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.

MONROE

(Greene County)

WEKZ 1280
1951 1,000-D

Green County Bcstg. Co.
Schuetze Bldg.
1260

Willard Schuetze, ptr
Edwin Schuetze, ptr
Kenneth Stuart, ptr
Doran Zwygart, ptr

Grant A. Ritter, gm, cm, fd
Stan Neuberger, pd
Joe Urban, asst mgr
Rex Eyler, ce

Charles Booth, nd
George McKeown, sd
Eileen Steensrud, wd

NEENAH-MENASHA

(Winnebago County)

WNAM 1280
1946 1,000
DA-N

Neenah-Menasha Bcstg Co
Pearson
P. O. Box 602
Parkway 2-6471

S. N. Pickard, p
Don C. Wirth, gm

W. C. Porsow, cm
Harry R. Hill, ce

Tom Collins, sd

OSHKOSH

(Winnebago County)

WOSH 1490
1941 250

Oshkosh Bcstg. Co. ABC
1235 Bowen St. Rd. Pearson
Stanley 4580

William F. Johns Jr., p
William L. McDonald, gm, cm
Robert Hasselman, pd

Donald Zuehlke, ce
Roland McBain, nd

Jack McKone, sd
Jessie Miller, wd

PARK FALLS

(Price County)

WPFP 1450
1953 250

Northland Bcstg. Co. Clark
262

Gene Halker, p
Gordon Schluter, sec-treas

Gordon Locke, pd
Robert Senne, ce

Dan Creighton, sd
Lois Hickey, wd

PLATTVILLE

(Grant County)

WSWW 1590
1955 1,000-D

Southwest Wisconsin Co.
Radio Park
2775

John F. Monroe, p

Robert J. Bodden, gm, cm,
prog mgr, pmm, nd

Raymond Skinner, ce

PLYMOUTH

(Sheboygan County)

WPLY 1420
1954 500-D

Eastern Wisconsin Bcstg. Co. inc. KBS
P. O. Box 222
3-3661

Arthur J. Gerber, p
John R. Saxe, gm
Donald Harrington, cm

Walter Kalata, pd, nd
Lew Wendlandt, pmm, fd, sd

Eugene Capelle, ce
Irene Schmeling, wd

PORTAGE

(Columbia County)

WPDR 1350
1952 1,000-D

Portage Bcstg. Co.
P. O. Box 142
1350

W. T. Comstock, p
William Felton, gm, nd, sd
Les Peterson, cm

Berwyn, Ableman, pd, fd
Frank Haas, pmm

Oliver Jones, ce
Carol Mork, wd

POYNETTE

(Columbia County)

WIBU 1240
1925 250
WWCF (FM) Ch. 135 (B)
1948 94.9mc
37kw

Wm. C. Forrest KBS
98
(WIBU, Am Affiliate)

Wm. C. Forrest, p, gm, cm

Sarah Forrest, pd

Leonard Doese, ce

PRAIRIE du CHIEN

(Crawford County)

WPRE 1280
1952 500-D

Prairie Bcstg. Co. Holman
P. O. Box 36
637

W. C. Schlaugat Jr., gm
Thomas Mullerer, cm, pmm
Jerry Key, pd

Edwin Pugh, ce
Don Green, nd
Eldon Schmidgall, fd

Tom Morgan, sd
Toni Panka, wd

RACINE

(Racine County)

WRAC 1460
1949 500-D

WRAC Inc. KBS
Arcade Bldg. Sears & Ayer
2-1627

George Gorton, II, p

William J. Prialux, vp, gm,
pmm

WRJN 1400
1926 250

Racine Bcstg. Corp. ABC
441 Main St. Wisconsin Net.
Melrose 4-3311 Walker

Harry R. LePoidevin, gm
Harold J. Newcomb, sm
Gerald D. Nelson, cm

Lyman Merens, pd, nd
Amelia French, pmm
Stanley D. Fisher, ce

William Gumm, sd
Helen Thomas, wd

WRJN-FM Ch. 264 (B)
1948 100.7mc
15kw

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LOS ANGELES ST. LOUIS SAN FRANCISCO

EDWARD PETRY AND CO. INC.

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
REEDSBURG (Sauk County)						
	WRDB 1953	1400 250	William C. Forrest Poynette, Wisc. 98	Wisconsin Net.	William C. Forrest, p Mike Flaherty, gm Larry Durand, pd	Richard Ingwell, ce Ed Reilly, nd Jim Gates, sd Helen Kohlmeier, wd
RHINELANDER (Oneida County)						
	WOBT 1947	1240 250	Oneida Bcstg. Co. Route 2 1240	MBS McGillvra	James Cleary, p George F. Thoma, gm Howard Koenitzer, cm	Wendell Porter, pd William Anderson, ce John Wadd, nd Todd McEldowney, sd
RICE LAKE (Barron County)						
	WJMC 1938	1240 250	WJMC Inc. 550	MBS Arrowhead Net. Wisconsin Net. Hollingbery	W. C. Bridges, p Russell J. Brown, gm, cm, pd, pmm	Carl Klaus, nd Robert Kolsky, ce Betty Rich, wd
	WJMC-FM 1947	Ch. 242 (B) 96.3mc 15.5kw				
RICHLAND CENTER (Richland County)						
	WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 1000	Wisconsin Net.	Hala D. Peebles, p, gm, pd Gerald Cook, cm Peter Athanas, ce	Joseph Koelsch, nd Orlie T. Baker, fd Bob Kane, sd Mildred McIntyre, wd
SHAWANO (Shawano County)						
	WTCH 1948	960 1,000 DA-N	Shawano County Leader Pub. Co. 107 E. Green Bay St. 666	KBS Best	Jeanne P. Donald, gm	R. Gruetzmacher, sm
SHEBOYGAN (Sheboygan County)						
	WHBL 1928	1330 1,000-D 250-N	WHBL Inc. Hotel Foeste Glencourt 8-2107	ABC Wisconsin Net Venard, Rintoul & McConnell	Charles E. Broughton, p Paul Skinner, gm	Ed Hagen, cm Christ Bauer, ce Chuck Fisher, nd Jim Siegel, sd
	WHBL-FM 1948	Ch. 262 (B) 100.3mc 63kw				
	WSHE 1955	950 500-D DA-D	Lake Shore Bcstg. Co. 1210 North 8th St. Glencourt 2-4671	Sears & Ayer	David A. Bensman, o, p, gm John H. Gardiner, cm Clifford Derby, pd	Rose S. Bensman, pmm Jack Brookbank, ce Lawrence E. Foreman, nd Sue Brookbank, wd
SPARTA (Monroe County)						
	WKLJ 1951	1290 1,000-D	Sparta-Tomah Bcstg. Co. 124½ S. Water St. 3307	KBS Best	John D. Rice, p, gm, nd Thomas M. Price, cm Eddie Cary, pd, fd	Richard M. Hubbell, pmm Roger L. Belke, ce Bill Lahm, sd Mary Hoogenhous, wd
STEVENS POINT (Portage County)						
	*WLBL 1954	930 5,000-D	State of Wisc. Radio Council			
	WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414 Main St. 2744	Holman	W. F. Johns Jr., p Peter A. Barnard, vp, gm	Dave Silverman, cm Tom Lund, pd, nd Garth Bowker, ce Gordon Blacketer, sd
STURGEON BAY (Door County)						
	WDOR 1951	910 500-D	Door County Bcstg. Co. 15th & Utah 593	McGillvra	Edward Allen Jr., p, gm, pmm, fd	William O. Warnkey, cm Dolores Allen, pd, wd Joseph J. Genovese, ce, sd Verneille Haen, nd
	WOKW 1951	1260 1,000-D	Door County Radio Co. 1260	KBS Best	Howard R. Peters, p, gm Frank Ullsperger, sm Jack Schaefer, pd	Robert Egeland, ce Chandler F. Harris, vp, nd Leonard Koskubar, fd Robert Baum, sd Eleanor Schultz, wd
SUPERIOR (Douglas County)						
	KDAL 1936		(See Duluth, Minn. listing)			
	WDSM 1939	710 5,000	WDSM Inc 921 Tower Ave. EX 4-4451	ABC MBS Free & Peters	Robert B. Ridder, p Rodney A. Quick, gm Carlo Anneke, cm	Tony Marta, pd Gerald Baumann, ce Siinto Wessman, nd Robert Junkert, sd
	WDSM-TV	DA-N				
TWO RIVERS (Manitowoc County)						
	WTRW 1951	1590 1,000-D	Two Rivers Bcstg. Co. 1817 Washington St. 324	KBS	Wendell Hansen, p Howard J. Luebke, gm	Stanley Greene, cm Elmer Johnson, ce
WATERTOWN (Jefferson County)						
	WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215	KBS	Carl V. Kolata, p, gm Douglass Beaudoin, ce	Willard James, nd William Lister, sd Florence Herold, wd
WAUKESHA (Waukesha County)						
	WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 318 W. Main St. Liberty 2-6636	KBS Holman	N. E. Schley, co-o, p Mig Figl, co-o, gm Charles Williams, co-o, cm	Donald Froehlich, pd, fd Adin Randall, ce Allan Williams, nd R. Shannahan, sd Nota Jean Magers, wd

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WAUPACA

(Waupaca County)

WAPC (CP)	1320 1,000-D	Chain O'Lakes Bcstg. Corp. c/o Harry E. Vose 322 Elmwood Ave. Oshkosh, Wisc.	Harry E. Vose, vp
WDUX (CP)	800 500-D	Dorothy J. Laird 2355 S. Webster Green Bay, Wisc.	Dorothy J. Laird, o

WAUSAU

(Marathon County)

WHVF 1953	1230 250	Lakeland Bcstg. Co. 1110 E. Wausau Ave. 2-1188	Indie	Hilding V. Foreen, p, ce R. H. Topinka, gm, cm, sd	Joe Lenoci, pd Dick Doede, nd	Harold Golding, fd Florence Frodl, wd
WOSA 1948	550 5,000 DA-2	Alvin E. O'Konski Enterprises, Inc. Thorp Finance Bldg. 2-2111	ABC, MBS Rambeau Bulmer & Johnson	Alvin E. O'Konski, p Arthur Linn, gm Dan Turner, cm	Carol Green, pd Leon Gabriel, pmm Werner Weiss, ce	Charles Summers, fd Mark Zelich, sd Miriam Semling, wd
WSAU 1937 WSAU-TV	1400 250	Wisconsin Valley Tv Corp. 714 Fifth St. 2-1021	NBC Wisconsin Net Meeker	J. C. Sturtevant, p George T. Frechette, gm Richard D. Dudley, asst gm	George Bundner, sm, sd James W. Frey, cm Don DeByle, pd, pmm	Roland W. Richardt, ce Howie Gernetske, nd Buck Leverton, fd

WEST BEND

(Washington County)

WBKV 1950	1470 500-D	West Bend Bcstg. Co. Federal 4-2344	August C. Berkholtz, p Roy Ambrose, sm	Paul Mueller, cm Ray Kessenick, pd	Paul Ripple, ce
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WISCONSIN RAPIDS

(Wood County)

WFHR 1940	1340 250	William F. Huffman Radio Inc. 143 W. Grand Ave. 1340	MBS Wisconsin Net Devney	Louise F. Huffman, p George T. Frechette, gm, pmm	L. J. Zurawski, cm James S. Tighe, pd, nd Gordon Miller, ce	Arnie Strobe, fd Ed Hanson, sd Bernardine Speltz, wd
WFHR-FM 1947	Ch. 277 (B) 103.3mc 2.1kw					

WYOMING

MARKET DATA BY COUNTIES

County	Radio						County	Radio					
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954		Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
Albany	19,055	5,900	\$22,458	\$ 5,292	\$ 497	7,271	Park	15,182	5,200	21,681	4,835	635	5,828
Big Horn	13,176	3,500	12,232	2,803	545	4,171	Platte	7,925	2,300	9,038	1,975	378	2,809
Campbell	4,839	1,300	6,450	1,192	211	1,809	Sheridan	20,185	6,300	25,837	5,973	789	7,398
Carbon	15,742	4,800	18,361	3,673	584	5,554	Sublette	2,481	800	3,119	492	209	969
Converse	5,933	1,600	9,100	1,893	249	2,470	Sweetwater	22,017	6,300	27,070	5,326	805	6,715
Crook	4,738	1,100	4,432	859	103	1,450	Teton	2,593	800	6,231	1,182	75	1,440
Fremont	19,580	5,800	28,905	6,194	951	6,854	Uinta	7,331	1,600	8,598	1,656	204	2,414
Goshen	12,834	3,500	14,583	2,681	344	4,629	Washakie	7,252	2,000	13,210	2,602	351	3,243
Hot Springs	5,250	1,700	8,583	2,230	409	2,258	Weston	6,733	2,300	12,921	2,853	608	4,015
Johnson	4,707	1,300	5,928	1,359	120	2,144	Yellowstone						
Laramie	47,662	15,400	63,590	13,079	1,749	20,193	Natl. Park	353	100	2,575	45		
Lincoln	9,023	2,300	9,265	2,119	302	2,780	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Natrona	31,437	12,800	64,515	9,850	1,774	17,323							
Niobrara	4,701	1,100	8,055	1,207	176	1,902							

DIRECTORY OF AM AND FM STATIONS

BUFFALO

(Johnson County)

KBBS (CP)	1450 250	Northern Wyoming Bcstg. Corp. P. O. Box 622 Sheridan, Wyo.	Donald J. Grimes, p
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CASPER

(Natrona County)

KSPR 1930	1470 5,000-D 1,000-N	Donald Lewis Hathaway P. O. Box 930 3-5777	CBS Walker Tracy Moore	Donald Lewis Hathaway, p, gm	Marcus R. Nichols, asst mgr
KATI (CP)	1400 250	John L. Breece P. O. Box 436 Lander, Wyo.		John L. Breece, o	
KVOC 1946	1230 250	KVOC Bcstg. Co. P. O. Box 2090 2-4512	ABC MBS Intermountain Wyo. Cowboy McGillvra	William F. Shutts, co-o, gm I. E. Shahan, co-o, cm Duane Simons, co-o, ce	Jim Baker, pd Fred Meeks, nd Warren Carlson, sd Marj Hileman, wd

CHEYENNE

(Laramie County)

KFBC 1940 KFBC-TV	1240 250	Frontier Bcstg. Co. 2923 E. Lincoln Way 4-4461	ABC Intermountain Wyo. Cowboy Avery-Knodel	Robert S. McCracken, p William C. Grove, gm, ce Charles P. Cahill, cm	Betty Keyes, pd Carman Shuster, pmm Kirk Knox, nd	Larry Birleffi, sd Margie O'Brien, wd
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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. Prom. Mgr. pmm; Prod. Mgr. pdm;	
CHEYENNE (Cont.)						
KVWO 1952	1370 1,000-D	Great West Co. P. O. Box 926 2-6433	MBS McGillvra Briley	William T. Kemp, p, gm Bill Anderson, sm Ruth Dorr, slm	Mellie Barnett, pd Miles Greenfield, nd Jack Duane, sd	Jo Ann Sandler, wd Hal M. Roberts, ce Tom Drake, pmm
CODY (Park County)						
KODI 1947	1400 250	Park Bcstrs. Inc. P. O. Box 762 444	McGillvra	Dr. R. B. Croft, p Robert B. Beall, sec-treas. bus mgr	Wayne E. Killmer, vp, cm Kay Decker, traffic mgr. nd, wd	Owen Allen, pd Hal Bowen, ce, fd Gabby Barrus, sd
EVANSTON (Uinta County)						
KLJK 1953	1240 250	Advertising Enterprises P. O. Box 198 700	MBS KBS Intermountain Avery-Knodel	Edwin L. Bullis, p Al Pyatt, gm, cm, fd	Ellen Wheelers, pd Harry Albers, ce	Laura Marie Pyatt, wd
LANDER (Fremont County)						
KOVE 1948	1330 1,000 DA-N	Edward J. Breece P. O. Box 436 488	MBS KBS Intermountain Continental	Edward J. Breece, p Jack L. Breece, gm, pd Dorothy L. Reed, cm	Louise York, pmm Gary Fehlauer, ce James Fitzgerald, slm	Robert W. Allen, nd, sd Harriet Bagley, wd
LARAMIE (Albany County)						
KOWB 1948	1340 250	Snowy Range Bcstg. Co. P. O. Box 972 4888	MBS KBS Intermountain Avery-Knodel	John Alexander, co-o George Dent, co-o Harry D. Peck, gm, cm	Linn Smith, pd, ce Pat Wilson, pmm Johnny Steele, nd, sd	Britt Davis, fd. Kay Shelton, wd
NEWCASTLE (Weston County)						
KASL 1953	1240 250	Newcastle Bcstg. Co. P. O. Box 967 Sherwood 6-2721	ABC Wyo. Cowboy McGillvra	Floyd L. Sparks, gm Roy D. Schmidt, ce	Phil Atkisson, nd Dick Shivlock, sd	Dorothy Accola, wd
POWELL (Park County)						
KPOW 1941	1260 5,000-D 1,000-N DA-N	Albert J. Meyer Elder Bldg. 222	MBS KBS Intermountain Avery-Knodel	Albert J. Meyer, p, gm Kenneth Meyer, cm	Agnes Fields, pd	J. S. Kilness, ce

Data corrected to Dec. 15, 1955. 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.

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HOOPER STATION!**

RAWLINS

(Carbon County)

KRAL 1947	1240 250	Rawlins Bcstg. Co. P. O. Box 385 1003	ABC MBS Intermountain McGillvra	Tracy McCracken, p Jack C. Vagner, gm, cm, sd	Newton K. Fenney, pd Robert Williams, ce	Gene McMillen, nd, fd Romona Nelson, wd
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RIVERTON

(Fremont County)

KWRL 1949	1450 250	Joseph P. Ernst Worland, Wyo. 733	MBS Intermountain Wyo. Cowboy	Joseph P. Ernst, p Jim Meredith, gm, cm, pd, sd	Bill Ross, ce, nd, fd	Jeanne Brown, wd
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ROCK SPRINGS

(Sweetwater County)

KVRS 1938	1360 1,000-D 500-N DA-N	Wyoming Bcstg. Co. 500 Broadway P. O. Box 1062 Empire 2-3793	MBS KBS Intermountain	D. G. Richardson, p Dwight A. Fisher, gm, sd	Laurel H. Mosbey, cm Imogene Parr, pd, nd	John Cormana, ce
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SHERIDAN

(Sheridan County)

KWYO 1934	1410 1,000-D 500-N	Big Horn Bcstg. Co. 21 N. Main 601	MBS Intermountain Avery-Knodel	Jim Carroll, p, gm Don Tannehill, cm	Bob Wilson, pd, nd Bob Crosthwaite, ce	Jim Spracklin, sd
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THERMOPOLIS

(Hot Springs County)

KRTR 1955	1490 250	Mildred V. Ernst 500 Broadway 800	MBS Intermountain	Mildred Ernst, ptrn, gm J. P. Ernst, ptrn, nd	Olin Pike, cm Philip Ernst, ce	Jack Beard, sd
KTHE 1955	1240 250	Thermopolis Bcstg. Co. c/o H. Scott Taylor 228 Klink Bldg.				

TORRINGTON

(Goshen County)

KGOS 1950	1490 250	J. P. Ernst P. O. Box 271 567		J. P. Ernst, o, gm		
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WORLAND

(Washokie County)

KWOR 1946	1340 250	Joseph P. Ernst P. O. Box 409 733	MBS Intermountain	Joseph P. Ernst, p, ce Mildred V. Ernst, gm, cm	Jerry Fay, pd, sd Lillian Wells, pmm	Jim Lambrose, nd Ava Johnson, wd
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ALASKA

ANCHORAGE

KBYR 1949	1240 250 (CP-1270 1,000)	Radio Anchorage Inc. P. O. Box 1980 5-8201		E. Pournelle, gm Wesley Burton, cm	David L. Dodd, ce Jack Wandell, nd	Ed Stevens, sd
KENI 1948	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 O. Banks, sm Wm. Stewart, cm	Ralph Walker, ce
KENI-TV 1924	730 10,000	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bcstg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Ernest Spink, sm Elmer Emery, pd	Edward L. Carter, pmm William E. Duck, ce George Patterson, nd	Edward Mack, sd Audrey Davies, wd

CORDOVA

KLAM 1954	1450 250	Northern Light Bcstg. Corp. P. O. Box 278	Day Fletcher	Charles L. Buck, p, gm, ce, nd	Dona Buck, pd Vince Addington, sd	Phyllis Carlson, wd
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FAIRBANKS

KFAR 1939	660 10,000	Midnight Sun Bcstg. Co. Box 910 2803	ABC, MBS, NBC Fletcher Day	Austin G. Cooley, p Alvin O. Bramstedt, gm	John Grin, cm Richard Greuel, pd	Robert Franzke, ce
KFRB 1948	900 10,000	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bcstg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm, ce Jack Hauser, sm	Ruth Bagwell, pd Lawrence M. Laby, pmm	Joel Buffington, nd, sd Val Greuel, wd

JUNEAU

KINY 1935	800 5,000	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bcstg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm James B. Lawson, sm Richard Peter, pd, nd	Joseph B. Mangan, pmm Gordon Burnett, ce	Robert Pegues, sd Margaret Metcalf, wd
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, slm	Jim Douglas, pd Dorothy Wheeler, pmm, wd	Royal O'Reilly, ce Steve Brody, nd, sd

KETCHIKAN

KABI 1952	580 1,000-D 500-N	Midnight Sun Bcstg. Co. P. O. Box 1459 3124	ABC, MBS, NBC Fletcher Day	Austin G. Cooley, p Donald G. Andon, sm	R. E. Moul, cm Douglas Walker, pd	Richard M. Nicholas, ce
KTKN 1942	930 1,000	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bcstg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Robert C. Mehan, sm Michael P. Quinn, pd	Roderick D. Falconer, pmm Alvin Lavanaway, ce	Roall Erickson, nd Irene Soule, wd

SEWARD

KIBH 1948	1340 250	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bcstg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Donald R. Hanlin, sm	William E. Duck, ce Lloyd D. Early, nd	Elsie J. Shingleton, wd
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SITKA

KIFW 1949	1230 250	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bcstg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Harry C. Lanz, sm	DeWayne Sharp, ce	Alvin B. Larson, nd
KSEW 1954	1400 250	Voice of Sheldon Jackson Inc.				

GUAM

AGANA

KUAM 1954	610 1,000	Radio Guam P. O. Box 68 72-365	NBC Young	Harry M. Engel Jr., p H. Richard Maguire, mgr Donald C. Brown, opr mgr	Gary R. Fuller, pd Walter R. Gambell, ce	Robert A. Jordan, sd Melba Shriver, wd
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HAWAII

HILO

(Hawaii County)

KHBC 1936	970 1,000	Hawaiian Bcstg. Sys. 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
KHBC-TV						
KILA 1951	850 1,000	James Emile Jaeger P. O. Box 1595 4372	MBS Inter-Island Net. Hollingbery	James E. Jaeger, o, gm Bey Nabara, cm Sam Nakamura, pd	Bill Meyers, pmm Rikia Doi, ce	Ed Mundy, nd Carlos Rivas, sd
KIPA 1947	1110 1,000	Big Island Bcstg. Co. P. O. Box 1602 2177	NBC Aloha Bcstg. Co.	Ira Mercer, p Jack Lanakila Brandt, gm, cm, pmm, nd	Kuihelani Mahikoa Brandt, pd, wd	R. Waldemar Jaderstrom, ce Max L. Nicholson, fd

HONOLULU

(Honolulu County)

KAIM (CP)	870 1,000	Christian Bcstg. Assn 1136 12th Ave. Kaimuki, Honolulu 72-4005		Theis Reynertson, p		
KAIM-FM 1953	Ch. 238 (B) 95.5mc 5.7kw			<i>Theis Reynertson, p</i> <i>Cornelius Ketur, gm</i>	<i>J. Robert Jensen, cm</i> <i>Donald Lowther, pd</i>	<i>Edward Castle Schoen, ce</i>
KGMB 1930	590 5,000	Hawaiian Bcstg. Sys. 1534 Kapiolani Blvd. 9-2011	CBS Free & Peters	J. Howard Worrall, p C. Richard Evans, vp, gm Ralph H. Davison Jr., slm	Robert Costa, pd John T. Quinlan, prom dir Dan Hunter, ce	Art Hansen, nd Frank Valenti, sd
KGMB-TV						
KGU 1922	760 2,500	Advertiser Pub. Co. P. O. Box 3110 5-2977	NBC All Islands Radio Net.	Lorin P. Thurston, p William O. Payne, gm George Mansfield, cm	Lee Hirschland, pd Vincent Priore, pmm Sakae Kimata, ce	Robert R. Roberts, nd Gene Good, sd
KONA (TV)			NBC Spot Sales Bolling	Ira G. Mercer, p, gm	Drew Kay, gen slm	
KHON 1946	1380 5,000	Aloha Bcstg. Co. P. O. Box 1380 9-5295		Royal V. Howard, p, ce	Angelo J. Rossi, evp, gm, cm, pd, pmm	
KIKI 1951	860 250 (CP-830)	KIKI Ltd. 230 Ward Ave. 6-3456		John M. Shaheen, p Fin Hollinger, evp, gm, cm	Carles Rivas, pd, sd Robert H. Lang, ce	Ed Mundy, nd Barbara Bishop, wd
KPOA 1946	630 5,000	Radio Hawaii Inc. 578 Kamoku St. 9-5236	MBS Inter-Island Net. Hollingbery	Richard C. Simonton, p Jack Burnett, evp, gm M. Franklin Warren, cm Alan Miller, pd	Paul Yamamoto, pmm Ronald T. Miyahira, ce Gordon Thompson, nd	Kimo Wahl, sd Jo Esser, wd
KULA 1947	690 10,000	Television Corp. of America 1260 Ala Moana Blvd. 6-3866	ABC Young			
KULA-TV						

KANEOHE

(Honolulu County)

KANI 1953	1150 1,000 DA-1	Windward Bcstg. Co. P. O. Box 897 KAI 24-3882		Merril K. Riley, p Don Carter, mgr, pd	Patt Patterson, slm, pmm	John Ellingson, ce
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LIHUE

(Kauai County)

KTOH 1940	1490 250	Garden Island Pub. Co. 2021	NBC All-Islands Net.	Charles J. Fern, gm	Martin H. Sebastian Jr., mgr	Katashi Nose, ce
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WAILUKU

(Mauit County)

KMVI 1947	550 1,000	Mauit Publishing Co. P. O. Box 374 33-981	NBC All-Islands Net NBC Spot Sales	J. Walter Cameron, p Ezra J. Crane, gm Frank Kovacic, cm Alan J. Delpech, pmm	Richard E. Mawson, asst gm, pd George Tam, ce	Earl I. Tanaka, nd Wilson P. Cannon, sd Nora Cooper, wd
KMVI-TV						

WAIPAHU

(Honolulu County)

KAHU 1950	920 1,000	Rural Bcstg. Co. P. O. Box 1007 Honolulu 27-3136		Dr. Timothy Wee, p Harry En Chu, gm	Robert Miller, pd, nd	Jackson McBride, pmm
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PUERTO RICO

AGUADILLA

WABA 1951	850 250	Hector Reichard P. O. Box 188 241		Hector Reichard, o F. Bonnet Velez, gm Wilfredo Almodovar, cm G. Ramos Ferrer, p	Alejandro Aviles, pd Raul Santiago, pmm	Antolin Jimenez, ce E. Cruz Velez, nd
WGRF (CP)	1340 250	Jaicoa Bcstg. Corp. P. O. Box 883				

ARECIBO

WCMN 1947	1280 1,000	Caribbean Bcstg. Corp Antonio Barcelo St. 589		A. Esteva Vidal, p Nabal Barreto, gm	Frank Lopez Oronoz, cm Frank Lopez Inerni, pd	Jose Soler, ce
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BAYAMON

WENA 1947	1560 250	Bayamon Bcstg. Corp. P. O. Box 157 161		Dr. A. Diaz Atilas, p	D. Diaz Alejandro, gm	
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CAGUAS

WNEL 1947	1450 250	Inter American Radio Corp. Celis Aguilera eq Corchado 678		Eduardo Biascoechea, p, gm, ce	John W. Rodriguez, 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, ptnr, mgr Jorge Luis Arzuaga, cm J. Colon Santiago, pd	Pedro Luis Jimenez, ce L. Cruz Iglesias, nd	Victor Fernandez Reguero, sd

FAJARDO

WMDD 1947	1490 250	WMDD Inc. Munoz Rivera-Barcelo Sta. 132		Jose R. Madrazo, p Agustin R. Camunas, gm, cm	Lucy Calderon, pd Herbert K. Honness, ce	Francisco A. Baez, nd Reinaldo Moreira, sd
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GUAYAMA

WXRJ 1948 1,000 Rafael Fuster P. O. Box 615 243 Rafael Fuster, p Charles Cordero, gm, cm Jose Colon Melendez, pd Julius Conesa, ce

MAYAGUEZ

WAEI 1948 1400 250 (CP-1,000 DA-1) Mario Acosta 12 Iglesia St. Mario Acosta, o, gm
 WKJB 1948 710 1,000-D 500-N Jose A. Bechara Jr. P. O. Box 1293 983 El Mundo Inter American Publications Jose A. Bechara Jr., p, gm Jaime Sanjurjo, cm A. Basora, pd, nd A. Cortes, pmm Henry Fisckback, ce Nelson Cotina, sd Dieguita Rivera, wd
 WORA 1955 1150 1,000 Radio Americas Corp. Darlington Bldg. 1151 Young Alfredo R. de Arellano Jr., p Chester F. Owens, vp Reinaldo M. Dupont, sec, asst mgr George A. Mayoral, evp Rodolfo Hernandez Lopez, prog mgr J. A. Aviles, co-ce J. A. Petrik, co-ce Enrique Alvarez Vicente, nd German Velez, fd Mario Quintero, sd Blanca L. DeMartinez, wd
 WPRA 1937 990 10,000 DA-1 WPRA Inc. P. O. Box 869 869 Andres Camara, p, fd Ederlinda Camara de Ramos, gm Virginia Di Cristina, cm Pedro Ojeda, pd Ismael Torrellas, pmm Juan S. Sepulveda, ce E. Rosado Baez, nd Natty Lopez, wd
 WTL 1951 1300 1,000 Mayaguez Radio Corp. P. O. Box 1346 1290 William G. Mamary, p Patricio R. Fernalint, gm Rafael Colon Diaz, pd Gilbert Mamary, cm, pmm, Aristides Zapata, ce Salvador E. Fabon, fd Gabriel Castro, sd Gladys Mamary, wd

PONCE

WISO 1953 1260 1,000 South Puerto Rico Bcstg. Corp. P. O. Box 2023 137 Andres Grillasca Salas, p Luis E. Freyre, gm, ce Nilda P. Freyre, cm Luis Felipe Rodriguez, pd Federico Ruiz Bermudez, nd Radames Mayoral, sd
 WPAB 1940 550 5,000-D 1,000-N Portorican American Bcstg. Co. 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 Puerto Rico Inc. P. O. Box 430 1015 P.R. Blue Net. Young Alfredo Ramirez de Arellano, p, gm Antonio Miro, cm, pmm Carlos R. Teissonniere, pd Franciaco Bauza, ce

RIO PIEDRAS

WRIO 1949 1320 5,000-D 1,000-N Master Bcstg. Corp. Gomez Bldg., Stop 35 1096 Isidro Quinones Vidal, p Julio Morales Ortiz, vp, sm
 WWWW 1949 1520 250 Frank A. Gandia P. O. Box 935 1098 Frank A. Dandia, p, gm

SAN JUAN

WAPA 1947 680 10,000 WAPA-TV Jose Ramon Quinones 357 Ponce de Leon Ave. 3-3000 Caribbean Net. Jose Ramon Quinones, o, gm Segismundo Quinones, cm Harold Zayas Torres, pd Jose Arzuaga, ce Pedro Vazquez, sd
 WHOA 1954 1400 250 Continental Bcstg. Corp. P. O. Box 4938 2-3187 KBS William R. Anthony, p, gm Walter Scott Priest, pd
 *WIPR 1949 940 10,000 DA-1 (CP) Department of Education Francisco Arrivi, gm Pedro Luis Jimenez, ce
 WITA 1948 1140 500 Electronic Enterprises Comercio St. 450 3-4719 Internatl. Newspapers Antonio Ayuso Valdivieso, p Grimaldi G. Graw, gm, cm Luis Prado Martorell, ce Cristobal Rodriguez, nd Rafael Carriles, fd Felix Pomaes, sd Lucy Otero, wd
 WKAQ 1922 580 5,000 WKAQ-TV El Mundo Bcstg. Corp. Stop 11 Miramar, P.R. 2-2023 CBS NBC Inter-American Publications Angel Ramos, p V. Lamas Jr., gm C. Vizcarrondo, cm Esther Pales, pd J. Ortiz Jimenez, nd H. Marin, sd
 WKVM 1951 810 25,000 DA-1 American Colonial Bcstg. Corp. 1000 Ponce de Leon Ave. 2-1278 Pan American Bcstg. Ralph Perez Perry, p, gm Gloria Haney, cm Gina Rivera, pd Diaz Velazquez, pmm, ce, nd Bebe Cabrera, sd Flor Vazquez, wd

SANTURCE

WLAC 1947 740 10,000 DA-1 Radio Station WIBS Inc. P. O. Box 4504 Tomas Muniz, gm Boliver Perez Rios, asst mgr

VIRGIN ISLANDS

CHARLOTTE AMALIE (St. Thomas)

WSTA 1950 1340 250 William N. Greer P. O. Box 538 489 Young William N. Greer, o, ce Nelle Greer, cm, wd Larry Bryan, sd

CHRISTIANSTED (St. Croix)

WIUS (FM) (CP) Ch. 261 (A) 100.1mc 0.780kw West Indies-Caribbean Radio Kings Hill P. O. Columbus Bay Mary Louise Vickers, o Edw. M. Vickers, gm, ce
 WIVI 1952 1230 250 Radio American West Indies Inc. Pan-American Bcstg. Co. Hazel M. Vickers, p, gm cm, pmm, wd Floyd K. Foster, vp James O. Neil, pd, sd Raymond E. Higdon, ce Pedro Encarnacion, nd Alva McFarlane, fd

CRUZ BAY (St. John)

WICR (CP) 1190 500 West Indies-Caribbean Radio Kings Hill Postoffice St. Croix, V. I. Mary Louise Vickers, o Edw. M. Vickers, gm, ce

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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 Bestg. Co. Ltd.; Greyhound Bldg.; ph. 6-1036; CBC, net.; All-Canada Radio Facilities, Weed, reprs. Exec.: H. R. Carson, gm; A. M. Cairns, mgr; D. Hartford, cm; G. A. Brown, pd; R. J. Tregillus, pmm; E. C. Connor, ce; E. L. Heywood, nd; Ron McCullough, fd; J. N. Marks, sd; J. Penn, wd. CFCN, began 1922, (tv affiliate CHCT-TV), 1060 kc, 10,000 w-DA-N. The Voice of the Prairies Ltd., 712 12th Ave. E.; ph. 2-1161; CBC, net.; Canadian Station Reprs., Radio Reprs., reprs. Exec.: H. G. Love, p; James A. Love, vp, pmm; Gordon L. Carter, opr mgr; Ned B. Corrigan, pd; Robert W. Lamb, ce; William N. Love, nd; Ross J. Henry, fd; Henry Viney, sd; Frances McNab, wd. CKXL, began 1951, (tv affiliate CHCT-TV), 1140 kc, 1,000 w-DA-N. CKXL Ltd., 210 9th Ave. W.; ph. 6-3026; Stovin, Forjoe, reprs. Exec.: Fred R. Shaw, p, mgng dir; Al R. MacKenzie, vp, gm; Allan Barker, gen srm; Peter J. Edwards, bcst mgr; Pearl V. Borgal, spec serv mgr; Gordon R. Morrison, tech dir; Bradley Keene, asst news ed; Joe Carbury, sd.

CAMROSE

CFCW, began 1954, 1230 kc, 250 w-DA-1. Camrose Bestg. Co. Ltd., Smith Bldg; ph. 3044; Alexander, repr. Exec.: T. A. Shandro, gm; Harold J. Yerxa, cm; Allan Brooks, pd; Kenneth Anholt, ce; Dick MacLean, nd; Dick Clements, fd; Julie Tombs, wd.

EDMONTON

CBX, began 1948, 1010 kc, 50,000 w-DA-1. CBC, MacDonald Hotel; ph. 2-9311; CBC net., CBC repr. Exec.: D. C. Claringbull, sm.

CBXA, began 1953, 740 kc, 250 w. CBC, MacDonald Hotel; ph. 2-9311; CBC net., CBC repr. Exec.: D. C. Claringbull, sm.

CFRN, began 1934, (tv affiliate CFRN-TV), 1260 kc, 5,000 w. Sunwapta Bestg. Co. Ltd., CPR Bldg.; ph. 2-2101; CBC Dominion net., Radio Reprs., Oakes, reprs. Exec.: G. R. A. Rice, p, gm; A. J. Hopps, cm; George Duffield, pd; Isobel McDonald, pmm; Frank Makepeace, ce; Laurie Graham, nd; Al Shaver, sd; Eve Henderson, wd.

CFRN-FM, began 1951, 100.3 mc, 0.25 kw.

CHED, began 1954, 1080 kc, 1,000 w-DA-N. CHED Ltd., 10006 107th St.; ph. 4-2111; Stovin, Forjoe, reprs. Exec.: D. McKay, gm; M. D. Dyck, cm; J. Forbes, pd; J. Saint, pmm; C. Nichol, ce; A. Slaughter, nd; B. Gibb, sd.

CHFA, began 1949, 680 kc, 5,000 w-DA-1. Radio-Edmonton Ltd., 10012 109th St.; ph. 4-2157; CBC French net.; Renaud, Hunt, McGillivra, reprs. Exec.: Dr. L. O. Beauchemin, p; Leo Remillard, gm, sd; Jean Gautron, cm; Gerald Lachance, pd; Charles Ferland, ce; Tharcis Forestier, nd; Jean Caron, fd; Medeleine Mangione, wd.

CJCA, began 1922, 930 kc, 5,000 w-DA-N. Edmonton Bestg. Co., Birks Bldg.; ph. 4-4131; CBC Trans-Canada net.; All-Canada Radio Facilities, Weed, 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. Alberta Government Telephones, 10526 Jasper Ave.; ph. 2-5161. Exec.: Hon. Gordon E. Taylor, min. of telephones; J. W. Hagerman, gm, pd; W. Pinko, ce; E. E. Olson, nd; A. A. Ward, sd. CKUA-FM, began 1948, Ch. 251(A), 98.1 mc, 0.35 kw.

GRANDE PRAIRIE

CFGP, began 1937, 1050 kc, 5,000 w-DA-N. Northern Bestg. Corp. Ltd.; ph. 2311; CBC net.; All-Canada Radio Facilities, Weed, reprs. Exec.: A. J. Balfour, gm; J. Soars, cm; E. Ross, pd; June Morrison, pmm, wd; J. deRoaldes, ce; G. Charters, nd; Ron Durda, sd.

LETHBRIDGE

CJOC, began 1926, (tv affiliate CJLH-TV), 1220

kc, 10,000 w-D, 5,000 w-N-DA-N. Lethbridge Bestg. Ltd., 1015 3rd Ave. S.; ph. 3161. CBC, Trans-Canada net.; All-Canada Radio Facilities, Weed, reprs. Exec.: H. R. Carson, p; N. Botterill, mgr; Joe Budd, asst mgr, cm; E. Conville, prod mgr; R. A. Reagh, tech dir; W. H. S. Skelton, nd; Omar Broughton, fd; Al McCann, sd; Daphne Manson, wd.

MEDICINE HAT

CHAT, began 1946, 1270 kc, 1,000 w-DA-N. Monarch Bestg. Co. Ltd., 520 First St.; ph. 2821; CBC net.; All-Canada Radio, Weed, reprs. Exec.: J. H. Yuill, p; R. J. Buss, gm; Orv Kope, cm; Ian Carson, pd; Merv Stone, pmm; Syd Gaffney, ce; Stan Weiler, nd; Mickey Lynch, fd; Jon Thibert, sd; Barbara Burns, wd.

PEACE RIVER

CKYL, began 1954, 630 kc, 1,000 w. Peace River Bestg. Co., Radio Bldg.; CBC Dominion net.; Alexander, Canadian Station Reprs., reprs. Exec.: W. P. Dunbeck, m; D. Lilwell, slm; G. Brenner, slm; J. Barron, prod mgr.

RED DEER

CKRD, began 1949, 850 kc, 1,000 w-DA-1. Central Alberta Bestg. Co., Ltd., P. O. Box 100; ph. 2083; CBC Dominion net.; Radio Reprs., repr. Exec.: G. S. Henry, p; G. A. Bartley, mgr; Cam Harju, cm; Stan Sparling, pd, sd; J. M. Younie, pmm, nd; Ken Martin, ce;

BRITISH COLUMBIA

CHILLIWACK

CHWK, began 1927, 1270 kc, 1,000 w-DA-1. Fraser Valley Bcstrs. Ltd., P. O. Box 50; ph. 7511; CBC Dominion net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Jack Pilling, p, gm; Bill Teetzel, cm; Murdoch MacLachlan, pd; Betty Neads, pmm, wd; Jimmy Macdonald, nd; Alex Moir, fd, sd;

DAWSON CREEK

CJDC, began 1947, 1350 kc, 1,000 w. Radio Station CJDC Ltd., 2nd Ave. & 9th St.; CBC 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 Velandier, fd; Ethel Emes, pmm; Don Everton, ce.

KAMLOOPS

CFJC, began 1927, 910 kc, 1,000 w. Kamloops Sentinel Ltd., 310 St. Paul St.; ph. 1021; CBC net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Ian G. Clark, gm; Bob Innes, cm, pmm; Tom Koch, pd; Fred Webber, ce; Walter Harwood, nd; Gordon Rye, fd; Emmett Cronan, sd; Pat Marini, wd.

KELOWNA

CKOV, began 1931, 630 kc, 1,000 w. Okanagan Bcstrs. Ltd., P. O. Box 1481; ph. 3331; CBC net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Mrs. J. W. Browne, p; J. H. Browne, gm; Dennis Reid, asst mgr, cm; Frank Bond, pd; Ed Boyd, pmm; J. Fred Weber, ce; Robert J. Hall, nd, sd; Hugh Caley, fd; Marian Fazan, wd.

NANAIMO

CHUB, began 1949, 1570 kc, 1,000 w-DA-N. Standard Bestg. Co. Ltd., Malaspina Hotel; ph. 2630; Stephens & Townsend, Stovin, Hunt, Cooke, reprs. Exec.: C. J. Rudd, gm, pd; Sheila Hassell, cm, pmm; Ross MacIntyre, ce; Vic Fergie, nd; Jim Robson, sd.

NELSON

CKLN, began 1939, 1240 kc, 250 w. News Publishing Co. Ltd., 266 Baker St.; ph. 19; CBC Trans-Canada net.; Stovin, Canadian Station Reprs., reprs. Exec.: Maj. R. R. Green, p; Alan R. Ramsden, gm, ce; Earl Warren Segal, sd.

NEW WESTMINSTER

CKNW, began 1944, 1320 kc, 5,000 w-DA. International Bestg. Co., 227 Columbia St.; ph. 3000; Radio Reprs., Moore & Son, 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 w-D, 500-w-N. CKOK Ltd., 125 Namaimo Ave. W.; ph. 2800; CBC net.; Mulvihill, Bcst. Reprs., Hunt, Cooke, reprs. Exec.: Maurice P. Finnerty, mgng dir;

Roy G. Chapman, sm; Russell R. Richardson, pd; George Cameron, ce; Les Saul, nd; Ed Britton, fd; Dave Roegel, sd.

PORT ALBERNI

CJAV, began 1946, 1240 kc, 250 w. CJAV Ltd., 735 3rd Ave. N.; ph. 604; Stephens & Townsend, Hunt, Cooke, reprs. Exec.: Harold E. Warren, p; Kenneth H. R. Hutcheson, mgng dir; J. Geoffrey Holmes, cm; John K. Bell, pd, pmm; E. R. McIntyre, ce; Jim Robson, nd, sd.

PRINCE GEORGE

CKPG, began 1946, 550 kc, 250 w. Radio Station CKPG Ltd., 1220 6th Ave.; ph. 140; Trans-Canada net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Frank H. Elphicke, p; Cecil G. Elphicke, gm; R. T. Harkins, cm; Charles Cawdell, pd, nd, sd; R. A. East, pmm, wd; G. K. Rolston, ce; Jamie Gray, fd.

PRINCE RUPERT

CFPR, began 1938, 1240 kc, 250 w. Canadian Bestg. Corp., 343 W. 2nd Ave.; ph. 863; CBC net.; CBC, repr. Exec.: William C. Hankinson, sm.

TRAIL

CJAT, began 1932, 610 kc, 1,000 w. Kootenay Bestg. Co. Ltd., 815 Victoria St.; ph. 1840; CBC Trans-Canada net.; All-Canada Radio Facilities, Weed, reprs. Exec.: A. S. Mawdsley, p; J. W. Loader, gm; J. S. Boates, cm; J. P. Kobluk, pd; J. Molyneux, ce; W. McLoughlin, nd.

VANCOUVER

CBU, began 1936, (tv affiliate CBUT (TV)), 690 kc, 10,000 w-DA-1. Canadian Bestg. Corp., 701 Hornby St.; ph. Marine 6121; CBC net.; CBC, repr. Exec.: R. G. Harlow, sm.

CBU-FM, began 1947, Ch. 289, 105.7 mc, 1.4 kw. CFUN, began 1922, 1410 kc, 1,000 w. Radio C-FUN Ltd., 812 Robson St.; ph. Marine 1271; Natl. Best. Sales, repr. Exec.: R. R. Keay, p; Patt McDonald, mgng dir; Fin Anthony, cm; Stan Lettner, pd, pmm; Dave Rogers, ce; Hal Rodd, nd, sd.

CJOR, began 1926, 600 kc, 5,000 w. CJOR Ltd., 846 Howe St.; ph. Marine 6464; CBC Dominion net.; Stovin, Young, reprs. Exec.: George C. Chandler, p, gm; Bus Ryan, slm; Don E. Laws, cm; Victor Waters, ce; Dorwin Baird, pmm; A. H. Chandler, ce; Jack Webster, nd; Laddie Watkis, wd.

CKLG, began 1955, 1070 kc, 1,000 w. Lions Gate Bestg. Ltd., 143 E. 11th; ph. York 1101; Alexander, Cooke, reprs. Exec.: Robert T. Bowman, gm; John N. Hunt, cm; Rudy Hartman, co-pd; James Thom, co-pd; C. Baxter, pmm; T. Payne, ce; P. Burns, nd; Al Pollard, sd; Helen Glasgow, wd.

CKWX, began 1923, 960 kc, 5,000 w. CKWX Radio Ltd., 543 Seymour St. (2); ph. Tatlow 5131; MBS, Don Lee nets.; All-Canada Radio Facilities, Weed, reprs. Exec.: Arthur Holstead, p; Frank H. Elphicke, vp, gm; Jack Sayers, gen srm; John Ansell, pd; Phil Baldwin, pmm; Charles Smith, ce; Eric Sanderson, 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 net.; Radio Reprs., Cooke, reprs. Exec.: Charles Pitt, p; A. G. Seabrook, gm; Ann Gaustin, cm; Don Warner, pd, sd; L. O. Merriman, ce; Mrs. J. Johnson, nd; Nyra Groves, wd.

VICTORIA

CJVI, began 1926, 900 kc, 5,000 w-DA-1; Island Bestg. Co., 817 Fort St.; ph. 2-8221; CBC Dominion net.; All-Canada Radio Facilities, Weed, reprs. Exec.: W. M. Guild, gm; Fred G. Usher, pd; Hugh Curtis, pmm; Joseph Sommers, ce; Dick Batey, nd; Ted Reynolds, sd; Dianne Clifford, wd.

CKDA, began 1950, 1280 kc, 5,000 w-DA-1. David M. Armstrong, 1450 Douglas St.; ph. 4-9311; CBC net.; Natl. Bcstg. Sales, Forjoe, Hunt, reprs. Exec.: David M. Armstrong, p, pmm; Gordon M. Reid, sm, cm; David G. Hill, asst mgr, pd; Norman E. Berquist, ce; Andy Stephen, nd; Keith MacKenzie, sd.

CKDA-FM, began 1954, 98.5 mc, 0.37 kw.

MANITOBA

BRANDON

CKX, began 1928, (tv affiliate CKX-TV), 1150 kc, 1,000 w. Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave.; ph. 5393; CBC Dominion net.; Radio Reprs., Young, reprs. Exec.: John B. Craig, p; Eric Davies, asst mgr; E. D. Holland, cm; Mrs. E. F. Murphy, pmm; E. H. Davies, ce; J. K. Struthers, nd; K. L. Milton, sd.

DAUPHIN

CKDM, began 1951, 1050 kc, 1,000 w-D, 250 w-N. Dauphin Bcstg. Co. Ltd., Third Ave. N.E.; ph. 3230; Radio Reprs., Young, reprs. Exec.: Mrs. G. Peebles, mgng dir; J. M. Henderson, cm; R. E. Wood, pd; Ted Meseyton, pmm; R. D. Hughes, ce; Lou Hill, nd, fd, sd; Audrey Mansoff, wd.

FLIN FLON

CFAR, began 1935, 590 kc, 1,000 w. Arctic Radio Corp., 75 Hill St., ph. 4422; CBC Trans-Canada net.; Stovin, Canadian Reprs., reprs. Exec.: C. H. Witney, gm; M. Campbell, cm; E. S. Smallwood, pd.

ST. BONIFACE

CKSB, began 1946, 1250 kc, 1,000 w. Radio Saint Boniface Ltée., 607 Langevin St.; ph. 20-4865; CBC French net.; Renaud, Hunt, McGillivra, reprs. Exec.: Dr. P. E. LaFleche, p; Roland Couture, mgng dir; Raoul Normandeau, cm; Denis Belair, pd; Yves Savignac, ce; Maxime Desaulniers, nd; Etienne Bohemier, sd.

WINNIPEG

CBW, began 1948, (tv affiliate CBWT (TV)), 990 kc, 50,000 w. Canadian Bcstg. Corp., 541 Portage Ave.; ph. 74-2541; CBC net.; CBC, repr. Exec.: A. E. Parr, pd.

CJOB, began 1946, 1340 kc, 250 w. Blick Bcstg. Ltd., Lindsay Bldg.; ph. 92-6374; Radio Reprs., Young, reprs. Exec.: John Oliver Blick, p, gm; A. J. Messner, cm; George C. Davies, pd; J. Gibson, pmm; Reg Durie, ce; Alan S. Bready, nd; George McCloy, sd.

CJOB-FM, began 1948, Ch. 276, 103.1 mc, 0.25 kw.

CKRC, began 1934, 630 kc, 5,000 w-DA-N. Transcanada Communications Ltd., 300 Carlton St.; ph. 92-2266; CBC Dominion net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Clifford Sifton, p; William A. Speers, gm; B. M. Pirie, cm; J. M. Hill, pd; William H. Edge, pmm; A. W. Hooper, ce; Ev Dutton, nd; Johnny Esaw, sd.

CKY, began 1950, 580 kc, 5,000 w-DA-2. CKY Ltd., 432 Main St. N.; ph. 93-1531; Stovin, For- Joe, reprs. Exec.: Lloyd E. Moffat, p; Wilfred E. Collier, asst mgr; Clay Hawkins, cm; Jack R. Stewart, pd, nd; Harry O. Watts, pmm; Andy Malowanchuk, ce; Jack Wells, sd.

NEW BRUNSWICK

BATHURST

CKBC, began 1955, 1400 kc, 250 w. Bathurst Bcstg. Co. Ltd., Golf Street; Alexander, repr. Exec.: J. Leo Hachey, p; W. J. Davis, gm; G. Royal, cm; C. Christopher, nd.

CAMPBELLTON

CKNB, began 1939, 950 kc, 1,000 w-DA-1. Restigouche Bcstg. Co. Ltd., 110 Water St.; ph. Plaza 3-2009; CBC Dominion net.; Hardy, Weed, reprs. Exec.: Dr. Charles Houde, p; Stan Chapman, gm, sd; Bob Richards, pd; L. P. Paquet, ce.

EDMUNDSTON

CJEM, began 1944, 570 kc, 1,000 w-DA-N. Edmundston Radio Ltd., 91 Canada Rd.; ph. 880; CBC French net.; Stovin, Young, reprs. Exec.: George Michaud, p; Jacques Brillant, gm; Georges Guerrette, sm, cm; Hermel Dumont,

pd, nd; Bob Beaulieu, pmm, sd; Adrien Garceau, ce; Rev. Gideon, co-fd; Carl Worthly, co-fd; Jacqueline Charron, wd.

FREDERICTON

CFNB, began 1923, 550 kc, 5,000 w-DA-N. James S. Neill & Sons Ltd., Queen Street; ph. 5501; CBC Trans-Canada net.; All-Canada Radio Facilities, Weed, reprs. Exec.: J. Stewart Neill, p; D. Malcolm Neill, gm; J. T. H. Fenety, sm, cm; H. L. McFee, pd; Glen D. Love, ce; Lawrence Knowles, nd; Mac MacGowan, sd; Helen Howie, wd.

MONCTON

CBAF, began 1954, 1300 kc, 5,000 w-DA-1. Canadian Bcstg. Corp., 236 St. George St.; ph. 4-3366; CBC French net.; CBC, repr.

CKCW, began 1934, (tv affiliate CKCW-TV), 1220 kc, 10,000 w-DA-N. Moncton Bcstg. Ltd., K of P Bldg.; ph. 4-9111; CBC net.; Stovin, Young, reprs. Exec.: Fred A. Lynds, p, gm; Thomas H. Tonner, sm, cm, pmm; Robert Reid, pd, fd; Arnold Brewster, ce; William Hutton, nd; Earl Ross, sd; Margaret Crosby, wd.

NEWCASTLE

CKMR, began 1949, 790 kc, 1,000 w-DA-1. Miramichi Bcstg. Co. Ltd. ph. 690; CBC Trans-Canada net.; Renaud, repr. Exec.: L. Warren Flett, p; Robert J. Wallace, gm, pd, ce; Fred Haining, pmm, sd; Paul Hansen, nd; Phyllis Sweezy, wd.

SACKVILLE

CBA, began 1939, 1070 kc, 50,000 w. Canadian Bcstg. Corp., P. O. Box 130; ph. 152; CBC net.; CBC repr. Exec.: H. M. Smith, maritime reg eng.

ST. JOHN

CFBC, began 1946, 930 kc, 5,000 w-DA-1. Fundy Bcstg. Co. Ltd., 38 Carleton St.; ph. 2-3301; CBC Dominion net.; Natl. Best. Sales, Young, reprs. Exec.: Dr. A. M. A. MacLean, p; Hugh T. Trueman, gm; C. F. Bedford, cm; Donald Armstrong, prog sup; R. J. Gallagher, pmm; H. M. Stout, ce; R. Gordon Smith, sd; Margaret Williams, wd.

CHSJ, began 1934, (tv affiliate CHSJ-TV), 1150 kc, 5,000 w. New Brunswick Bcstg. Co., 14 Church St.; ph. 3-3304; CBC Trans-Canada net.; All-Canada Radio Facilities, Weed, reprs. Exec.: George A. Cromwell, gm; Earl McCarron, sm, cm; Cleve Stillwell, pd; Alfred E. Murphy, pmm; John G. Bishop, ce; L. C. Rudolf, fd; Frederick Blizzard, sd; Ruth Crosbie, wd.

NEWFOUNDLAND

CORNER BROOK

CBY, began 1949, 790 kc, 1,000 w. Canadian Bcstg. Corp., Cobb Lane; CBC net.; CBC, repr. Exec.: C. V. Hierlihy, sm.

GANDER

CBG, began 1949, 1450 kc, 250 w. Canadian Bcstg. Corp., Bldg. 39, Roosevelt St.; ph. 349; CBC net.; CBC, repr., Exec.: A. W. Barrett, sm.

GRAND FALLS

CBT, began 1949, 1350 kc, 1,000 w. Canadian Bcstg. Corp., High Street; CBC net.; CBC, repr. Exec.: J. J. Grace, sm.

ST. JOHN'S

CBN, began 1949, 640 kc, 10,000 w. Canadian Bcstg. Corp., T. A. Bldg.; ph. 7181; CBC net.; CBC, repr.

CJON, began 1951, (tv affiliate CJON-TV), 930 kc, 5,000 w-DA-N. Geoffrey W. Stirling, Prince of Wales St.; ph. 4700; All-Canada Radio Facilities, Weed, reprs. Exec.: Geoffrey Stirling, p; Don Jamieson, vp; Art Harnett, cm; Bob Lewis, pd; Cathie Brodie, pmm; Oscar Hierlihy, ce; Jack A. White, nd; George Perlin, 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. Sys. Ltd., McBrides Hill Cor. Water St.; ph. 3149; Stovin, Young, reprs. Exec.: W. B. Williams, p, ce; H. N. Butler, mgng dir; M. Shulman, cm, slm; J. Murdock, pd; D. Ferry, pmm, wd; Noel Vinicombe, nd; Bob Cole, sd.

*ST. JOHN'S

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-1. Atlantic Bcstrs. Ltd., St. Ninian St.; ph. 580; CBC Dominion net.; Mulvihill, Young, reprs. Exec.: Dr. D. MacCormick, p; Gordon MacDougall, gm, ce; Omar Blondahl, cm; Bruce Rafuse, pd; Anne Forbes, pmm; Bill MacKinnon, nd; Al Graham, co-sd; Dr. Cecil MacLean, co-sd.

BRIDGEWATER

CKBW, began 1947, 1,000 kc, 1,000 w-DA-N. Acadia Bcstg. Co. Ltd., 399 King St.; ph. Liberty 3-2401; CBC Trans-Canada net.; Radio Reprs., Cooke, repr. Exec.: C. J. Morrow, p; John F. Hirtle, gm; James A. MacLeod, sm, nd; Lester L. Rogers, slm; James C. Newell, cm; A. Maxwell Ramey, pd; Robert A. MacLaren, pmm, fd, sd; Douglas B. Hirtle, ce; Norma Rafuse, wd.

HALIFAX

CBH, began 1947, (tv affiliate CBHT (TV)), 1330 kc, 100 w. Canadian Bcstg. Corp., 100 Sackville St.; ph. 2-8311; CBC net.; CBC, repr. Exec.: W. E. S. Briggs, martine reg dir.

CHNS, began 1926, 960 kc, 5,000 w-DA-N. The Maritime Bcstg. Co. Ltd., Bcstg. House; 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, prog mgr, sd; John Holden, pmm; Arthur W. Greig, ce; Clive Schaefer, nd.

CHNS-FM, began 1948, Ch. 241, 96.1 mc, 0.25 kw.

CJCH, began 1944, 920 kc, 5,000 w. Chronicle Co. Ltd., 741 Robie St.; ph. 5-5443; Canadian Station Reprs., Mulvihill, reprs. Exec.: B. Pearson McCurdy, p; E. Finlay MacDonald, gm; Clair L. Chambers, slm; R. Al Foster, pd; Leonard J. Chapple, prod mgr; A. Reginald MacWilliams, ce; Robert J. McCleve, nd; Gerald A. Regan, sd; Abbie Lane, wd.

KENTVILLE

CKEN, began 1947, 1490 kc, 250 w. Evangeline Bcstg. Co. Ltd., Radio Center; ph. 2111; Alexander, repr. Exec.: A. M. Bishop, o, ce; J. A. C. Lewis, gm; Mrs. E. J. Macmillan, cm; W. A. Bishop, pd; B. M. Butler-Gray, pmm; Graham Galloway, nd; C. R. Huggins, sd; Di Bishop, wd.

NEW GLASGOW

CKEC, 1230 kc, 250 w. Hector Bcstg. Co.; Renaud, repr. Exec.: James M. Cameron, gm; Howard MacLean, asst gm; Henry Johnson, cm, pdm; Robert Hale, nd; John Mac Donald, sd; Ross Igram, pmm; Charles Goguen, ce.

SYDNEY

CBI, began 1948, 1140 kc, 5,000 w-DA-1. Canadian Bcstg. Corp., 247 Charlotte St.; ph. 4495; CBC net.; CBC, repr. Exec.: F. G. Cooke, sm. CJCBC, 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 Facilities, Weed, reprs. Exec.: J. W. Nathanson, gm; R. M. Burchell, cm; C. R. Huggins, pd;

L. W. Taylor, pmm; R. E. Bennett, nd; D. Mac-Isaac, sd; Ann Terry, wd; A. Vernon, ce.
CJCB-FM, began 1948, Ch. 235 (A), 94.9 mc, 0.25 kw.

TRURO

CKCL, began 1947, 600 kc, 1,000 w-DA-N. Colchester Bcstg. Co. Ltd., 7 Pleasant St.; ph. 4491; Radio Time Sales, repr. Exec.: J. Arthur Manning, p, gm; George B. Moore, cm; Lloyd Cavanagh, pd, pmm, fd; E. S. Bernasconi, ce; Harry Dewar, nd; Win Langille, sd.

WINDSOR

CFAB, began 1945, 1450 kc, 250 w. Evangeline Bcstg. Co. Ltd., Radio Center, Kentville; ph. Kentville, 2111; Alexander, repr. Exec.: A. M. Bishop, o, ce; J. A. C. Lewis, gm; Mrs. E. J. Macmillan, cm; W. A. Bishop, pd; B. M. Butler-Gray, pmm; Graham Galloway, nd; C. R. Hug-gins, sd; Di Bishop, wd.

YARMOUTH

CJLS, began 1954, 1340 kc, 250 w. Gateway Bcstg. Co. Ltd., 222 Main St.; ph. 500; CBC Dominion, Maritime nets.; All-Canada Radio Facilities, Weed, reprs. Exec.: Donald L. Smith, p, gm, cm, ce; Denny J. Comeau, pd, nd, sd; C. W. Singer, pmm; George Gamble, wd.

ONTARIO

BARRIE

CKBB, began 1949, (tv affiliate CKVR (TV), 1230 kc, 250 w. Barrie Bcstg. Co. Ltd., 26 Dunlop St. W.; 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. Quinte Bcstg. Co. Ltd., 11 Victoria Ave.; ph. Wood-land 8-5555; CBC Dominion net.; Stovin, Canadian Radio Station Reprs., reprs. Exec.: A. M. Haig, p; Bill Stovin, sm; Hamie MacDonald, adv mgr; Phil Flagler, pd, fd; Darrell Cavers, pmm; J. B. Buchanan, ce; Dave Bradley, nd; Jack Devine, sd; Harriet Stevenson, wd.

BRAMPTON

CFJB, began 1953, 1090 kc, 250 w-D. Bcstg. Station CFJB Ltd., 2 Ellen St.; ph. 2321; Exec.: Fenwick Job, gm, pd, ce; Russell Waters, cm, pmm; Tom Willes, nd; Brooke Duval, sd; Kathie Knight, wd.

BRANTFORD

CKPC, began 1923, 1380 kc, 1,000 w-DA-N. The Telephone City Bcst. Ltd., 525 Colbourne St.; ph. 3-2664; CBC net.; Alexander, repr. Exec.: Mrs. F. M. Buchanan, mgng dir; Deryk Upton, gm; Wally Shubat, cm; A. J. Kelly, pmm; J. Featherstone, ce; A. Chandler, nd; John Edwards, fd; Arnold Anderson, sd; Marian George, wd.

CKPC-FM, 94.7 mc, .25 kw.

BROCKVILLE

CFJR, began 1926, 1450 kc, 250 w. Eastern Ontario Bcstg. Co. Ltd., 17 King St. West; ph. 4628; CBC Dominion net.; Stovin, Young, reprs. Exec.: Jack R. Radford, p, gm, nd; Keith Pel-ton, cm; Jim Chapman, pd, pmm; Sid Penstone, ce; Lloyd Kerr, fd; Tom Statham, sd; Jack Vance, wd.

CHATHAM

CFCO, began 1926, 630 kc, 1,000 w-DA-1. John Beardall, P. O. Box 277; ph. 2626; CBC Dominion net. Exec.: John Beardall, p, gm; Arch Ferrie, comm dir, prom dir; Ed Nachaj, pd; Gordon Brooks, ce; Eunice Gardiner, nd, wd.

CORNWALL

CKSF, began 1945, 1230 kc, 250 w. Daily Standard Freeholder Ltd., 36 Pitt St.; ph. 4800; CBC net.; Stovin, McGillvra, reprs. Exec.: Howard Fleming, p; Fred H. Pemberton, gm; Carl Fisher, prod dir, sd; Alma Larocque, pmm; Mahlon Clark, ce.

CKSF-FM, began 1947, Ch. 284, 104.3 mc, 0.60 kw.

FT. FRANCES

CFOB, began 1944, 800 kc, 1,000 w-D, 500 w-N. Border Bcstg. Ltd., Wells Bldg.; ph. 200; CBC net.; Cooke, repr. Exec.: Frank Hall, sec-treas, vp, cm, pmm; Donn Kirton, pd; Victor Price, nd, sd.

FT. WILLIAM

CKPR, began 1931, 580 kc, 1,000 w-D. H. F. Dougall Co. Ltd., Radio Hall; ph. 3-3477; CBC Trans-Canada net.; Radio Reprs., Stovin, Young, reprs. Exec.: H. F. Dougall, o, p, gm; G. D. Jeffrey, cm; J. P. Friesen, pd, nd; Jack Mas-ters, pmm, fd; W. T. Ross, ce; Roy Dahmer, sd.

CKPR-FM, began 1950, Ch. 232 (A), 94.3 mc, 0.25 kw.

GALT

CKGR, began 1954, 1110 kc, 250 w-D. The Galt Bcstg. Co. Ltd., 3 Amslie St. North; ph. 4318; Radio Time Sls., repr. Exec.: G. W. Lee, mgng dir, pmm, ce; Don Carter, cm, nd; John Meadows, pd; Ross McCaw, fd, sd; Gwyn Mallory, wd.

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Yes, here is a dollar market with cash customers . . . Canadians! Canadians that are approachable . . . they like the same things you like. Their wives follow the same fashion fads as your wives . . . their kids read the same comics as your kids. They *want* to buy more and they can afford it. All you have to do is tell them about your product and tell them through the voice they know and trust . . . their local radio station.

Local radio will carry your sales message into 95% of all the homes in Canada in a language familiar to each home, English and French. You'll be heard and welcomed as a friend in the company of big network shows *plus* the close-to-home intimacy of news, farm reports and mining broadcasts that only local radio can provide for a community.

What's more, in Canada local radio has a limitless advantage . . . "everywhereness"! This "everywhereness" will set your sales message down in the cities, towns and villages . . . *and* in the flourishing backwoods. Yes, the backwoods is important. Take Kitimat, for example. Here, locked in the forest, is the world's largest aluminum plant employing thousands of workers and their families . . . all dreaming of things to buy. Local radio is the answer when it comes to penetration, hard-sell and economy. Come into Canada over local radio.

And what about TV?

North of the border the impact of TV is still fresh, new and increasing in intensity. In 1954 the sale of TV sets almost doubled the 1953 sales record. In 1954 a total of 18 new independent TV stations added a new, curious and enthusiastic audience to Canada's already eager TV viewers. We urge you to cash in on this unique sales opportunity NOW!

Canadian Association of Radio and Television Broadcasters

108 Sparks St., Ottawa

200 St. Clair West, Toronto, Ontario

**increase
your sales
in wealthy**

Northern Ontario

In this rich area only the 3 "Northern Stations" penetrate "The Market Behind the Wall". Outside station reception is inconsistent . . . sometimes impossible.

**Make your advertising
dollar do more by using**

CFCH NORTH BAY

Railway Junction for Eastern
and Western Canada

CJKL KIRKLAND LAKE

The Hub of Northern Ontario

CKGB TIMMINS

In the Heart of the Gold
Mining Industry

and in rich

Eastern Ontario

use

CHEX PETERBOROUGH

CKWS KINGSTON

Between Toronto and Montreal, there's a big, prosperous market boasting diversified manufacturing, agriculture and a thriving tourist industry. Cover and sell this market effectively with these progressive stations—CHEX, CHEX-TV, CKWS and CKWS-TV.

under

Northern Broadcasting

management

**44 KING ST. W.,
TORONTO, CANADA**

GUELPH

CJOY, began 1949, 1450 kc, 250 w. CJOY Ltd., Bond Bldg.; ph. 5500; Radio Reprs., Cooke, reprs. Exec.: Wallace Slatter, co-o, sm; Fred Metcalf, co-o, gm; Jack Jackson, cm; Don Le Blanc, pd; Norm Jary, pmm, sd; Jack Milligan, ce; John Millard, nd; Vaughan Douglas, fd; Shirley Shea, wd.

HAMILTON

CHML, began 1926, 900 kc, 5,000 w-DA-1. Maple Leaf Bcstg. Co. Ltd., 848 Main St. East; ph. Liberty 9-2411; CBC Dominion net.; Stephens & Towndrow, Natl. Bcst. Sls., Young, reprs. Exec.: Kenneth D. Soble, p; Thomas E. Darling, gm; W. Denis Whitaker, cm; Agnes M. Andreson, pd; W. R. Becroft, pmm; Hugh Potter, ce; Don Johnston, nd; Norm Marshall, sd; Catherine Carroll, wd.

CJSH (FM), began 1949, (tv affiliate CHCH (TV), Ch. 275, 102.9 mc, 9.2 kw. Hamilton Spectator, 163 Jackson St. W.; 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 Bcstg. Co. Ltd., 32 John St. North; ph. Jackson 7-4483; CBC Trans-Canada net.; All-Canada Radio Facilities, Weed, reprs. Exec.: H. R. Carson, p; W. T. Cranston, vp, gm; J. Lyman Potts, asst mgr; J. N. Inkster, cm; T. J. Garner, pd; F. D. Fogwell, pmm; Leslie Horton, ce; D. Graham Emslie, nd; Perc Allen, sd; Kathy Thoburn, wd.

KENORA

CJRL, began 1938, 1220 kc, 1,000 w. Lake of the Woods Bcstg. Ltd., Johnson Block; ph. 7850; CBC Dominion net.; Stovin, Cooke, reprs. Exec.: L. E. Moffat, p; W. Whittingham, gm, cm; Donald R. MacTavish, pd; A. Malowan-chuk, ce; Murray Cooke, nd; Jack Thomson, sd; Lee Cairney, wd.

KINGSTON

CFRC, 1490 kc, 100 w. Queen's University, Fleming Hall.

CKLC, began 1953, 1380 kc, 1,000 w-DA-1. St. Lawrence Bcstg. Co. Ltd., 99 Brock St.; ph. 2-4927; CBC Dominion net.; Stovin, Forjoe, reprs. Exec.: R. S. Grant, p; T. D. French, mgng dir; J. F. French, cm; C. J. Birmingham, pd; Mrs. R. Lloyd, pmm; B. M. Ogden, ce; Allan Saunders, nd; Joe Walters, fd; Johnnie Kelly, sd; Mrs. Marion Earl, wd.

CKLC, began 1953, 99.5 mc, 0.25 kw.

CKWS, began 1942, (tv affiliate CKWS-TV), 960 kc, 5,000 w-DA-1. Frontenac Bcstg Co. Ltd., Radio-Television Centre; ph. 2-4977; CBC net.; Natl. Bcst. Sls., Weed, reprs. Exec.: W. Rupert Davies, p; Jack M. Davidson, gm; P. D. Scanlan, sm; Weldon L. Wilson, cm; W. Williamson, pd; Bette Colyer, pmm, wd; A. Cobb, ce; Ross Evans, nd; Norm Perry, fd; Peter Handley, sd.

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 Bcstg. Ltd., Government Rd. West; ph. 27; CBC net.; Natl. Bcst. Sls., Weed, reprs. Exec.: R. H. Thomson, p; G. W. Burnett, gm; K. C. Billings, cm; J. V. French, pd, fd; B. Johnston, pmm; C. L. Spence, ce; M. Murray, nd; Terry Coles, sd; Anita Thompson, wd.

CJKL-FM, began 1948, Ch. 229, 93.7 mc, 0.25 kw.

KITCHENER

CKCR, began 1929, 1490 kc, 250 w-DA-N. K. W. Bcstg. Co. Ltd., 125 King St. West; ph. Sherwood 3-3628; CBC Dominion net.; Renaud, Hunt, McGillvra, reprs. Exec.: James C. Mitchell, p, gm; Jack G. Liddle, cm; Ken MacKinnon, asst mgr, pd; Bob Tschanz, pmm, nd; Ion Hartman, ce; Al d'Eon, fd; Bill Holmes, sd; Helen Stewart, wd.

CKCR-FM, began 1948, Ch. 144, 96.7 mc, 0.35 kw.

LEAMINGTON

CJSP, began 1954, 710 kc, 250 w-D. Sun Parlor Bcstrs. Ltd., 23 Erie St. North; ph. 2780; Radio & TV sls., Best, reprs. Exec.: Albert A. Bruner, p, cm; John L. Moore, sm.

LINDSAY

CKLY, began 1955, 910 kc, 1,000 w-DA-1. Greg-May Bcstg. Ltd. Exec.: Herb May, gm; E. Neill Gregory, cm; C. A. Gregory, ce.

LONDON

CFPL, began 1933, (tv affiliate CFPL-TV), 980 kc, 5,000 w-DA-2. London Free Press Printing Co. Ltd., Free Press Bldg.; ph. 2-5201; CBC net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Walter J. Blackburn, p, mgng dir; Murray T. Brown, mgr; Douglas C. Trowell, asst mgr; Jack N. Illman, prod mgr; Harvey M. Clarke, pmm; Glen A. Robitaille, eng dir; Hugh Bremner, nd; Roy Jewell, fd; Ken Ellis, sd; Joan Pritchard, wd.

CFPL-FM, began 1948, Ch. 240, 95.9 mc, 4.5 kw. (CP), 1290 kc, 5,000 w-DA-1. F. Vincent Regan. Exec.: F. Vincent Regan.

NIAGARA FALLS

CHVC, began 1947, 1600 kc, 5,000 w-DA-N. Radio Station CHVC Ltd., Rainbow Bridge, Niagara Falls, Ont., 76 Division St., Welland, Ont.; ph. Niagara Falls, Elgin 8-7151; ph. Welland, Regent, 4-7269; Alexander, Cooke, reprs. Exec.: B. Howard Bedford, p; A. W. Blakely, prod dir; L. H. Rooke, ce; J. A. Kostovchuk, nd; Joseph F. Wilson, fd; Gordon F. Dorst, sd; Faye Burton, wd.

NORTH BAY

CFCH, began 1932, 600 kc, 1,000 w. Northern Bcstg. Ltd., 851 Fraser St.; ph. 2400; CBC Trans-Canada net.; Natl. Bcst. Sls., Weed, reprs. Exec.: R. H. Thomson, p; Keith Packer, gm; Bill King, cm; Clarence Houston, pd; Don O'Neil, pmm, fd, sd; Jack Barnaby, ce; Bruce Anderson, nd; Betty Fielder, wd.

CFCH-FM, began 1947, Ch. 292, 106.3 mc, 0.25 kw.

ORILLIA

CFOR, began 1945, 1570 kc, 5,000 w-D, 1,000 w-N. Gordon E. Smith, 241 West St. North; ph. 3511; CBC Dominion net.; Stephens & Towndrow, repr. Exec.: Gordon E. Smith, p, gm; William Pratt, cm; Pete McGarvey, pd, fd; Stuart Brandy, pmm; George Slinn, ce; Bob Douglas, nd; Harrison Faibish, sd; Nancy Brandon, wd.

OSHAWA

CKLB, began 1950, 1350 kc, 5,000 w-DA-2. Lakeland Bcstg. Co. Ltd., 16 Centre St.; ph. Randolph 3-3415; Alexander, McGillvra, reprs. Exec.: A. H. Collins, o, gm; Gordon G. Garrison, cm, pmm; Ken Phillips, pd; William Marchand, ce; Bill McKay, nd; Frank Eidt, fd; Bill Smith, sd; Barbara Pollock, wd.

OTTAWA

CBO, began 1924 (tv affiliate CBOT [TV]), 910 kc, 1,000 w. Canadian Bcstg. Corp., Chateau Laurier Hotel; ph. 2-1151; CBC net.; CBC, repr. Exec.: Charles P. Wright, sm.

CBO-FM, began 1948, Ch. 277, 103.3 mc, 0.38 kw.

CFRA, began 1947, 560 kc, 5,000 w-DA-1. CFRA Ltd., Auditorium; ph. Central 3-6241; Stephens & Towndrow, Weed, reprs. Exec.: Frank Ryan, p, gm, fd; George Gowling, cm; Tom Foley, pd, sd; Anne Hammel, pmm; Harold Peerenboom, ce; Campbell McDonald, nd; Joan Baxter, wd.

CFRA, began 1947, Ch. 230, 93.9 mc, 0.25 kw.

CKOY, began 1949, 1310 kc, 5,000 w-D, 1,000 w-N. CKOY Ltd., 635 Richmond Rd.; 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. Grey & Bruce Bcstg. Co. Ltd., 270 Ninth St. East; ph. 1940; CBC Dominion net.; Stovin, Canadian Station Reprs., reprs. Exec.: Howard Fleming, p; W. N. Hawkins, gm, cm; S. Blancher, pd; L. Phillips, pmm, fd; G. Stoffer, ce; W. Dane, sd; Mrs. R. Ellinghausen, wd.

PEMBROKE

CHOV, began 1942, 1350 kc, 1,000 w-DA-1. The Ottawa Valley Bcstg. Co. Ltd., 319 Pembroke St. East; ph. Regent 2-3657; CBC Dominion net.; Stovin, Canadian Station Reprs., reprs. Exec.: E. Gordon Archibald, p, gm; Ramsay F. Garrow, cm; Gregory Poupore, pd; J. B. Scott, pmm; W. Edwin Schmidt, ce; Art Gallagher, nd; Laurie Cox, fd; Bill Kay, sd; Marian Egan, wd.

PETERBOROUGH

CHEX, began 1942, (tv affiliate CHEX-TV), 1430 kc, 1,000 w-DA-1. Kawartha Bcstg. Co. Ltd., P.O. Box 657; ph. R.I. 2-0451; CBC Dominion net., Natl. Bcst. Sls., Weed, reprs. Exec.: Rupert Davies, p; R. H. Thomson, vp; J. M. Davidson, gm; N. J. Weatherwax, sm; Robert Redmond, cm; Dave Clark, pd; Hartley Hubbs, pmm; Bert Crump, ce; Del Crary, nd; Gerry Reid, fd; John Danko, sd; Josie McMeekin, wd.

PORT ARTHUR

CFPA, began 1944, (tv affiliate CFPA-TV), 1230 kc, 250. Ralph H. Parker Ltd., 87 N. Hill St.; ph. 4-2404; CBC net.; Alexander, Bcst. Reprs., Weed, Hunt, reprs. Exec.: Ralph H. Parker, p, gm; Paul MacGowan, cm; Jim Haldorsen, pd; Ken MacGray, nd; Margo McGregor, wd;

ST. CATHERINES

CKTB, began 1933, 620 kc, 1,000 w-DA-1. The Niagara District Bcstg. Co. Ltd., 12 Yates St.; Mutual 4-1174; CBC Dominion; McGillvra, Mulvihill, reprs. Exec.: W. B. C. Burgoyne, p; Mary C. Burgoyne, mngng dir, pmm; Vincent A. Lococo, cm; Jack Dawson, pd; William Allen, ce; Jay Glover, nd; Roy Bonisteel, fd; Rex Stimers, fd; Elda Flintoft, wd. CKTB-FM, began 1949, Ch. 249, 97.7 mc, 0.25 kw.

ST. THOMAS

CHLO, began 1948, 680 kc, 1,000 w. Radio Station CHLO Ltd., 133 Curtis St.; ph. 3696; CBC Trans-Canada net.; Stephens & Towndrow, Canadian Station Reprs., reprs. Exec.: E. M. Warwick, p; E. M. Smith, gm; P. K. Dickens, asst mgr, pmm; P. G. Bricklin, cm; W. G. Moyer, pd; W. R. Onn, ce; Lyle Cameron, nd; Herm Mason, sd.

SARNIA

CHOK, began 1946, 1070 kc, 5,000 w-D, 1,000 w-N, DA-N. Sarnia Bcstg. Ltd.; 148½ 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.

SAULT STE. MARIE

CJIC, began 1934, (tv affiliate CJIC-TV), 1490 kc, 250 w. Hyland Radio & TV Ltd., P.O. Box

370; Algoma 3-1121; CBC net.; Alexander, McGillvra, reprs. Exec.: J. G. Hyland, o, gm; E. G. Vance, mgr, cm; Babs Corbett, pd, wd; Tom McWatters, traffic mgr; Dave Irwin, ce; Lionel McAuley, nd; Russ Ramsay, sd. CKCY, began 1955, 1400 kc, 250 w. Algonquin Radio & TV Ltd., 254 Queen St. East; Stephens & Towndrow, repr. Exec.: C. P. Greco, p; F. Allen Bestall, mgr.

SIMCOE

(CP), 1560 kc, 250 w. Theodore M. Fielder. Exec.: Theodore M. Fielder.

SMITHS FALLS

CJET, began 1955, 1070 kc, 250 w. John William Pollie. Exec.: John William Pollie, o.

STRATFORD

CJCS, began 1924, 1240 kc, 250 w. CJCS Ltd., 125 Ontario St.; ph. 1675; CBC Dominion net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Frank M. Squires, p; Stanley E. Tapley, mgr, cm; William Inkol, pd, pmm, sd; John Grigg, ce; Bruce Schulthies, nd; Ted Curl, fd; Sandra Duncan, wd.

SUDBURY

CHNO, began 1947, 900 kc, 1,000 w-DA-N. The Sudbury Bcstg. Co. Ltd., 166 Elm St. West; ph. Osborne 5-6146; CBC Dominion, CBC French nets.; Renaud, Hunt, Canadian Station Reprs., reprs. Exec.: F. Baxter Ricard, p, gm; Rene Riel, sm, cm; Wilf Davidson, pd, pmm; Leonard Stone, ce; Larry Cross, nd; Louix Rioux, fd; Joe Spence, sd; Shirley 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 Radio Facilities, Weed, reprs. Exec.: George M. Miller, p; W. J. Woodill, gm.

TILLSONBURG

CKOT, began 1955, 1510 kc, 250 w. Tillsonburg Bcstg. Co. Ltd.; 20 Baldwin St.; ph. 1500; Radio Reprs., repr. Exec.: John Lamers, gm; L. B. C. Nichols, off mgr; Len C. Evans, pd; A. Ken Orton, ce.

TIMMINS

CFCL, began 1951, 580 kc, 1,000 w-DA-1. J. Conrad Lavigne Enterprises Ltd., 175 Third Ave.; ph. 577; CBC French net.; Renaud, McGillvra, reprs. Exec.: J. Conrad Lavigne, p; Rene Barrette, mgr; Laurent Smith, slm; Jean de Villiers, pd, sd; Albert Aube, pmm, nd; Roch Demers, ce; Monique de Guise, wd.

CKGB, began 1933, 680 kc, 5,000 w-DA-N. Northern Bcstg., Thomson Bldg.; ph. 1500; CBC Trans-Canada net.; Weed, rprs. 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

CBL, 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.: J. M. Kannawin, dir.

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. West; ph. Walnut 4-5711; CBC net.; All-Canada Radio Facilities, Canadian Station Reprs., reprs. Exec.: Harry Sedgwick, p; Lloyd Moore, gm; Waldo Holden, cm; Wes McKnight, pd, sd; Ken Marsden, pmm; Clive Eastwood, ce; Rex Frost, fd; Kate Aitken, wd.

CFRB-FM, began 1949, Ch. 260, 99.9 mc, 0.20 kw.

CHUM, began 1945, 1050 kc, 1,000 w-D. York Bcstrs. Ltd., 250 Adelaide West; ph. Empire 4-4271; Radio & TV Sls., McGillvra, reprs. Exec.: Allan Waters, p, gm, cm; Phil Stone, pd, pmm, sd; George Jones, ce; Pat Bennett, nd; Margaret McBain, wd.

CJBC, began 1936, 860 kc, 50,000 w. Canadian Bcstg. Corp., 354 Jarvis St.; ph. Walnut 3-5481; CBC net.; CBC, repr. Exec.: J. M. Kannawin, dir.

*CJRT-FM, began 1949, 91.9 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. Ltd., 444 University Ave.; ph. Empire 8-3881; Natl. Bcst. Sls., Cooke, reprs. Exec.: Jack Kent Cooke, p; Hal Cooke, sm; Jack Turrall, cm; Don Insley, pd; Eddie Guest, pmm; Allan Taylor, ce; Angus McLellan, nd; Joe Crysedale, sd.

CKFH, began 1951, 1400 kc, 250 w-DA-1. Foster Hewitt Bcstg. Ltd., 1 Grenville St.; ph. Walnut 3-0921; Stephens & Towndrow, Weed, reprs. Exec.: Foster Hewitt, p; Howard C. Caine, sm; Kieth Davey, slm; Bill Hewitt, pd, sd; Frank Somerville, pmm; Gerald A. Wilson, ce; Leo Trainor, nd.

WELLAND

CHVC, began 1947, (See Niagara Falls listing).

WINDSOR

CBE, began 1950, 1550 kc, 10,000 w-DA-1. Canadian Bcstg. Corp., Security Bldg.; ph. Clearwater 4-5116; CBC net.; CBC, repr. Exec.: M. L. Poole, sm.

CKLW, began 1932, (tv affiliate CKLW-TV), 800 kc, 50,000 w-DA-1. Western Ontario Bcstg. Ltd., 825 Sandwich St.; ph. Clearwater 4-1155; MBS net.; All-Canada Radio Facilities, Young, reprs. Exec.: J. E. Campeau, p, gm; E. Wilson Wardell, cm; John Gordon, pd; A. R. Gloster, pmm; William Carter, ce; Austin Grant, nd, fd; Art Lang, sd; Myrtle Labbit, wd.

CKLW-FM, began 1949, Ch. 230(A), 93.9 mc, 0.25 kw.

IN CANADA RADIO FILLED THESE BUNDLE BUGGIES



In Ontario, Canada's richest market, \$728,630,500* per year is spent on groceries. On CFRB in one month, 91 hours 20 minutes and 30 seconds** were sponsored by people selling grocery items.

Why do the grocery people in Canada buy so much time on CFRB? For one reason only. They get results on CFRB.

Other media bring results too. But radio selling messages have a unique persistence, an unescapable quality. Today, you find radio selling messages emanating from indoors and out, cars, homes, offices, everywhere.

In Canada to have this "everywhere-ness" in Ontario—the market where 1/3 of the population lives, and where 40% of all retail sales are made, is everything!

Why not give the CFRB representatives a call, and let them show you what CFRB can do for you in Canada?

*Based on Dominion Bureau of Statistics report for period from 1951 to 1952

**Based on CFRB program schedule for January, 1955

CFRB gives you:

complete coverage of over 1/2 million radio homes every week

complete coverage of 44 counties spending \$66,283,699.00 every week

the key to Canada's richest dollar market where 40% of Canada's retail sales are made

nearly three decades of skill, experience and success in radio

50,000
watts

CFRB

1010
on your
dial

TORONTO, CANADA

REPRESENTATIVES

United States: Canadian Station Representatives Ltd.

Canada: All-Canada Radio Facilities Limited

WINGHAM

CKNX, began 1926, (tv affiliate CKNX-TV), 920 kc, 1,000 w-DA-N. Radio Station CKNX Ltd.; ph. 158; CBC net.; Alexander, Young, reprs. Exec.: W. T. Cruickshank, p, gm; J. J. Cruickshank, cm; John Brent, pd; Scott Reid, ce; John Strong, nd; Bob Carhart, fd; Ed Blake, sd; Marge Brophy, wd.

WOODSTOCK

CKOX, began 1947, 1340 kc, 250 w. Oxford Bcstg. Co. Ltd., P.O. Box 100; ph. Lennox 7-3414; Renaud, Hunt, repr. Exec.; M. J. Werry, p, gm; Rex Brooks, cm; W. Tonner, pd, sd; R. Watmough, ce; Jack MacLean, nd; Alice Munro, wd.

PRINCE EDWARD ISLAND**CHARLOTTETOWN**

CFCY, began 1923, (tv affiliate CFCY-TV), 630 kc, 5,000 w-DA-N. Island Radio Bcstg. Co. Ltd., 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, cm; W. McMillan, pd; M. E. Large, pmm; A. L. Finley, tech sup; A. S. Dickson, nd; Ches Cooper, fd; Loman McAulay, sd; Jane Weldon, wd.

SUMMERSIDE

CJRW, began 1948, 1240 kc, 250 w. Gulf Bcstg. Co. Ltd., 218 Water St.; ph. 2201; Radio Reprs. repr. Exec.: J. K. Curran, p; R. C. Schurman, gm, sd; D. H. Mitchell, cm; L. E. Huestis, pd; Robert Johnston, pmm; Angus MacKee, ce; Roma Gallant, wd.

QUEBEC**ALMA**

CFGT, began 1953, 1270 kc, 1,000 w-DA-N. Radio Lac St. Jean Ltee., 112 rue St. Joseph; ph. Normandie 2-3461; Renaud, repr. Exec.: Conrad Bergeron, p; Jean-Jacques Fortin, gm, sd; Eric Gagnon, cm; France Fortin, pd, fd; Marius Girard, ce; Rosaire Pelletier, nd; Therese Gagnon, wd.

AMOS

CHAD, began 1942, 1340 kc, 250 w-D Radio Nord Inc., 70 Gamble W., Rouyn; ph. 1400; CBC net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, gm; Jean Perreault, cm; Claude Rousseau, pd, nd, fd; George Chartrand, pmm; Jean-Gay Langevin, ce; Claude Renard, co-sd; Guy Lauzon, co-sd; Francoise Quesnel, wd.

CHICOUTIMI

CBI, began 1933, 1580 kc, 10,000 w-DA-1. Canadian Bcstg. Corp., 315 Racine St.; ph. 4-7747; CBC net.; CBC, repr. Exec.: Vilmond Fortin, sm.

CJMT, began 1954, 1450 kc, 250 w. CJMT Ltee., 365 Racine St. E.; ph. 4-1517; Renaud, repr. Exec.; Dr. George William Tremblay, p; Marcel Houle, gm, pd; Janine Tremblay, cm; Denise Fortin, pmm; Lucien Simard, ce; Gilles Paradis, nd; Raymond Labrecque, sd.

DRUMMONDVILLE

CHRD, began 1955. Radio Drummond Ltee.; Renaud, repr. Exec.: Maurice Sigouin, p; Benoit Vanier, gm, pmm; Claude Bedard, pd, nd; Gerard Paul, ce; Yvon Dufour, fd; Marguerite McMahon, wd.

GRANBY

CHEF, began 1946, 1450 kc, 250 w. The Granby Bcstg. Co. Ltd., 13 Centre St.; ph. Frontenac 2-6611; French Radio Assoc. net.; Renaud, repr. Exec.: Raymond Chaput, p; J. O. Hains, gm, cm; R. M. Dube, pd, pmm; Bruce MacDonald, ce; Claude Dery, nd, fd; Marcel Doucet, sd; Jacqueline Morin, wd.

HULL

CKCH, began 1933, 907 kc, 5,000 w-D, DA-2. Cie Radiodiffusion CKCH, de Hull Ltee., 121 Notre Dame St.; Province 7-2771; CBC net.; Renaud, McGillvra, reprs. Exec.: Louis J. Billy, p; Jean Paul Lemire, gm; Rhea Gaudet, pd, nd; Henry Allard, pmm; Jean-Louis Guerette, ce; L. Simard, fd; Lionel Duval, sd; Louise Simard, wd.

JONQUIERE

CKRS, began 1947, (tv affiliate CKRS-TV), 590 kc, 1,000 w-DA-1. Radio Saguenay Ltee., 735 St. Hubert St.; ph. 2-3551; Trans-Quebec net.; Hardy, Young, reprs. Exec.: Henri Lepage, p; Tom Burham, gm; Jean Marie Dugas, cm, pd; Gerard Lemieux, ce; Lionel Tremblay, nd; Jean Martin, sd; Odette Arsenault, wd.

LA SARRE

CKLS, began 1950, 1240 kc, 250 w. Northern Radio; CBC net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, mgng 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, mgng dir; Octave Lapointe, slm.

MONTMAGNY

CKBM, began 1954, 1490 kc, 250 w. Radio Alleghany Inc., 8 rue St. Thomas; ph. 801. Radio & TV Sales, repr. Exec.: Henri Deschenes, p, pd, nd; Andre Mercier, mgr, cm, pmm; Marcel Coulombe, ce; Jose Rettino, fd, sd; Claire Gaumont, wd.

MONTREAL

CBF, began 1937, (tv affiliate CBFT (TV)), 690 kc, 50,000 w. Canadian Bcstg. Corp., 1425 Dorchester St. W.; ph. University 6-2571; CBC French net.; CBC, repr. Exec.: Benoit Lafleur, dir.

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. W.; ph. University 6-2571; CBC net.; CBC, repr. Exec.: D. E. McGill, pd. 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. Ltd., 4824 Cote des Neiges Rd.; ph. Regent 1-1101; CBC Dominion nets.; All-Canada Radio Facilities, Weed, reprs. Exec.: J. A. Hammond, mgr; R. E. Misener, asst mgr; Kieth Dancy, natl slm; Michael Wood, prog mgr; J. C. Douglas, ce; Bert Canning, nd; Russell Taylor, sd; Jean McKinnon, co-wd; Duane Desmond, co-wd.

CFCF-FM, began 1948, Ch. 293(A), 106.5 mc, 7.7 kw.

CHLP, began 1933, 1410 kc, 1,000 w-DA-1. La Cie de Publication, La Patrie, Sun Life Bldg.; ph. University 6-6611; Renaud, repr. Exec.: Flavius M. Daniel, cm, pd, pmm; Alphonse Cloutier, ce; Armand Goulet, nd; Real Giguere, sd; Suzanne Piuze, wd.

CJAD, began 1945, 800 kc, 10,000 w-DA-1. CJAD Ltd., 1191 Mountain St.; ph. University 6-6821; CBC net.; Radio Time Sls., Canadian Station Reprs., reprs. Exec.: J. Arthur Dupont, p, gm; H. T. McCurdy, pd; R. L. Laurion, pmm; Aurele Boisevert, ce; Hamilton Grant, nd; Danny Gallivan, sd; Peggy Keefer, wd.

CJMS, began 1954, 1280 kc, 5,000 w. La Bonne Chanson Inc., 88 Dorchester St. E.; Stovin, Forjoe, reprs. Exec.: Lionel Morin, mgng dir, gm; Paul Leduc, pd.

CKAK, began 1922, 730 kc, 10,000 w-D, 5,000 w-N. La Compagnie de Publication de "La Presse" Ltee., 980 St. Catherine St. W.; ph. University 6-7301; CBC, Trans-Quebec nets.; Renaud, Young, reprs. Exec.: Phil Lalonde, gm; Roy Malouin, asst mgr; George Bourassa, cm; Ferninand Biondi, pd; Paul Gelinas, pmm; Len Spencer, ce; Paul Boudreau, nd; Georges Francon, fd; Yvon Blais, sd; Jeanette Brouillet, wd.

CKVL, began 1949, 850 kc, 10,000 w-DA-2. Radio Station CKVL Ltd., 211 Gordon Ave., Verdun; ph. Pontiac 6-2311; French Radio Assoc. net.; Radio & TV Sls., Cooke, reprs. Exec.: Jack Tietolman, p; Corey Thomson, gm;

Judah Tietolman, cm; Marcel Provost, pd; Hal Wardell, pmm; Maurice Rousseau, ce; Marcel Beauregard, nd; Alphonse LaPointe, fd; Robert Rivet, sd; Pierette Champoux, wd.

CKVL-FM, began 1950, 96.9 mc, 10 kw.

NEW CARLISLE

CHNC, began 1933, 610 kc, 5,000 w-DA-2. Gaspesia Radio Bcstg. Co. Ltd.; ph. 63; CBC French net.; Hardy, Young, reprs. Exec.: Dr. Charles E. Dumont, p; Dr. Charles H. Houde, gm; Viateur Bernard, cm, pmm; Guy Tremblay, pd; Gordon S. Coleman, ce; Huguette Bujold, wd.

QUEBEC

CBV, began 1939, 908 kc, 5,000 w-DA-1. Canadian Bcstg. Corp., Palais Montcalm; ph. 5-8155; CBC French net.; CBC, reprs. Exec.: Roger Daveluy, sm.

CHRC, began 1926, 800 kc, 5,000 w-DA-1. CHRC Ltee., 39 St. John St.; ph. 2-8177; Hardy, Young, reprs. Exec.: Herve Baribeau, p; Henri Lepage, gm; Aurele Pelletier, cm; Magella Alain, pd, pmm; Arsene Nadeau, ce; Guy Rondeau, nd; Maurice Descarreaux, co-sd; Jean Boileu, co-sd; Estelle Gagne, co-wd; Aline Fortier, co-wd.

CHRC-FM, began 1926, 98.1 mc, 0.585 kw.

CJQC, began 1953, 1340 kc, 250 w. Goodwill Bcstrs. of Quebec Inc., 405 Blvd. Wilfrid Hamel; ph. Murray 3-4931; CBC net.; Radio & TV Sales, repr. Exec.: W. Howard Wert, p; Peter N. Thomson, vp; George M. Macdonald, gm; Harold Burnside, cm; Mrs. Pauly Williams, pmm; Mike Lavallee, ce; Mike Doyle, nd; Andy Andrews, sd; Ursula Delaney, wd.

CKCV, began 1926, 1280 kc, 1,000 w. CKCV Ltee., 142 St. John St.; ph. 2-1585; CBC Dominion, French Radio Assoc., nets.; Renaud, Weed, reprs. Exec.: Gaston Pratte, p; Paul Lapage, vp, gm, cm; Marcel Leboeuf, pd; Jean Guy Bernier, pmm; Lucien Gobeil, ce; Roger Bruneau, nd, fd; Rene Collard, sd; Marie-Paule Vachon, wd.

RIMOUSKI

CJBR, began 1937, (tv affiliate CJBR-TV), 900 kc, 10,000 w-DA-N. The Central Public Service Corp., 6 rue St. Jean; ph. 2217; CBC French net.; Stovin, Young, reprs. Exec.: Jacques Brillant, p; Andre Lecomte, gm; Rosario Levesque, cm; Francois Raymond, pd; Sandy Burgess, pmm, nd; Marcel Vallee, co-ce; Real Therrien, co-ce; Arthur Rioux, fd; Bernard Langlois, sd; Angele Landry, wd.

CJBR-FM, began 1947, Ch. 266, 101.5 mc, 1 kw.

RIVIERE DU LOUP

CJFP, began 1947, 1400 kc, 250 w. Radio-Temisouata Ltd., 322 LaFontaine St.; ph. 2727; CBC net.; Renaud, repr. Exec.: Armand Belle, p; Henri Bourdeau, gm, cm; Raoul Savard, pd, sd; Remi Beaulieu, pmm; Raymond Lavoie, ce; Gaston Cote, 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.; Hardy, repr. Exec.; Georges Gagnon, p; J. Wilfrid Mondoux, sm.

ROUYN

CKRN, began 1937, 1400 kc, 250 w. Northern Radio Inc., 70 Gamble West; ph. 1400; CBC Dominion net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, gm; Yvon Martel, exec asst; Claude Rousseau, pd, nd; George Chartrand, cm, pmm; Jean-Guy Langevin, ce; Guy Lauzon, co-sd; Claude Renard, co-sd.

ST. GEORGES DE BEAUCE

CKRB, began 1953, 1400kc, 250 w-DA-N. Radio Beauce Inc.; ph. 751; CBC net.; Renaud, repr. Exec.; Georges Roberge, p, gm; Rene Linet, cm, pd; Armand Catellier, ce.

ST. JEROME

CKJL, (CP), 900 kc, 1,000 w-DA-1. Jean Lalonde. Exec.: Jean Lalonde.

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, McGillivray, reprs. Exec.: G. T. Desjardins, gm, cm; P. E. Hudon, cm; R. Plante, pd; R. Gagne, pmm.

SHAWINIGAN FALLS
CKSM, began 1951, 1220 kc, 1,000 w-DA-N. Shawinigan Falls Bcstg. Co. Ltd., City Hall Bldg.; ph. 4494; Hardy, repr. Exec.: Allan Rogerson, o, gm, cm, pmm; Gaston Tessier, pd; Ernest Brunelle, ce; Claude Balin, nd; Jean Many, sd.

SHERBROOKE
CHLT, began 1937, (tv affiliate CHLT-TV), 900 kc, 1,000 w-DA-D La Tribune Ltee., 221 Dufferin; ph. Lorraine 9-2525; CBC net.; Hardy, Young, reprs. Exec.: Paul Desruisseaux, p; Alpee Gauthier, gm; Jean-Louis Gauthier, cm, pd; Yvan Vitiuk, pmm; Romeo Paquette, ce; Jules Venne, nd; Marcel Sylvain, fd; Gaston Levesque, sd; Jocelyn Rousseau, wd.

CKTS, began 1946, 1240 kc, 250 w-DA-D Sherbrooke Telegram Printing & Publishing Co. Ltd., 221 Dufferin St.; ph. Lorraine 9-2525; CBC net.; Hardy, Young, reprs. Exec.: Hon. J. B. Howard, p; Alpee Gauthier, gm; Jean-Louis Gauthier, cm, pd; Maurice Austin, pmm; Romeo Paquette, ce; Stan David, nd; Bob Walter, fd; Gordon Breen, sd.

SOREL
CJSO, began 1945, 1320 kc, 1,000 w. Radio Richelieu Ltd., 70 du Roi; ph. 3318; French Radio Assoc. net.; Hardy, repr. Exec.: J. Arthur Villeneuve, p; Maurice Boulianne, gm; Claude Rochon, pd, nd; Joseph Cardin, ce; Jean-Yvon Houle, sd.

THETFORD MINES
CKLD, began 1950, 1230 kc, 250 w. Radio Thetford Ltee., 327 Avenue Labbe; Fe 5-7533; Hardy, repr. Exec.: Henri Lagueux, p, gm; Will Dugre, cm; Raymond Buri, pd; Jeannine Landry, pmm; Gaston Bilocq, ce; Bertrand Potvin, nd; Gaby Drouin, fd; Raymond Perreault, sd; Elizabeth Bolduc, wd.

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; Leon Trepanier, sm; Maurice Dansereau, cm; Antoine Desroches, pd., pmm; Oric Lefebvre, ce; Andre Payette, nd; Jacques Morency, fd; Lefty Boisevert, sd; Louise Lajoie, wd.

CKTR, began 1954, 1350 kc, 1,000 w-DA-1. CKTR Ltee., 543 Gervais St.; ph. Frontenac 5-4856; French Radio Assoc. net.; Radio & TV Sls., repr. Exec.: J. Fernand Rufange, p, gm; Charles Couture, cm; Louis Dufresne, pd; Herve Lapointe, ce; Jacques Hebert, nd; Jean-Paul Pepin, sd.

VAL D'OR
CKVD, began 1939, 1230 kc, 250 w-D. Radio Nord Inc., 1187 3rd Ave.; ph. 4-3643; CBC net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, gm; Claude Renard, cm; Claude Rousseau, pd, nd, fd; George Chartrand, pmm; Jean-Guy Langevin, ce; Guy Lauzon, sd.

VERDUN
CKVL, began 1949, (See Montreal listing).

VICTORIAVILLE
CFDA, began 1951, 1380 kc, 1,000 w-DA-N. Radio Victoriaville Ltee., 150 A Notre Dame East; ph. 3545; French Radio Assoc. net.; Radio & TV Sls., reprs. Exec.: Dr. C. A. Gilbert, p; Roger Gilbert, mgr, cm; Pierre Brisson, ce; Claude Boulard, fd; J. Maurice Bilodeau, sd; Lise Descheneaux, wd.

VILLE-MARIE
CKVM, began 1950, 710 kc, 1,000 w-DA-N. Radio-Temiscamingue Inc.; ph. 710; CBC French net.; Hardy, repr. Exec.: Herve Leblanc, p; Louis Bilodeau, gm, cm; Guy Burelle, pd, pmm, nd, sd; Gaston Tasset, ce; Paul-Emile Desjardins, fd; Alice Dessureault-Ethier, wd.

SASKATCHEWAN

GRAVELBOURG
CFRG, began 1952, 1230 kc, 250 w. Radio-Gravelbourg Ltee., Edifice Villeneuve; ph. 155; CBC net.; Renaud, repr. Exec.: Dr. Rosario Marin, p; Dumont Lepage, gm, cm, pd; Roger Boulanger, pmm; Marc Riou, ce; Leon Ken-

dergi, nd; Guy Pariseau, fd, sd; Josephine Longault, wd.

MOOSE JAW
CHAB, began 1922, 800 kc, 5,000 w-DA-1. Radio Station CHAB Ltd., 127 Main St. N.; ph. 6464; CBC net.; Stephens & Towndrow, Stovin, Radio Time Sales, Weed, reprs. Exec.: Mrs. L. A. Davis, o; Sid Boyling, gm; Nev Skingle, cm; Martha Fidler, pmm; Merv Pickford, ce; Earl Barnholden, nd; George Price, fd; Chuck McManus, sd; Stella Sharples, wd.

NORTH BATTLEFORD
CJNB, began 1946, 1460 kc, 1,000 w. North-western Bcstg. Co., P.O. Box 484; ph. 2477; Stovin, repr. Exec.: 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-2. 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; 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.; All-Canada Radio Facilities, Weed, 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 mgr; Lloyd Saunders, sd; Rita Spicer, wd.

CKRM, began 1926, 980 kc, 5,000 w-DA-N. Western Communications Ltd., 2060 Halifax St.; ph. Jordan 3-5661; CBC Dominion net.; Radio Reprs., Canadian Station Reprs., reprs. Exec.: Dr. Emmet McCusker, p; Don Oaks, gm; Al J. Smith, bus mgr; Harry Dane, cm; Bob

Hill, pd; Billie Thompson, pmm, wd; Len Cozine, eng; Keith Baker, eng; Earl Brown, eng; Geoff Nightingale, nd; Eric Kennard, fd; Paul Hack, sd.

SASKATOON
CFNS, began 1952, 1170 kc, 1,000 w. Radio-Prairies-Nord Ltee., 1902 Broadway Ave.; ph. 9-3015; 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; M. A. Papen, wd.

CFQC, began 1923, (tv affiliate CFQC-TV), 600 kc, 5,000 kw. A. A. Murphy & Sons Ltd., 216 First Ave. N.; ph. 2-6611; CBC Dominion net.; Canadian Stations Reprs., Radio Reprs., reprs. Exec.: A. A. Murphy, p; Vernon Dallin, gm; Roy Currie, pd; Norma Guppy, pmm; Lyn Hoskins, ce; Bill Cameron, nd.

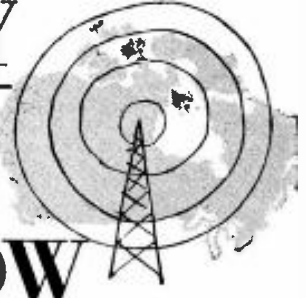
CKOM, began 1951, 1420 kc, 5,000 w. Saskatoon Community Bcstg. Co. Ltd., Empire Hotel; ph. 2-1271; Stovin, Weed, reprs. Exec.: Robert A. Hosie, p, gm; G. Donald Tunnicliffe, cm; Gordon E. Walburn, pd; Arnold Stilling, prod mgr; Joan E. Flynn, pmm; wd; William D. Forst, ce; J. Campbell, nd; Bob Brack, fd; Art Henderson, sd.

SWIFT CURRENT
(CP), 1400 kc, 250 w. Frontier City Bcstg. Co. Ltd. Exec.: D. W. Scott.

WATROUS
CBK, began 1939, 540 kc, 50,000 w. Canadian Bcstg. Corp., 1840 McIntyre St., Regina; ph. Lakeside 3-6641; CBC net.; CBC, repr. Exec.: R. H. Roberts, sm.

YORKTON
CJGX, began 1927, 940 kc, 1,000 w. Yorkton Bcstg. Co., Smith Block; ph. 3-2258; CBC Dominion net.; Stovin, Inland, Young, reprs. Exec.: Dawson Richardson, p; J. M. Shortreed, gm; G. G. Gallagher, loc slm; J. C. Goodman, natl cm, pmm; M. G. Phillips, pd; H. F. McRae, ce; John Willms, nd; Linus Westburg, sd.

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55 W. 42d St., New York 36, N. Y.; Tel.: Wisconsin 7-9244; Bruce Chapman, pres.
Services: ABGF.

Paris 2—30 Rue de Chalgrin; Tel.: Passy 70-44; Michael Alexander, mgr.

CHESHIRE & ASSOC.
6606 Selma Ave., Hollywood 28, Calif.; Tel.: Hollywood 9-4580; Bob Reichenbach, gen. mgr.
Services: ABCDFG; west coast distributor for Speedy-Q, E.M.I. sound effects, mood music recordings.

CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE INC.
220 E. 42d St., New York 17, N. Y.; Tel.: Murray Hill 2-1234; Mollie Slott, vp. and mgr.
Service: Newspaper features adaptable to broadcasting.

FRANK CHRISTL & ASSOC.
521 N. LaCienega Blvd., Los Angeles 48, Calif.; Tel.: Olympia 2-2694; Frank Christl, own.
Services: AF.

ARTHUR B. CHURCH PRODUCTIONS
817 Jefferson, Kansas City 5, Mo.; Tel.: Harrison 1-0480.
Services: CF.

CJB ASSOC.
Chamber of Commerce Bldg., Scranton, Pa.; Bernard Blier, James J. Jennings, Thomas F. Connor, assoc.

COASTAL RECORDING CO.
Coastal "52"—136 W. 52d St., New York 19, N. Y.; Tel.: Circle 6-3900; Coastal "49"—80 W. 40th St., New York; Tel.: Circle 6-3900; Arthur Shaer, exec. vp.
Service: Radio transcription service for advertising agencies.

COLE CORP.
823 S. Wabash Ave., Chicago 5, Ill.; Tel.: Harrison 7-6605; M. M. Cole, pres.
Service: B.

TED COLLINS CORP.
500 5th Ave., New York 36, N. Y.; Tel.: Chickering 4-5036; Ted Collins, mgr.
Services: AG.

COLUMBIA ARTISTS MANAGEMENT INC.
113 W. 57th St., New York 19, N. Y.; Tel.: Circle 7-6900; Humphrey Douless, radio-tv dir.
Service: Booking of corporation's artists.
Los Angeles—427 W. 5th St.; Tel.: Madison 6-2327; David Ferguson, Pacific Coast mgr.

COLUMBIA TRANSCRIPTIONS
(Service of Columbia Records)
799 7th Ave., New York 19, N. Y.; Tel.: Circle 5-7300; Albert E. Shulman, dir.
Services: ACDEF.

Chicago 11—410 Michigan Ave.; Tel.: Whitehall 4-8000; Girard D. Ellis, mgr.

Los Angeles—8723 Alden Dr.; Tel.: Crestview 6-1034.

COMMODORE PRODUCTIONS & ARTISTS INC.
971 N. LaCienega Blvd., Hollywood 46, Calif.; Tel.: Olympia 2-2995; Walter White Jr., pres.-exec. prod.
Services: ABCDEFG.

THE COMPO CO. LTD.
2377 Remembrance St., Lachine, Quebec; Tel.: Melrose 2-2561; R. A. Chislett, gen. mgr.
Services: D; pressing.

Toronto, Ont.—Apex Records Ltd., 670 Richmond St. W.; Tel.: Empire 6-5825; George Offer, mgr.

COOLIDGE-DUBOIS AGENCY
5880 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-2111; Carl Coolidge, dir.
Services: EF.

FRANK COOPER ASSOC.
521 5th Ave., New York 17, N. Y.; Tel.: Vanderbilt 6-8661; S. Fischer, mgr.
Services: AFG.

Hollywood—233 S. Beverly Dr.; Tel.: Crestview 5-4128.

LOUIS G. COWAN INC.
575 Madison Ave., New York 52, N. Y.; Tel.: Plaza 9-3700; Harry Fleischman, pres.
Services: AF.

Chicago 2—S. Michigan Ave.; Tel.: Randolph 6-2022; John Lewellen, vp.

THE CROSBYS PRODUCTIONS
1000 N. Cahuenga Blvd., Hollywood 28, Calif.; Tel.: Hollywood 2-7311; Lou Crosby, pres.
Services: AF.

CROSLY BROADCASTING CORP. (WLW)
Crosley Square, Cincinnati 2, Ohio; Tel.: Cherry 1822; R. E. Dunville, pres.-gen. mgr.
Services: G; merchandising and promotion facilities.
New York 26—630 5th Ave.; Tel.: Circle 6-1616; Bernard Musnik, vp.
Chicago 1—360 N. Michigan Ave.; Tel.: State 2-6693; Harry Albrecht, vp.
Detroit—1165 Penobscott Bldg.
Hollywood 28—Sunset and Vine.
San Francisco 2—NEC Bldg.
Atlanta 3—1611 Peachtree St. N.E.; Tel.: Vernon 1141; Bernard Ochs.
Columbus 2—3165 Olentangy River Rd.; Tel.: Jefferson 5441; Richard Osborne.

CROSSROADS TV PRODUCTIONS INC.
606 St. Louis St., Springfield 2, Mo.; Tel.: 2-4620; E. E. Sman Jr. and John B. Mahaffey, vps.
Services: BCDEFG.

D

HENRY H. DAGAND
44 W. 44th St., New York 18, N. Y.; Tel.: Murray Hill 2-8060; Henry H. Dagand, pres.
Services: AF.

DAMON RECORDING STUDIOS INC.
117 W. 14th St., Kansas City 6, Mo.; Tel.: Victor 2-2585; Victor L. Damon, pres.
Services: D; rent sound equipment.

THE BEST MUSIC IN AMERICA

Radio
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Concert Halls
Motion Pictures
Hotels
Transcriptions
Phonograph Records



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S E S A C N E W Y O R K

RONALD DAWSON ASSOC.
543 5th Ave., New York 17, N. Y.; Tel.: Murray Hill
7-6885; Ronald Dawson, own.

Services: ABEF.
GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y.; Tel.: Oregon
9-3595; Gordon M. Day, own.
Services: CDEG; consultants on commercials, sales
ideas.

D. C. PRODUCTIONS
408 Seward Square, S. E. (P. O. Box 1), Washing-
ton, D. C.; Tel.: Lincoln 7-5109; Dale Crowley, mgr.
Services: CF.

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.

KATE DEET TELEVISION TALENT
1674 Broadway, New York 19, N. Y.; Tel.: Columbus
5-3823; Kate Deet, dir.

Services: E; talent consultants for unusual cultures.
De FRENES CO.
1909 Buttonwood St., Philadelphia 30, Pa.; Tel.:
Rittenhouse 6-1886; Joseph De Frenes, pres.

Services: AB (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: AG.

DOMINION BROADCASTING CO.
4 Albert St., Toronto, Ont.; Tel.: Empire 3-3383; Hal
B. Williams, pres.

Services: ABCDEFG.
SHERMAN H. DRYER PRODUCTIONS
17 E. 48th St., New York 17, N. Y.; Tel.: Plaza
5-4730; Sherman H. Dryer, pres.

Services: ACF.
HARRY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y.; Tel.:
Columbus 5-7035; J. Knight, mgr.

Services: ABCDEFG.
E

ECCLES RECORDING
6233 Hollywood Blvd., Hollywood 28, Calif.; Tel.:
Hollywood 4-8351; Bob Newman, pres.

Services: ADEF.
RALPH EDWARDS PRODUCTIONS
1655 N. Cherokee Ave., Hollywood 28, Calif.; Tel.:
Hollywood 3-8121; Ralph Edwards, pres.

Service: F ("This Is Your Life," "Place the Face,"
"Funnyboners").

ELECTRO-VOX RECORDING STUDIOS
5546 Melrose Ave., Hollywood 36, Calif.; Tel.: Holly-
wood 5-2189; Bert B. Gottschalk, own.-mgr.

Services: D; singing commercials, spot announce-
ments.
W. M. ELLSWORTH
203 N. Wash Ave., Chicago 1, Ill.; Tel.: State
2-9679; W. M. Ellsworth, own.

Services: AG.
LYLE KENYON ENGEL
211 W. 58th St., New York 19, N. Y.; Circle 7-6382;
Lyle Kenyon Engel, pres.

Service: Music consultant.
EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N. Y.; Tel.:
Plaza 9-4500; Helen D. Kelleher, pres.

Services: ADEFG.
ENDORSEMENTS INC.
500 5th Ave., New York 36, N. Y.; Tel.: Chickering
4-7257; Jules Alberti, pres.

Service: Secures endorsement by celebrities of
manufacturers' products.
Chicago—540 Lakeshore Dr.; Tel.: Michigan 2-7470.
Hollywood 46—8172 Sunset Blvd.; Tel.: Crestview

8-1272.
Washington 6—1028 17th St. N.W.; Tel.: Sterling
3-9077.

DAVID ETTELSON & ASSOC.
858 N. LaSalle St., Chicago 43, Ill.; Tel.: Whitehall
4-5460; David Ettelson, sls. mgr.

Services: ADEFG.
F

FADIMAN ASSOC. LTD.
1501 Broadway, New York 36, N. Y.; Tel.: Lacka-
wanna 4-3544; Edwin Fadiman, mgr.

Services: AF.
FAMILY THEATRE INC.
7201 Sunset Blvd., Hollywood 46, Calif.; Tel.: Holly-
wood 2-1317; Rev. Patrick J. Peyton, C.S.C., pres.

Services: B; seasonal shows.
FAMOUS ARTISTS CORP.
9441 Wilshire Blvd., Beverly Hills, Calif.; Tel.:
Crestview 1-5222.

Services: FG.
FEATURE BUREAU
152 W. 42d St., New York 36, N. Y.; Tel.: Wisconsin
7-9715; Bert Nevins, mng. ed.

Service: E (for women's commentators).
FEATURE PRODUCTIONS
1440 N. State Pkwy., Chicago 10, Ill.; Tel.: Michigan
2-6015; Charles L. Acree, mng. dir.

Services: ABF; represents agencies in direction of
shows.
FIALKOFF ASSOC.
1560 Broadway, New York 36, N. Y.; Tel.: Judson
2-4037; Harry A. Gourfain.

Services: AFG.
FILM ASSOC. INC.
4600 S. Dixie Hwy., Dayton 9, Ohio; Tel.: Walnut
2164; E. Raymond Arn, pres.

Services: DG; complete sound recording service.
FILM NETWORK INC.
853 7th Ave., New York, N. Y.; Tel.: Judson 2-3028;
West Hooker, pres.

Services: AFG.
FILM RECORDERS
1515 N. Western Ave., Los Angeles 27, Calif.; Tel.:
Hollywood 9-3163; Robert P. Newman, mgr.

Services: Full film recording, dubbing, mixing.
FLYING A. PRODUCTIONS
6820 Sunset Blvd., Hollywood 28, Calif.; Tel.: Holly-
wood 9-3611; Leslie Clucas, vp. in charge radio div.

Service: F.
FRIEDA FISHBEIN
353 W. 57th St., New York 19, N. Y.; Tel.: Circle
7-4398; Frieda Fishbein, own.

Service: Scripts (authors' representative).
CARLOS FRANCO ASSOC. INC.
420 Madison Ave., New York 17, N. Y.; Tel.: Plaza
8-0792; Richard W. Hubbell, vp. in chg. radio-tv.

Services: AB; consultants.
FREMANTLE OVERSEAS RADIO & TV INC.
366 Madison Ave., New York 17, N. Y.; Tel.: Murray
Hill 7-4344; Paul Talbot, pres.

Services: BCEF.
Mexico City—Paseo de la Reforma; Tel.: 1-763;
Rene Anselmo, mgr.

London—9 Southampton Pl.; Lane Blackwell, mgr.
FRENCH BROADCASTING SYSTEM
972 Fifth Ave., New York 21, N. Y.; Tel.: Regent
4-1501; Pierre Crenesse, dir.

Services: Transcribed services; by special short-
wave feed on-the-spot news, interviews, reports,
musical programs, women's programs.

ALLEN A. FUNT PRODUCTIONS
100 Central Park S., New York 19, N. Y.; Tel.:
Judson 6-5227; Allen A. Funt, pres.

Service: A.
G

GAINSBOROUGH ASSOC.
435 E. 57th St., New York 22, N. Y.; Tel.: Plaza
1-0013; Mitchell Jablons, pres.

Services: AEEFG.
Hollywood 28—8615 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; Moe Gale, pres.

Services: F; management.
GBA-GALLUCCI BROS. & ASSOC.
727 Meriden Rd., Waterbury 4, Conn.; Tel.: Plaza
3-5272; Joe Gallucci, pres.

Services: ACDEFG.
GENERAL ARTISTS CORP.
1270 6th Ave., New York 20, N. Y.; Tel.: Circle
7-7650; Thomas G. Rockwell, pres.

Services: AFG.
Beverly Hills, Calif.—9650 Santa Monica Blvd.; Tel.:
Crestview 1-8101; Henry Miller.

Chicago—8 S. Michigan Ave.; 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 438, Foulke Station, Richmond, Ind.; Tel.:
6-9012; Harry Gennett Jr., own.-mgr.

Services: Recorded sound effects.
Hollywood 28—8606 Selma Ave.; Tel.: Hollywood
9-4580; Bob Reichenbach, mgr.

New York 36—45 W. 45th St.; Tel.: Plaza 7-0695;
Charles Michelson, mgr.

JOHN GIBBS AGENCY INC.
1270 6th Ave., New York 20, N. Y.; Tel.: Plaza
7-5959; John Gibbs, pres.; Francis Head, Keith
Brown, assoc.

Services: AEF; representation.
GRACE GIBSON RADIO PRODUCTIONS OF
HOLLYWOOD
6606 Selma Ave., Hollywood 28, Calif.; Tel.: Holly-
wood 3-3498; O. R. Reichenbach, gen. mgr.

Services: ACF.
HAROLD R. GINGRICH PRODUCTIONS
333 N. Michigan Ave., Chicago 1, Ill.; Tel.: Franklin
2-1022; Harold R. Gingrich, own.

Services: ACDEF; sales promotion with transcrip-
tions.
GOLDSTONE-TOBIAS AGENCY
404 N. Roxbury Dr., Beverly Hills, Calif.; Tel.:
Crestview 6-1071; Nat C. Goldstone.

Service: G.
FRANCIS D. GONDA CO.
6912 Hollywood Blvd., Los Angeles 28, Calif.; Tel.:
Hollywood 2-6017; Alex M. Victor, dir.

Services: ABCDEFG.
HARRY S. GOODMAN PRODUCTIONS
19 E. 53d St., New York 22; Tel.: Plaza 5-6131; Harry
S. Goodman, gen. mgr.

Services: ABCF.
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, ptrns.

Service: A.
Beverly Hills, Calif.—449 S. Beverly Dr.; Tel.:
Crestview 4-7357; Harris Klateman.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 19, N. Y.; Tel.: Judson
6-5577; Herbert M. Moss, pres.

Services: ADF; radio transcription recording studios,
writing and production staff available.
New York 19—1657 Broadway.

LEWIS G. GREEN PRODUCTIONS
520 N. Michigan Ave., Chicago 11, Ill.; Tel.: White-
hall 4-7440; L. G. Green, gen. mgr.

Services: ACD; jingles.
BEN GREENE FILM PRODUCTIONS
1650 Broadway, New York 19, N. Y.; Tel.: Plaza
7-3658; Ben Greene, own.

Services: BD.
JOHN GUEDEL PRODUCTIONS
8321 Beverly Blvd., Los Angeles 48, Calif.; Tel.:
Webster 6-6291; John Guedel, Art Linkletter,
ptrns.

Services: AF.
H

HERMAN HACK PRODUCTIONS
2441 N. Beachwood Dr., Hollywood 28, Calif.; Tel.:
Hollywood 7-0557; Herman Hack, own.

Service: F.
Glendale 27, N. Y.—7413 64th Pl.; Tel.: Evergreen
6-0979; T. A. Tschuy, rep.

SYLVIA HAHLO THEATRICAL AGENCY
113 W. 57th St., New York 19, N. Y.; Tel.: Judson
6-2731; Sylvia Hahlo, own.

Service: G.
MITCHELL J. HAMILBURG AGENCY
8776 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crest-
view 5-4171; Mitchell J. Hamilburg, own.

Services: ACEFG.
MARK HANNA
654 Madison Ave., New York 21, N. Y.; Tel.: Temple-
ton 8-8730; Mark Hanna, own.

Service: G.
LAURENCE HAMMOND PRODUCTIONS INC.
455 E. 51st St., New York 22, N. Y.; Tel.: Plaza
9-2210; Laurence Hammond, pres.; Michael Carr,
casting dir.

Services: BCDEF.
HARRIS & STEELE
50 W. 67th St., New York 23, N. Y.; Tel.: Endicott
2-9555; Helen Steele, mgr.

Services: AG.
HARTLEY PRODUCTIONS INC.
339 E. 48th St., New York 17, N. Y.; Tel.: Eldorado
5-7762; Irving Hartley, pres.; Elda Hartley, F. W.
Bryant Jr., vps.

Services: A; studio rental.
GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa.; Tel.: Grant
1-3696; George Heid, pres.

Services: ABDC; air checks.
HORACE HEIDT PRODUCTIONS
14155 Magnolia Blvd., Van Nuys, Calif.; Tel.: State
4-8211; Horace Heidt, prod.-dir.

Services: ACFG.
MARSHALL-HESTER PRODUCTIONS INC.
521 5th Ave., New York 17, N. Y.; Tel.: Murray
Hill 7-2722; Anthony W. Marshall, pres.

Services: BEF.
CLARKSON-HINES
274 Madison Ave., New York 16, N. Y.; Tel.: Lexing-
ton 2-3163; Robert J. Clarkson, Drex Hines, ptrns.

Services: BEFG.
HOLLIS PRODUCTIONS
624 Madison Avenue, New York, N. Y.; Tel.: Plaza
3-3267; Charles Irving, own.

Services: ABEF.
HOLLYWOOD CENTRAL RECORDING STUDIOS
1538 Cahuenga Blvd., Hollywood 28, Calif.; Tel.:
Hollywood 3-2131; Boris Radoff, own.

Service: D.
HOWARD RADIO-TV PRODUCTIONS
123 W. Chestnut St., Chicago 10, Ill.; Tel.: Michigan
2-0128; Bernard Howard, own.

Services: ABDEF; consultants.
RICHARD W. HUBBELL & ASSOC.
360 1st Ave., New York 10, N. Y.; Tel.: Oregon 7-8358;
R. W. Hubbell.

Service: Agent for foreign syndicated transcrip-
tions.
HULLINGER PRODUCTIONS INC.
4461 Connecticut Ave. N.W., Washington 8, D. C.;
Tel.: Kellogg 7-1100; Edwin Ware Hullinger, pres.

Services: DE.
I

IND-O-PRO RECORDING
159 Bleeker St., New York 12, N. Y.; Tel.: Algon-
quin 4-5443; Bert Gruen, pres.

Services: BD; remotes from hotels, meeting halls.
INTERNATIONAL MONITORING SERVICE
1103 North Rd., Belmont, Calif.; Tel.: Lytell 3-4728;
Edgar W. Farnester, gen. mgr.

Services: D (international shortwave monitoring and
recording of am broadcasts), contract re-
search, development and special manufacturing of
electronic equipment.
Grand Forks, N. D.—1025 Lanard Ave.; Tel.: 23016;
R. W. Jagd.

Gardnerville, Nev.—P. O. Box 8; A. C. Stewart.
LOU IRWIN INC.
9165 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crest-
view 1-7131; Lou Irwin, pres.; Jack Kalcheim,
assoc.; Frances Monson, story dept. writer.

Services: ACDEFG.
J

FREDERICK JACKY PRODUCTIONS
520 N. Michigan Ave., Chicago 11, Ill.; Tel.: Dela-
ware 7-3262; Frederick Jacky, pres.

Services: BDEF.
JAFFE AGENCY INC.
8553 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crest-
view 6-8121; David Freedman, in chg. radio-tv.

Services: EFG.
New York 22—22 E. 60th St.; Tel.: Murray Hill
6-0940; Milton Goldman.

JEWELL RADIO & TELEVISION PRODUCTIONS
185 N. Wabash Ave., Chicago 1, Ill.; Tel.: Financial
6-4474; James E. Jewell, pres.

Services: ABDEF.
Hollywood—Landmark Productions, 1040 N. Las
Palmas; Tel.: 7-3111; Michael Baird, mgr.

(FOR KEYS TO SYMBOLS SEE PAGE 350.)
BROADCASTING • TELECASTING

K

KAGRAN CORP.
 (Subsidiary of WRCA-TV New York)
 4 W. 58th St., New York 19, N. Y.; Tel.: Murray
 Hill 8-0585; John Clifford, pres.
 Services: WRCA-TV merchandising: Today, Home,
 Tonight.
ESTELLA H. KARN
 49 W. 45th St., New York, N. Y.; Tel.: Judson 2-2170;
 Estella H. Karn, mgr.-prod.

L

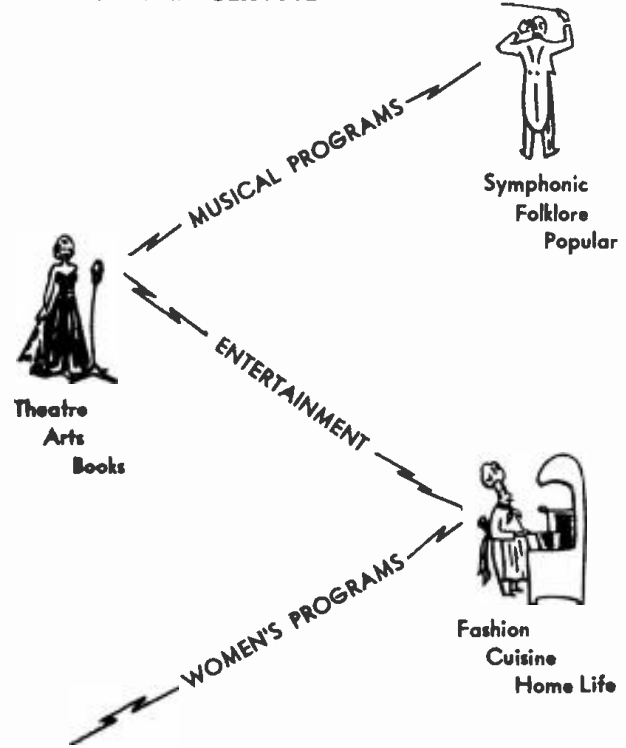
LANGLOIS FILMUSIC INC.
 619 W. 54th St., New York 19, N. Y.; Tel.: Judson
 6-4155; C. O. Langlois Jr., pres.
 Services: Music library (recorded, taped) for indus-
 trial, theatrical films; live, pre-recorded music
 scoring; sound effects library; represent Har-
 monic, E.M.I., Capitol Q, Mutel libraries.
 Hollywood—5515 Melrose Ave.; Tel.: Hollywood
 3-7114; John Seely.
 Toronto—447 Jarvis St.; Tel.: Walnut 2-2103; Gor-
 don Keeble.
 London, Eng.—447 Jarvis St.; Tel.: Langham 6248;
 Gerry Wilnot.
LANG-WORTH DISTRIBUTING CORP.
 113 W. 57th St., New York 19, N. Y.; Tel.: Judson
 8-5700; John D. Langlois, gen. mgr.
 Services: ACD.
 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
 8-5700; John D. Langlois, gen. mgr.
 Services: ACDF; commercial musical spots; tran-
 scribed commercial-program service for radio
 stations.
 San Francisco—21 Grand View Ave.; Tel.: Mission
 8-3766; Hugh S. Allen Jr.
 Toronto, Ont.—447 Jarvis St.; Tel.: Walnut 2-2103;
 S. W. Caldwell.
LARABEE ASSOC. ADV.
 2000 P St. N.W., Washington 6, D. C.; Tel.: Adams
 2-2400; Bert K. Silverman, Lawrence Dobrow.
 Services: ABE.
HERBERT S. LAUFMAN
 221 N. LaSalle St., Chicago 1, Ill.; Tel.: Randolph
 6-4086; Herbert S. Laufman, pres.
 Service: F.
LES LEAR PRODUCTIONS
 Hotel Sherman, Chicago, Ill.; Tel. Franklin 2-2100;
 Les Lear, mgr.
 Services: AG.
LESTER LEWIS ASSOC.
 11 E. 48th St., New York 17, N. Y.; Tel.: Plaza 3-5083;
 Lester and Juliet Lewis, pnrs.
 Services: AEF.
JACK LEWIS THEATRICAL ENTERPRISES
 1564 Broadway, New York 36, N. Y.; Tel.: Plaza
 7-0412; Lou Harold, gen. mgr.; Jimmy White,
 assoc.
 Services: AEG.
LIFETIME TRANSCRIPTIONS
 3 Gilbert Ct., Peoria 5, Ill.; Tel.: Peoria 2-9443;
 Norris John Buechele, pres.
 Services: BCDF.
JACK LLOYD
 4119 Los Feliz Blvd., Los Angeles 27, Calif.; Tel.:
 Normandy 4-1214; Jack Lloyd, exec. prod.
 Services: ABDEF; jingles.
BOB LOEWI PRODUCTIONS INC.
 255A E. 49th St., New York 17, N. Y.; Tel.: Plaza
 5-0958; Robert W. Loewi, pres.
 Services: AF.
ROBERT LONGENECKER
 8428 Melrose Pl., Los Angeles 46, Calif.; Tel.: Olive
 3-3770; Robert Longenecker, pres.
 Services: AEF.
PHILLIPS H. LORD INC.
 Subsidiary of RKO-Teleradio Pictures
 1440 Broadway, New York 18, N. Y.; Tel.: Long-
 acre 4-8000; Thomas F. O'Neil, pres.
 Service: F.

M

C. P. MacGREGOR CO.
 729 S. Western Ave., Los Angeles 5, Calif.; Tel.:
 Dunkirk 4-4191; George R. Jones, gen. sis. mgr.
 Services: BCDF.
ROY MACK AGENCY
 9110 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crest-
 view 1-3324; Roy Mack.
 Services: AEF; tv advisors.
ARNOLD MARQUIS PRODUCTIONS INC.
 717 N. La Cienega Blvd., Hollywood 46, Calif.; Tel.:
 Olympia 2-1262; Arnold Marquis, pres.
 Services: ADEF.
MASTERTONE RECORDING STUDIOS INC.
 709 8th Ave., New York 36, N. Y.; Tel.: Circle 7-7732;
 Sidney Feldman, treas.
 Services: ACD; custom-built audio equipment de-
 signed and constructed.
MCA ARTISTS LTD.
 598 Madison Ave., New York, N. Y.; Tel.: Plaza
 9-7500.
 Services: FG.
 Beverly Hills, Calif.—9370 Santa Monica Blvd.; Tel.:
 Crestview 6-2001; Win Nathan, sis. vp.
 Chicago—430 N. Michigan Ave.; Tel.: Delaware
 7-1100; John Rohrs, midwestern vp.
 San Francisco—105 Montgomery St.; Tel.: Exbrook
 2-8922; Hal Chase.
 Dallas—2102 N. St. J.; Tel.: Prospect 7536; Ray
 Wild, southern vp.
 Cleveland—Union Commerce Bldg.; Tel.: Cherry
 1,6010; DeArv Barton.
 Detroit—837 Book Tower; Tel.: Woodward 2-2604;
 Ernest Montgomery.
 Minneapolis—Northwestern Bank Bldg.; Tel.: Lin-
 coln 7863; Charles Richter.



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Jimmy Powers in The Grantland Rice Story based on the national best-seller, "The Tumult and The Shouting"

Only

RCA Thesaurus offers 27 Headline Features with Big-Name Stars



Nelson Eddy's Penthouse Party; 5 half-hours weekly.



Phil Spitalny in The Hour Of Charm; 1 half-hour weekly.



Wayne King Serenade; 1 half-hour weekly.



George Melachrino in The Melachrino Musicale; 3 quarter-hours weekly.

Only RCA Thesaurus offers Sell-Effects like these . . .



Weather, Time, and Shopping jingles.



Echo attention-getters. Feature program signatures.



Audition discs.

Only RCA Thesaurus offers



Advance Marketing Bulletins.



Time-Selling Brochures.

Only RCA Thesaurus offers

these Famous Holiday Shows . . .



"The Christmas Miracle of Jaspas Crown" with Charlie Ruggles



"The Story of the Nativity" with Walter Hampden



"A Christmas Visit with Ted Malone"



"Santa Claus Rides Again"

"The Story of Easter"

Only RCA Thesaurus offers the "Shop-At-The-Store-with-the-Mike-on-the-Door" Sponsor-Selling Merchandising Plan . . .



"SHOP AT THE STORE WITH THE MIKE ON THE DOOR"



The most powerful, complete and successful plan ever, for selling more local time.

. . . and 2,000 singing commercials



2,000 singing commercial jingles for over 70 sponsor categories; and commercial sound effects for 35 types of sponsors.

these Fully-Recorded Shows . . .



"Great Days We Honor" for 40 important religious holy days and patriotic holidays. All fully-recorded quarter-hours.

. . . and these Special Shows



Ralph Flanagan in "Quickie-Quiz"; 5 five-minute shows weekly.



"Do-It-Yourself" Show; 3 quarter-hours weekly.



Pigskin Parade; Football Lore; Big Game Predictions; quarter-hour.

like these . . .



Sammy Kaye Show; 5 quarter-hours weekly.



Hank Snow and his Rainbow Ranch Boys; 5 quarter-hours weekly.



José Melis



Johnny Desmond



June Valli

these Sales Aids . . .



Sponsor Promotion Kits.

Only RCA Thesaurus offers Weekend Shoppers Special . . .



Weekly half-hour program designed for sponsors who want to reach big, weekend shoppers' market.

and 89 quarter-hours of . . .



Planned Programming Weekly . . . complete with continuity service.

+ a basic library of approximately 5,000 musical selections, jingles and sell-effects . . . cataloging . . . disc storage cabinets . . . monthly releases.



recorded
program
services

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RCA VICTOR RECORD DIVISION

TM & ©

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445 N. Lake Shore Drive, Chicago 11, Ill.
Whitehall 4-3530
522 Forsyth Bldg., Atlanta 3, Ga.
LAmar 7703
1907 McKinney Ave., Dallas 1, Texas
Riverside 1371
1016 N. Sycamore Ave., Hollywood 38, Cal.
OLdfield 4-1660

RALPH S. McFEELY CO.
W. Jefferson, Columbus 1, Ohio; Tel.: 8-8121; Ralph S. McFeely.
Services: Transcriptions broker.

MELODY RANCH ENTERPRISES INC.
6920 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 2-7373; Leslie Clucas, vp.
Services: ABF.

METRO ARTIST BUREAU
4 W. 57th St., New York 19, N. Y.; Tel.: Circle 6-8470; T. M. Nelson, dir.
Services: AEEFG.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 5th Ave., New York 22, N. Y.; Tel.: Murray Hill 6-1000; Arthur M. Tolchin, dir.
Services: AC.

METROPOLITAN STUDIOS FOR RECORDING
1637 Broadway, New York 19, N. Y.; Tel.: Circle 7-3423; Leo Kahn, pres.
Services: AD; transcriptions, air checks.

CHARLES MICHELSON INC.
45 W. 45th St., New York 36, N. Y.; Tel.: Plaza 7-0695; Charles Michelson, pres.
Services: BCF; distribute sound effects libraries.

MIDWESTERN BROADCASTING SCHOOL 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: BD.

MONOGRAM-CHICAGO
75 E. Wacker Dr., Chicago 1, Ill.; Tel.: Andover 3-7169; William K. Ermeling, pres.
Services: ACF.

CARLTON E. MORSE ENTERPRISES INC.
1680 Vine St., Hollywood 28, Calif.; Tel.: Hollywood 9-8161; Carlton E. Morse, pres.
Services: ADEF.

MORTON PRODUCTIONS
64 E. Lake St., Chicago 1, Ill.; Tel.: Central 6-4144; Morton Jacobson, pres.
Services: CF.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36, N. Y.; Tel.: Judson 6-5577; Herbert M. Moss.
Services: ADF.

MUSIC PROMOTIONS
211 W. 58th St., New York, N. Y.; Lyle Kenyon Engel, pres.
Service: Music promotion packages for radio shows.

MUTUAL-WOR RECORDING STUDIOS
(Div. of RKO-Teleradio Pictures)
1440 Broadway, New York 18, N. Y.; Tel.: Longacre 4-8000; John B. Hayes, mgr.
Services: DG.

N

NBC RADIO RECORDING DIVISION
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Circle 7-8300; Henry P. Hayes, mgr.
Services: ADEFG.

Chicago 54—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 9-6161; A. M. Woolley, mgr.

NATIONAL MUSITIME CORP.
730 5th Ave., New York 19, N. Y.; Tel.: Plaza 7-1838; Charles E. Rynd, pres.
Service: Background music taped for fm transmission.

NATIONAL PRODUCTIONS
1001 Connecticut Ave., N. W., Washington, D. C.; Tel.: Sterling 3-2222; Robert L. Friend, vp.
Services: ADEFG.

NATIONAL RESEARCH BUREAU INC.
415 N. Dearborn St., Chicago 10, Ill.; Tel.: Superior 7-5080; Wm. H. Wood, pres.
Services: Syndicated newsletters; management, program and copy services.

Burlington (Iowa)—424 N. 3d St.; Tel.: Plaza 2-5415.

New York 22—136 E. 57th St.; Tel.: Eldorado 5-7212; Walter H. Smith.

Toronto 10, Ont.—2603 Bathurst; Tel.: Russell 1-9667; E. E. Harrison.

NATIONAL RETAIL RADIO SPOTS INC.
6331 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-1889; Phillip B. Singer, pres. in chg. of sfs.
Services: BCF.

NATIONAL SAFETY COUNCIL
425 N. Michigan Ave., Chicago 11, Ill.; Tel.: Whitehall 4-4800; Ned H. Dearborn, pres.
Services: EF; free safety spot transcriptions.

NATIONWIDE ASSOC.
P. O. Box 56, Garland, Tex.; Tel.: 3-9235; Charles H. Edwards, pres.
Services: ABCDEFG.

TED NELSON ASSOC.
730 5th Ave., New York 19, N. Y.; Tel.: Chickering 2-3455; Ted Nelson, dir.
Services: AEF.

NELSON IDEAS INC.
208 State St., Schenectady 5, N. Y.; Tel.: Franklin 4-4135; George R. Nelson, pres.
Service: Transcribed musical announcements.

NETHERLANDS INFORMATION SERVICES
10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-6216; Ann Burman.
Services: BC.

San Francisco—Mills Bldg.; Tel.: Exbrook 2-7948; Julie G. Lynch, dir.

Holland (Mich.)—Netherlands Museum; Tel.: Holland 3174; Willard C. Wichers, dir.

NEWSREEL SERVICE
5 Centre Market Pl., New York 13, N. Y.; Tel.: Canal 6-3284.

Services: AD.

OLIVER W. NICOLL PRODUCTIONS
(Also known as: Radio Features of America; Television & 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 Munsell, assoc. dir.
Services: ACEFG; consultations.

JOHN NORMAN PRODUCTIONS
3414 W. Dallas, Houston 19, Tex.; Tel.: Jackson 9-7336; John Norman, gen. mgr.
Services: ABCDEFG.

MEYER B. NORTH
1564 Broadway, New York 36, N. Y.; Tel.: Plaza 7-3445; Meyer B. North, own.
Services: EG.

NORTHWESTERN RECORDING INC.
411 S. W. 13th Ave., Portland 5, Ore.; Tel.: Capitol 2-4107; Robert M. Lindahl and Sheldon Goldstein.
Services: BCDG.

JOHN J. O'CONNOR
1637 Broadway, New York 19, N. Y.; Tel.: Circle 5-4920; John O'Connor, own.
Service: G.

LILIAN OKUN INC.
165 E. 35th St., New York 16, N. Y.; Tel.: Murray Hill 3-5354; Lillian Okun, pres.
Services: AEF.

ORSATTI & CO.
300 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 6-6241; Victor M. Orsatti, pres.
Services: AEEFG.

FRANK OXARART PRODUCTIONS
1606 Vista Del Mar, Hollywood 28, Calif.; Tel.: Hollywood 9-1171; Frank Oxarart.
Services: AEF.

P

PACKAGED PROGRAMS INC.
634 Penn Ave., Pittsburgh 22, Pa.; Tel.: Grant 1-4756; M. E. Fierst, gen. mgr.
Services: BCDEF.

PENTHOUSE STUDIOS OF V. J. NOLA
113 W. 57th St., New York, N. Y.; Tel.: Judson 6-0040; Vincent J. Nola, own.
Service: D.

New York 19—1657 Broadway; Tel.: Plaza 7-4870; V. T. Nola, vp.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York 36, N. Y.; Tel.: Wisconsin 7-0069; Donald Peterson, own.
Services: AB (public service only).

PHILBIN-BERGMANN PRODUCTIONS
350 5th Ave., New York 1, N. Y.; Tel.: Longacre 5-3200; Robert Bergmann, prod. head.
Services: AF.

POLISH BELLS RADIO PROGRAM (STATION WBNX NEW YORK)
260 E. 161st St., New York 51, N. Y.; Tel.: Melrose 5-0333; T. W. Ochrymowicz, dir.
Services: ADEFG.

Hicksville (N. Y.)—Plainview RD1; Tel.: 3-0187.

POLISH PROGRAM SERVICE INC.
P. O. Box 485, Passaic, N. J.; John Victor Nowak, pres.-gen. mgr.
Services: ACDEF (Polish, Ukrainian, Jewish & English languages).

Hamtramck 12, Mich.—2509 Goodson St.; Tel.: Trinity 3-0893; Eugene Brominski, office mgr.

LELAND POWERS SCHOOL INC.
31 Evans Way, Boston 15, Mass.; Tel.: Aspinwall 7-2900; Haven M. Powers, prin.
Service: G.

GEORGE LOGAN PRICE INC.
20828 Pacific Coast Hwy., Malibu, Calif.; Tel.: Globe 6-2135; G. L. Price, pres.
Services: BCEFG; sales promotion, public relations, merchandising ideas.

R

RCA VICTOR CO. LTD.
225 Mutual St., Toronto 2, Ont.; Tel.: Empire 3-3443; Leonard D. Headley, mgr., radio-tv program div.
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Montreal—1551 Bishop St.; Tel.: Avenue 8-3234; E. Traynor, mgr.

RCA VICTOR RECORD DIV.
155 E. 24th St., New York 10, N. Y.; Tel.: Murray Hill 9-7200; Emanuel Sacks, vp.-gen. mgr.; Lawrence Kanaga, vp.-operations mgr.

RCA Victor Custom Record Department—James P. Davis, mgr.; Ben Selvin, artist-repertoire mgr.; Frank O'Donnell, adv.-promotion mgr.

Custom Record Sales Section—A. E. Hindle, Chicago mgr.; Richard C. Eichelz, Hollywood mgr.; Ralph C. Williams, New York sfs. rep.; Marjorie B. Tahaney, New York sfs. rep.; James R. Cunnison, New York sfs. rep.; Peter M. Rogers, New York sfs. rep.; Carl Reinschild, New York sfs. rep.; Geoffrey B. Bennett, Nashville, Tenn., mgr.; William Leonard, Chicago sfs. rep.

Services: BD; processing, pressing, slide-films and promotion records, shipping and handling.

Studios: 155 E. 24th St., New York 10, N. Y.; 445 North Lake Shore Drive, Chicago 11, Ill.; 1525 McGavock St., Nashville, Tenn.

RCA Recorded Program Services—A. B. Sambrook, mgr.; William F. Reilly, central sfs. mgr. (Chicago); Gus Hagenah, central northeast sfs. rep.; William C. Gartland, western sfs. rep. (Hollywood); George Field, northeast sfs. rep. (New York); Wallace D. Cochran, southeastern sfs. rep. (Atlanta); Hugh Grauel, central northwest sfs. rep. (Chicago); Robert Fender, southwestern sfs. rep. (Dallas); Charles Broderick, mgr. of sfs. service; Donald D. Axt, mgr. of sfs. promotion services.

Services: Thesaurus (musical program service), RCA syndicated programs (recorded dramatic, variety, musical shows), tv film libraries and syndicated programs.

New York 16—155 E. 24th St.; Tel.: Murray Hill 9-7200.

Chicago 11, Ill.—445 North Lake Shore Drive; Tel.: Whitehall 4-3215.

Atlanta 3, Ga.—Forsyth Bldg.; Tel.: Lamar 7703.

Dallas 1, Tex.—1907 McKinney Ave.; Tel.: Riverside 1371.

Hollywood 38, Cal.—1016 N. Sycamore Ave.; Tel.: Oldfield 4-1660.

RADIO FEATURES OF AMERICA
37 W. 47th St., New York 36, N. Y.; Tel.: Judson 2-5130; Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc. dir.
Services: ACEFG; consultations.

New York 22—RFA Production Unit, Hotel New Weston, Madison Ave. at 49th St.; Tel.: Plaza 3-4800; John Henry Macdonell, mng. dir.

RADIO FEATURES INC.
75 E. Wacker Dr., Chicago 1, Ill.; Tel.: Franklin 2-4392; Walter Schwimmer, pres.
Services: ACEF.

New York 17—16 E. 41st St.; Tel.: Lexington 2-1791; Jack Arden, mgr.

RADIO-VIDEO PROGRAMME PRODUCERS
1440 St. Catherine St., West, Montreal, Quebec; Tel.: University 6-8751; Paul L'Anglais, pres.
Services: AF.

RADIO PRODUCTION SERVICE
Ardley, N. Y.; Tel.: Dobbs Ferry 3-3578; Irene Beasley, own.
Services: BF.

RADIO PROVIDENCE PRODUCTIONS INC.
Rocky Hill Rd., N. Scituate, R. I.; Tel.: Scituate 1-6033; Frank Jones, pres.
Services: CE.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood 38, Calif.; Tel.: Hollywood 3-3282; J. Joseph Sameth, vp. sales.
Service: D.

RADIO RECORDING STUDIOS
1244 Carmen Ave., Chicago 40, Ill.; Tel.: Edgewater 4-6461; Myron Bachman, own.
Service: D (air checks).

RADIO RESULTS
8641 S. Escanaba Ave., Chicago 17, Ill.; Tel.: South Chicago 8-3747; George Jarowski, mgr.
Services: AB (foreign language).

RADIO SCRIPT SERVICES
218 N. Duke St., Lancaster, Pa.; Tel.: Lancaster 3-4337; Dorothy S. Brown, own.-dir.
Services: E (seasonal shows); commercial copy.

RADIOVISION INTERNACIONAL S. A.
Operates National Spanish Network, same address.
113 E. 35th St., New York 16, N. Y.; Tel.: Murray Hill 6-3588; Alastair Kyle, pres.
Service: Produces Spanish radio programs.

RADIOZARK ENTERPRISES INC.
606 St. Louis St., Springfield 2, Mo.; Tel.: 2-4422; E. E. Siman Jr., John B. Mahaffey, mng. vp's.
Services: ABCDEG.

New York 22—444 Madison Ave.; Tel.: Plaza 1-3366.

Chicago—333 N. Michigan Ave.; Tel.: State 2-7494.

Atlanta, Ga.—Glenn Bldg.; Tel.: Alpine 2912.

Minneapolis—Northwestern Bank Bldg.; Tel.: Lincoln 5689.

Dallas—Fidelity Union Bldg.; Tel.: Prospect 3723.

Los Angeles—2330 W. Third St.; Tel.: Dunkirk 7-4388.

San Francisco—57 Post St.; Tel.: Sutter 5568.

RAY & BERGER
5938 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 2-4202; Howard Ray, Jack Berger, ptrs.
Services: Syndicated prizes, give-away formats.

RECORDED PUBLICATIONS LABS
1558-70 Pierce Ave., Camden 5, N. J.; Tel.: Woodlawn 3-3000; Edward J. Goodman, pres.
Services: ACD.

REEVES SOUND STUDIOS INC.
304 E. 44th St., New York 17, N. Y.; Tel.: Oregon 9-3550; Chester L. Stewart, vp.-gen. mgr.
Service: D.

RELIGIOUS NEWS SERVICE
43 W. 57th St., New York 19, N. Y.; Tel.: Murray Hill 8-7904; Louis Minsky, mng. ed.
Service: E (weekly religious series).

REPUBLIC RADIO & TELEVISION FEATURES
64 E. Lake St., Chicago 1, Ill.; Tel.: State 2-0460; Capico Kapps, pres.
Services: ACDEFG.

ROBBINS BROS.
67 W. 44th St., New York 36, N. Y.; Tel.: Murray Hill 7-2033; Fred Robbins, pres.
Service: G.

(FOR KEYS TO SYMBOLS SEE PAGE 350.)

ROBINSON RECORDING LABS
35 S. 9th St., Philadelphia 7, Pa.; Tel.: Walnut 2-6800; W. R. Robinson, pres.
Service: D.

ROCKHILL PRODUCTIONS INC.
18 E. 50th St., New York 22, N. Y.; Tel.: Plaza 9-7979; Janet Taylor, pres.
Services: ABCDF.

ROLAB STUDIOS & PHOTO-SCIENCE LABS
Walnut Tree Hill, Sandy Hook, Conn.; Tel.: Garden 6-2466; Henry Roger, own.-dir.
Services: BDEFG; technical, scientific camera work.

RICHARD H. ROFFMAN ASSOC.
675 West End Ave., New York 25, N. Y.; Tel.: Riverside 9-3647; Richard H. Roffman, pres.
Services: ABCDEFG; guests, prizes for programs, contest ideas.

ROSS-DANZIG PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 2-6464; Frank K. Danzig, ptrn.
Services: ABCF.

ALLEN ROTH RADIO PRODUCTIONS
48 W. 48th St., New York 19, N. Y.; Tel.: Plaza 7-1162; Allen Roth, mgr.
Services: ADG.

ROYAL RECORDING CO.
601 Ashby Ave., Berkeley 10, Calif.; Tel.: Ashberry 3-5453; Don Hamby, op. mgr.
Services: D; distributors of tape, discs, recording equipment, audio-visual equipment.

JACK RUSSELL & ASSOC.
203 N. Wabash Ave., Chicago 1, Ill.; Tel.: State 2-2818; Jack Russell, pres.
Service: G.

S

BARNARD L. SACKETT PRODUCTIONS
138 S. 9th St., Philadelphia 7, Pa.; Tel.: Walnut 3-0300; Barnard L. Sackett, prod. mgr.
Services: AEEFG.

PAUL BRON SALINER RADIO ADV.
7054 S. Western Ave., Chicago 36, Ill.; Tel.: Walbrook 5-0129; Paul Bron Saliner, pres.
Services: AFG.

SAM SAMUELS
1564 Broadway, New York 36, N. Y.; Tel.: Judson 6-9012; Sam Samuels.
Services: EFG.

JAMES L. SAPHIER AGENCY INC.
9538 Brighton Way, Beverly Hills, Calif.; Tel.: Crestview 1-7231; James L. Saphier, pres.
Services: ABFG.

SELS PRODUCTIONS
1906 N. Leitz Ave., Burbank, Calif.; Tel.: Charleston 0-8668; Len Segall, gen. mgr.
Services: AEG.

Los Angeles 35—1458 S. Shenandoah St.; Tel.: Crestview 6-2426; Bob Clamage, mgr.
Chicago—6705 N. Seely Ave.; Tel.: Hollycourt 3-9254; Dore Lewis, rep.

SESAC INC.
475 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 5-5365; Robert S. Stone, prod. mgr.
Services: BCDE; transcribed library and catalog of bridges, moods, themes.

HARRY SMITH RECORDING STUDIOS INC.
48 W. 48th St., New York 36, N. Y.; Tel.: Circle 6-5171; Milton Lackenbauer, pres.
Services: BD.

JOSEPH I. SONNENREICH
165 W. 91st St., New York 24, N. Y.; Tel.: Susquehanna 7-1797; Joseph I. Sonnenreich, pres.
Services: AF.

SOUNDAC PRODUCTIONS INC.
2133 N.W. 11th Ave., Miami 37, Fla.; Tel.: Franklin 4-2655; Robert D. Buchanan, pres.
Services: BCDEF.

Buffalo 2—295 Delaware Ave.; Tel.: Cleveland 2086; Richard H. Ullman, mgr.

SOUVAINE ASSOC.
135 Central Park West, New York 23, N. Y.; Tel.: Trafalgar 3-1158; Geraldine Souvaine, dir.
Service: A.

SIGMUND SPAETH
400 E. 58th St., New York 22, N. Y.; Tel.: Plaza 8-0879; Sigmund Spaeth, pres.
Services: ABCDEF; personal appearances by Mr. Spaeth.

SPEAK-O-PHONE RECORDING & EQUIPMENT CO.
23 W. 60th St., New York 23, N. Y.; Tel.: Columbus 5-1360; Mrs. R. L. Austin, own.
Service: D.

SPEEDY-Q SOUND EFFECTS
P. O. Box 438, Foulke Station, Richmond, Ind.; Tel.: 6-9012; Harry Gennett Jr., own.-mgr.
Service: Recorded sound effects.

New York 36—45 W. 45th St.; Tel.: Plaza 7-0695; Charles Michelson, mgr.
Hollywood 28—6606 Selma Ave.; Tel.: Hollywood 9-4580; Bob Reichenbach, mgr.

STANDARD RADIO TRANSCRIPTION SERVICES INC.
360 N. Michigan Ave., Chicago 1, Ill.; Tel.: State 2-5322; Milton M. Blink, pres.
Services: C; sound effects library.

WILLIAM STANLEY PRODUCTIONS
1829 Edgebrook Dr., Rockford, Ill.; Tel.: 7-7775; William Laven, Stanley Levy, ptrns.
Service: F.

WILBUR STARK-JERRY LAYTON INC.
270 Park Ave., New York 17, N. Y.; Tel.: Plaza 3-1742; Wilbur Stark, pres.; Jerry Layton, vp.
Services: AF.

WAYNE STEFFNER PRODUCTIONS INC.
6223 Selma Ave., Hollywood 28; Tel.: Hollywood 3-4173; Wayne Steffner, pres.
Services: AF.

MICHELSON & STERNBERG INC.
45 W. 45th St., New York 36, N. Y.; Tel.: Plaza 7-1289; Aaron Michelson, pres.
Services: ABE; sound effects records for export.

BOB STRUBLE & ASSOC. INC.
735 N. Vine St., Hollywood 38, Calif.; Tel.: Hollywood 4-0249; Robert B. Struble, pres.
Services: D; advertising counseling.

STUDIO & ARTISTS RECORDERS
6087 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 4-8241; Lewis Finston, mgr.
Service: D.

GRACE SUNDELL & ASSOC.
(Formerly Newton L. Fauser)
605 N. Michigan Ave., Chicago 11, Ill.; Tel.: Whitehall 4-3844; Grace Sundell.
Services: Personal management, tax accounting.

H. N. SWANSON INC.
8523 Sunset Blvd., W. Hollywood 46, Calif.; Tel.: Crestview 1-5115; Edgar Carter, mgr.
Services: EFG.

SYNCO SOUND EFFECTS
P. O. Box 438, Foulke Station, Richmond, Ind.; Harry Gennett Jr., own.-mgr.
Service: Recorded sound effects.

T

TBC RECORDING CO.
11 Trinity Sq., Toronto, Ont.; Tel.: Empire 8-3881; W. H. McAlpine, mgr.
Service: C.

TECHNISONIC STUDIOS
1201 S. Brentwood Blvd., St. Louis 17, Mo.; Tel.: Parkview 7-1055; Charles E. Harrison, pres.
Services: BDEFG.

THE TELE-POOL CORP.
Blanchard Bldg., Southbridge, Mass.; James W. Miller, pres.
Services: AF; sales promotion.

TELEVISION & RADIO FEATURES OF AMERICA
37 W. 48th St., New York 36; Tel.: Judson 2-5130; Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc. dir.
Services: ACEFG.

New York 22—Production Unit, Hotel New Weston, Madison Ave. at 48th St.; Tel.: Plaza 3-4800; John Henry Macdonnell, mng. dir.

U

TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2, Pa.; Tel.: Kingsley 6-4140; W. Wallace Orr.
Services: ADEFG.

THEODORE PRODUCTIONS INC.
730 5th Ave., New York 19, N. Y.; Tel.: Judson 6-4312; George F. Foley, vp., gen. mgr.
Services: A; sls. mngmt. consultant.

L. S. TOOGOOD RECORDING CO.
221 N. LaSalle St., Chicago 1, Ill.; Tel.: Central 6-5275; L. S. Toogood, own.
Service: D.

TOWERS OF LONDON (CAN.) LTD.
314-15, 67 Yonge St., Toronto, Ont.; Tel.: Empire 4-9296; John Adaskin, gen. mgr.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.
118 E. 40th St., New York 16, N. Y.; Tel.: Murray Hill 3-8684; John L. Clark, pres.
Services: AF.

TRANSCRIBED RADIO SHOWS
2 W. 47th St., New York 36, N. Y.; Tel.: Gibraltar 2-3201; M. E. Moore, pres.
Services: BCF; jingles.

TRANSCRIPTION SALES INC.
117 W. High St., Springfield, Ohio; Tel.: Fairfax 2-4974; John Pattison Williams, pres.
Services: CEF.

GEORGE ULLMAN AGENCY
8979 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 4-5238; George Ullman, own.
Services: EFG.

UNITED FILM & RECORDING STUDIOS INC.
301 E. Erie St., Chicago 11, Ill.; Tel.: Superior 7-0114; William L. Klein, pres.-gen. mgr.
Services: ABCDEFG; foreign language broadcasts. Chicago 11—154 E. Erie St.; Tel.: Superior 7-7868; Franz Gerstenberg, foreign language dir.

UNITED SOUND SYSTEMS
5840 2d Ave., Detroit 2, Mich.; Tel.: Trinity 1-2570; James V. Syracuse, pres.-own.
Service: D.

U. S. RECORDING CO.
1121 Vermont Ave., N. W., Washington 5, D. C.; Tel.: Lincoln 3-2705; Joseph Tait.
Services: ADFG.

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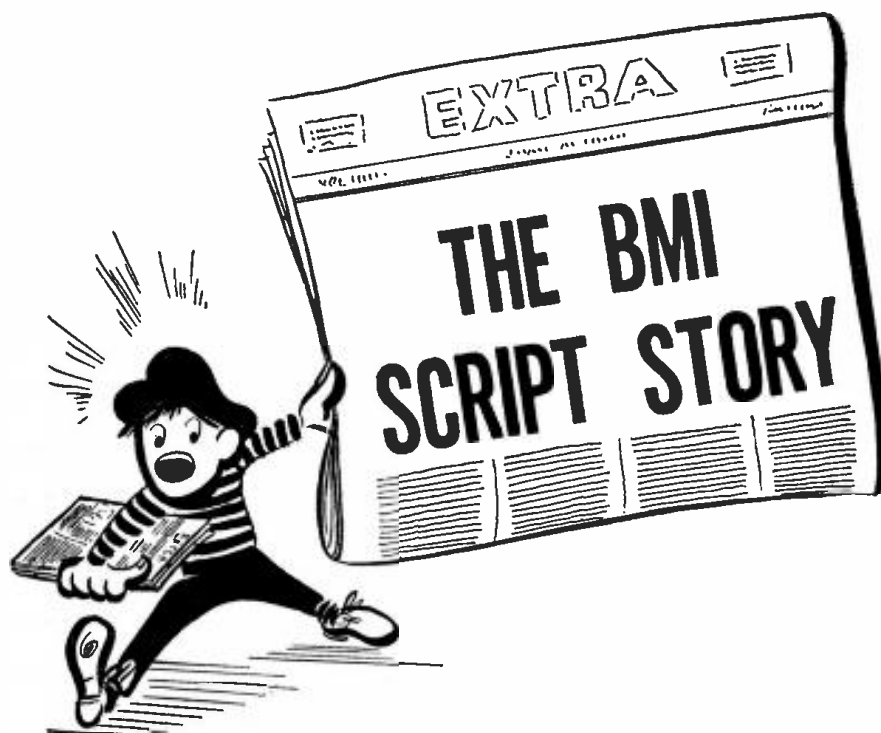
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NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE USA, Broadcasting & Film Commission—220 Fifth Ave., New York 1. Tel.: Oregon 9-2968. Officers: S. Franklin Mack, exec. dir.; Wesley E. Goodman, assoc. exec. dir.; Arthur W. Rhinow, bus. mgr.; Albert Crews, dir. of television; Frank B. Nichols, assoc. dir. of television; Ben E. Wilbur, dir. of radio; Arthur Austin, dir. of special events; Charles H. Schmitz, dir. of broadcast training and entertainment; Alexander B. Ferguson, dir. of films; J. Margaret Carter, dir. of film distribution; Bettina Brown, adm. asst. West Coast Office: 5746 Sunset Blvd., Hollywood 28, Calif. Tel.: Hollywood 4-7464. George A. Heimrich, dir.

RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION—6248 Camp Bowie Blvd., Fort Worth 16, Tex. Tel.: Sunset 2188.

THEATRE-EXHIBITOR-FILM

Trade Groups

ALLIANCE OF TELEVISION FILM PRODUCERS—6912 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 5-5711. Officers: Hal Roach Jr., pres.; Maurice Unger, vp.; John Findlater, sec.; John Zinn, treas.

ALLIED STATES ASSN. OF MOTION PICTURE EXHIBITORS—1346 Connecticut Ave., NW, Washington 6, D. C. Tel.: Dupont 7-7400. Officers: Abram F. Myers, chmn. of bd. & gen. counsel; Ruben Shor, pres.; Julius M. Gordon, sec.; Irving Dollinger, treas.; W. A. Carroll, rec. sec.

AMERICAN ASSN. OF FILM PRODUCERS—333 N. Michigan Ave., Chicago 1. L. Mercer Francisco, pres. (Comprises producers of commercial, educational and tv films.)

AMERICAN CINEMA EDITORS—1508 Crossroads-of-

the-World, Hollywood 28, Calif. Tel.: Hollywood 5-8527. Officers: Richard Cahoon, pres.; George Amy, vp.; Eda Warren, sec.; Fred Berger, treas.

AMERICAN SOCIETY OF CINEMATOGRAPHERS—1782 N. Orange Dr., Hollywood 28, Calif. Tel.: Hollywood 7-2135. Officers: Arthur C. Miller, pres.; Sol Halprin, 1st vp.; William V. Skall, 2d vp.; Charles G. Clarke, sec.; Walter Streng, treas.

CALIFORNIA COPYRIGHT CONFERENCE—1651 Cosmo St., Hollywood 28, Calif. Tel.: Hollywood 4-7313. Officers: Stephan Pasternacki, pres.; Bob Marks, vp.; Carl Hoeft, treas.; Martie Hubble, sec.

COSTUME DESIGNERS GUILD—424 S. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 1-5763. Howard Shoupe, pres.; Gwen Wakeling, vp.; Marjorie Best, treas.; Leah Rhodes, sec.; George F. Wasson Jr., legal counsel.

MOTION PICTURE INDUSTRY CREDIT GROUP, Natl. Assn. of Credit Men—229 4th Ave., New York 3. Officers: Samuel L. Silverman, chmn.; Joseph A. Tanney, v. chmn.; W. W. McAdam, sec.

NATIONAL EXHIBITORS THEATRE TELEVISION COMMITTEE—1585 Broadway, New York 36, Tel.: Circle 5-4800. Officers: Simon H. Fabian, chmn.; Philip F. Earling, sec.-treas.; Washington office—Suite 518, 1625 St. NW, Tel.: Sterling 3-5880; Cohn & Marks, gen. counsel.

NATIONAL TELEVISION FILM COUNCIL—1639 Broadway, New York 19. Officers: John J. Schneider, pres.; Melvin L. Gold, hon. pres.; William J. Reddick, exec. vp.; Sydney A. Mayers, exec. sec.; Samuel Spring, treas.; Beulah Jarvis, gen. sec. Vice presidents in charge of: Distribution, Arche A. Mayers; Production, Albert D. Hecht; Stations, Ardien Rodner; Agencies, James P. Ellis; Membership, Ken Cowan; Laboratories, Lou Feldman. Directors: Dr. Alfred N. Goldsmith, chmn.; Sally Perle, Harold Edmont, Waldo Mayo, Herbert Golden, Michael Sillerman, Sevel David I. Pincus, Charles Carpenter, Marshall Rothen, Kern Moyse.

SOCIETY OF INDEPENDENT MOTION PICTURE PRODUCERS—330 S. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 1-7283. Officers: Ellis Arnall, pres.; Gunther R. Lessing, chmn. of bd.; Marvin Faris, exec. sec.; George Bagnall, treas.

SOCIETY OF MOTION PICTURE ART DIRECTORS—286 S. Robertson Blvd., Beverly Hills, Calif. Tel.: Crestview 1-8774. Officers: Stephen Gooson, pres.; George Loren Patrick, vp.; Malcolm C. Bert, sec.; Serge Krizman, treas.; Leo E. Kuter, adm.; Norman Lowenstein, exec. sec.

TELE-SESSIONS INC.—575 Madison Ave., New York 22. Tel.: Murray Hill 8-3220. Nathan L. Halpern, pres.; Fanshawe Lindsley, gen. sls. mgr.

THEATRE AUTHORITY INC.—545 5th Ave., New York 17. Tel.: Murray Hill 2-4215. Beverly Roberts, exec. sec. West Coast headquarters 633 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 2-5781. I. B. Kornblum, exec. sec. (TA has jurisdiction over performances and appearances at benefits of members of participating unions and guilds). TA officers consist of representatives from participating unions and guilds, including Actors Equity Assn., American Guild of Musical Artists, American Guild of Variety Artists, American Federation of Television & Radio Artists, Screen Actors Guild, (all AFL) and other guild organizations and theatrical charities.

THEATRE NETWORK TELEVISION INC.—575 Madison Ave., New York 22. Tel.: Murray Hill 8-3220. Nathan L. Halpern, pres.; Martin H. Poll, prod. sup.; Edward F. Addiss Jr., asst. prod. sup.

THEATRE OWNERS OF AMERICA—1501 Broadway, New York 36. Tel.: Longacre 3-6238. Officers: Myron N. Blank, pres.; E. D. Martin, chmn. of bd.; Alfred Starr, chmn. of exec. com.; Samuel Pinski, hon. chmn.; Nathan Greer, George G. Kerasotes, Samuel Rodin, J. J. Rosenfeld, Ernest G. Stelling, asst. pres.; A. Julian Brylawski, Roy Cooper, Carl E. Anderson, Horace Denning, Lester Kropp, Pat McGee, Albert M. Pickus, John Rowley, vps.; Robert R. Livingston, sec.; S. H. Fabian, treas.; Mitchell Wolfson, chmn. of fin. com.; Herman M. Levy, gen. coun.; Joseph G. Alterman, asst. sec.; George Gaughan, field rep.

ASSOCIATIONS, COMMITTEES

(Miscellaneous)

ACADEMY OF TELEVISION ARTS & SCIENCES—9126 Sunset Blvd., Los Angeles 46. Tel.: Crestview 4-5209. Officers: Don DeFore, pres.; Johnny Mercer, 1st vp.; Robert Longenecker, 2d vp.; Hal Hudson, sec.; Hal Roach Jr., treas.; Thomas Freebairn-Smith, exec. sec.

AMERICAN NEWSPAPER PUBLISHERS ASSN.—370 Lexington Ave., New York 17. Tel.: Murray Hill 5-2000. Officers: Richard W. Slocum, *Philadelphia Bulletin*, pres.; William Dwight, *Holyoke Transcript-Telegram*, vp.; W. J. Blackburn, *London (Ont.) Free Press*, sec.; D. Tennant Bryan, *Richmond Times Dispatch and News Leader*, treas.; Cranston Williams, gen. mgr. Chicago office: 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 2-3746. George N. Dale, mgr.

ASSN. OF AMERICAN RAILROADS—Transportation Bldg., Washington 6, D. C. Tel.: National 8-9020. Officers: William T. Farley, pres.; Robert S. Henry, vp. pub. rel.; Albert R. Beatty, asst. vp., pub. rel.; H. F. McLaury, adv. mgr.

AMERICAN RADIO RELAY LEAGUE—33 LaSalle Rd., West Hartford 7, Conn. Officers: Goodwin L. Dosland, pres.; Wayland M. Groves, 1st vp.; F. E. Handy, Percy C. Noble, vps.; D. H. Houghton, treas.; A. L. Budlong, sec.

ASSN. OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS—1302 18th St. NW, Washington 6, D. C. Tel.: Hudson 3-9000. T. A. M. Craven, pres.; Everett L. Dillard, vp; Robert E. L. Kennedy, sec.; John Creutz, treas.

FEDERAL COMMUNICATIONS BAR ASSN.—703 Perpetual Bldg., Washington, D. C. Officers: Percy H. Russell Jr., pres.; George O. Suttton, 1st vp; George S. Smith, 2d vp; Ben C. Fisher, sec.; Dwight D. Doty, treas.; **Executive Committee:** Officers ex officio and Robert M. Booth Jr., Jeremiah Courtney, Frank U. Fletcher, Stephen H. Fletcher, William C. Kopolovitz, Thomas W. Wilson. Del. to American Bar Assn., Vincent B. Welch.

FAIR TV PRACTICES COMMITTEE—50 Broad St., New York City 4. Tel.: Digby 4-2923. Jerome W. Marks, chmn.; James J. Mahoney, v. chmn. (Opposes theatre tv and subscription tv.)

FINANCIAL PUBLIC RELATIONS ASSN.—231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Preston E. Reed, exec. vp.

FORD FOUNDATION—477 Madison Ave., New York 22, N.Y. Tel.: Plaza 1-2900. Officers: Robert Saudek, dir. of tv radio workshop; H. Rowan Gaither Jr., pres.; Henry Ford II, chmn. of trustees.

INSTITUTE OF RADIO ENGINEERS INC.—1 E. 79th St., New York 21. Tel.: Lehigh 5-5100. Officers: A. V. Laughren, pres.; Herre Rinia, vp; W. R. G. Baker, treas.; Haraden Pratt, sec.; Donald G. Fink, editor.

NATIONAL APPLIANCE & RADIO-TV DEALERS ASSN.—1141 Merchandise Mart, Chicago 54. Tel.: Michigan 2-5505. Officers: H. B. Price Jr., pres.; Don Gabbert, Emerson Dole, Carl Hagstrom, vps; John K. Mooney, sec.; Victor P. Joerndt, treas.; A. W. Bernshohn, mngng. dir.; J. R. Cobey, gen. counsel.

NATIONAL ASSN. FOR BETTER RADIO & TELEVISION—882 Victoria Ave., Los Angeles 5. Tel.: Webster 4-4245. Officers: Mrs. Clara S. Logan, pres.; Dr. Richard Atkinson, 1st vp; Dr. Lee deForest, 2d vp.; Mrs. Victor Roberts, sec.; Miss Gertrude M. Blackstock, treas.

NATIONAL ASSOCIATION OF GAGWRITERS—P.O. Box 835, Grand Central Station, New York City 17. Tel.: Spring 7-6210. Director: George Q. Lewis. Associates: William Treadwell, Fred P. Pitzer.

NATIONAL AUDIENCE BOARD INC.—New York 28. 152 E. End Ave. Tel.: Murray Hill 8-2380. Peter Goeliet, pres. Los Angeles office: 239 1/2 S. Beverly Dr., Beverly Hills. Tel.: Crestview 4-8780. Officers: S. Kamins, West Coast coordinator; Mrs. Florence Thalheimer, chmn., Calif. comm.; Mrs. Christian Marx, chmn. Los Angeles comm.; D. Brandon Bernstein, legal counsel, San Francisco 12: 625 Cherney St. Juniper 5-7575. Hal Light, coordinator. (Purpose of organization is to improve quality of programming & advertising on the air.)

NATIONAL BETTER BUSINESS BUREAUS—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. Officers: Warren C. Agry, chmn. of bd.; William G. Werner, v. chmn.; Kenneth B. Wilson, pres.; Allan E. Backman, exec. vp.

NATIONAL COMMUNITY TELEVISION ASSN.—710 14th St. N.W., Washington, D. C. Tel.: Metropolitan 8-1415. Officers: M. F. Malarkey Jr., pres.; E. Stratford Smith, exec. sec., gen. counsel.

NATIONAL RETAIL DRY GOODS ASSN.—100 W. 31st St., New York 1. Tel.: Chickerling 4-8780. Officers: Philip Tabot, pres.; J. Gordon Dakins, exec. vp. treas.; Edward F. Engle, mgr. sis. prom., visual effects. Office: 711 14th St., NW, Washington, D. C. Tel.: National 8-3880. John C. Hazen.

PROPRIETARY ASSN.—810 18th St., NW, Washington 6, D. C. Tel.: National 8-1914. Officers: Dr. Frederick J. Cullen, Washington, D. C., exec. vp; Stanley I. Clark, Sterling Drug Inc., pres.; A. K. Barta, sec. treas., Washington, D. C.

SCREEN COMPOSERS' ASSN. (Ind.)—9538 Brighton Way, Rm. 302, Beverly Hills, Calif. Tel.: Crestview 6-3123. Officers: Dr. Miklos Rozsa, pres.; Robert Emmett Dolan, vp.; David Buttolph, sec.; George Dunning, treas. New York—c/o Zissu & Marcus, 292 Madison Ave., New York 17. Tel.: Murray Hill 3-0966.

SIGMA DELTA CHI—35 E. Wacker Drive, Chicago. Tel.: Central 6-6577. Officers: Dr. Alberto Gainza Paz, La Prensa, Buenos Aires, hon. Pres.; Alden C. Waite, III, State Journal & Register, chmn. exec. council; Mason Rossiter Smith, Editor & Publisher, pres.; Sol Taishoff, BROADCASTING & TELECASTING, vp. for professional chapter affairs; Prof. Dale R. Spencer, U. of Missouri, vp. for undergraduate chapter affairs; Robert Cavagnaro, Associated Press, vp. in charge of expansion; James A. Byron, WBAP-AM-TV Fort Worth, sec.; Buren McCormack, Wall St. Journal, treas.; Victor E. Blueborn, exec. dir.

UHF INDUSTRY COORDINATING COMMITTEE—1820 Jefferson Place NW, Washington 6, D. C. Tel.: Executive 3-4477. Officers: Harold H. Thoms, chmn.; Fred Weber, v. chmn.; Benedict P. Cottons, gen. counsel; John Eudalay, sec.

UNITED NATIONS RADIO—Dept. of Public Information, United Nations, New York 17. Tel.: Plaza 4-1234. Officers: Under-sec. for pub. inf., Ahmed Bokhari; dir., radio div., Peter Aylen; acting deputy director, W. Gibson Parke, chief, central services, Eugenio Soler-Alonso; ch. English language service, Michael Hayward; spec. proj., Gerald Kean.

CLOSED CIRCUIT TELEVISION

BOX OFFICE TV Inc.—6 W. 57th St., New York 19. Tel.: Plaza 7-0532. Officers: Sid Cassar, pres.; Wallace A. Ross, v. p. & sis. mgr.; Milton N. Mound, chmn. of bd. (Produces closed-circuit and entertainment telecasts.)

COMMERCIAL TELECAST NETWORKS Inc.—11 Broadway, New York 4. Tel.: Bowling Green 9-5094. Officers: Lloyd W. Durant, pres. & dir. creative prog. and prod. dept.; William F. Hogan, vp. & dir. communications, eng. dept.; H. Don Reynolds, sec. treas. & dir. bus. rel. dept.; Neil McCaffrey, sls. mgr. (Programs and produces closed circuit telecasts, providing lines and facilities, tv consultants to advertising agencies; motion picture production.)

SHERATON CLOSED CIRCUIT TELEVISION Inc. (subsidiary, Sheraton Corp. of America)—Park Sheraton Hotel, 7th Ave. & 55th St., New York 19. Tel.: Columbus 5-3830. Officers: Walter Wanger, pres.; William P. Rosensohn, exec. vp.; Robert Rosencrans, vp. & sls. mgr. (Produces and arranges closed circuit telecasts.)

SINGER CLOSED-CIRCUIT TV SERVICE (div. Singer Projection TV Mfg. Co.), 5397 Poplar Blvd., Los Angeles 32. Tel.: Capitol 5-5705. Gene Reed, circ. sales mgr.; E. Richard M. Weed, gen. mgr. New York: 52 Vanderbilt Ave. (Wells TV Inc.). Tel.: Murray Hill 5-8760. Arnold Wells, sls. repr. (Produces closed circuit telecasts.)

THEATRE NETWORK TELEVISION Inc.—515 Madison Ave., New York 22. Tel.: Plaza 3-3464. Nathan L. Halpern, pres.; Fanshawe Lindsay, sls. mgr.; Stanton M. Osgood, dir. prod.; Martin H. Poll, ex prod.; Edward F. Addis Jr., dir. ops. (Also, Tele-Sessions Inc.)

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INTERCOLLEGIATE BROADCASTING SYSTEM—3107 Westover Drive, S.E., Washington 20, D. C. Tel.: Ludlow 2-7210; 333 North Michigan Ave., Chicago 1. Executive Officers: George Abraham, pres.; David W. Borst, vp; Allen I. Perlin, eng. dir.; James R. Wylie, bus. mgr.; sec.; Willett M. Kempton, prog. mgr.; Thomas M. Blaisdell, treas.; Vail W. Pischke, gen. coun.

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AMERICAN TELEPHONE & TELEGRAPH CO. (Long Lines Dept.)—32 Avenue of the Americas, New York 13. Tel.: Exchange 3-9700. Executives: H. T. Killingsworth, vp. Long Lines; Ralph L. Helmreich, dir. of opr.; F. A. Cowan, asst. dir. of opr. eng.; R. W. Miller, asst. vp. merch.; C. W. Floyd, area com. mgr., White Plains, N. Y.; R. E. Gradie, div. com. mgr.; New York: E. McCaffrey, area com. mgr., Cincinnati; J. E. Waidlich, Jr., area com. mgr., Kansas City; J. E. Waidlich, dir. of pub.; F. W. Shelton Jr., infor. mgr.; J. M. Rosenburg, infor. super.; E. D. North, gen. atty.; C. E. Martin, asst. gen. atty.; K. R. Madsen, atty.

BELL TELEPHONE LABS.—463 West St., New York 14. Tel.: Chelsea 3-1000.

CANADIAN NATIONAL TELEGRAPHS—151 Front St. W., Toronto 1, Ont. Tel.: Empire 8-6071. Officers: J. R. White, gen. mgr.; D. H. Hawley, ch. of com. operations; A. E. Allen, sup. of bcast. services. **GLOBE WIRELESS LTD.**—141 Battery St., San Francisco, Calif. Tel.: Exbrook 2-6181. Officers: E. Stanley Dollar, mgr.; R. H. Anderson, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., vps.

INTERNATIONAL TEL. & TEL. Corp.—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. William H. Harrison, pres. and dir.

MACKAY RADIO & TELEGRAPH CO. (AC&R)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. Officers: Adm. William F. Halsey, chmn. of bd.; E. Lery W. Stone, pres.; F. L. Henderson, exec. vp.; J. A. Kennedy, vp. & gen. counsel; B. E. Tower, vp. & controller; L. N. Anderson and C. R. McPherson, vps.; C. E. Scholz, v. ch. eng.; E. H. Price, vp.; Marine Division: Robert D. Merrill, vp. commercial department; J. T. Chatterton, (San Francisco), William Edgar Jr., (Paris), and Leroy Spangenberg (New York), vps.; J. F. Gibbons, gen. attorney; J. C. Trimble, treas.; R. M. Scribner, sec.

PRESS WIRELESS Inc.—660 First Ave., New York 16. Tel.: Murray Hill 3-6103. William J. McCambridge, pres. and treas.; T. J. Reilly, asst. treas., sec.

RCA COMMUNICATIONS—66 Broad St., New York 4. Tel.: Hanover 2-1811. Officers: Thompson H. Mitchell, pres.; Sidney Sparks, vp. com. activities. Program and Photo Transmission Service: F. H. Goring, N. Y.; H. E. Austin, San Francisco.

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Philadelphia 2. Tel.: Locust 4-5555. Washington: 1625 Eye St., NW, Washington 6. Tel.: Executive 3-5212. Cleveland: 629 Euclid Ave., Cleveland 14. Tel.: Cherry 1-1800. Detroit: 3705 Penobscot Bldg., Detroit 26. Tel.: Woodward 1-1900. Los Angeles: 523 West Sixth St., Los Angeles 14. Tel.: Trinity 3215. Seattle: White-Henry-Stuart Bldg., Seattle 1. Tel.: Main 9464. Partners: James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry, William C. Eldridge, Arnold F. Emch, Joseph M. Kubert, Charles P. Bowen Jr., Robert Wise, John W. Pocock, Robert M. Browning, George F. Hamson, Edwin L. Morris, Alfred J. Gagnon, Lloyd E. Wilkinson, Lawrence L. Ellis, Ralph E. Smiley, F. Newton Parks, James A. Newman, Robert I. Hale, John P. Gallagher, William S. Powell, Ralph W. Jones, Watson Snyder, Thornton W. Sneed, Lester E. Burmeister, Richard S. MacKenzie, William F. Ackerman, John E. Boetcher, William M. Kidney, James W. Taylor, C. Wilson Randle, Dwight M. Dernier, Hathaway Watson Jr. (Management consultants.)

RUDY BRETZ—Croton-on-Hudson, N. Y. Tel.: Croton 1-3478. (Television consultant in programs, production and personnel; staff training.)

BROADCAST SERVICE BUREAU Inc.—433 N. Jersey Ave. SE, Washington 3, D. C. Tel.: Lincoln 4-4383. C. B. Collins, pres. (Supplying rules and standards to radio and television stations.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Tel.: National 8-7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

RICHARD P. DOHERTY TELEVISION-RADIO MANAGEMENT CORP.—1825 Jefferson Place, NW, Washington 6, D. C. Tel.: District 7-1957. Richard P. Doherty, pres. (Station operating, financial, budgetary, labor relations and allied problems.)

THE FAUGHT COMPANY Inc.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171. Millard C. Faught, pres.

HUGH FELTIS & ASSOC.—Tower Bldg., Seattle 1, Wash. Tel.: Elliott 1868. (Radio and tv management consultant.)

EARL H. GAMMONS—Broadcasting-Teletesting Bldg., 1735 DeSales St. N.W., Washington 6, D. C. Tel.: Metropolitan 8-6550.

MICHAEL R. HANNA—Savings Bank Bldg., Ithaca, N. Y. Tel.: 4-6301. (Am, fm, tv management consultant.)

HOWARD S. FRAZIER—Bond Bldg., Washington 5, D. C. Tel.: National 8-2173. Howard S. Frazier. (Television and radio management consultants; Broadcaster's Executive Placement Service Inc.)

HILE-DAMROTH Inc.—270 Park Ave., New York 17. Tel.: Plaza 5-2078; James L. Hile, vp.

HUFY, EUBANK & RUSSELL—Marsh Bldg., Washington 6, D. C. Tel.: Sterling 3-2725. William G. Russell, pres. (Radio and tv insurance consultants and brokers.)

EDWARD T. INGLE—802 Ring Bldg., Washington, D. C. Tel.: Executive 3-3663.

ROBERT S. KELLER Inc.—72 Barrow St., New York 14. Tel.: Watkins 4-6599. (Research, public relations, promotional counsel.)

A. LEWIS KING—551 Fifth Ave., New York 17. Tel.: Murray Hill 2-8276. (Television and broadcast advertising consultant.)

PETER R. LEVIN—425 E. 53d St., New York 22. Tel.: Eldorado 5-3857. (Management counsel in radio and television.)

HOWARD J. MCCOLLISTER Co.—86 Acacia Dr., Atherton, Calif. Tel.: Davenport 3-3061. (Regional promotional sales campaigns for radio and tv.)

MCKINSEY & CO.—80 East 42d St., New York 17. Tel.: Murray Hill 7-3123. Partners & Principals: Horace G. Crockett, Howard C. Adams, Phillip S. Babb, Marvin Bower, Gilbert H. Clee, Carl T. Hoffman, Ewing W. Reilly, E. Everett Smith, J. Alex Smith, Arthur T. Caruso, Henry O. Gollightly, Robert S. Hall, W. Gould Jones, Richard F. Neuschel, Arch Patton, Paul Roberts. Office: 1625 I St., NW, Washington 6, Tel.: Metropolitan 8-6688; John J. Corson. Office: Prudential Plaza, Chicago 1. Tel.: Randolph 6-6980. Harrison A. Roddick, Forest D. Wallace, Warren M. Cannon. Office: 235 Montgomery St., San Francisco 4, Tel.: Garfield 1-3638; John G. Neukon, William H. Dennick, Douglas Watson. Office: 612 South Flower St., Los Angeles 17, Tel.: Madison 6-3201; Harry Rex Land.

McKITTRICK DIRECTORY OF ADVERTISERS Inc.—108 Fulton St., New York 38. Tel.: Barclay 7-4828. Branch office: 185 N. Wabash St., Chicago 1. Tel.: State 2-8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.)

ANDREW N. McLELLAN—65 Hillside Drive (suite 301), Toronto 6. Tel.: Hargrave 2040. (Television and Motion Picture planning and production.) Andrew N. McLellan, dir. (Television consultant.)

NATIONAL REGISTER PUBLISHING CO. Inc.—147 W. 42d St., New York 36. Tel.: Longacre 4-1710. Officers: R. W. Ferrel, pres.; C. H. Brown, gen. mgr. Branch: 333 N. Michigan Ave., Chicago; Tel.: Randolph 6-8744; mgr. A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES—730 Fifth Ave., New York 19. Tel.: Circle 8-8470. Owner: Ted Nelson. Radio and tv directors: Richard Diamond, Perry Balkin, Charles Durant. Radio and television consultant, radio packages, radio and television advertising agency.)

M. S. NOVAK—Room 1200, 300 W. 23rd St., New York 11. Tel.: Algonquin 5-4385. (Public service radio and television consultant.)

FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (Radio and television sales consultant.)

PIKE & FISCHER—Broadcasting & Telecasting Bldg., 1735 DeSales St. NW, Washington 6, D. C. Publishers of Pike & Fischer Radio Regulation. Officers: Henry G. Fischer, pres.; John W. Willis, vp.; Irving R. M. Panzer, sec.-treas. (FCC rules, amendments, decisions, and related radio and television documentary service.)

ROBERT K. RICHARDS—Broadcasting & Telecasting Bldg., 1735 DeSales St. NW, Washington 6, D. C. Tel.: Sterling 3-4630. Officers: Robert K. Richards, pres.; Oscar Elder, assoc.; Nancy Boyle, admin. asst. (Radio, tv consultant; public relations.)

MERRITT R. SCHOENFELD & CO.—520 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-0818. Merritt R. Schoenfeld, pres. and treas.; Lewis G. Green, vp.; Mary Milsap, sec.

WILLIAM J. SCRIPPS ASSOCIATES Inc.—1005 Kales Bldg., Detroit 26. Principals: William J. Scripps, Walter J. Duschinsky. (Telecommunications consultants; tax economic, finance, insurance, market research services; foreign representation.)

GRACE SUNDELL & ASSOC.—605 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-3844. (Personnel management and tax accounting.)

TATUM-NORMAN & CO.—640 S. Wilton Pl., Los Angeles. Tel.: Dunkirk 2-8904. Don B. Tatum, mgr. Oakland, Calif.: Financial Center Bldg., Donald A. Norman, mgr. (Radio-tv consultants; production administration; program development.)

TELERAD INC.—Big Hill, Pueblo, Colo. Officers: Ray J. Williams, pres.; Bernard Koteen, Washington counsel. (Manages, finances, plans, builds and furnishes personnel for all classes of stations; purchases films, program material, equipment and supplies.)

TRADEWAYS INC.—331 Madison Ave., New York. Tel.: Oxford 7-0826. William H. Lough, pres. and treas. (Marketing counselors specializing in sales training.)

GEORGE R. TURPIN & ASSOCIATES—P.O. Box 802, Fort Worth 1. Tel.: Wayside 0411. George R. Turpin, pres. (Regional sales campaigns and giveaway shows for radio and TV stations.)

CHARLES WICK CO.—38 E. 57th St., New York 22, N. Y. Tel.: Plaza 8-3360. Charles Wick, gen. mgr. (Personal and business management, financiers, motion picture and television production.)

LOWELL R. WRIGHT—Munsey Bldg., Washington 4, D. C. Tel.: District 7-1740. (Consultant to radio and television industry on tower and aeronautical problems.)

CLIFFORD VEWDALL—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. LaSalle St., Chicago. Tel.: Randolph 6-7575. Sharp Bldg., Lincoln 8, Neb. Tel.: 2-3135. (Accountant specializing in radio.)

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GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Tel.: Plaza 3-4565. *Director:* J. E. Graham.

GUIDE-POST RESEARCH—7401 Schoyer Ave., Pittsburgh 18, Pa. C. F. Ackenhehl, dir. HAL K. HALPURN ASSOCIATES—15 E. 40th St., New York 16. Tel.: Murray Hill 6-3714. *Officers:* Hal K. Halpurn, gen. mgr.; J. Lindsey Campbell, Mary F. Witte, assoc. Hollywood—204 S. Beverly Dr., Beverly Hills, Tel.: Crestview 6-9892.

C. E. HOOPER INC.—Executive offices, 579 Fifth Ave., New York 17. Tel.: Murray Hill 8-2290. *Officers:* James L. Knipe, bd. chmn., pres.; Mrs. C. E. Hooper, treas.; Dorothy M. Behrens, Bruce McEwen, Fred H. Kenkel, Frank Stisser, vps. Production office and plant: Dry Hill Norwalk, Conn. Tel.: Volunteer 7-2481.

INSTITUTE FOR MOTIVATIONAL RESEARCH—Croton-on-Hudson, N. Y. Tel.: Croton 1-4721. 1135 S. Beverly Drive, Los Angeles 35, Calif. Tel.: Crestview 6-6718. *Officers:* Dr. Ernest Dichter, pres.; Albert Shepard, exec. vp.; Irving Gilman, vp.; John A. Kellogg, vp., dir., market research; Irving W. Cheskin, dir. of projects; Dr. Tibor Koeves, dir. of publications. (Motivational research in advertising, marketing, sales; radio and tv programming and commercials; packaging and new product testing for commercial firms and advertising agencies.)

INTERNATIONAL SURVEYS LTD.—1440 St. Catherine St. West, Montreal, Que. Tel.: University 6-1579. Paul Haynes, pres. Toronto—888 Dupont St. Tel.: Oliver 7919; Peter Culos. (Market research, monthly reports on station, program audience.)

RICHARD MANVILLE RESEARCH—230 Park Ave., New York 17. Tel.: Oregon 9-2435. (Consultants on advertising and marketing research. Radio, television market program and audience research; studies on effectiveness of commercials. Customer-per-dollar studies; radio and television contest and mail handling. Diary studies, etc.)

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MARKET RESEARCH CORP. OF AMERICA (formerly Industrial Surveys Co.)—122 East 42d St., New York 17. Tel.: Oxford 7-3540. National Retail Food & Drug Audits and other continuing studies. Samuel G. Barton, pres.; C. C. Rogers, exec. vp.; Daniel Connell, vp. in chg. Eastern Service Operation; Dr. Kenneth Baker, vp. dir. of media research. Chicago office: 425 N. Michigan Ave. (1). Tel.: Mohawk 4-4600. Arden Crawford, vp. in chg. of Midwest Div.; John Rhodes, vp. in chg. of production. San Francisco office: 2 Pine St. (1). Tel.: Sutter 1-2289. Donald W. Connell, vp. in charge.

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland. Tel.: Main 1-0186. Albert E. Strass, dir. (Radio and television research for midwest stations, advertisers and agencies.)

MARKETSCOPE RESEARCH CO.—156 Washington St., Newark 2, N. J. Tel.: Mitchell 2-1753. Robert E. Spinner, pres. (MarketScope Test-Town, consumer panel and store audits, continuous purchase diary in tv and non-tv homes, qualitative and quantitative radio and tv studies, national coverage.)

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NATIONAL FIELD SERVICE—270 Park Ave., New York 17. Tel.: Plaza 5-6583. *Officers:* Robert R. Lindsey, bus. mgr.; Tom Newell, project devel.; Mary Toppmeyer, field admr. (Field interviewing, sample design, sample consultation, coding and tabulation; national, regional and local surveys. Affiliated with Alfred Politz Research Inc.)

MOFFETT RESEARCH CO.—6253 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 3-5653. Jessie Locke Moffett, own.

A. C. NIELSEN CO.—2101 Howard St., Chicago 45. Tel.: Hollycourt 5-4400. *Officers:* Arthur C. Nielsen Sr., pres.; Charlton G. Shaw, exec. vp.; John K. Churchill, vp. New York: 500 Fifth Ave. Tel.: Pennsylvania 6-2850. T. R. Shearer, George E. Blechta, vps. Menlo Park, Calif.: 70 Willow Rd., Joseph R. Matthews, vp. Oxford, England: 109 St. Aldates, Dr. Edward L. Lloyd, mgng. dir. Other foreign offices in Toronto, Canada; Amsterdam, Netherlands; Brussels, Belgium; Frankfurt, Germany; Sydney, Australia; Wellington, New Zealand; Lucerne, Switzerland; Dublin, Ireland. (Broadcast audience, coverage measurement, marketing.)

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O'CONNOR SURVEY CO.—Vester Bldg., Knoxville. Tel.: 5-2272. Bernice M. O'Connor, dir. (O'Connor Radio and Tv Audience Surveys.)

OFFICE OF RESEARCH INC.—3740 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, pres., dir.; V. S. McGee, G. Carty, asst. dirs. (Radio and tv consultants; weekly surveys of network music.)

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THE PSYCHOLOGICAL CORP.—522 Fifth Ave., New York 36, Tel.: Murray Hill 2-2145. Paul S. Achilles, chmn. of bd.; George K. Bennett, pres.; Albert D. Freiberg, 1st vp., dir. Div. of Marketing & Social Research; Philip G. Corby, assoc. dir.; Elinor J. Barnes and Charles L. Vaughn, asst. dirs.; Richard F. Bromer, staff psychologist. (Opinion polling, audience measurement, special surveys, advisory and consulting services.)

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Hill 5-2210. Frank Braucher, pres.; W. H. Mullen, sec. Branch office: c/o Magazine Adv. Bureau, Prudential Plaza, 130 E. Randolph St., Chicago 1. Tel.: Whitehall 4-6433.

THE PULSE INC.—15 W. 46th St., New York 36, Tel.: Judson 6-3316. Dr. Sydney Roslow, dir.; David Klein, mgr.; Lawrence Roslow, assoc. dir.; George Sternberg, serv. mgr.; Robert Collins, dir. of client relations. Los Angeles: 6399 Wilshire Blvd., Tel.: Webster 1-2412. Edwin Cahn, Pac. Coast dir. (Radio, television, market research.)

RADIO REPORTS INC.—220 E. 42nd St., New York 17, Tel.: Murray Hill 7-6658. Officers: Edward F. Loomis, pres.; Gorton V. Carruth, vp.; Simon Nathanson, vp. and gen. mgr.; George W. Loomis, vp., sec.; David Fins, vp., asst. treas.; Carl Hirschfeld, midwest vp. in chg. of Chicago and Detroit. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 53rd St., Chicago; 36 Springfield St., Wilbraham, Mass.; 2024 W. 6th St., Los Angeles 5; 3333 Connecticut Ave., N.W., Washington 6, D. C.; 264 Arlington Ave., Berkeley, Calif.; 4811 Walnut St., Philadelphia 39, Pa. (Transcripts, digests and analyses of radio and tv news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

RESEARCH CO. OF AMERICA—570 Fifth Ave., New York 36, Tel.: Plaza 7-1865. A. Edwin Fein, mgng. dir.; A. Hamilton, dir. of research; Saul Flaum,

dir. of media div.; John H. Dahn, dir. of spec. serv. **ELMO ROPER & ASSOC.**—30 Rockefeller Plaza, New York 20, Tel.: Plaza 7-4900. Partners: Elmo Roper, Burns Roper, Carolyn Crusius, Louis Harris, Robert Peattie, John Kraft, research execs. N. C. **RORABAUGH CO.**—347 Madison Ave., New York 17, Tel.: Murray Hill 6-2193. Publisher: N. Charles Rorabaugh; Stella Brauner, tv editor. (Publishes quarterly Rorabaugh Report on Spot Television Advertising.)

SCHWERIN RESEARCH CORP.—1775 Broadway, New York 19, Tel.: Judson 2-4690. Horace S. Schwerin, pres.; Leonard Kudisch, exec. vp. (Radio, television, motion picture qualitative research and commercial studies.)

SOUTHWEST RESEARCH INC.—2512 W. Mockingbird Lane, Dallas 19, Tel.: Elmhurst 6469. Officers: Mary H. Winters, pres.; Ira G. Corn Jr., vp.; Verna C. Brock, sec.-treas.

STANDARD AUDIT & MEASUREMENT SERVICE INC.—80 Broad St., New York 4, Tel.: Whitehall 3-9377.

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TRENDEX INC.—347 Madison Ave., New York 17, Tel.: Murray Hill 4-4328. Officers: Edward G. Hynes Jr., pres. and treas.; Robert B. Rogers, exec. vp.; Mary I. Smith, sec.

GROUP OWNERSHIP OF BROADCAST STATIONS IN THE UNITED STATES

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. Represented nationally by Edward Petry & Co. Inc. (for WABC-AM-FM New York, KABC-AM-FM-TV Los Angeles and KGO-AM-FM-TV San Francisco) by John Blair & Co., and Blair-TV (for WLS and WBKB (TV) Chicago and WXYZ-AM-FM-TV 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 (70%) and WKLO-AM-TV Louisville, both Kentucky.

LOUIS ALFORD & ALBERT M. SMITH STATIONS — WMDC Hazelhurst and WAPF McComb, both Miss., and WABL Amite, La. Messrs. Alford and Smith own one third each.

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

GENE AUTRY STATIONS—KOOL-AM-TV Phoenix (56.4%), KOPO-AM-TV Tucson (48%), Ariz., and KMPC Los Angeles (51%).

CY N. BAHAKEL STATIONS—WRIS Roanoke, Va., WKOZ Kosciusko, WABC Greenwood, Miss.; WFLH Huntington, W. Va.; WKIN Kingsport, Tenn.; WWOOD-AM-FM Lynchburg, Va., and WLBJ-AM-FM Bowling Green, Ky.

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BARTELL STATIONS—WOKY Milwaukee, WMTV (TV) Madison, and WAPL Appleton, all Wis. WAKE Atlanta, Ga.; KCBQ San Diego, Calif.; KRUX Phoenix, Ariz. Gerald A. Bartell, president.

J. PATRICK BEACON STATIONS—WJPB-TV Fairmont, W. Va.; WBUT-AM-FM Butler, Pa.; WETZ New Martinsville, W. Va. (10%); WVVV and WJPB (FM) Fairmont, W. Va. (5%).

BFR STATIONS—KELO-AM-TV Sioux Falls, KDLO-TV Florence, both S. D.; WL0L Minneapolis, Minn., and 10% of WRFW Eau Claire, Wis. N. L. Benton, Joseph L. Floyd, Edmund R. Ruben.

BLANFOX RADIO STATIONS—WHLN Harlan, Ky.; WCPM Cumberland, Ky.; WNVA Norton, Va. R. B. Helms, Harlan, Ky.

BOOTH STATIONS—WJLB, WERI (FM) Detroit, WBBG Flint, WSGW Saginaw, WIBM Jackson, all Michigan, WJVA South Bend, Ind. Purchase of WTOD, WTRT (FM) Toledo, Ohio, pending FCC approval. John L. Booth.

J. ROBB BRADY STATIONS—KWIK Pocatello (25%), KIFI Idaho Falls (50%), KLIX and KLIX-TV Twin Falls (50%), all Idaho. Note: Option to purchase Carman-Wrathall interest in KWIK and KIFI interests held by J. Robb Brady Trust Co.

BRANCH-FISH STATIONS—KBBA Benton, Ark.; KBEC Waxahatchie, Tex.; KBSF Springhill, La. James B. Branch and Roy M. Fish.

BROADCASTING CORP. OF AMERICA—KPRO, Riverside; KRRO, Indio; KYOR, Blythe; KROP Brawley, all California, Fred E. Carr, trustee; Dale R. Peterson, director of operations.

KENYON BROWN STATIONS—KWTF Wichita Falls, Tex.; KANS Wichita, Kan. (50%); KBYE Oklahoma City (49%) and KGLC Miami (33½%), both Okla., and KFEQ-AM-TV St. Joseph, Mo. (33½%).

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FRANK C. CARMAN-GRANT WRATHALL STATIONS—KWIK Pocatello (12.5%), KLIX and 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%), KOPR Butte, Mont. (66% with associates). Mr. Carman and associates also own 75% of KGBM Boise, Idaho. Note: Option to purchase KWIK and KIFI interests held by J. Robb Brady Trust Co. Option to purchase KLIX, KUTA, KUTV, KOPR and KGBM interests held by Standard Examiner Publishing Co. and Kearns-Tribune Corp.

T. K. CASSELL & ASSOC. STATIONS—WDBF Delray, Fla.; WCHA-AM-FM Chambersburg, and WATS Sayre, both Pa.; WOND Pleasantville, N. J., and WVEV (TV) Elmira, N. Y.

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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 and WXIX (TV) Milwaukee. Purchase of WGTW-TV Hartford, Conn., pending FCC approval. All represented nationally by CBS Spot Sales.

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

L. H. CHRISTIAN & C. A. MCCLURE STATIONS—WRFC Athens, WCHK Canton and WGBA Columbus, all Ga.

CHRONICLE PUBLISHING CO. STATIONS—KRON-TV San Francisco, KBAK-TV Bakersfield, Calif.

CLEARFIELD BROADCASTERS—WCPA Clearfield, WAKU Latrobe and WADAD Indiana (52%), all Pa., and WJCM Sebring, Fla.

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

COGGINS-OSBORNE STATIONS—WBCU Union and WAGS Bishopville, S. C. Mr. Coggins also owns WKOK Newberry, S. C. James F. Coggins and Edward L. B. Osborne.

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

CONSOLIDATED TELEVISION & RADIO BROADCASTERS INC. STATIONS (H. M. Bitner)—WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WFDF Flint, both Mich., and WTCN-AM-TV Minneapolis.

CORP. OF PRESIDENT, CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS (Mormon Church)—KSL-AM-FM-TV Salt Lake City (63.5%), KID-AM-TV Idaho Falls, Idaho (31.1%), KGBM-AM-TV Honolulu (6.73%), KSUB Cedar City, Utah (60%).

GEORGE O. CORY STATIONS—KVOD Denver, KRAI Craig, KSLV Monte Vista, and KUBC Montrose, all Colo.

COWLES STATIONS—KRNT Des Moines, KVTV (TV) Sioux City, both Iowa; WNAX-TV Yankton, S. D., owned and operated by Cowles Broadcasting Co.; KRNT-TV Des Moines, Iowa, owned and operated by KRNT-TV Co. (60% owned by Cowles Broadcasting Co.; 40% by Murphy Broadcasting Co.); WCCO-AM-TV Minneapolis, Minn. (47% owned through Minneapolis Star and Tribune Co.); KTVH (TV) Hutchinson (Wichita), Kan. (80% owned through Minneapolis Star and Tribune Co.).

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—KXKL-AM-TV Butte, KXLJ Helena, KXLQ Bozeman, KXLL Missoula, KXLK, Great Falls, all Mont.

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

R. H. DREWRY STATIONS—KSWO-AM-TV Lawton, KGWA Enid, KRHD Duncan, Okla., KMD-TV Midland, Tex.

DuMONT STATIONS—WABD (TV) New York, WTTG (TV) Washington, WABD represented by Avery-Knodel Inc., WTTG by H-R TV Inc.

ERNST STATIONS—KWOR Worland, KWRL River-ton, KGOS Torrington, KRTR Thermopolis, all Wyoming. Joseph P. and Mildred V. Ernst.

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

FISHER STATIONS—KVAL-TV Eugene (33½%), KUMA Pendleton, KIHK Hood River, KDLS The Dalles, all Ore., and KAGT Ancortes, Wash. C. H. and Edna E. Fisher.

WILLIAM C. FORREST STATIONS—WIBU Poynter, WWCN (FM) Baraboo, and WRBE Reedsburg, all Wisconsin.

FOUNDERS CORP. STATIONS—KPOA Honolulu; WTAC Flint, Mich.; 50% of KTVR (TV) Denver. Purchase of WFBL Syracuse, N. Y., pending FCC approval. John M. Shaheen, president.

FRIENDLY GROUP—WSTV-AM-FM-TV Steubenville, Ohio; WFPG-AM-TV Atlantic City, N. J.; WPIT Pittsburgh, Pa.; WBMS Boston, Mass. John J. Laux, managing director.

FRONTIER BROADCASTING CO. STATIONS—KFBC-AM-TV Cheyenne, KRAL Rawlins, KVRB Rock Springs, all Wyoming, and KSTF (TV) Scotts-bluff, Neb. Bill Grove, general manager, is majority owner of KSID Sidney, Neb.

J. A. GALLIMORE STATIONS—WSNW-AM-FM Seneca, WSSC Sumter, WBAW Barnwell, WFPD Darlington, all South Carolina; WLFA Lafayette, Ga.

THEODORE R. GAMBLE STATIONS—KGIN-AM-FM-TV Portland, Ore. (26.1%), KOMO-AM-TV Seattle (30%).

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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 KMON Great Falls, Mont. (40%). Mr. Glasman's daughter (Mrs. George C. Hatch) and husband own KALL Salt Lake City. Note: Option to purchase part of Carman-Wrathall

Interests in KLIK-AM-TV Twin Falls, and KGEM Boise, both Idaho; in KUTA and KUTV (TV) Salt Lake City, and in KOPR Butte, Mont., held by Standard Examiner Publishing Co., Ogden, Utah (Glasman owned).

CARY L. GRAHAM STATIONS—WETO Gadsden, WANA Anniston, WPID Piedmont, all Alabama.

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

AGNES JANE REEVES GREER STATIONS—WJAR Morgantown, WDNE Elkins, both W. Va.; WJER Dover, Ohio, and WKJF-FM-TV Pittsburgh, Pa.

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HEARST STATIONS—WBAL-AM-TV Baltimore; WISN-AM-TV 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.

HOLT STATIONS—WHXY Bogalusa, La.; WHNY McComb and WHSY Hattiesburg, both Miss. Charles W. Holt.

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

JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—WBT and WBTV (TV) Charlotte, N. C.; WBTV (TV) Florence, S. C.; WBIG Greensboro, N. C.; 16 2/3% interest in WFMV-TV Greensboro, N. C.

WILLIAM F. JOHNS FAMILY STATIONS—KMNS Sioux City, Iowa; WOSH Oshkosh, Wis.; WMIN-AM-FM St. Paul, Minn. William F. Johns Sr. and Jr. Senior Mr. Johns also owns 9% of WSPT Stevens Point, Wis.

HAROLD KAYE AND EMIL J. ARNOLD STATIONS—WALT Tampa, WMFJ Daytona Beach, both Fla.; WINN Louisville, Ky. Mr. Kaye is also 50% owner of WORC Worcester, Mass.

V. P. KENWORTHY STATIONS—KODL The Dalles, KWRC Pendleton, KEOR Enterprise, all Ore.; KPKW Pasco, Wash. (all 50%).

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

ELMO P. KITTS, E. P. AND ALPHA MARTIN, JOHN A. BRANCH AND JOHN D. GOFF STATION—WEBK Tampa, WDCF Dade City and WPRY Perry, all Fla.

JOHN W. KLUGE STATIONS—WILY Pittsburgh, Pa. (88%); WKDA Nashville, Tenn. (73%); KXLW Clayton, Mo. (70%); WLOF Orlando, Fla. (50% with wife and brother); WGAY Silver Spring, Md. (66%).

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

KYLE-CORGILL-TRUDEAU STATIONS—WRNY Rochester, WABY Albany and WPDM Potsdam, all New York. Mr. Kyle also owns 35% of WNDR Syracuse, N. Y., David A. Kyle, Donald A. Corgill and Edward L. Trudeau.

CHARLES W. LAMAR STATIONS—WPFA-TV Pensacola, Fla.; 41.88% of KTAG-TV Lake Charles, La.

EDWARD LAMB ENTERPRISES INC.—WIKK and WICU (TV) Erie, Pa.; WMAC-TV Massillon, Ohio; WTOD and WRTT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. Note: Sale of WTOD and WRTT to Eooth Radio & TV Stations Inc. pending FCC approval. Headquarters: 500 Edward Lamb Bldg., Toledo. Washington office: 605 Southern Bldg. Edward Lamb, president; J. Howard McGrath, executive vice president and general counsel; Frank Oswald, vice president.

T. B. LANFORD STATIONS—KALB-AM-TV Alexandria, La. (100%); KPCL-AM-TV Lake Charles, La. (33 1/3%); KRMD-AM-FM Shreveport, La. (48%); WSLJ WJTV (TV) Jackson Miss. (13.8%); KRRV Sherman, Tex. (88%).

M. R. LANKFORD STATIONS—WRAY-AM-TV Princeton, Ind.; WCBQ Sarasota, Fla.; WDOQ DuQuoin, Ill.

LEE STATIONS—KHQA-TV Hannibal, Mo.; WTAD-AM-FM Quincy, Ill.; KGLO-AM-FM-TV Mason City, Iowa, 41% of WKBT (TV) La Crosse and minority of WIBA Madison, both 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; NEW Fisher, W. Va.

HARRY WILLARD LINDER STATIONS—KLGK Redwood Falls, KMHV 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.

JESSICA L. LONGSTON STATIONS—KBAR Burley, Ida. (86%); KSEM Moses Lake, Wash. (56%); KAYO Seattle, Wash. (32%); KPUG Bellingham, Wash. (50%).

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

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

HERBERT MAYER STATIONS—WHMB (TV) Boston and WPHD (TV) Philadelphia.

MATISON STATIONS—WDAM-TV Hattiesburg, WAML Laurel and WABO Waynesboro, all Miss. David A. Matison Jr.

MAYES-WOODSON STATIONS—KEBD Brownwood, KNOW Austin, KXOL Fort Worth, KSNY Snyder, all Tex., and KTOK Oklahoma City. Wendell Mayes and C. C. Woodson.

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

McCLATCHY BROADCASTING CO. STATIONS—KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all Calif.; KOH Reno, Nev. Note: Purchase of KBOX Modesto pending FCC approval. Headquarters: 21st & Q, Sacramento 4, Eleanor McClatchy, president.

LLOYD C. MCKINNEY, FLOYD W. JONES, LESTER STRAUSS & ROGER H. TAYLOR STATIONS—KICK Springfield, KLRs Mountain Grove and KBTN Neosho, all Missouri. Mr. McKinney also owns KRMO Monett, Mo., and KMDO Fort Scott, Kan.

McLendon STATIONS—KLIF and KLIF-TV Dallas, KELP and KOKE (TV) El Paso, all Tex., and WRIT Milwaukee. Barton R. McLendon, president; Gordon B. McLendon, vice president.

McNAUGHTON STATIONS—WCRA Effingham, WRMN Elgin, both Illinois; KXGI Fort Madison, Iowa. James E. McNaughton and family.

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.

MEYER BROADCASTING CO. STATIONS—KFYR-AM-TV Bismarck and KMOT (TV) Minot, both N. D.

MICHIGAN BROADCASTING SYSTEM STATIONS—WKMH-AM-FM Dearborn (Detroit), WKMF Flint, WKHM Jackson, and WSAM-AM-FM Saginaw. Fred A. Knorr, president and general manager.

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

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

MIDNIGHT SUN BROADCASTING CO. STATIONS—KFAR-AM-TV Fairbanks, KENI-AM-TV Anchorage, KJNO Juneau, KABI Ketchikan, all Alaska. Austin G. Cooley, president; Alvin O. Bramstedt, general manager.

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

MINING JOURNAL STATIONS—WDMJ-AM-TV Marquette, WMQJ Iron Mt., both Mich., and WSAU-AM-TV Wausau, Wis. (minority). Frank J. Russell Jr.

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

MT. RANIER RADIO & TELEVISION BROADCASTING CORP. STATIONS—KJR Seattle, Wash.; KXK Portland, Ore.; KHMO Hannibal, Mo. Lester M. Smith and Lincoln Dellar. Mr. Dellar owns KXOA-AM-FM Sacramento, Calif.

NBC OWNED STATIONS—WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM, WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRCR (TV)

Los Angeles, WBUF-TV Buffalo, N. Y. (subject to protest hearing). Purchase of WKNB-AM-TV New Britain, Conn., pending FCC approval. 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%); KWK-AM-TV St. Louis (23%); WGTO Haines City, Fla. (owned by KWK), WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala., and WHBS-AM-FM Huntsville, Ala.

NEWS PUBLISHING CO. STATIONS—WBLK—WTVZ (TV) Albany, WTVF (TV) Buffalo, WQTV Parkersburg, W. Va., and 34% of WTRF-TV Wheeling, W. Va. Note: Sale of WBLK-AM-TV and WPAR-AM-FM pending FCC approval.

BOARD OF REGENTS, U. OF STATE OF NEW YORK—WTVZ (TV) Albany, WTVF (TV) Buffalo, WQTV (TV) Binghamton, WJET (TV) Ithaca, WGVTV (TV) New York, WROH (TV) Rochester, WHTV (TV) Syracuse, New York.

NORTH COUNTY STATIONS OF VERMONT—WTWN St. Johnsbury, WIKE Newport, and WNIX Springfield, all Vermont. E. Dean Finney, president.

NORTH DAKOTA BCSTG. CO. STATIONS—KCBJ-AM-TV Minot, KXJB-AM-TV Valley City, KBMB-TV Bismarck, and KSJB Jamestown, all N. D. John W. Boier, president-general manager.

NORTHWESTERN SCHOOLS STATIONS—KTIS-AM-FM Minneapolis, Minn.; KMNS Waterloo, Iowa, and KFNW Fargo, N. D. Richard A. Elvec, president.

JAMES H. OTTAWAY STATIONS—WENE Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y.; WPO 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%).

BEN L. PARKER STATIONS—KBOP Pleasanton, KBLP Falfurrias, KBEN Carrizo Springs, all Tex.

PATTERSON-RICHARDS STATIONS—WHAR Clarksburg, WKYR Keyser, both W. Va.; WTRX-AM-FM Bellaire, Ohio. Walter Patterson and Robert K. Richards.

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

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

JOHN H. PHIPPS STATIONS—WKTG, WCTV (TV) Thomasville, Ga.; WTAL Tallahassee, WTYS Marianna, both 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, KBIF and KBID-TV Fresno, Calif.

RAHALL STATIONS—WKAP, WQCY-TV Allentown, WNAR Norristown, both Pa.; WNNR 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.; KOLO and KZTV (TV) Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nev.; KEBG Okmulgee, Okla., and KBRS Springfield, Ark.

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

DEE RIVERS STATIONS—WEAS Decatur, WJIV Savannah, WGOV Valdosta, all Ga.; KWEM Memphis, Tenn.; WSWN Belle Glade, Fla. E. D. Rivers Jr., chairman; W. H. Keller Jr., president.

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

RKO TELERADIO PICTURES INC. (General Tele-radio Div.)—WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, WGHM-AM-TV Hartford, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla. Also owns and operates Don Lee Network and Yankee Network. Sale of WGHM-AM-TV to CBS pending FCC approval. Thomas F. O'Neil, president; Norman Knight, vice president-general manager. Yankee Network Div.: William H. Brown, president-general manager, Don Lee Network Div.: Gordon Gray, vice president-general manager, WOR Div.; John H. Cleghorn, general manager, WHBQ stations; Gordon R. Kerr, general manager, WEAT stations.

CECIL W. ROBERTS STATIONS—KLO Leavenworth, KCRB Chanute, both Kan.; KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Mo.; WINI Murphysboro, Ill., and KOSA-TV Odessa, Tex. (50%).

AARON B. ROBINSON STATIONS—WDXE Lawrenceburg, WDKN Clarksville, WDKI-AM-TV Jackson (majority), WTPR-AM-FM Paris (majority), WENK Union City (majority), all Tenn.; WCMA Corinth, Miss. (48%).

E. O. RODEN STATIONS—WBIP Booneville, WTUP Tupelo (30%) and 50% of WAZF Yazoo City, WSUH Oxford and WMPA Aberdeen, all Miss.

W. WAYNE & JOHN R. ROLLINS STATIONS—WNJR Newark, N. J.; WAMS Wilmington, Del.; WJWL Georgetown, Del. WRAP Norfolk, Va.; WBEE Harvey, Ill. and (NEW) Indianapolis, Ind.

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

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

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

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

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, WMCB (FM) and WMCT (TV) Memphis. All are operated separately. Officials: Jack R. Howard, president, Scripps-Howard Radio Inc., (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; Richard B. Westergaard, vice president and general manager, WNOX; Henry W. Slavick, general manager, WMC, WMCB (FM) and WMCT (TV).

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 Spring (20%), KGGK San Angelo, and KPLT Paris (45%), all Tex.

HAROLD C. SINGLETON STATIONS—KRTV Hillsboro, Ore.; KTEL Walla Walla, Wash. (52%), KITI Chehalis, Wash. (14%), KGAL Lebanon, Ore. (10%).

CHARLES SMITHGALL STATIONS—WGGG Gainesville and WRGA Rome, both Ga., and WCAS Gadsden, Ala.

WILLIAM B. SMULLIN STATIONS—KIEM-AM-TV and KRED (FM) Eureka, Calif.; KBES-TV Medford, Ore. (50%); KUIN and KGPO (FM) Grants Pass, Ore. (50%); KPIC (TV) Roseburg, Ore. (25%).

SOUTHERN BROADCASTING CO. STATIONS—KBHM Monticello, KDMS El Dorado, both Ark.; KSUL Sulphur and KVCL Winfield, both La.; KWRW Guthrie, Okla. James A. West Sr., James A. West Jr., Delvin B. White, Elgie M. Risinger.

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

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

STEINMAN STATIONS—WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM 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—WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW and WXEL (TV) Cleveland, WVV-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; Lee B. Wallis, executive vice president; George B. Storer Jr., vice president, Southern District; Stanton F. Kettler, vice president, operations; William E. Rine, Northern District vice president; John E. McCoy, vice president, planning and finance; Glenn G. Boudy, vice president, engineering; Ewald Kockritz, national program director; Arthur C. Schofield, advertising and sales promotion director; Robert C. Wood, national sales manager. Headquarters: 1177 Kane Concourse, Miami Beach 41, Fla. New York office: 118 E. 57th St. Tom Harker vice president and national sales director. Chicago office: 230 N. Michigan Ave. Lewis P. Johnson, midwest radio sales manager. San Francisco office: 111 Sutter Bldg. Gayle V. Grubb, vice president & west coast sales manager.

TAFT STATIONS—WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio; 30% of WBIR-AM-FM-TV Knoxville, Tenn. Hulbert Taft Jr., president, WKRC and WTVN properties; David G. Taft, executive vice president, WKRC stations; Kenneth W. Church vice president, WKRC stations, and executive vice president, WTVN stations; Hubbard Hood, general manager, WKRC-AM-FM; Byron Taggart, general manager, WTVN; J. Walter McGough, general manager, WTVN-TV.

TAFT FAMILY STATIONS—KOL Seattle (owned by Mrs. Marie S. Taft), KBKW Aberdeen (owned by Archie G. Taft Jr.) and KRKO Everett (owned by William R. Taft), all Wash.

TEDESCO BROTHERS STATIONS—WCOW St. Paul, KCUE Red Wing, both Minn.; WKLJ Sparta, Wis. Headquarters: St. Paul, Victor J. Tedesco. Albert Tedesco owns KDUZ Hutchinson, Minn.

TELE-BROADCASTERS INC. STATIONS—WKXL Concord, N. H.; WARE Ware, Mass., and WKXX Knoxville, Tenn. E. Scott Killgore, president-general manager-owner.

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.

THOMAS G. TINSLEY JR. STATIONS—WITH-AM-FM-TV Baltimore, WLEE-AM-FM Richmond, and WXEX-TV Petersburg, both Va.

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

B. F. J. TIMM STATIONS—WMFS Chattanooga, Tenn.; WDMG Douglas, Ga.; WMEN Tallahassee, Fla. TOWN & FARM STATIONS (Don Searle)—KIOA Des Moines, Iowa; KMMJ Grand Island, Neb.; KXXX Colby, Kan.

TRIANGLE PUBLICATIONS INC. STATIONS (Radio & Tv Div.)—WFIL-AM-FM-TV Philadelphia, WLBR-TV Lebanon, WFBG-AM-TV Altoona, all Pa.; WBNF-AM-TV Binghamton, N. Y. Roger W. Clipp, general manager; Henry E. Rhea, engineering director; John Harlan, business manager; John D. Scheuer, director of promotion, publicity, advertising and programs; Edward H. Benedict, manager of national sales development.

TRIBUNE CO. STATIONS—WGN-AM-TV Chicago and WPIX (TV) New York. Frank P. Schreiber, vice president and general manager, Chicago; Fred M. Thrower, vice president and general manager, New York.

UNITED BROADCASTING CO. STATIONS—WOOB-WOOK-TV, WFAN (FM), Washington, D. C.; WSID-WSID-TV Baltimore, WARK Hagerstown, WINX Rockville, all Md.; WJMO Cleveland, Ohio, and WANT Richmond, Va. Richard Eaton, president. New York office: 441 Lexington Ave. Robert L. Wittig, manager. Chicago office: 228 N. LaSalle St.

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

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

WILLIAM J. WAGNER STATIONS—KFQD Anchorage, KFRB Fairbanks, KINY-AM-TV Juneau, KTKN Ketchikan, KIFW Sitka, and KIBH Seward, and 10% of KTVA (TV) Anchorage and of KTVF (TV) Fairbanks, all Alaska.

WALKER GROUP STATIONS—WMAM, WMBV (TV) Marinette; WBEV Beaver Dam, both Wis.; WRRR Rockford, Ill. William E. Walker, Madison, Wis.

WASHINGTON POST STATIONS—WTOP-AM-FM-TV Washington, WMBR-AM-FM-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. (majority).

WESTINGHOUSE BROADCASTING CO. STATIONS—WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland (Ore.), WBC is a subsidiary of Westinghouse Electric Corp. Headquarters: 122 E. 42nd St., New York 17, N. Y. Officers: Donald H. McGannon, president; Ralph N. Harmon, engineering vice president; Eldon Campbell, national sales manager; John F. Hardesty, eastern sales manager; George D. Tons, midwest sales manager; Richard M. Pack, national program manager; William J. Kaland, asst. national program manager; Gordon Hawkins, educational director; David E. Partridge, advertising-sales promotion manager; I. C. Ruby, auditor; A. H. Bates, asst. auditor; J. O. Schertler, industrial relations manager; John W. Steen, attorney (40 Wall St., New York 5, N. Y.). Washington office: 1625 K St., N.W., Washington 6, D. C. Joseph E. Baudino, vice president.

ARTHUR WILKERSON STATIONS—WLL-AM-FM Lenoir City, WAEW Crossville, and WLIK Newport, Tenn.

WILLIAMS-BERTHOLF STATIONS—KSPQ Spokane, KUTI Yakima, both Wash. and KOYN Billings and KYNG Kalispell, Mont. D. Gene Williams and Delbert Bertholf.

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

WKY RADIOPHONE CO. STATIONS—WKY-AM-TV Oklahoma City, WSFA-AM-TV Montgomery, Ala. J. W. WOODRUFF STATIONS—WAOB-AM-FM Atlanta, WRBL-AM-FM-TV Columbus, WGPC Albany, all Georgia.

WOODWARD BROADCASTING CO. STATIONS—WBID-TV Detroit, WTOH-TV Toledo, WITI-TV Milwaukee (15%). Max Osnos, president.

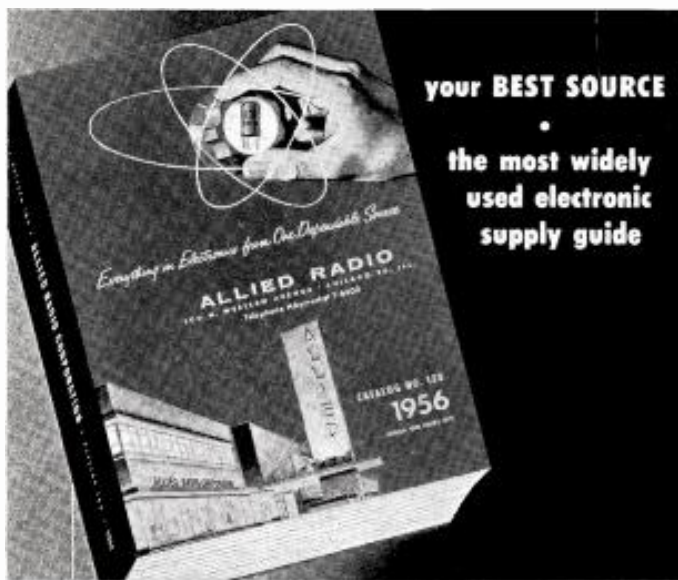
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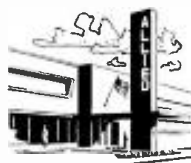
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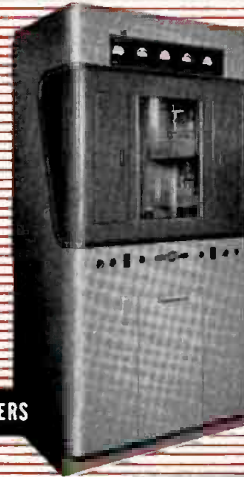
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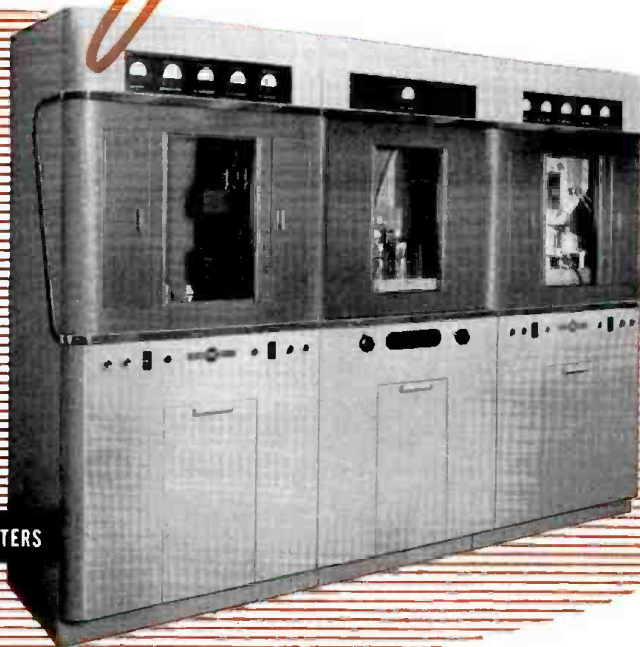
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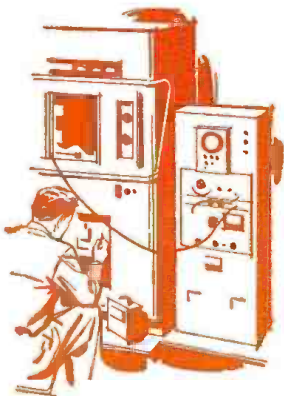


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 Washington, D. C., 8033 13th St., N.W.; Melvin Sprinkle, mgr.; Tel.: Juniper 5-8270
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 Westfield, N. J., 526-38 North Ave.; Jos. H. Kerner, sls mgr; Tel.: 2-7032
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 Newark 3, N. J., 200 Central Ave.; J. B. Cejka, vice pres in charge; Tel.: Humboldt 2-1500
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William Brand & Co., Inc.
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 Freeport, Ill., Foot of Exchange St.; C. E. Balz, sls mgr; Tel.: Main 3300
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 Los Angeles 21, Calif., 1855 Industrial St.; John C. Geiger, mgr; Tel.: Vanduyke 1776
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 Yonkers 2, N. Y., 45 Warburton Ave.; L. Schwartz, sls mgr; Tel.: Yonkers 5-6800
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 Dallas 1, 710 N. Harwood St.; H. C. Hoffman, mgr; Tel.: Riverside 4475
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 Los Angeles 22, 5330 Harbor St.; W. L. Yerkers, mgr; Tel.: Angelus 3-7161
 New York 17, 385 Madison Ave.; H. Peacock, mgr; Tel.: Plaza 9-5000
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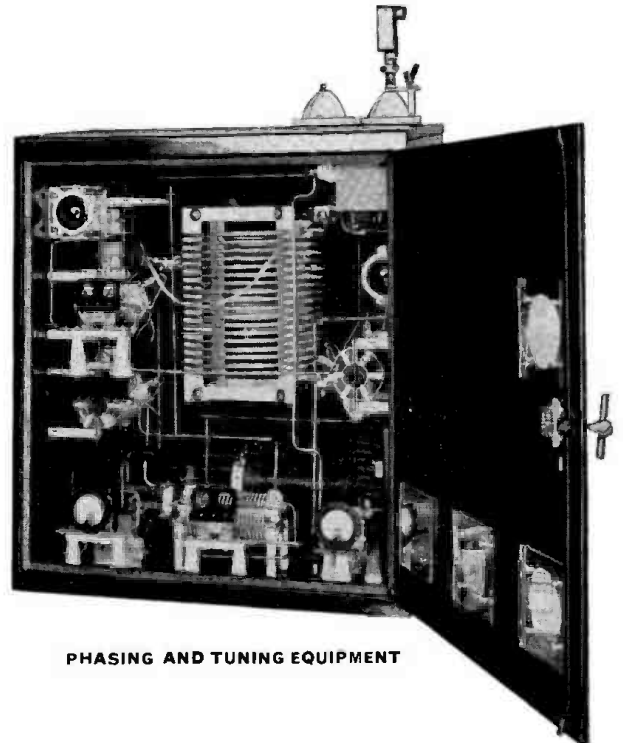
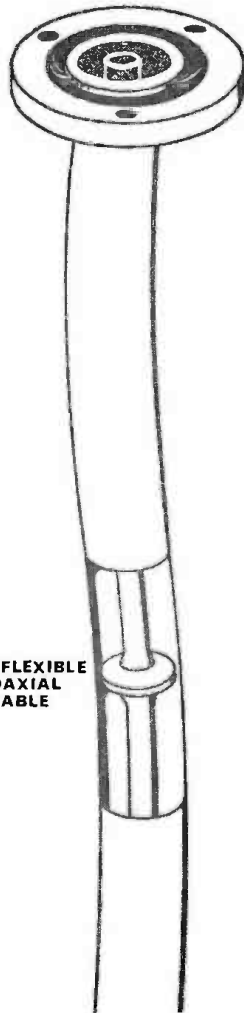
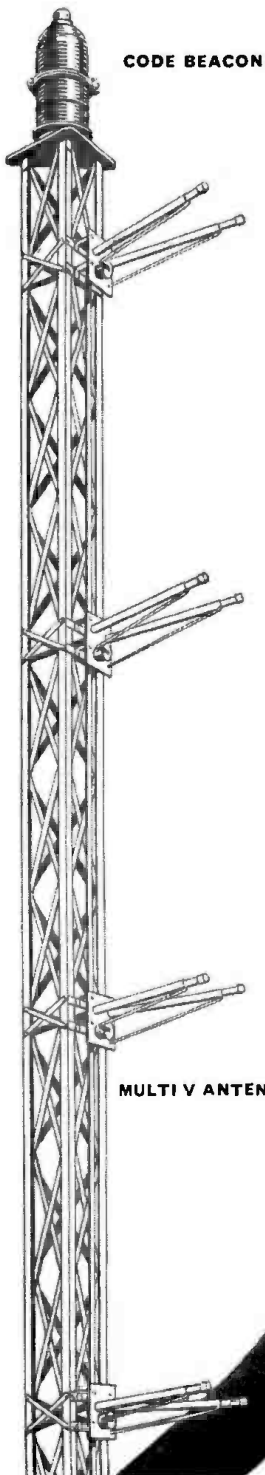
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Providence 3, R. I., 116 Clifford St.; M. W. Rigdon, mgr; Tel.: Gaspee 1-3895-6-7
Rockford 5, Ill., Rockford Trust Bldg.; Norman T. Race, mgr; Tel.: 3-9389
Seattle 4, Wash., 2755 First Ave., S.; D. R. Meslang, mgr; Tel.: Elliott 6050
St. Louis 2, Mo., 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 1-7238
Washington 5, D. C., Shoreham Bldg.; E. F. Mechlin, Jr.; Tel.: National 8-7606-7
Products: permanent magnets
- Crestwood Recorder Div., Daystrom Electric Corp.**
Poughkeepsie, N. Y., 753 Main St.; Frank Randall, dir s/s; Tel.: Poughkeepsie 10-000
Chicago, Ill., 221 N. LaSalle; H. H. Hanlon, mgr; Tel.: State 2-8648
Products: magnetic tape recorders, reproducers
- Dale Products, Inc.**
Columbus, Nebr., P. O. Box 136; R. H. Engstrom, s/s mgr; Tel.: 2139
Albuquerque, N. Mex., 5407 Acoma Rd., S. E.; W. R. Simpson, vice pres; Tel.: 6-3039
Products: resistors
- The Daven Co.**
Livingston, N. J., 530 W. Mt. Pleasant Ave.; Edward L. Grayson, gen mgr; Tel.: Livingston 6-4300
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.
- Daystrom Electric Corp.**
Poughkeepsie, N. Y., 753 Main St.; Frank Randall, dir s/s; Tel.: 10-000
Chicago, Ill., 221 N. LaSalle St.; H. H. Hanlon; Tel.: State 2-8648
Washington, D. C., 910 17th St., N.W.; R. F. Burns; Tel.: Sterling 3-8075
Products: tuners, magnetic tape recorders
- Detroit Diesel Engine Div. (General Motors Corp.)**
Detroit 22, Mich., 13400 W. Outer Dr.; Tel.: Kenwood 1-7100
Products: standby generator sets
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Products: receivers
- Phelps Dodge Copper Products Corp.**
New York 5, N. Y., 40 Wall St.; E. P. Dunlaevy, vice pres s/s; Tel.: Whitehall 4-3570
Products: styroflex, styrofil, other high frequency cables
- Downing Crystal Co.**
Westminster, Md., 191 Shaffer Ave.; J. W. Downing, pres; Tel.: 1192
Products: electronic components, crystals, crystal ovens, coils, terminal boards, control panels
- Dresser-Ideco Co.**
Columbus 8, Ohio, 875 Mich. Ave.; J. M. Hogan, gen s/s mgr; Tel.: Axminster 9-2123
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Harrison, N. J., 201 Middlesex St.; G. A. Lennox, vice pres-gen s/s 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
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New York, Empire State Bldg.; Walter Roche, mgr; Tel.: Murray Hill 8-2600
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- DX Radio Products Co.**
Chicago 47, Ill., 2300-10 W. Armitage Ave.; Frank J. Hajek, s/s mgr; Tel.: Armitage 6-3740
Products: horizontal transformers, coils crystals
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Brooklyn 17, N. Y., 585 Dean St.; E. Janse, mgr; Tel.: Sterling 3-3406
Products: sub-fractional horsepower motors and blowers
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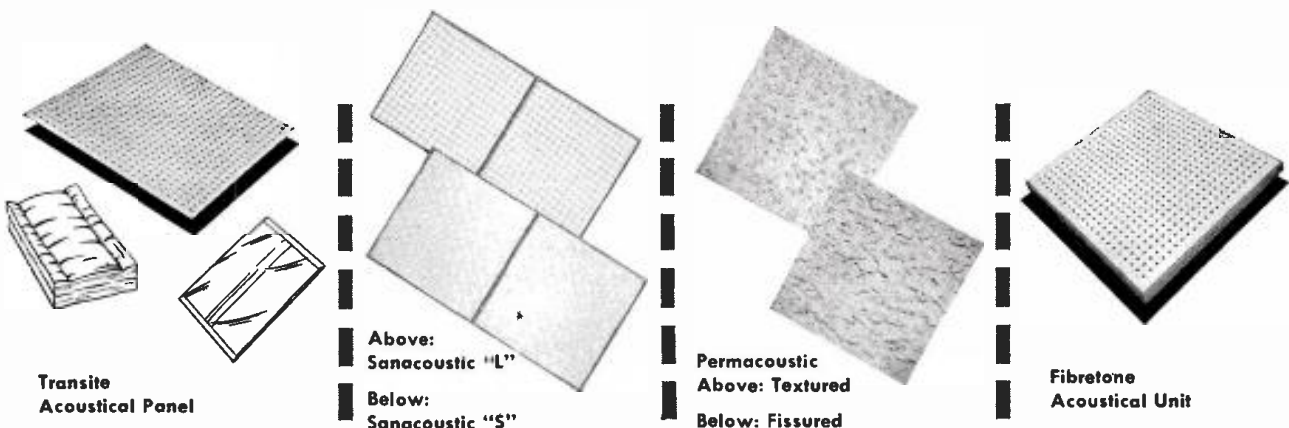
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Decatur, Ga., 307 Church St.; V. A. McCorvey, mgr; Tel.: Crescent 6187
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Fort Wayne, Ind., 327 Field St.; Joseph Baxter, mgr; Tel.: Eastbrook 5061
Kansas City, Mo., 406 W. 34th St.; R. W. Farris, mgr; Tel.: Logan 7495
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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. Berman, mgr; Tel.: Klondike 2-2311
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Dallas 1, Tex., 505 N. Ervay St.; J. E. Smith, mgr; Tel.: RA 2966
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Houston, Tex., 2700 Polk Ave.; Joe Woods, mgr; Tel.: Atwood 8538
Los Angeles, Calif., 7501 Sunset Blvd.; Bob Richards, mgr; Tel.: Hollywood 2-6351
New York, N. Y., 51 E. 42 St.; John Haerle, mgr; Tel.: Murray Hill 7-7971
Washington, D. C., Warner Bldg.; William W. Warren, mgr; Tel.: Metropolitan 8-0522
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Syracuse, N. Y., Electronics Div., Electronics Park; P. L. Chamberlain, gen mgr; Tel.: 76-4411
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Dallas, Tex., 3200 Maple Ave.; J. H. Douglas, mgr; Tel.: Prospect 4296
Houston 25, Tex., 1100 E. Holcomb Blvd.; H. W. Granberry, mgr; Tel.: Jackson 8-0657
Los Angeles, Calif., 3460 Wilshire Blvd.; F. R. Walker, mgr; Tel.: Dunkirk 5-2391
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St. Louis, Mo., 4229 Lindell Blvd.; R. E. Lauterbach, mgr; Tel.: Jefferson 5-8973
San Francisco 6, Calif., 235 Montgomery St.; C. T. Haist, Jr., mgr; Tel.: Douglas 2-3740
Syracuse, N. Y., 113 S. Salina St.; W. G. Broughton, mgr; Tel.: Syracuse 2-3308
Washington 5, D. C., 777 14th St., N.W.; L. F. Page, mgr; Tel.: Executive 3-3600
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Elizabeth 3, N. J., 829 Newark Ave.; Edwin A. Freed, gen sls mgr; Tel.: Elizabeth 3-4400
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Chicago 5, Ill., 920 S. Mich. Ave.; William M. Ihde, mgr; Tel.: Wabash 2-3820

Los Angeles 38, Calif., 1000 N. Seward St.; Frederick Ireland, mgr; Tel.: Hollywood 9-6201
New York 18, N. Y., 90 West St.; George G. Ross, mgr; Tel.: Worth 4-2722
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Boston 16, Mass., 287 Columbus Ave.; J. P. Lynch, mgr; Tel.: Kenmore 6-4567
Chicago 7, Ill., 850 W. Jackson Blvd.; E. H. Taylor, mgr; Tel.: Canal 6-4100
Cincinnati 10, Ohio, 115-129 W. McMicken Ave.; L. T. England, mgr; Tel.: Main 0690
Cleveland 3, Ohio, 1100 E. 55th St.; A. C. Schwager, mgr; Tel.: Cherry 1-1360
Dallas 1, Texas, 400 S. Austin St.; T. R. Gale, mgr; Tel.: Randolph 6452
Detroit 3, Mich., 15045 Hamilton Ave.; E. W. Stone, mgr; Tel.: Temple 1-5500
Houston 3, Texas, 1702 Cullen Blvd.; R. T. Asbury, mgr; Tel.: Atwood 4571
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St. Louis 10, Mo., 600 South Taylor Ave.; J. P. Lenkerd, mgr; Tel.: Jefferson 1-4700
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Dallas 1, Texas, 1330 N. Industrial Blvd.; J. McKinney, mgr; Tel.: Sterling 1897
New York 11, N. Y., 160 Fifth Ave.; C. Chilson, mgr; Tel.: Chelsea 2-9063
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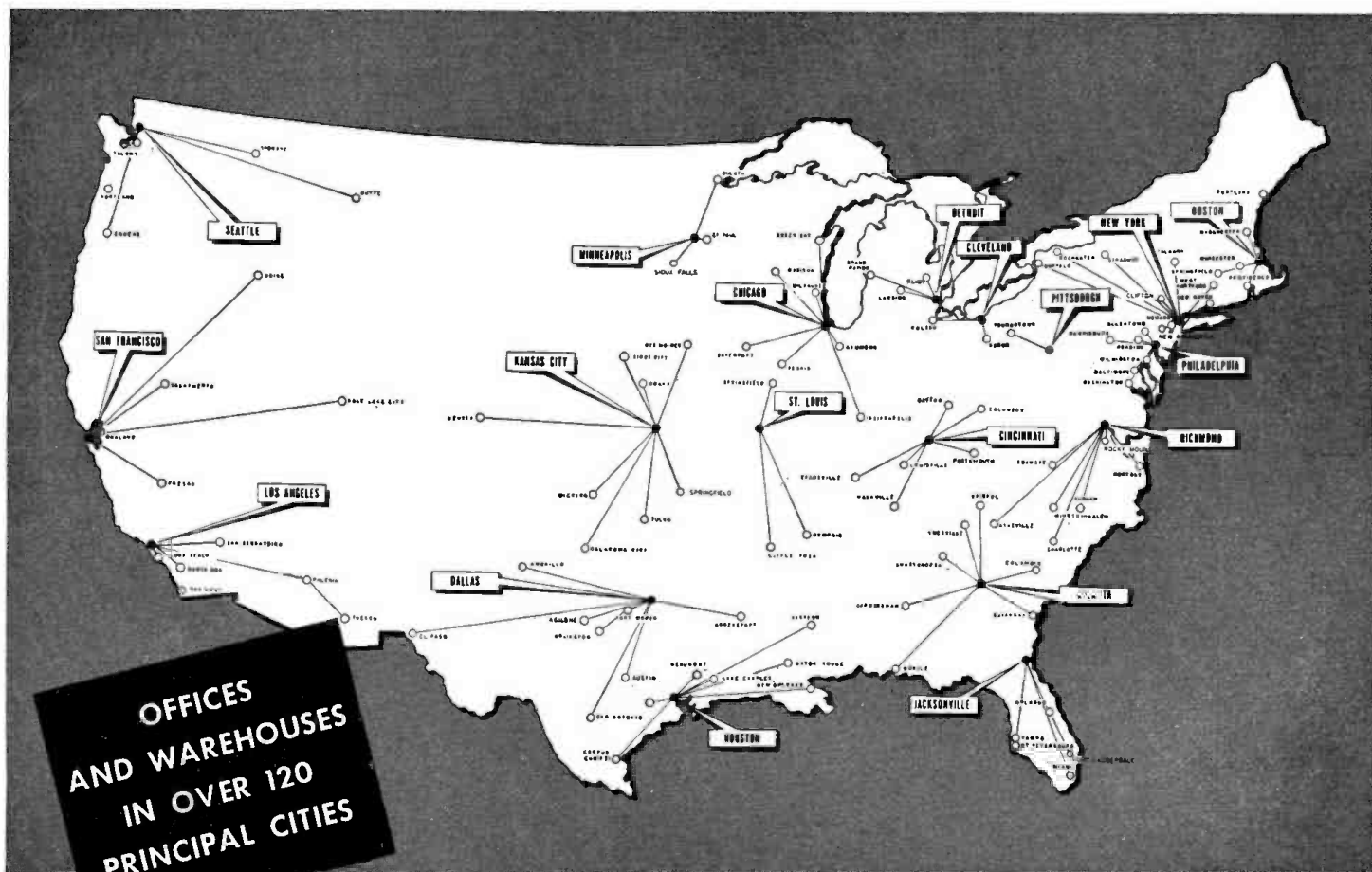
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Los Angeles, Calif., 408 S. Alvarado; Cochran-Barron, mgr; Tel.: Dunkirk 5-1715
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Philadelphia, Pa., 5452 Charles St.; W. I. Duncan, Jr.; Tel.: Cumberland 9-7525
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Products: speakers

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Houston 3, Texas, 1814 Texas Ave.; L. R. Ward, mgr; Tel.: Blackstone 0356
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Portland 9, Ore., 1238 N. W. Glisan St.; W. L. Bright, mgr; Tel.: Atwater 4173
San Francisco, Calif., 870 Tennessee St.; F. A. Mulvaney, gen mgr; Tel.: Atwater 8-6900
Seattle 9, Wash., 306 Dexter Ave.; E. J. Reichwein, mgr; Tel.: Seneca 2368
Stamford, Conn., 200 Fifth St.; H. J. Geist, mgr; Tel.: Davis 4-7300
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 Eckhardt, 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 5-8511
Long Island City, N. Y., 35-54 36th St.; Tel.: Astoria 8-3738
Products: metal fabrications and housing, receiving type

International Radio & Electronics Corp.
Eikhardt, Ind., R. R. #4, S. 17th & Mishawaka Rd.; C. C. Moore, pres; Tel.: 2-8583
Products: tape recorders

International Rectifier Corp.
El Segundo, Calif., 1521 E. Grand Ave.; J. T. Cataldo, acting sls mgr; Tel.: Oregon 86261
Chicago 6, Ill., 205 W. Wacker Dr.; L. W. Phinney, mgr; Tel.: Franklin 2-3889
New York 22, N. Y., 501 Madison Ave.; Arno Nash, mgr; Tel.: Plaza 5-8665
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, mgr of acoustics; Tel.: Lexington 2-7600
Products: acoustical materials

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.; B. J. Hastin, sls mgr; Tel.: Davenport 3-9001
Products: am-fm transmitters, receivers, marine radiotelephones, directional finders, conelrad monitors, quartz crystals

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, sls mgr; Tel.: Caldwell 6-4000
Products: test equipment

Joseph Kinney Co., Inc.
Carnegie, Pa., Locust St.; J. Kinney, Jr., mgr; Tel. Walnut 2-1226
Products: copper tubing and waveguides

Keystone Products Co.
Union City, N. J., 904-6 23rd St.; Edward Ollick, pres; Tel.: Union 6-5400
Products: transformers; magnetic amplifiers; coils

Kimco Towers
New York 36, N. Y., 11 W. 42nd St.; J. W. Newton, sls engr; Tel.: Oxford 5-3782
Products: transmitter and microwave towers

Kline Iron and Metal Co.
Columbia, S. C., 1225 Huger St.; J. W. Morgan, Jr., sls mgr; Tel.: 4-0301
New York 36, 11 W. 42nd St.; J. F. White, mgr; Tel.: Oxford 5-3782
Products: towers

The James Knights Co.
Sandwich, Ill., Church & Wells; J. P. Maguire, asst sls mgr; Tel.: 2141
Products: quartz crystals and ovens

Lambda Electronics Corp.
Corona 68, N. Y., 103-02 Northern Blvd.; Simeon Weston, 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 3-3218
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
Products: porcelain or steatite standoff 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 and sls mgr; Tel.: Elgato 4-3540
Products: special purpose, electron transmitting tubes; triodes, tetrodes, pentodes; high vacuum rectifiers, special purpose tubes

Liberty Tower Mfg. Co.
Dieterich, Ill., P. O. Box 292; G. D. Griffith, owner; Tel.: 37
Products: towers

Machlett Laboratories, Inc.
Springdale, Conn., 1063 Hope St.; H. J. Hoffman, vice pres charge of sls; Tel.: Fireside 8-7511
Chicago, Ill., 850 W. Jackson Blvd.; D. S. Frankel, mgr; Tel.: Canal 8-4100
Los Angeles, Calif., 210 Anderson St.; G. J. Taylor, mgr; Tel.: Angelus 3-7282
Products: tubes and accessories

Magnasync Mfg. Co., Ltd.
North Hollywood, Calif., 5546 Satsuma Ave.; H. V. Auchstetter, sls mgr; Tel.: Poplar 6-1692
Products: magnetic film recording equipment, kinescope recorders, remote microphone mixers, console mixers

Magnecord, Inc.
Chicago 24, Ill., 1101 S. Kilbourn Ave.; W. J. Heit, vice pres charge of sls; Tel.: Van Buren 6-8301
Products: tape recording equipment

Majestic International Corp.
Brooklyn 1, N. Y., 79 Washington St.; Gene Lucas, Tel.: Ulster 2-6000
Products: spectrum analyzers; inter-communication equipment, facsimile: converters, receivers, phonographs

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, rf 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

Metropolitan Telephone Supply Corp.
Brooklyn 1, N. Y., 254 Navy St.; Sheppard Beidler, pres; Tel.: Main 4-3769
Products: audio patching cords, telephone head and chest sets

Mid-West Steeple Jack Service, Div. A. T. Switzer Co.
Kansas City 8, Mo., 1514 Cherry St.; Leon S. Plunk, supt; Tel.: Grand 1-2171
Products: maintenance and tower painting

James Millen Mfg. Co., Inc.
Malden 48, Mass., 150 Exchange St., E. E. Williams, sls mgr; Tel.: Malden 4-4108
Products: electronic components, test equipment

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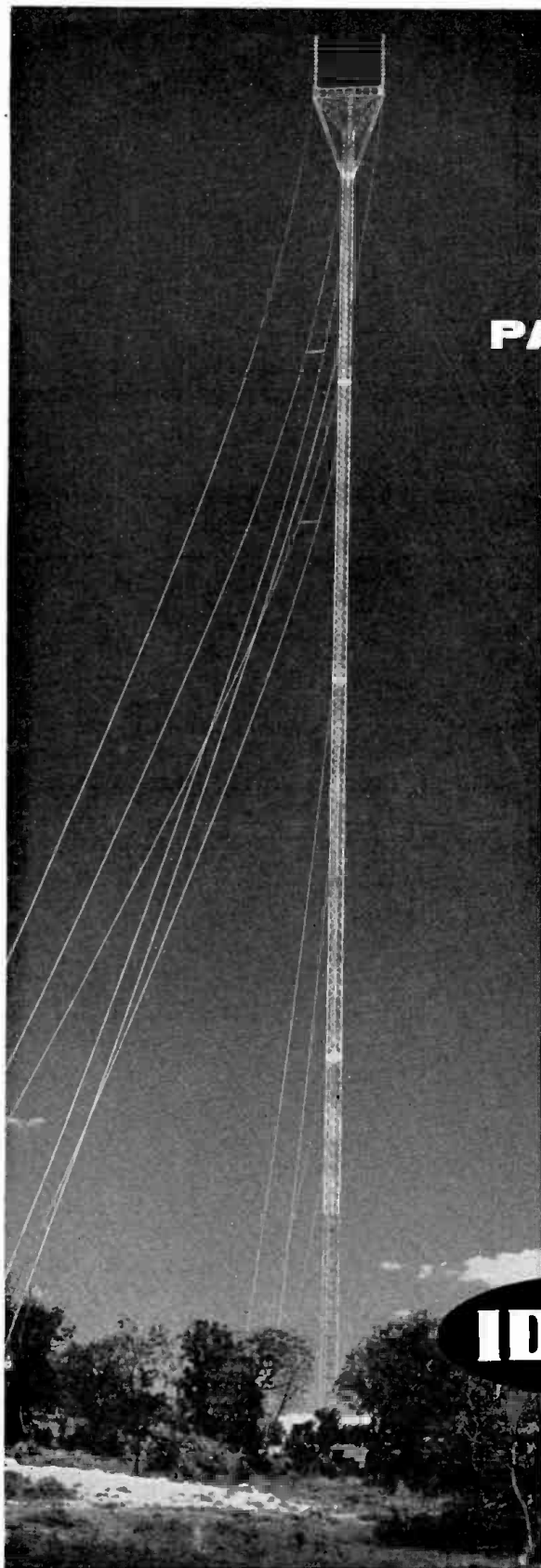
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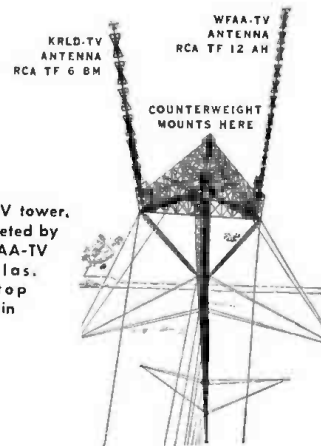
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 Products: wholesale, standard brand radio-electronic equipment

Minnesota Mining & Mfg. Co.

St. Paul 6, Minn., 900 Fauquier Ave.; Dan Denham, sls mgr dist trades, magnetic prds; Tel.: Tower 8511

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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, c/o 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 6256

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.: 3496

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.: Moresemere 6-6700

St. Louis 8, Mo., 3700 Forest Park Blvd.; D. A. Gilbert, sls mgr; Tel.: Jefferson 5-5269

St. Paul 1, Minn., 367 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; Tel.: Gaspee 1-3317

Products: hand tools

Motorola, Inc.

Chicago 51, Ill., 4501 N. Augusta Blvd.; E. S. Goebel, natl sls mgr, comm & elec div; Tel.: Spaulding 2-6500

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, Neb., 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 14, D. C., 4914 Bethesda Ave.; J. F. Fussell, mgr; Tel.: Oliver 6-4900

Winchester, Mass., 540 Main St.; Harvey Ronau, 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, engr; Tel.: Prescott 9-8866

Chicago 31, Ill., 6677 Northwest Hwy.; L. F. Thompson, mgr; Tel.: Newcastle 1-7062

Los Angeles, Calif., 5657 Wilshire Blvd.; K. V. Tindall, mgr; Tel.: Webster 8-2189

Minneapolis, Minn., 801 S. E. 8th St.; D. A. Schultz, mgr; Tel.: Fillmore 7701

New York 20, N. Y., 30 Rockefeller Plaza (executive offices); Jerome Taishoff, pres.; Tel.: Columbus 5-5989

Washington 4, D. C., 1411 Pennsylvania Ave., N.W.; J. W. Nalls, mgr; Tel.: Republic 7-7040

Products: glass bonded mica material, ceramoplastic materials, synthetic mica, switches, tube sockets

The NARDA Corp.

Mineola, N. Y., 160 Herricks Rd.; W. A. Bourke; vice pres; Tel.: Pioneer 6-4650

Products: electronic test equipment for microwave

National Co., Inc.

Malden, Mass., 61 Sherman St.; A. E. Fisher, prdt mgr-eqpt; Tel.: Malden 2-7950

Products: communication receivers

National Electronic Mfg. Corp.

Manchester, N. H., 186 Granite St.; A. Spector, secy; Tel.: 5-8511

Long Island City, N. Y., 35-54 36th St.; J. Niesl, mgr; Tel.: Astoria 8-3738

Products: lead-in wire lightning arresters, insulators, ground clamps, reception antennas

Nems-Clarke, Inc.

Silver Spring, Md., 919 Jesup-Blair Drive; K. B. Redding, sls dept; Tel.: Juniper 5-8300

Products: phase monitors, field intensity meters, audio jack panels

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

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 5-1183

Products: sheet metal components—transformer cases, covers, fabricated and deep-drawn; end bells, channels, brackets, chassis, fabrications to specifications

ORRadio Industries, Inc.

Opelika, Ala., 120 Marvyn Rd.; Nat Welch, vice pres, sls; Tel.: Sherwood 5-4621

Chicago, Ill., Merchandise Mart; Jack McBride, mgr; Tel.: Delaware 7-3575

Los Angeles, Calif., 4217 W. Jefferson Blvd.; Claude Erlanger, mgr; Tel.: Republic 1-2238

Manhasset, L. I., N. Y., 1 Park Ave.; Preston Mack, mgr; Tel.: Manhasset 7-1459

Philadelphia, Pa., 5458 Ridge Ave.; Frank Adams, mgr; Tel.: Iveridge 3-3661M

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., 11838 W. Pico Blvd.; R. S. Clarke, pres; Tel.: Arizona 8-1134

Products: audio sweep frequency generators, transcriptions; needle force gauges; test records; playback styli; equalizers, reproducers; tone arms; audio transformers

Packard-Bell Co.

Los Angeles 64, Calif., 12333 W. Olympic Blvd.; Kenneth R. Johnson, gen sls mgr; Tel.: Arizona 7-6721; 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 Rossman, dir of sls; Tel.: Sacramento 2-3201

Products: magnetic tape recording equipment

Permoflux Corp.

Chicago 39, Ill., 4900 W. Grand Ave.; Russell S. Fenton, vice pres, charge sls; Tel.: Berkshire 7-3200

Glendale 4, Calif., 4101 San Fernando Rd.; G. W. Widawski, mgr; Tel.: Chapman 5-5135

Products: high fidelity headphones, speakers and speaker enclosures

Phalo Plastics Corp.

Worcester 6, Mass., 25 Foster St.; A. N. Averill, vice pres, charge sls; Tel.: Worcester 5-8658

Products: thermoplastic insulated wires, cables, cord sets, harness assemblies and attachment plugs

Philamon Laboratories Inc.

Brooklyn 20, N. Y., 5717 Third Ave.; Boris F. Grib, pres; Tel.: Hyacinth 2-4800

Products: tuning fork frequency standards

Phileo Corp., Government & Industrial Div.

Philadelphia 44, Pa., 4700 Wissahickon Ave.; G. A. Hagerty, instrl sls mgr; Tel.: Tennessee 9-4000

Chicago 11, Ill., 666 Lake Shore Dr.; W. D. Myers, mgr; Tel.: Whitehall 4-5750

Dallas 1, Tex., 201 Southland Life Bldg.; J. J. Johnson, mgr; Tel.: Prospect 8657

Dayton 2, Ohio, Talbott Bldg.; L. Kendall, mgr; Tel.: Springfield 5-6651

San Francisco 3, Calif., 1355 Market St.; L. J. Boss, mgr; Tel.: Market 1-5090

Washington 6, D. C., 744 Jackson Pl., N. W.; C. M. Volkland, mgr; Tel.: Executive 3-1500

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 ampli-

fiers, amplifiers with built-in preamplifiers, also with control unit, self powered preamplifiers, matched high fidelity systems and portable phonographs

Polarad Electronics Corp.

Long Island City 1, N. Y., 20-43 34th St.; A. A. Goldberg, mgr; Tel.: Exter 2-4500

Products: composite synchronizing generators

Potter & Brumfield Mfg. Co., Inc.

Princeton, Ind.; C. J. Dorr, sls mgr; Tel.: Princeton 1316

Products: relays

Precision Apparatus Co., Inc.

Glendale 27, L. I., N. Y., 70-31 84th St.; J. M. Kirsbaum, vice pres, charge 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.: 2-5359

Products: quartz crystals

Presto Recording Corp.

Parsons, 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: test equipment, audio oscillators, electrostatic air filter

Radio Corp. of America, Electronic Products, Engineering Products Div.

Camden 2, N. J., Front & Cooper Sts.; E. C. Tracy, sls mgr brdt mgr dept; Tel.: Woodlawn 3-8000

Atlanta 3, Ga., 522 Forsyth Bldg.; G. W. Darwin, mgr; Tel.: Lamar 7703

Boston 16, Mass., Job Hancock Bldg.; A. S. Fimmis, mgr; Tel.: Hubbard 2-1700

Chicago 54, Ill., 1186 Merchandise Mart Plaza; W. K. Frank, mgr; Tel.: Delaware 7-0700

Cleveland 15, Ohio, 1600 Keith Bldg.; J. E. Landy, mgr; Tel.: Cherry 1-3450

Dallas 1, Tex., 1907-11 McKinney Ave.; B. E. Fincher, mgr; Tel.: Riverside 1371-2-3

Hollywood 28, Calif., 1580 N. Vine St.; J. F. Palmquist, mgr; Tel.: Hollywood 9-2154

Kansas City 6, Mo., 340 Dierks Bldg.; C. L. Gardner, mgr; Tel.: Harrison 6490-1-2

New York 20, N. Y., 36 W. 49th St.; W. B. Valentine, mgr; Tel.: Circle 6-4030

San Francisco 2, Calif., 420 Taylor St.; J. F. Palmquist, mgr; Tel.: Ordway 3-8027

Seattle 4, Wash., 2250 First Ave., S.; J. A. Renhard, mgr; 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 30, Que., 1050 Lacasse St.; H. B. Seabrook, mgr; Tel.: Wellington 7551

Calgary, Alt., 22nd Ave.; D. Lloyd, mgr; Tel.: 3-4661

Halifax, N. S., 49-51 Commission St.; R. Henderson, mgr; Tel.: 5-7247

Toronto, Ont., 1450 Castlefield Ave.; K. G. Chisholm, mgr; Tel.: RO 7-1139

Vancouver, B. C., Grandview Hwy. at Rupert St.; R. A. Marsh, mgr; Tel.: Dexter 6800

Products: transmitters, studio audio phasing equipment

Radio Electronic Supply Co.

Grand Rapids 2, Mich., 505 Jefferson Ave., S.E.; E. J. Rissi, mgr; Tel.: 9-4611

Products: electronics tubes, microphones, magnecorders, wire, cable allied material

Radio Engineering Labs, Inc.

Long Island City 1, N. Y., 38-40 37th St.; Frank A. Gunther, vice pres; Tel.: Stillwell 6-2100

Products: am: studio to transmitter links, antennas, fm: microwave; radar systems; fm and relay broadcast transmitters point to point multiplex radio relay, corner reflector, paraboloid antennas tuner

The Radion Corp.

Chicago 14, Ill., 1130 W. Wisconsin Ave.; R. N. Leonard, pres; Tel.: Mohawk 4-4617

Products: antennae; lightning arrestor

Radio-Music Corp.

Port Chester, N. Y., 84 S. Water St.; Lionel B. Cornwell, pres; Tel.: Jefferson 1-8620

Products: transcription reproducers, turntables, amplifiers

Rangertone, Inc.

Newark 4, N. J., 73 Winthrop St.; Col. 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 St.; A. E. Keleher, Jr., mgr; Tel.: Waltham 5-5860

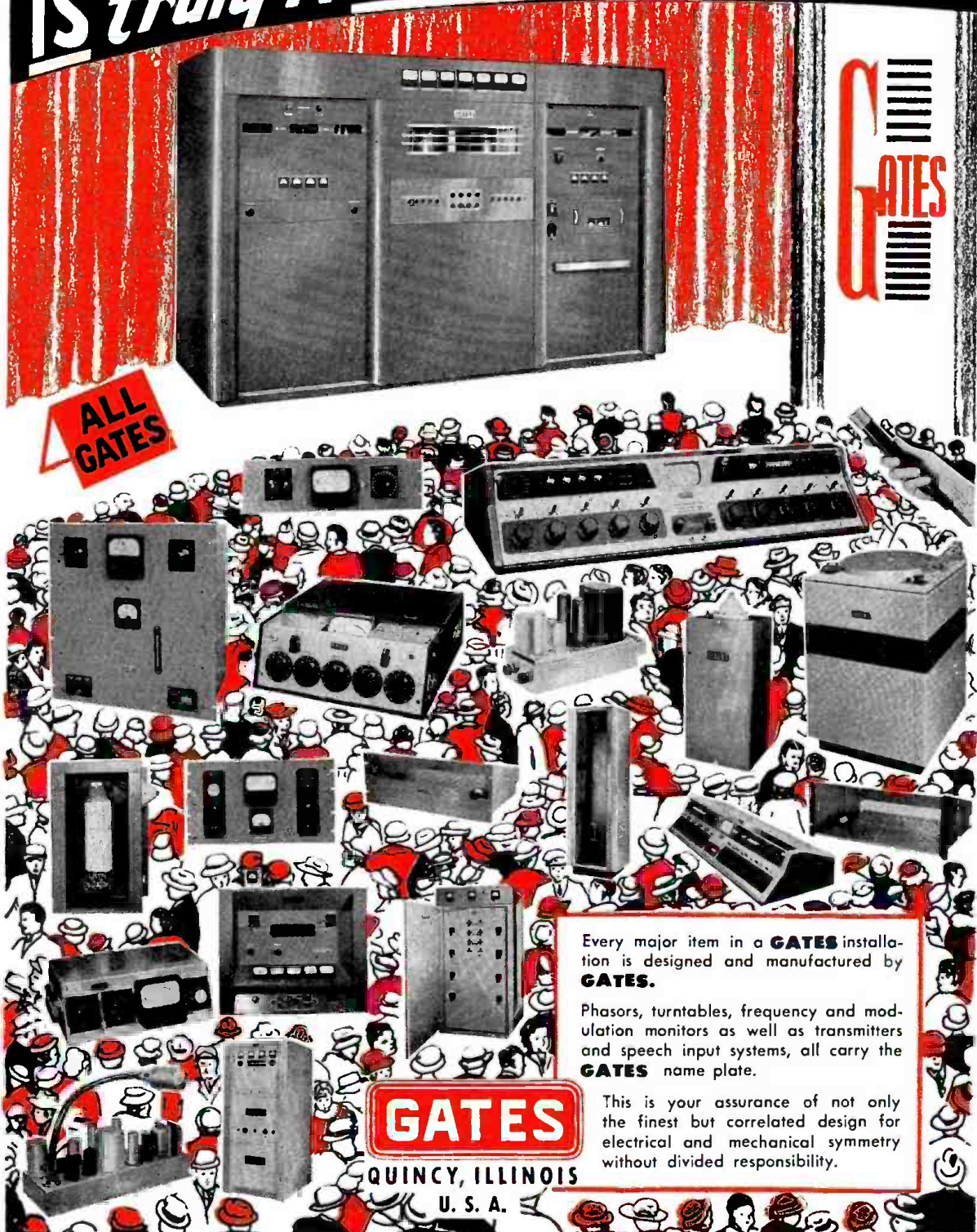
Chicago 6, Ill., 7107 W. Addison St.; J. C. Profta, mgr; Tel.: Mulberry 5-6575

Cleveland 11, Ohio, 3076 W. 117th St.; H. L. HERNON, mgr; Tel.: Winton 1-7005

New Orleans 15, La., 4032 Thalia St.; W. J. Monroe, mgr; Tel.: Canal 7611

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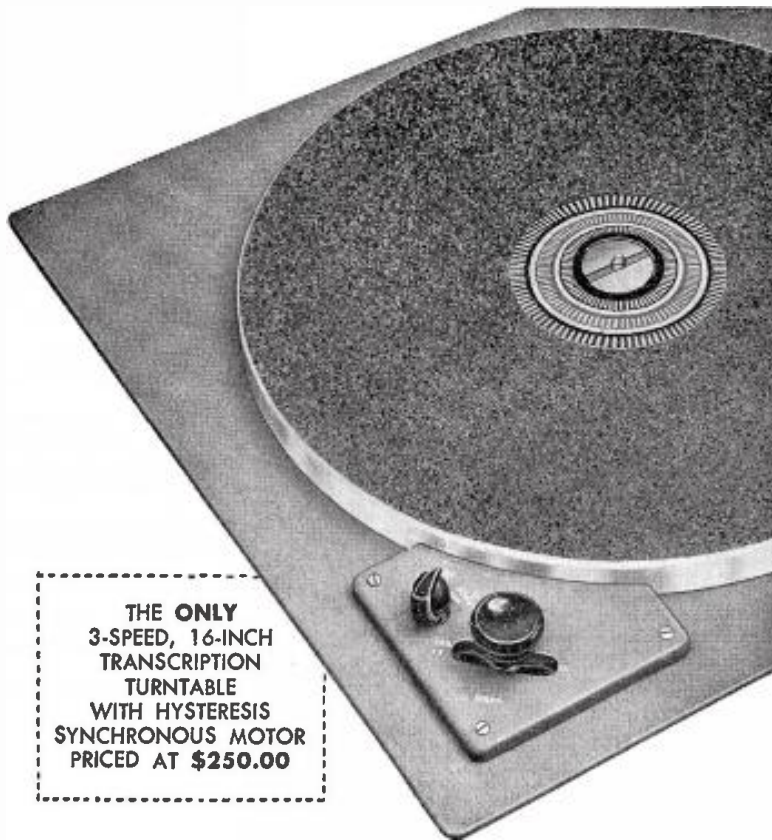
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B-16H\$109.95



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REK-O-KUT COMPANY

Makers of Fine Recording and Playback Equipment
38-01 Queens Boulevard, Long Island City 1, N. Y.

- 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 s; 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 s; Tel.: Oregon 5-7868
 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, s; mgr.; Tel.: Stillwell 4-7062
 Products: transcription, recording turntables, disc recording equipment
 Rust Industrial Co., Inc.
 Manchester, New Hampshire, 130 Silver St.; W. F. Rust, Jr., pres; Tel.: Manchester 3-3596
 New York 17, N. Y., 41 E. 42nd St.; H. F. Penfold, gen s; mgr.; Tel.: Murray Hill 2-4417
 Products: remote control studio and transmitter units and accessories
 Ryder Sound Services, Inc.
 Los Angeles 39, Calif., 1161 N. Vine St.; P. E. Bri-gandi, gen mgr; Tel.: Hollywood 9-3511
 Schafer Custom Engineering
 Burbank, Calif., 235 S. Third St.; Paul C. Schafer, owner-mgr; Tel.: Thornwall 4-2461
 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
 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 s; mgr; Tel.: Main 2-6300
 Products: self winding clocks
 Servo Corp. of America
 New Hyde Park, N. Y., 20-20 Jericho Turnpike; Frank Willey, s; mgr; Tel.: Fieldstone 7-2810
 Products: am: vhf receivers, converters. fm: vhf converters
 Shallcross Mfg. Co.
 Collingdale, Pa., Jackson & Pusey Aves.; D. M. O'Halloran, vice pres; Tel.: Farragut 9-5100
 Products: equipment, resistors, switches, test equipment
 Shure Bros., Inc.
 Chicago 10, Ill., 225 W. Huron; V. Machin, vice pres chrg s; Tel.: Delaware 7-4550
 Products: microphones, magnetic recording heads
 Skyline Tower Co.
 Chicago 29, Ill., 2436 W. 59th St.; W. E. Smith, mgr; Tel.: Walbrook 5-1288
 Products: 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.; Dr. F. R. Smith, chief engr; Tel.: Decatur 2-1522
 Products: magnetic tape duplication equipment
 Sonic Recording Products, Inc.
 Freeport, N. Y., 58 Mill Rd.; A. Snyder, s; 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, s; 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: sound recorders

The Soundcriber 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 Turnpike; Martin L. Roth, sls mgr; Tel.: South River 6-5252

Products: receiving antenna mounting accessories, aluminum guy wires and ground wires

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., Mfgs. 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.; Walter L. Guzewicz, pres; Tel.: North Wales 4871

Manhasset, L. I., 200 Plaudome Rd.; Henry J. Guzewicz, vice pres; Tel.: 7-5961

Products: towers and erection

Stancil-Hoffman Corp.

Hollywood 38, Calif., 921 N. Highland Ave.; W. V. Stancil, pres; Tel.: 4-7461

Stamford, Conn., 200 5th St.; H. J. Geist, mgr; Tel.: Stamford 4-7300

Evanston, Ill., 845 Chicago Ave.; W. B. Cozzens, mgr; Tel.: Davis 8-4800

Toronto, Can., 447 Jarvis St.; S. W. Caldwell, mgr; Tel.: WA 2-2103

Honolulu, Hawaii, 1545 S. Beretania; T. Y. Takase, mgr

Products: magnetic recording and reproducing equipment, motors, heads

Standard Electronics Div. of the Hupp Corp.

Carlisle, Pa., P. O. Box 513; J. B. Fowler, Jr., pres; Tel.: 1495

Products: quartz crystals, crystal ovens, photocells, transformers

Standard Electronics Corp.

Newark 5, N. J., 285 Emmet St.; W. R. Zillger, vice pres; Tel.: Bigelow 3-5340

Products: transmitters, speech input equipment, generators, transmitter, cameras, studio equipment, complete station package

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: electric relays

Swagger Tower Co.

Angola, Ind., Box 203; W. E. Swagger, owner; Tel.: 8187

Products: towers

A. T. Switzer Co. (Mid-West Steeple Jack Service)

Kansas City 8, Mo., 1514 Cherry St.; L. V. Switzer, pres; Tel.: Grand 1-2171

Products: maintenance and tower painting

Sylvania Electric Products, Inc.

New York 19, N. Y., 1740 Broadway; B. K. Wickstrum, vice pres & dir of sls; Tel.: Judson 6-2424

Cleveland, Ohio, 4848 W. 130th St.; J. P. Vail, mgr; Tel.: Clearwater 2-0500

Kansas City, Kans., 450 Funston Rd.; E. J. Hasse, mgr; Tel.: Drexel 3773

Los Angeles, Calif., 2936 E. 46th St.; E. A. Larson, mgr; Tel.: Logan 5-8121

Melrose Park, Ill., 2001 N. Cornell Ave.; R. L. McNelis, mgr; Tel.: Estebrook 9-3535

Philadelphia, Pa., 4700 Parkside Ave.; R. C. Hoffman, mgr; Tel.: Greenwood 7-5000

Pittsburgh, Pa., 300 Mt. Lebanon Blvd.; J. B. Pomeroy, mgr; Tel.: Lehigh 1-4975

Seattle, Wash., 3466 E. Marginal Way; R. P. Gulon, mgr; Tel.: Main 6888

Teterboro, N. J., 1000 Huyler St.; J. J. McCarthy, mgr; Tel.: Hasbrouck Hgts. 8-9484

Woburn, Mass., 100 Sylvan Rd.; S. J. McDonald, mgr; Tel.: Woburn 2-3500

Products: tubes, transistors, crystal diodes, electronic systems, radio sets, hi-fi equipment

Tape Recorders, Inc.

Chicago 7, Ill., 1501 W. Congress St.; H. J. Daly, pres; Tel.: Chesapeake 3-1234

Los Angeles 46, Calif., 8746 Sunset Blvd.; J. P. Lekas, chief engr.; Tel.: Crestview 4-1338

Products: tape recorders

Sarkes Tarzian, Inc., Broadcast Equipment Div.

Bloomington, Ind., E. Hillside Dr.; Biagio Presti, gen sls mgr; Tel.: 7251

Products: audio control consoles, audio monitor amplifiers

Technology Instrument Corp.

Acton, Mass., 531 Main St.; H. L. Gray, sls engr mgr; Tel.: Colonial 3-7711

Products: precision wire wound and trimmer potentiometers; phase angle meters, amplifiers, oscillators, complex plane analyzers, phase standards, impedance meters

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



of the tough, shock-proof construction of the SHURE Concert-Line Model "333" Microphone

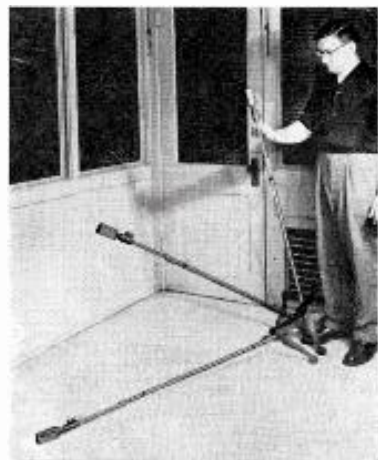
THE HAMMER TEST!

With the Model "333" used as hammer, seven nails were driven into a 2" x 4" hardwood block—without affecting the performance of this rugged microphone.

Here's proof that the Shure "333" can take punishment. This compact, beautifully designed, unidirectional microphone will take the most severe abuse that can be encountered in broadcasting operations—and still operate perfectly.

There has been no compromise with the highest quality standards of Broadcasting and TV studios to bring you this amazing ruggedness.

The Model "333" has a smooth, peak-free response—production uniformity guaranteed to plus or minus 2½ db—from 30 to 15,000 c.p.s. The patented Shure "Uniphase" acoustic system and the ultra-cardioid polar pattern result in a 73% reduction in random noise energy pickup—important features for both remote and studio use.



AN EVEN MORE DESTRUCTIVE TEST!
The identical microphone, mounted on a floor stand, was crashed onto the bare floor. This was done six times—still no noticeable change in the performance of the "333"!



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Phone: Grand 1-2171

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 sta-
tions; portable tape recorders, broadcast sta-
tion 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 Wil-
dauer, mgr
Products: pressure wire connectors; grounding
seath connectors (solderless)

Tower Construction Co.
Sioux City 2, Iowa, 2700 Hawkeye Dr.; M. M.
Lyatsensky, owner; Tel.: 5-7632
W. Hyattsville, Md., 6640 23rd Ave.; F. Little, mgr;
Tel.: Harrison 2-3515
Products: towers, microwave buildings, erection
services, antenna installations

Tower Sales & Erecting Co.
Portland 13, Ore., 6100 N.E. Columbia Blvd; C. H.
Fisher, pres; Tel.: Atlantic 7-7303
Products: towers, erecting, lighting and painting
and ground system

The Transcriber Co.
Attleboro, Mass., 70 Pine St.; Kenneth Puleston,
owner; Tel.: Attleboro 1-3525
Products: diamond styli; do retipping of any
replaceable type needle (stylus)

Trans-Lux Corp.
New York 20, N. Y., 1270 Ave. of the Americas;
B. W. Roth, sls 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

John D. Trilsch, Inc.
Houston, Texas, 1310 McKinney Ave.; J. D. Trilsch,
pres; Tel.: Capitol 8-9351
Products: towers, radiators, reflectors

Truscon Steel, Div., Republic Steel Corp.
Youngstown 1, Ohio, Albert St.; G. F. Bateson,
sls mgr; Tel.: Riverside 6-7211
Products: towers

Tung-Sol Electric, Inc.
Newark 4, N. J., 95 Eighth Ave.; J. M. Malone, mgr;
Tel.: Humboldt 2-4200
Melrose Park, Ill., 1975 N. Hawthorne Ave.; R.
Whitlock, mgr; Tel.: Filmore 5-2995
Culver City, Calif., 8575 Washington Blvd.; J. Cor-
coran, mgr; Tel.: Texas 0-5505
Products: tubes, semiconductors

The Turner Co.
Cedar Rapids, Iowa, 909 17th St., N. W.; H. M. Mur-
dock, sls mgr; Tel.: 3-8144
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.;
J. X. Tait, mgr; Tel.: Lincoln 3-2705
Products: consoles, equipment

United States Tower Co.
Petersburg, Va., Union Trust Bldg.; J. J. Hoke,
owner and mgr
Products: towers

United Transformer Co.
New York 13, N. Y., 150 Varick St.; H. Russell,
sls mgr; Tel.: Algonquin 5-3500
Los Angeles 16, Calif., 4008 W. Jefferson Ave.;
A. Kornblum, mgr; Tel.: Republic 1-8313
Products: transformers, reactors, filters, equal-
izers, coils

University Loudspeakers, Inc.
White Plains, N. Y., 80 S. Kensico Ave.; L. J.
Epstein, sls mgr; Tel.: 6-7700
Products: public address loudspeakers and ac-
cessories, high fidelity speakers and 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, 57-3390
Washington, D. C., 3738 Kanawha St., N. W.; W. E.
Benns, Jr., partner; Tel.: Emerson 2-8071
Products: towers

Wallach & Assoc., Inc.
Cleveland 3, Ohio, 1589 Addison Rd.; A. Wallach,
pres; Tel.: Sweetbriar 1-5580
Products: sectional and double door disc cab-
nets, tape recording reel 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. H. Bailey, vice
pres; Tel.: 8-4441
Products: magnetic tape recorders, allied elec-
tronic devices

Westinghouse Electric Corp.
Baltimore 3, Md., 2519 Wilkens Ave.; G. H. Phelps,
mgr radio sls; 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. Lattauzeo;
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 8, Calif., 410 Bush St.; S. H. Har-
rison, mgr; Tel.: Exbrook 2-5353
Products: 50 kilowatt transmitters, transmitter
consoles, transmitting tubes, instruments, met-
ers, relays, studio and tower lighting equip-
ment, transformers, capacitors, circuit break-
ers, regulators, precipitrons and switchgear

West Coast Electronics Co.
Los Angeles 16, Calif., 5873 W. Jefferson Blvd.;
B. A. Worcester, pres; Tel.: Texas 0-7211
Products: receivers, transmitters, modulation
meters

Weston Electrical Instrument Corp.
Newark 5, N. J., 614 Freilinghuysen Ave.; J. M.
Edmonds, mgr; Tel.: Bigelow 3-4700
New York 7, N. Y., Rm. 1775, 50 Church St.; W. J.
Healey, mgr; Tel.: Worth 4-3510
Chicago 6, Ill., Rm. 1222, 205 W. Wacker Dr.; C. G.
Miller, mgr; Tel.: Franklin 2-4656
Washington 11, D. C., 8230 Third St., N.W.; L. F.
Parachini, mgr; Tel.: Tuckerman 2-2414
Products: test equipment, meters, calibrators,
generators, tube checkers, oscilloscopes, volt-
meters, analyzers

Wickes Engineering & Construction Co.
Camden 4, N. J., 12th St. & Ferry Ave.; R. G.
Wickes, vice pres & gen mgr; Tel.: Woodlawn
4-4912
Dayton 3, Ohio, 332 Forestdale Ave.; M. S.
Roberts, mgr; Tel.: Kenmore 5622
Pleasantville, N. Y., 63 Bedford Rd.; N. Marshall,
mgr; Tel.: 2-4100

Washington 5, D. C., 1017 Investment Bldg.; J. J.
Sweeney, mgr; Tel.: Republic 7-3452
Products: testers, generators, color coders, color
analyzers, monitors, filters, tracers, synthe-
sizers, networks, phase display equipment,
amplifiers, regulated power supplies, instru-
ments

Wilcox-Gay Corp.
Charlotte, Mich.; L. M. Sandwick, vice pres & sls
mgr; Tel.: Charlotte 485

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 & Division Sts.; V. V.
Holmes, mgr; Tel.: 2-1844
Products: towers, radiators

Wind Turbine Co.
West Chester, Pa., E. Market St. & Pa. R. R.;
R. W. Weeks, pres; Tel.: West Chester 3110
Toronto 9, Ont., Can., 51 McCormack St.; J. R.
Tilton, mgr; Tel.: Junction 1129
Products: supply, installation guyed towers;
microwave relay towers; ground systems;
transmission lines

Wright Zimmerman, Inc.
St. Paul 12, Minn., New Brighton; J. D. Zimmer-
man, pres; Tel.: Midway 6-8877
Products: speakers

Zenith 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.: Longacre 4-6800
Products: table radios, portables, clock radios,
table and console radio-phonographs

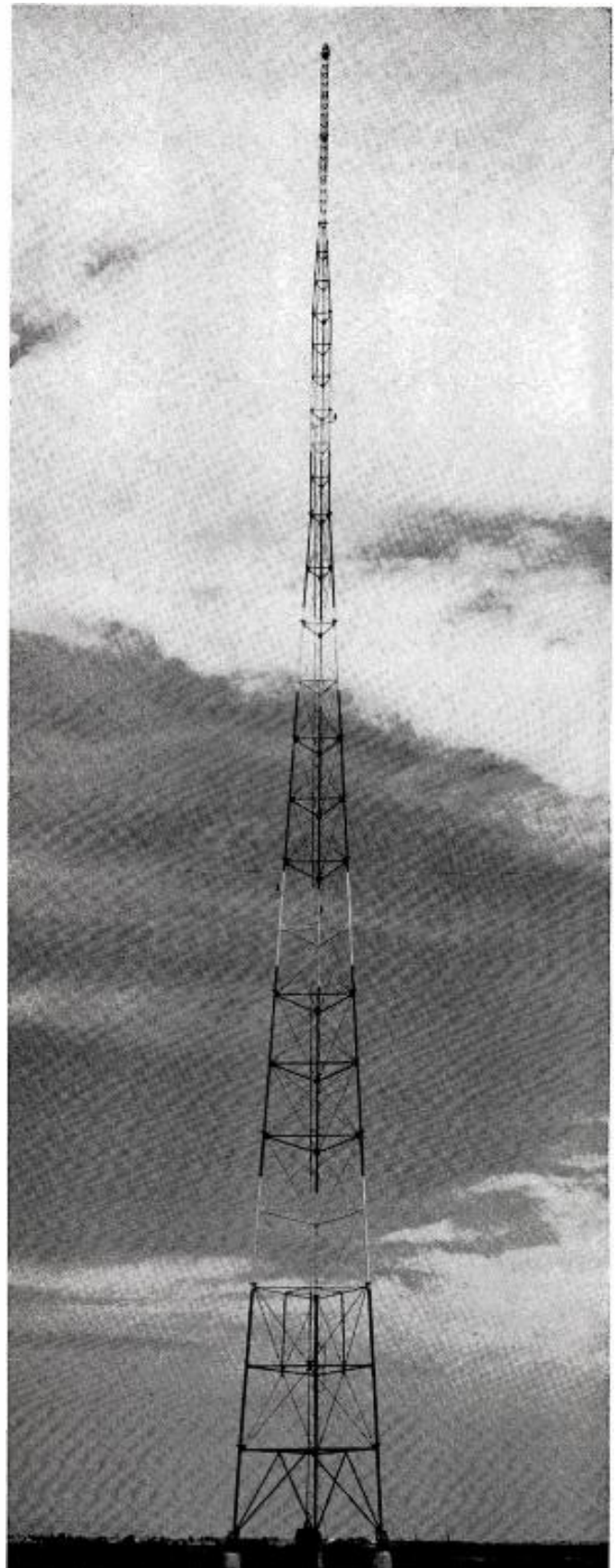
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Whatever your installation requirements, Stainless has installed a similar system recently . . . a single guyed tower . . . a single self-supporting structure or a multi-tower directional array. In addition to these installations, many unusual requirements have been met with excellent performance. For example: towers erected in the midst of salt water, with a proved record of dependable performance . . . towers located in hurricane zones with absolute security against severe windloading . . . mixed arrays affording economy and sectionalized towers providing desirable radiation characteristics. Pedestal mounted towers are available to bring tower bases into line when a multi-tower array is installed on sloping terrain or to elevate an insulated tower where floods or high-snow conditions exist.

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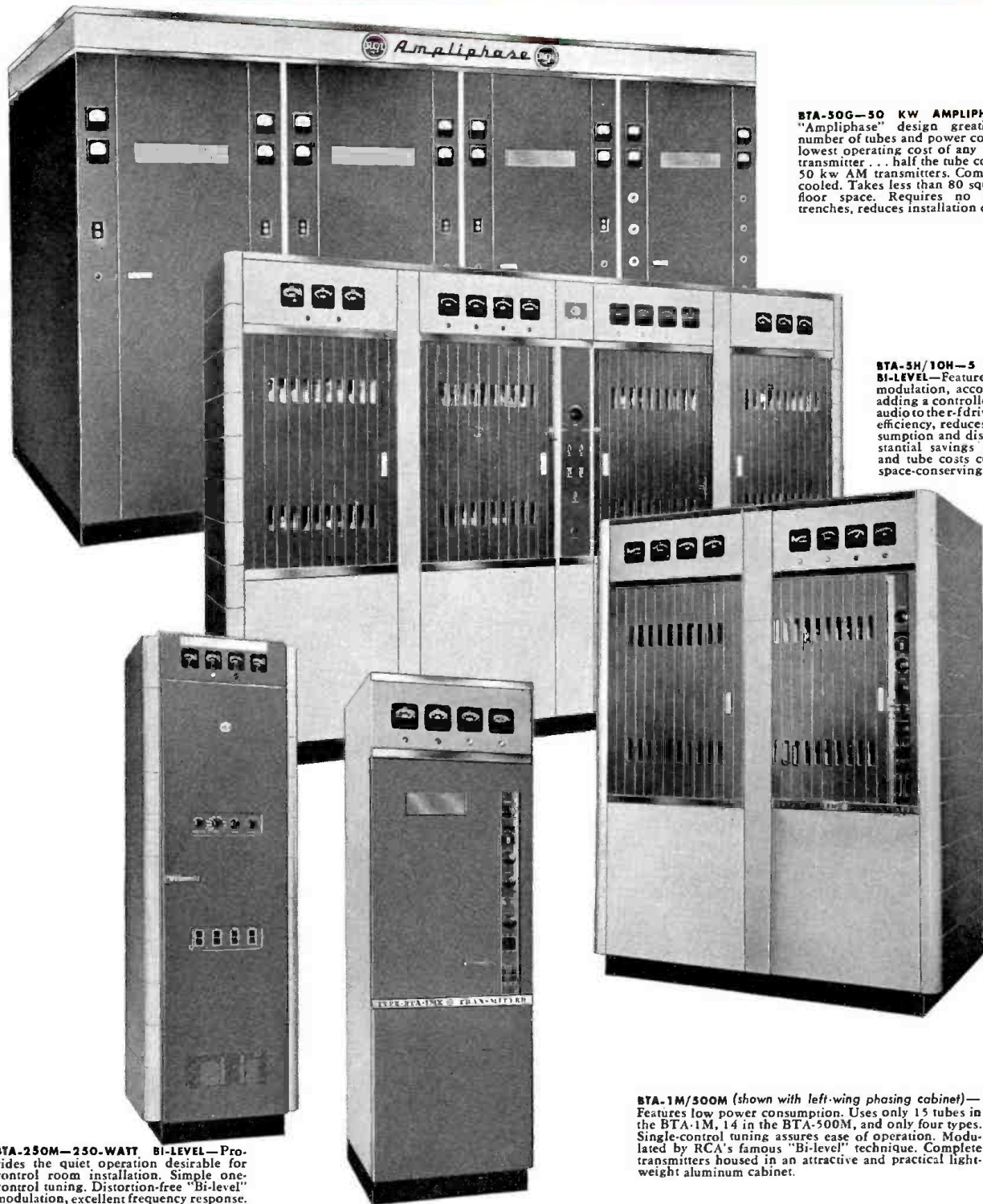
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TYPICAL STAINLESS SELF-SUPPORTING AM TOWER

WFMD-FREDERICK, MD.

the truth about...



BTA-50G—50 KW AMPLIPHASE—New "Ampliphase" design greatly reduces number of tubes and power costs, assures lowest operating cost of any 50 kw AM transmitter... half the tube cost of older 50 kw AM transmitters. Completely air-cooled. Takes less than 80 square feet of floor space. Requires no under-floor trenches, reduces installation costs.

BTA-3H/10H—5 and 10 KW BI-LEVEL—Features "Bi-level" modulation, accomplished by adding a controlled amount of audio to the r-f driver, increases efficiency, reduces power consumption and distortion. Substantial savings in operating and tube costs combine with space-conserving design.

BTA-250M—250-WATT BI-LEVEL—Provides the quiet operation desirable for control room installation. Simple one-control tuning. Distortion-free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package."

BTA-1M/500M (shown with left-wing phasing cabinet)—Features low power consumption. Uses only 15 tubes in the BTA-1M, 14 in the BTA-500M, and only four types. Single-control tuning assures ease of operation. Modulated by RCA's famous "Bi-level" technique. Complete transmitters housed in an attractive and practical lightweight aluminum cabinet.

BTA-1MX/500MX—Designed for high-fidelity operation. Transmitters BTA-1MX (1KW) and BTA-500MX (500 watts) offer single-control tuning, desirable Bi-level modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required... approximately 6 square feet.

REMOTE CONTROL EQUIPMENT—RCA Remote Control Equipment provides facilities to switch program lines, adjust plate or filament voltage, operate a line variac control on emergency transmitter, control Conelrad switching, operate power contactors and reset manual overload breakers, from any desired control point, regardless of transmitter design or power.

RCA AM transmitters

FOR 25 YEARS RCA broadcast transmitters have been widely acknowledged as *the* best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can “afford” one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford *not* to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two *facts*:

1. RCA transmitters are generally less expensive to operate. This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. RCA transmitters almost always have higher resale value. This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest *AM Specialist* (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!

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Radio Broadcast Sales
Representative

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- BOSTON 16, MASS.**
200 Berkeley Street, Hubbard 2-1700
- CAMDEN 2, N.J.**
Front & Cooper Streets,
Woodlawn 3-8000
- CHICAGO 54, ILL.**
Delaware 7-0700 Merchandise
Mart Plaza, Room 1186
- CLEVELAND 15, OHIO**
1600 Keith Bldg., Cherry 1-3450
- DALLAS 1, TEXAS**
1907-11 McKinney Avenue,
Riverside 1371
- DAYTON 2, OHIO**
120 West Second Street,
Hemlock 5585
- HOLLYWOOD 28, CALIF.**
1560 N. Vine Street,
Hollywood 9-2154
- KANSAS CITY 6, MO.**
1006 Grand Avenue, Harrison 6480
- NEW YORK 20, N.Y.**
36 W. 49th Street, Judson 6-3800
- SAN FRANCISCO 2, CALIF.**
420 Taylor Street, Ordway 3-8027
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CAMDEN, N. J.

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Am, Fm, Tv 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, "Application for Authority to Construct a New Broadcast Sta-

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 390, 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.

tion 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.

If, 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 1955

	Radio Television	Radio Home Sets	Radio Portables	Radio Auto	Radio Clock	Total Radio
January	654,582	280,121	47,303	573,837	166,885	1,068,146
February	702,514	232,831	109,120	597,742	150,031	1,089,724
March (5 wks)	831,156	300,840	233,465	774,025	173,944	1,482,274
April	583,174	193,431	265,866	567,876	72,602	1,099,775
May	567,394	161,357	258,701	563,369	130,608	1,114,035
June (5 wks)	589,973	181,930	255,833	584,567	182,605	1,204,935
July	344,295	141,119	79,410	404,443	93,517	718,489
August	647,903	300,513	106,197	403,320	137,604	947,634
Sept. (5 wks)	939,515	417,802	139,164	511,278	234,106	1,302,350
October	759,735	398,087	168,709	651,017	282,393	1,500,206
November*	644,433	406,897	177,499	739,464	276,885	1,600,745
December (5 wks)**	600,000	450,000	200,000	750,000	350,000	1,750,000
TOTAL	7,764,674	3,464,928	2,041,267	7,120,938	2,251,180	14,878,313

* Preliminary

** Estimated

Source: Radio-Electronics-Television Manufacturers Association

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FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1956. Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

Allocations and Definitions

IN AM RULES¹.

§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 is free from interference except from stations on the adjacent channel, and from sta-

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(EDITOR'S NOTE: For convenience, rules for am and fm have been consolidated under the above general headings.)

tions on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The 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 a final 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 operat-

ing 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 station³ 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 10 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:

To each of the channels below there will be assigned one or more class I stations 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 groundwave or 25 microvolts per meter 10 per cent time skywave 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, 990, 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* 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, 980, 970, 980, 1150, 1250, 1260, 1270,* 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 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.")

(b) In all cases where an individual station assignment may cause interference with or may in-

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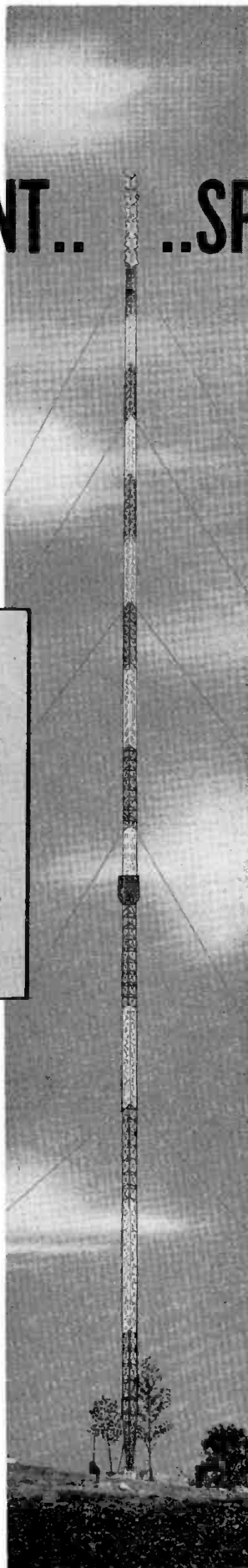
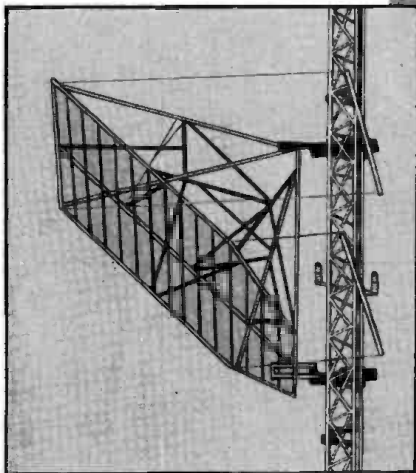
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station a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.¹⁰

(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.¹¹ 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 equivalent¹² 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 in a class A station shall be not more 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 paragraphs (c) and (d) 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	99.4	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.

(d) In the Territory of Alaska the frequency band 88-108 mc is allocated to Government radio services and the non-Government fixed service only. The frequencies 88.1 mc through 99.9 mc (channels 201 through 280 inclusive) will not be assigned in the Territory of Alaska 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 maxi-

mum 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 equivalent¹² of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.¹³ 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 equivalent¹² of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.¹⁴ 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 basis of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) The following frequencies, except as provided in paragraphs (c) and (d) of this section 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.

(d) In the Territory of Alaska the frequency band 88-108 mc is allocated exclusively to Government radio services and the non-Government fixed service. The frequencies 88.1 mc through 99.9 mc (channels 201 through 280 inclusive) will not be assigned in the Territory of Alaska 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 control¹⁵) 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 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 standard broadcast stations.¹⁶

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 control¹⁴) 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 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 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.¹⁵

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 and 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 main studio 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 application¹⁶ 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 borough or main studio in which the station is located in accordance with the Standards of Good Engineering Practice Governing 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 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, the actual sunrise and sunset time are derived by interpolation in the tables of the 1946 American



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§3.80 Secondary station; filing of operating schedule.—The licensee of a secondary station authorized to operate limited time and which 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 interference¹⁷ by use of its daytime facilities within the 0.5 mv/m 50% skywave 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 3.77 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. A minimum of 36 hours per week during the hours

of 6 a.m. to midnight consisting of not less than 5 hours in any one day, except Sunday, must be devoted to the fm broadcast operation; time devoted to operations conducted pursuant to a Subsidiary Communications Authorization (see § 3.293-3.295) shall not be included in meeting this 36-hour broadcast requirement. 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 by none of the operators, 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.¹⁹ 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 holding 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.

(d) The licensed 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 FM RULES . . .

§3.265 Operator requirements.
EDITOR'S NOTE: Substantially the same as §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 section 3.261. The Commission shall be notified by the licensee of the fm broadcast station 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 organization²⁰ 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 Terms 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 up to 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 options²⁰ for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours²¹ 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 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.²² 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 control²³ 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 control²³ 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 Filed²⁴

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 or

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) Article 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 instruction 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 operations such as "storecasting," "transitcasting," "background music," and similar services. This provision does not require the filing of contracts granting functional music licensees 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 special 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 en-

gineering 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.²⁷
- (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, as 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 change²⁸ 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.²⁹

(c) Exceptions. Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, 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

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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 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 . . .

§3.234 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 . . .

§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 . . .

§3.187 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) of 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 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 announcement (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 announcement 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 Wilsons, 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 5 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 . . .

§3.289.—[EDITOR'S NOTE: Identical with §3.188, above.]

Political Broadcasts

FOR AM AND FM . . .

§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 for 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. Such records shall be retained for a period of two years.

Rebroadcasts

IN AM RULES . . .

§3.191 Rebroadcast.—(a) The term "rebroadcast" means reception by radio of the program²⁴ of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.²⁵

(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.²⁶

(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.²⁷

(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

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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.

IN FM RULES . . .

§3.291—[EDITOR'S NOTE: Identical in terms with §3.191, above, with two exceptions: Paragraph (e) of §3.191 is deleted in §3.291, and Paragraph (b) relates to rebroadcast of programs of U.S. "standard, fm or noncommercial educational" 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 notice and answer 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. 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, in person, or by 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 upon 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 but 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 therefore 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 the 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 Commission, 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 caused 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 charges 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

¹ 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.

² 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.

³ Formal applications required. See Standards of Good Engineering Practice for number.

⁴ See money required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

⁵ 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.

⁶ A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

⁷ See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV).

⁸ See agreement with Mexico for further use of this channel.

⁹ See 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.

¹⁰ 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 stating that no assignments will be made conflicting with a duly notified station in nations not signatory to NARBA, i.e., Mexico and Haiti.)

¹¹ In some of the territory contiguous to Area I, the demand for frequencies requires that applications be given careful study and consideration to ensure 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.

¹² For the purpose of determining equivalent coverage, the 1 mV/m contour should be used.

¹³ 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).

¹⁴ The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

¹⁵ 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.

¹⁶ Formal application required (Form 301).

¹⁷ As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

¹⁸ 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.

¹⁹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

²⁰ 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 schedule the time during which such programs are scheduled, or shall require the station to clear time already scheduled when the network organization seeks to utilize the time.

²¹ 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.

²² 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.

²³ 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.

²⁴ 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.

²⁵ See footnote 24, above.

²⁶ 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."

²⁷ 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).

²⁸ 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 section 310 (b) of the Communications Act and section 1.321 of the Commission's Rules.

²⁹ The 60-day requirement does not apply to amateurs.

³⁰ This requirement does not apply to noncommercial educational fm broadcast stations.

³¹ 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.

³² Section 3.190, reprinted here, is from am rules. In fm it is 3.290.

³³ As used in section 3.191, program includes any complete program or part thereof, or any signals if other than A-3 emission.

³⁴ 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.

³⁵ 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.

³⁶ The broadcasting of a program relayed by a remote pickup broadcast station (section 4.401) is not considered a rebroadcast.

³⁷ Informal application may be employed.

³⁸ 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.

³⁹ Formal application required. See Standards of Good Engineering Practice for form number.

RADIO NEWS SERVICES

ASSOCIATED PRESS—50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. Executives: Frank J. Starzel, gen. mgr.; Oliver Gramling, asst. gen. mgr.; Lloyd Stratton, sec.; John Aspinwall, radio news ed. (Continuous worldwide news; business and market reports; specialized feature scripts; sports news, spot and commentary; for tv, AP Wirephoto for spot picture coverage.)

BRITISH UNITED PRESS LTD.—231 St. James St. W., Montreal, Que. Tel.: Plateau 9947. Philip R. Curran, gen. mgr.; Dennis Landry, exec. news ed.; N. M. MacLeod, asst. gen. mgr. and chief correspondent at Ottawa; Fred A. Darrell, com. mgr.; Willard D. Eberhart, bureau mgr.; T. G. McQuaid, radio ed.; James R. Nelson, news pictures; John Chartier, bus. rep.

BROADCAST NEWS LTD.—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont. Tel.: Empire 4-2692; Gillis Purcell, ch. exec.; Charles Edwards, mgr.; C. A. Day, treas. (Worldwide news and features to radio and tv stations by teletype.)

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Kingsbury Smith, gen. mgr.; Philip G. Reed, asst. gen. mgr.; Barry Faris, ed.-in-chief; Paul R. Allerup,

mgr. ed.; Robert W. Brown, bus. mgr.; Robert H. Reid, tv sales mgr.; John M. Cooper, radio-tv news dir.; Kenneth Smith, prom. mgr. (Worldwide news and news-feature coverage by 24-hour teletype printer; special facsimile circuit for tv stations carrying spot news and sports photos, with on-the-spot audio recordings; radios, weather maps, and other visual aids for tv newscasts; daily tv news film; weekly tv newsreel; weekly sports reel.)

PRESS ASSN. (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Tel.: Plaza 7-1111; Frank J. Starzel, pres.; Oliver Gramling, vp.; Lloyd Stratton, sec.

REUTERS LTD. OF LONDON—Times Bldg., 229 W. 43d St., New York. Tel.: Bryant 9-8558. D. K. Rogers, N. Amer. mgr.; C. B. Lynch, N. Amer. ed.

UNITED PRESS ASSNS. (Including United Press Movietone Television News and United Press Newspictures)—220 E. 42d St., New York 17. Tel.: Murray Hill 2-0400. Officers, New York: Hugh Baillie, chmn. of bd.; Frank H. Bartholomew, pres.-gen. mgr.; Earl J. Johnson, vp.-gen. news mgr.; Mims Thomason, vp.-gen. bus. mgr.; LeRoy Keller, vp.-gen. sis. mgr.; Frank Tremaine, vp.-gen. newspictures mgr. New York executives: John J. Madigan,

radio news mgr.; William C. Payette, tv mgr. Regional executives: Atlanta, James W. Russell, southern div. radio ed.; Jack Young, southern div. newspapers mgr.; Boston, Alan B. Wade, New England radio ed.; David Wurzel, New England newspapers mgr.; Chicago, Charles E. Ahrens, central div. radio ed.; Harold W. Gully, central div. newspapers mgr.; Dallas, Charles J. McCarty, southwestern div. newspapers mgr.; Denver, Weber F. Trout, western radio ed.; Los Angeles, William F. Tyree, Pacific div. tv ed.; San Francisco, Cliff McDowell, Pacific div. newspapers mgr.; Washington, Robert J. Serling, Washington radio bureau mgr.; W. R. Higginbotham, Washington tv ed. (Services, for radio: news, news features on sports; women's interests, of human interest; recreation, farming, business, science, religion, commentary and review of outstanding news events, national and international affairs, Sunday show. For tv, motion picture news film, comprising sound and silent film with teletyped scripts and 24-hour news wire; spot newspapers by Telephoto, Unifax [facsimile], mail, messenger or courier, 7x9, 8x10, 3x4, telop and balop prints; sports shows, weekend sports, sports reviews, baseball scoreboards, including cartoons; weather shows, weather maps, slides or film, with scripts.)

NON-COMMERCIAL EDUCATIONAL FM BROADCAST STATIONS

December 1, 1955

*Indicates construction permit only

City	Call	Licensee	Frequency	Effective Radiated Power	Meridian	WMMI	Meridian	Municipal Junior College	88.1 mc	10 w
ALABAMA										
Tuscaloosa	WUOA	U. of Alabama	91.7 mc	15 kw	St. Louis	KSLH	Board of Education	91.5 mc	12.5 kw	
ARIZONA										
Phoenix	KFCA	Phoenix College	88.5 mc	10 w	Newark	WBGO	Board of Education	88.3 mc	20 kw	
CALIFORNIA										
Berkeley	KPFB	Pacific Foundation	89.3 mc	150 w	South Orange	WSOU	Seton Hall College	89.5 mc	2 kw	
Claremont	KLON	Pomona College	90.7 mc	10 w	Albuquerque	KANW	Board of Education	89.1 mc	350 w	
Long Beach	KLON	Board of Education	88.1 mc	10 w	Brooklyn	WNYE	Board of Education	91.5 mc	20 kw	
Los Angeles	KUSC	U. of Southern California	91.5 mc	2.9 kw	Floral Park	WSHS	Sewanaka High School	90.3 mc	350 w	
Oceanside	KOEN	Oceanside-Carlsbad Union High School District	89.7 mc	10 w	Ithaca	WITJ	Ithaca College	91.7 mc	10 w	
San Bernardino	KVRC	San Bernardino Valley Union Junior College District	91.9 mc	770 w	New York	WFUV	Fordham U.	90.7 mc	3.5 kw	
San Diego	KSDS	San Diego Unified School District	88.3 mc	375 w	Springville	WSPE	Board of Education, Central School District No. 1	88.1 mc	10 w	
San Francisco	KALW	San Francisco Unified School District	91.7 mc	3.3 kw	Syracuse	WAER	Syracuse U.	88.1 mc	730 w	
San Mateo	KCSM	San Mateo Junior College	90.9 mc	160 w	NORTH CAROLINA					
Santa Clara	KSCU	U. of Santa Clara	90.1 mc	2.45 kw	Chapel Hill	WUNC	U. of North Carolina	91.5 mc	15.5 kw	
Santa Monica	KCRW	Santa Monica School Board	89.9 mc	400 w	Greensboro	WGPS	Board of Trustees Greensboro City Administrative Unit	89.9 mc	10 w	
Stockton	KCVN	College of the Pacific	91.3 mc	3.4 kw	High Point	WHPS	Board of School Commissioners	89.3 mc	10 w	
COLORADO										
Colorado Spgs.	KRCC	Colorado College	91.3 mc	165 w	OHIO					
FLORIDA										
Miami	WTHS	Lindsey Hopkins Vocational School, Dade County Board of Public Instruction	91.7 mc	5 kw	Akron	WAPS	Board of Education	89.1 mc	1.3 kw	
Tallahassee	WFSU-FM	Florida State U.	91.5 mc	10 w	Athens	WOUT	Ohio U.	91.5 mc	10 w	
Tampa	WTUN	U. of Tampa	88.9 mc	770 w	Bowling Green	WBGU	Bowling Green State U.	88.1 mc	10 w	
Winter Park	WPRK	Rollins College	91.5 mc	330 w	Cleveland	WBOE	Board of Education	90.3 mc	10 kw	
GEORGIA										
Atlanta	WABE	Board of Education	90.1 mc	4.8 kw	Columbus	WCBE*	Board of Education	88.9 mc	17.5 kw	
HAWAII										
Honolulu	KUOH	U. of Hawaii	90.5 mc	10 w	Columbus	WOSU-FM	Ohio State U.	91.7 mc	14 kw	
Honolulu	KVOK	Kamehameha Schools	88.1 mc	10 w	Delaware	WSLN	Ohio Wesleyan U.	91.1 mc	10 w	
ILLINOIS										
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					
Macomb	WWKS*	Western Illinois State College	91.3 mc	16 kw	Norman	WNAD-FM	State U. of Oklahoma	90.9 mc	7 kw	
Urbana	WILL-FM	U. of Illinois	91.7 mc	100 w	Oklahoma City	KOKH	Board of Education	88.9 mc	7.6 kw	
			90.9 mc*	300 w*	Shawnee	KBGC	Oklahoma Baptist U.	89.9 mc	10 w	
INDIANA										
Evansville	WEVC	Evansville College	91.5 mc	1.9 kw	Stillwater	KAMC-FM*	A & M College	91.7 mc	380 w	
Gary	WGVE	School City of Gary	88.1 mc	10 w	Tulsa	KWGS	U. of Tulsa	90.5 mc	4.1 kw	
Greencastle	WGRE	DePauw U.	91.7 mc	7 w	OREGON					
Hartford City	WHCI	School City of Hartford City	91.9 mc	10 w	Eugene	KRVM	School District No. 4, Lane County	91.9 mc	400 w	
Huntington	WYSH	School City of Huntington	91.9 mc	10 w	Eugene	KWAX	State Board of Higher Education	91.1 mc	10 w	
Indianapolis	WAJC	Butler U.	91.9 mc	670 w	Oretech	KTEC	Oregon Technical Institute	88.1 mc	10 w	
Indianapolis	WIAN	Board of School Comrs.	90.1 mc	120 w	PENNSYLVANIA					
Muncie	WVHI	Wilson Junior High School	91.5 mc	10 w	Havertown	WHHS	Havertown Township Senior High School	89.3 mc	10 w	
New Albany	WNAS	School City of New Albany	88.1 mc	800 w	Philadelphia	WHYY	Delaware Valley Educational Tv Corp.	90.9 mc	20 kw	
New Castle	WYSN	New Castle-Henry Township Schools	91.1 mc	10 w	Philadelphia	WPWT	Philadelphia Wireless Technical Institute	91.7 mc	125 w	
Wabash	WSKS	School City of Wabash	91.3 mc	10 w	Philadelphia	WRTI-FM	Temple U.	90.1 mc	10 w	
IOWA										
Ames	WOI-FM	Iowa State College of Agriculture & Mechanical Arts	90.1 mc	16 kw	Pittsburgh	WDUQ	Duquesne U.	91.5 mc	2.75 kw	
Des Moines	KDPS	Independent School District	88.1 mc	1.5 kw	Scranton	WUSV	U. of Scranton	89.9 mc	10 w	
Iowa City	KSUI	State U. of Iowa	91.7 mc	17.5 kw	State College	WDFM	Pennsylvania State U.	91.1 mc	250 w	
Waverly	KWAR	Wartburg Normal College	89.1 mc	10 w	SOUTH CAROLINA					
KANSAS										
Emporia	KSTE	Kansas State Teachers College	88.7 mc	350 w	Columbia	WUSC	Extension Division, U. of South Carolina	89.9 mc	10 w	
Lawrence	KANU	U. of Kansas	91.5 mc	35 kw	TENNESSEE					
Manhattan	KSDB-FM	Kansas State College	88.1 mc	10 w	Knoxville	WKCS	Fulton High School	91.1 mc	310 w	
Ottawa	KTJO-FM	Ottawa U.	88.1 mc	10 w	Knoxville	WUOT	U. of Tennessee	91.9 mc	79 kw*	
Wichita	KMUW	Municipal U. of Wichita	89.1 mc	10 w	TEXAS					
KENTUCKY										
Lexington	WBKY	U. of Kentucky	91.3 mc	2.3 kw	Abilene	KACC-FM	Abilene Christian College	91.9 mc	160 w	
Louisville	WFPK	Free Public Library	91.9 mc	19.5 kw	Dallas	KNER	Buckner Orphans Home	88.1 mc	10 w	
Louisville	WFPL	Free Public Library	89.3 mc	150 w	Dallas	KSMU-FM	Southern Methodist U. of Texas	89.3 mc	10 w	
LOUISIANA										
Baton Rouge	WLSU	Louisiana State U.	91.7 mc	1.8 kw	Dallas	KVTT	Texas Trade School	91.7 mc	780 w	
MARYLAND										
Baltimore	WBJC	Baltimore Junior College	88.1 mc	125 w	El Paso	KVOF-FM	Texas Western College of U. of Texas	88.5 mc	10 w	
MASSACHUSETTS										
Amherst	WAMF*	Amherst College	88.1 mc	10 w	Houston	KUHF	U. of Houston	91.3 mc	9.8 kw	
Amherst	WMUA	U. of Massachusetts	91.1 mc	10 w	Plainview	KHBL	Wayland Baptist College	88.1 mc	10 w	
Boston	WBUR	Boston U.	90.9 mc	20 kw	UTAH					
Boston	WERS	Emerson College	88.9 mc	18 kw	Ephraim	KEPH	Snow Branch Junior College	88.9 mc	10 w	
Cambridge	WGBH-FM	WGBU-FM Educ. Foundation	89.7 mc	15.5 kw	Logan	KVSC	Utah State Agricultural College	88.1 mc	10 w	
Springfield	WEDK	School Committee of Springfield	91.7 mc	10 w	VIRGINIA					
Winchester	WHSR-FM*	School Department	91.9 mc	10 w	Harrisonburg	WEMC	Eastern Mennonite College	91.7 mc	10 kw	
MICHIGAN										
Ann Arbor	WUOM	U. of Michigan	91.7 mc	115 kw	Norfolk	WMTI*	William & Mary School Board	91.5 mc	1.45 kw	
Detroit	WDTR	Board of Education	90.9 mc	2 kw	South Norfolk	WFOS*		90.5 mc	10 w	
East Lansing	WKAR-FM	State Bd. of Agriculture	93 mc	9.7 kw	WASHINGTON					
Highland Park	WHPR	School District of City of Highland Park	88.1 mc	7.74 w	Seattle	KUOW	U. of Washington	90.5 mc	3.4 kw	
MISSISSIPPI										
MISSOURI										
NEW JERSEY										
NEW MEXICO										
NEW YORK										
NORTH CAROLINA										
OHIO										
OKLAHOMA										
OREGON										
PENNSYLVANIA										
SOUTH CAROLINA										
TENNESSEE										
TEXAS										
UTAH										
VIRGINIA										
WASHINGTON										
WISCONSIN										

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

National Network (N), Regional Network (RN), Spot (S)

A

ACCURATE ADV. AGENCY INC.
1841 Broadway, New York
Tel.: Circle 7-3880
Radio Dept.: Richard A. Jasper, radio dir.
AD ASSOC.
5030 Wilshire Blvd., Los Angeles 36
Tel.: Webster 3-7501
Radio Dept.: Andy Kelly, pres., mgr.; Art Shippe, timebuyer.
AD FRIED ADV. AGENCY
318 15th St., Oakland 12, Calif.
Tel.: Higate 4-6580
Radio Dept.: Ad Fried, radio-tv dir., own.; Louis Sirignano, Elaine Fried, Gerhart Jacobi, Al Wilson, radio-tv prods.
Radio Accounts: Agallie Bronson Co., Bower-Smith Co., American Upholstery Co., Battery Products Co. (RN), Brazil Compounds, Betty Elizabeth Shampoo, Commercial Sales Co. (RN), Cochran & Celi Chevrolet Dealers, Davi Miracle Foam (RN), Del-Tra Co., California Shower Door Co., Fred Blakeney Co., C. P. Hunt Co., Elemin Supreme Formula (RN), Mica-Seal Waterproofing, Rhodes & Jamieson Ltd., Quiet Hour (RN), Oakland Light Opera Assn., Oakland Police & Firemen, Grimsnaw Nurseries (RN), Dicks Home Furnishers, Lou Winston Co., McDonald Tailor Stores, Carter Lumber Co., Fruitvale Merchants Assn., Perma-Bilt Home Developers (RN), Roto-Rooter Service, Murphy Buick Co., United Trading Stamps (RN), Tv & Radio Servicemen's Assn. of Contra Costa County, Seventh Day Adventist Churches of N. Calif. (RN), E-Z-Roll Wheel Co., (all S).
A. D. ADAMS ADV.
562 5th Ave., New York 36
Tel.: Circle 6-2540
Radio Dept.: A. D. Adams, own.
ADDINGTON-KRUTILEK ADV.
3722 Bowser Ave., Dallas 19, Tex.
Tel.: Lakeside 4134
Radio Dept.: Glenn D. Addington, Albert E. Krutilek.
Radio Accounts: Red Bankston Motors (S), Samuels & Co. (S), Avery Lumber Co. (S).
ADVERTISERS PRODUCTION AGENCY
119 S. Hope St., Los Angeles 15
Tel.: Richmond 9-7761
Radio Dept.: Marcia Smith, media dir., timebuyer.
ADV. INC.
Central Natl. Bank Bldg., Richmond 19, Va.
Tel.: 3-2809
ADV. CONSULTANTS
2146 24th Pl., N.E., Washington 18, D. C.
Tel.: Lawrence 6-6074
Radio Dept.: Bob Chappius, adv. dir.; Sidney Wolfe, radio dir.
Radio Accounts: George's Radio & Tv Co., Home Appliance Co., Phillips Warehouse Sales, Boyd's Discount Houses.
ADV. ENGINEERS CORP.
448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039
Radio Dept.: J. J. Innes.
THE AITKIN-KYNETT CO.
1400 S. Penn Sq., Philadelphia 2
Tel.: Rittenhouse 6-7810
Radio Dept.: Allen Gray, Richard Olanhoff, radio-tv dirs.; (Miss) E. M. Gretz, timebuyer; Barclay Hallowell, Allen Bobbe, radio-tv media.
Radio Accounts: Conrad-Pyle Co., Electric Storage Battery Co., Fuhrmann & Schmidt Brewing Co., First Camden Natl. Bank & Trust Co., Girard Trust Corn Exchange Bank, Mrs. Paul's Kitchens Inc., Pa. Refining Co., Southland Frozen Foods Inc., Spaulding Bakeries Inc., Stephan Bros., Sunshine Packing Corp. of Pa., Van-Wagenen & Schickhaus Co., Wolfs Head Oil Refining Co., (all S).
R. H. ALBER CO.
439 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 9-8273
Radio Dept.: Pauline Hagen, radio dir.; Fred E. Allen, acct. exec.
Radio Accounts: Gospel Bcstg. Assn., Unity School of Christianity, Christian Science Radio Comm., L. A. County, Christian Science Comm. on Pubs. for S. Calif., (all S).
ALLEN & MARSHALL ADV. AGENCY
616 S. Serrano St., Los Angeles 5
Tel.: Dunkirk 7-5163
Radio Dept.: Charles A. Booth, pres.; H. M. West, vp., mgr.; Mel Curtis, acct. exec., dir.
ALLEN & REYNOLDS
14th and Farnum Sts., Omaha 2
Tel.: Atlantic 4445
Radio Dept.: Milton J. Stephan, ptnr., radio-tv dir.; Don B. Amnsen, asst. radio-tv dir.; Jack Silver, prod. asst.; Sybil Berggren, media asst.; Judy Swafford, Don Brown, copy chiefs; Alice Helker, sec.; Beverly Doolittle, typist.
Radio Accounts: Bernard Bros., Carpenter Oil Co., Commercial Savings & Loan, Evans Laundry & Dry Cleaners, Federal Land Bank of Omaha, Fairmont Foods Co., Glaser's Provisions Co., Hayden House, T. H. Maenner Co., Merchants Biscuit Co., Northrup-Jones, Omaha Public Power Dist., Petersen Baking Co., Searle Petroleum Co., Sidles Co., Tekseed Hybrid Co., U. S. Natl. Bank, Walnut Grove Products Co., Woodmen Accident Co., (all S).
ALLIED ADV. AGENCIES INC.
167 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 7-7331
Radio Dept.: Stuart Heinemann, tv dir.; W. F. Gardner, Dick Gardner, acct. execs.
Radio Accounts: Arden Farms Co., Dr. F. E. Camp-

bell, Gold's Furniture-Appliances, Pavo de Grande Inc., West Pico Furniture, Pridham Davis, Optometrist, Weston's 909 Garage.
ALLIED ADV. AGENCY INC.
100 Boylston St., Boston 16
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 2-9678
Radio Dept.: Harold Frank, pres.
ANDERSON & CAIRNS INC.
130 E. 59th St., New York 22
Tel.: Murray Hill 8-5800
Radio Dept.: Victor Seydel, vp. in chg. radio-tv; Frank Lowe, prod. asst.; Anne Burkholder, asst.
Radio Accounts: Dynel Fibers, Rootes Motors, Aborn's Coffee, Baldwin Planos, Wynn's Friction Proofing, Dow Corning (Silicone Div.), Copease, Modern Globe, Alderney Dairy, (all S).
ANDERSON-McCONNELL ADV. AGENCY INC.
731 N. La Brea Ave., Los Angeles 38
Tel.: Webster 1-1761
Radio Dept.: Jacquelin M. Molinaro, media dir.; Merv Oakner, Bruce Altman, Bud Bennett, acct. execs.
Radio Accounts: Coastal Valley Canning Co., Hadley Furniture Co., Metropolitan Savings & Loan, Thriftmart-Fitzsimmons Stores Inc., Wallich Music City, Wynn Friction Proofing, W. K. Klessig Distr. Co., Paramount Citrus Assoc., (all S).
ANTHRACITE ADV. AGENCY
Scranton Times Bldg., Scranton 3, Pa.
Tel.: Diamond 7-9328
Radio Dept.: L. L. Russionello, acct. exec.; I. L. Dailey, timebuyer.
ARBEA AGENCY INC.
Wabash at Brown Ave., Terre Haute, Ind.
Tel.: Crawford 3563
Radio Dept.: W. L. Smith, vp.
ARNOLD, PRESTON, CHAPIN, LAMB & KEEN INC.
160 N. 15th St., Philadelphia 2
Tel.: Locust 4-4400
Radio Dept.: Kennard G. Keen Jr., radio dir.; (Miss) Po Jack, timebuyer; Ed Walper, John Signor, Robert N. D. Arndt, acct. execs.
Radio Accounts: V. LaRosa & Sons Inc., Wm. S. Scull Co., Hanover Canning Co., American Stores Co., Liberty Real Estate & Trust Co., Inter-State Milk Cooperative, Philadelphia Gas Works, (all S).
ARNOLD & CO.
262 Washington St., Boston 8
Tel.: Richmond 2-1220
Radio Dept.: Arnold Z. Rosoff, Robert F. Stearns, Clemantine Michel.
ARNOLD & CO.
Majestic Bldg., Denver 2
Tel.: Alpine 5-2300
Radio Dept.: Samuel P. Arnold, pres.; R. D. Lodders, gen. mgr.; Quintin E. McCredie, prod. mgr.; Harriet Truman, art mgr.; R. M. Easley, copywriter.
Radio Accounts: Colorado Motor Carriers' Assn., Bank of Denver, Republic Loan, Professional Paints.
RUPERT ARNOLD ADV. AGENCY
439 S. Western Ave., Los Angeles 5
Tel.: Dunkirk 2-0896
ART-COPY ADV. AGENCY
11 Hill St., Newark 2, N. J.
Tel.: Market 2-7115
Radio Dept.: Seymour Steinhardt, radio dir., timebuyer; Martin Steinhardt, acct. exec.
Radio Accounts: Parts Unlimited Stores.
ASSOCIATED ADV. AGENCY INC.
First Natl. Bank Bldg., Cincinnati 2
Tel.: Main 2811
Radio Dept.: Dolores B. Mescher, media mgr.
ASSOCIATED ADV. AGENCY INC.
1017 N. La Cienega Blvd., Los Angeles 46
Tel.: Crestview 1-7227
Radio Dept.: P. O. Narveson, pres., timebuyer.
ASSOCIATED BROADCASTING CO. LTD.
1001 N. Western Ave., Los Angeles 29
Tel.: Hollywood 5-0580
Radio Dept.: Irwin T. Porter, own.; Gertrude T. Porter, timebuyer.
ASSOCIATED BROADCASTING CO. LTD.
1139 Bay St., Toronto 5, Canada
Tel.: Walnut 4-1111
Radio Dept.: Adele Evans, gen. mgr.; Eve Szulner, asst. mgr.; M. R. Raymond, Jack Maxwell, acct. execs.
ATHERTON ADV. AGENCY
8455 Melrose Pl., Los Angeles 46
Tel.: Olive 3-2246
Radio Dept.: Alice Asdour, timebuyer.
Radio Accounts: Acousticon Div., Dictograph Products Inc. (S).
ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
Radio Dept.: John P. Atherton, radio-tv dir.; Joseph D. Molnar, copy, plans dir.; Hubert Sweet, media dir.
Toronto—100 Adelaide St., W.: Tel.: Empire 3-5418; William E. McDonald, vp.
ATCHISON, DONOHUME & HADEN
1206 Maple Ave., Los Angeles 15
Tel.: Richmond 9-2404
Radio Dept.: Georgia D. Atchison, office mgr.
AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600
Radio Dept.: Gene E. Fromherz, media dir.; Louis Scheuber, asst. to media dir.; Richard Fech-

heimer, vp.; Earl Hodgson, vp.
Radio Accounts: Butler Mfg. Co., International Harvester Co., McKenzie Milling Co., Tested Papers of America Inc., Williamson Candy Co. (O'Henry bars), (all S).
N. W. AYER & SONS INC.
W. Washington Sq., Philadelphia 6
Tel.: Lombard 3-0100
Radio-tv hqs.: New York 20—30 Rockefeller Plaza
Tel.: Circle 6-0200
Radio Dept.: James E. Hanna, vp.; Thomas J. McDermott, vp.; William P. Crossdale, asst.; John M. Caldwell, copy chief; Norman P. Tate, art; Thomas H. Calhoun, program production; Harry L. Smith Jr., research; John W. Purves, sports bestg.; Richard S. Bunbury, Marjorie Freeman, Helen K. Hartwig, Paul F. Kizenberger, William H. Millar, Jeanne A. Nolan, Mrs. Elaine Ogle, Virginia A. Tardy, timebuyers.
Boston 16—Stater Office Bldg.; Tel.: Hubbard 2-4970; E. Craig Greiner, vp.
Chicago 3—135 S. LaSalle St.; Tel.: Randolph 6-3456; Allen R. Memhard Jr., vp.
Detroit 26—Penobscot Bldg.; Tel.: Woodward 5-3322; J. Widman Betch, vp.
Hollywood 28—Taft Bldg.; Tel.: Hollywood 3-4871; Glenhall Taylor, mgr., radio-tv.
Honolulu 16—Dillingham Bldg.; Tel.: 50-3681; James Smith, mgr.
San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-2534; Carl Zachrisson, vp.
AYLIN ADV. AGENCY
904 Lovett Blvd., Houston 6, Tex.
Tel.: Jackson 9-3766
Radio Dept.: Josephine Moore, radio-tv dir.; R. N. Aylin, pres.; Charles Lewis, Robert A. Lahr, acct. execs.
Radio Accounts: Aluminum Products Co., Albert Berry Motors, Black-Brollier Inc., Clarke & Cousins, Gulf Coast Furniture, Henke & Pillot Inc., Holcomb-Hayes Motors, Johnston Motor Co., Houston Post Co., Arthur Murray Studios, Rheem Mfg. Co., Sanitary Mattress Co., Second Natl. Bank, Straus-Frank Co., Weldon Cafeteria, (all S).
AYRES, SWANSON & ASSOC. INC.
1325 N. St., Lincoln 1, Neb.
Tel.: 2-4426
Radio Dept.: Arthur F. White, media dir.
St. Joseph, Mo.—KFEQ Bldg.; Tel.: 3-0229; Rod Fletcher, acct. exec.
AZRAEL ADV. AGENCY
913 N. Charles St., Baltimore 1
Tel.: Lexington 9-7575

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BADGER & BROWNING & HERSEY INC.
(see Badger & Browning & Parcher Inc.)
550 5th Ave., New York 20
Tel.: Circle 7-3719
Radio Dept.: Richard M. Mason
BADGER & BROWNING & PARCHER INC.
(see Badger & Browning & Hersey Inc., parent agency)
75 Federal St., Boston 10
Tel.: Liberty 2-3364
Radio Dept.: Franklin S. Browning Jr.
Radio Accounts: Parker Bros. Inc., W. F. Schrafft & Sons Corp., Star Market Co.
BAHN ADV. CO.
115 Chauncy St., Boston 11
Tel.: Liberty 2-4206
Radio Dept.: Samuel Bahn, timebuyer.
BAKER ADV. AGENCY LTD.
1315 Yonge St., Toronto
Tel.: Walnut 4-2101
Radio Dept.: Jack Horler, radio-tv dir.; Arnold Acton, asst. to radio-tv dir.; Dick King, radio dept. mgr.; Marjorie Bell, copy-traffic; Mrs. Gil Gunton, Helen Blois, timebuyers.
Montreal—557 MacKay St.; Tel.: Harbour 8247; Roger E. Lack, mgr.
Radio Accounts: Adams Brands Sales Ltd.; Canada Packers Ltd., Soap Div.; Canadian Cannery Ltd.; Carnation Co. Ltd.; Frigidaire Products of Canada Ltd.; General Foods Ltd.; Supreme Drug Ltd. (Amm-i-dent, Polident tooth powders, paste); White Labs. Inc. (Pharmaco Inc.).
FREDERICK E. BAKER & ASSOC.
Vance Bldg., Seattle 5
Tel.: Main 1555
Radio Dept.: Peter Lyman, radio-tv dir.; Patricia N. Olson, media buyer.
Radio Accounts: Bon Marche, Seattle Zone Chevrolet Dealers Assn., Alaska Steamship Co., Riach Oldsmobile Co., Central Oldsmobile, Seattle Packing Co.
LYNN BAKER INC.
720 5th Ave., New York 19
Tel.: Judson 6-3900
Radio Dept.: David E. Durston, dir.; Donald Cutler, A. J. Hilton, acct. execs.
Radio Accounts: Puss 'n' Boots Cat Food (N-S), F. W. Woolworth Co. (N).
BEN BALDWIN ADV. CO.
1508 Crossroads of the World
Tel.: Hollywood 2-0908
Radio Dept.: Ben Baldwin, mgr., timebuyer.
BALDWIN, BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2, N. Y.
Tel.: Madison 6020
Radio Dept.: Everett L. Thompson, vp.
BALL & DAVIDSON INC.
670 Delaware St., Denver 3
Tel.: Main 3-1291
Radio Dept.: Durey Ranck, vp.; Malcolm Sills, 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, dir.; Harry J. Accurso, Suzanne H. Rojir.
Radio Accounts: Dairymen's League Co-op. Assn. (RN), General Electric (community relations), Lincoln Natl. Bank, A. V. Smith Co., Kalico Kat (cat food), Will & Baumer Candle Co. (all S), Proclino-Rossi Corp. (RN).

BARNES ADV. AGENCY INC.
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2393
Radio Dept.: Ray Wholihan, Ken G. Goelzer, John Barnes III, Ralph C. Duke, acct. execs.
Radio Accounts: Marshall & Ilsley Bank, Kingsbury Breweries Inc., Wisconsin Auto Racing Inc., Marquette U., Wisconsin Ice & Coal Co., Robert W. Baird & Co., Rounsky's Inc. (all S).

BARNES CHASE CO.
530 Broadway, San Diego 1, Calif.
Tel.: Belmont 3-7771
TED BATES & CO. INC.
630 5th Ave., New York 20
Tel.: Judson 6-0600
Radio Dept.: James C. Douglass, radio-tv vp.; Harold J. Saz, bus. mgr.; Andrew Belenot, asst. bus. mgr.; Vincent Rowe, new prog. development; Jay Clark, Allan Dingwall Jr., Edward Brown, Gordon Allison, John Mortimer, Grant Tyler, producers; Thomas F. McAndrew, film prod. sup.; Alfred Basso, Thomas Hanlon, William Watts, film dept.; Charles Kebbe, casting dir.; Edgar P. Small, media vp.; Edward A. Grey, vp.-assoc. media dir.; C. E. Midgley Jr., MacDonald Dunbar, media group supervisors; Herbert Gunter, vp. chg. tv commercials; Christopher Lynch, William Kennedy, Winston Kircher, Chester Slaybaugh, Norman Chester, Jack Sinnott, Frank Thompson, William Warner, Cam Higgins, Thomas Tilson, Robert Graf, time-buyers.

Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 9-2161; H. Austin Peterson, vp.; Frank O'Connor, Phil Krim, producers; Christy Walsh, publicity; Mae Collins, ofc. mgr.

Radio Accounts: American Chicla Co. (S), Anahist Co. (N-S), Brown & Williamson Tobacco Corp. (N-S), Carter Products Inc. (N-S), CBS-Columbia (N-S), Colgate-Palmolive Co. (N-RN-S), Continental Baking Co. (N-S), Dromedary Co. div. of National Biscuit Co. (N-S), Minute Maid Corp. (S), Morton Packing Co. (S), Standard Brands Inc. (N-S), Whitehall Pharmacal Co. (N-S).

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
Radio Dept.: Robert L. Foreman, vp. in chg.; Arthur Bellaire, vp. in chg. commercial copy; Donald Rowe, bus. mgr.; John Hoagland, in chg. programming & talent; Albert Ward, live prod. mgr.; Larry Berger, art mgr.; Kay Winn, in chg. contracts; George Polk, media liaison; Theodora Anderson, research chief; Jim Brown, publicity chief; Dick McKeever, in chg. network timebuying.

Atlanta-800 Peachtree St., N.E.; Tel.: Elgin 7015; L. G. Offen, office mgr.

Boston-462 Boylston St.; Tel.: Copley 7-7800; Burton Vaughan, vp. in chg.

Buffalo, N. Y.-Rand Bldg.; Tel.: Cleveland 7915; Dale G. Casto, vp. in chg.

Chicago-919 N. Michigan Ave.; Tel.: Superior 7-9200; Henry H. Haupt, vp. in chg.

Cleveland-Terminal Tower; Tel.: Tower 1-7270; Elmore E. Haring, vp. in chg.

Dallas-Mercantile Commerce Bldg.; Tel.: Prospect 3431; Thea L. Harbrouck, mgr.

Detroit-Fenobscot Bldg.; Tel.: Woodward 5-0620; Robert E. Anderson, vp. in chg.

Hollywood-1680 N. Vine St.; Tel.: Hollywood 2-6723; Wayne Tiss, vp. in chg.; Walter Tibbals, vp. in chg. prod.

Los Angeles-6363 Wilshire Blvd.; Tel.: Webster 1-1234; Anthony W. Neally, vp. in chg.

Minneapolis-Bank Bldg.; Tel.: Lincoln 8401; Bobb Chaney, vp. in chg.

Pittsburgh-Grant Bldg.; Tel.: Grant 1-9900; Leon D. Hansen, vp. in chg.

San Francisco-120 Montgomery St.; Tel.: Exbrook 7-1122; John G. Mothral, vp. in chg.

Seattle-White-Henry-Stuart Bldg.; Tel.: Elliott 5500; Walter Fitzsimmons, office mgr.

Syracuse, N. Y.-205 Harrison St.; Tel.: Syracuse 2-5319; Helen Conn, office mgr.

Radio Accounts: American Tobacco Co., Bristol-Myers, Campbell Soup Co., Consolidated Edison, Curtis Pub. Co., E. I. DuPont de Nemours, Nehl Corp., F&M Schaefer Brewing Co., Whitehall Pharmacal Co., Southern New England Tel. Co., Natl. Gypsum, Westlox, DeSoto Div. of Chrysler Corp., Rexall, General Mills (cake mix only), Minn. Mining & Mfg. Co., American Radiator & Standard Machinery Corp., U. S. Steel, Pacific Gas & Electric, San Francisco Brewing Co. (N-S), Armstrong Cork Co., General Electric Co., Lever Bros. (Surf & Breeze), Natl. Cranberry Assoc., Oneida Ltd., Revlon Products Corp. (Satinset & Touch & Glow products), Lamp Div. of General Electric Co., B. F. Goodrich (N); Calif. Oil Co., First Natl. City Bank of N. Y., General Baking Co., N. Y. Tel. Co., Penick & Ford, Vick Chemical Co., Maine Sardines, First Natl. Bank of Boston, Mutual Savings Bank of Mass., Barcalo Mfg. Co., Easy Washing Machine Corp., Marie Trust Co., Pfeiffer's Food Products Inc., Wildroot Cream Oil, Peter Hand Brewery Co., Libby, McNeil & Libby, Zenith Radio, Cream of Wheat Corp., Doughboy Industries, Geo. A. Hormel Co., North Pacific Railway Co., Northrup King Co., Northwestern Bell Tel. Co., Ft. Pitt Brewing Co.,

Pacific Tel. & Tel., Standard Oil Co. of Calif.
ADRIAN BAUER AND ALAN TRIPP INC.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-7870
Radio Dept.: Elmer F. Jaspán, radio dir.; Lorenz F. Hansen, asst. radio dir.

Radio Accounts: Allied Florists, Phila., John Bartram Hotel, J. Frank & Sons, General Electric Supply Co., Philadelphia Dairy Products Co., C. F. Simonin's Sons Inc. (all S).

BAUERLEIN INC.
Hibernia Bank Bldg., New Orleans 12
Tel.: Canal 5461
Radio Dept.: DeAlton G. Neher, radio dir.

Radio Accounts: Dixie Brewing Co., American Coffee Co., Holsum Bakeries Inc., Nat Buring Packing Co., Opelousas Oil Refinery, Mossy Motors, Natl. Bank of Commerce, New Orleans Public Service, A. K. Roy Real Estate, Specialty Products Co., Washington Ice-Royal Products Inc., James E. Comiskey Co. (all S).

BAUSE & ROSS CO.
2796 W. 8th St., Los Angeles 5
Tel.: Dunkirk 8-1107
Radio Dept.: Herbert M. Bause, W. B. Ross, ptrns.; Art Gierlich, publicity.

BAY PATH ADV. INC.
9 Elm St., Southbridge, Mass.
Tel.: Southbridge 4-8161
Radio Dept.: Maurice L. LaReau.

BEAL RADIO & TELEVISION AGENCY
220 St. James Pl., Brooklyn 38
Tel.: Main 2-3375
Radio Dept.: Joseph Carleton Beal, pres.; Robert Singer, script dept.; Joe Shank, mus., prod.; Jack Seltz, international bcsts.

Radio Accounts: Blue Cross (RN-S), Cavalcade of Golf (N-RN-S), Ken Parker Productions (S), Tee Pee Music Co. (S).

BEAN ADV. AGENCY
136 N. Delaware St., Indianapolis 4
Tel.: Windsor 7-2449
Radio Dept.: Harold Bean, own.

Radio Accounts: Atkinson & Co., L. S. Ayres & Co., Indianapolis Nash, Johnson Home Improvement Co., Marott Shoe Store, Wayside Nursery, (all S).

BEAUMONT, HELLER & SPERLING INC.
6th & Walnut Sts., Reading, Pa.
Tel.: 5-4311
Radio Dept.: Dee Hassler, radio dir.

Radio Accounts: Asam Wallpapers, Bowers Battery, Crystal Rock Beverage Co. (all S), Curtis, Stephens, Embry Co. (N), Hummel's Furniture Co., Maler's Bakery, Ontelaunee Orchards, Reading Trust Co., St. Lawrence Dairy Co. (all S).

BEAUMONT & HOHMAN INC.
6 N. Michigan Ave., Chicago 2
Tel.: Randolph 6-8181
Radio Dept.: Jerry Turk, radio dir.; Clarke Trudena, media dir., timebuyer; Don Mitchell, asst. radio dir.; Wendell O'Neil, acct. exec.

Hollywood 28-1741 Ivar Ave. Tel.: Hollywood 2-6826; Frank J. Scharrer, media dir.

Also branches in Atlanta, Cleveland, Dallas, Detroit, Kansas City, Charleston, New York, San Francisco, Seattle.

Radio Accounts: Greyhound Lines (R-S).

BECKMAN, HAMILTON & ASSOC.
365 S. Fairfax Ave., Los Angeles 36
Tel.: Olive 3-0910
Radio Dept.: Milton J. Beckman, acct. exec., Alan Harvey, acct. exec., media.

Radio Accounts: California Commissaries, Hub Furniture Stores, Orange Julius Sales Co., Mannings Big Red Plano, Reliable Mtge. Co., Resnick Bros.

HERBERT S. BENJAMIN ASSOC. INC.
234 Main St., Baton Rouge, La.
Tel.: 3-2847
Radio Dept.: Dorothy Johnson, radio-tv dir.

Radio Accounts: Audubon Motors, Bldg. & Loan Assn. of Greater Baton Rouge, Capital Bldg. & Loan Assn., Community Coffee, Fidelity Natl. Bank, E. J. Gonzales Finance Co., Holmes Ford Co., Kormmeyer's Furniture Co., Santa Maria Dairy, United Credit Plan, Wright Insurance Agency. (all S).

BENNETT & NORTHROP INC.
711 Boylston St., Boston 16
Tel.: Kenmore 6-3820
Radio Dept.: Mrs. Elizabeth D. Parsons, timebuyer.

Halifax, N. S.-Maritime Life Assurance Bldg.
WALTER F. BENNETT CO.
20 N. Wacker Dr., Chicago 6
Tel.: Franklin 2-1131
Radio Dept.: Jane Gunther, timebuyer; Fred Dienert, acct. exec., Frank G. Pickell Jr., acct. exec.

Hollywood 28-6000 Sunset Blvd.; Tel.: Hollywood 4-8291; W. E. Boice, mgr.

Philadelphia 2-1405 Locust St.; Tel.: Kingsley 5-6798; Fred Dienert, mgr.; Frank G. Pickell Jr., acct. exec.

Radio Accounts: Billy Graham Evangelistic Assn. (N-S), Evangelical Foundation Inc. (S), Free Methodist Church of No. America (N-S), Assemblies of God (N-S), Baltimore Gospel Tabernacle (S), Hebrew Evangelization Society (S).

BENTON & BOWLES INC.
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100
Radio Dept.: David P. Crane, vp. chg. media; General Foods media group; Michael Donovan, assoc. media dir.; Tom Mahon, Bill Murphy, asst. media dirs.; Elliott Eaves, Grace Porterfield, Paul Reardon, Bert Wagner, bcst. buyers; Procter & Gamble media group; Lee Rich, assoc. media dir.; Lee Currin, Ray Healy, asst. media dirs.; Ben Davis, Joe Panelli, Don Foote, Justin Gerstle, Bern Kanner, Tony Lee, bcst. buyers; diversified products media groups; Milton Kiebler, Edward Bowman, assoc. media dirs.; John Collins, Don Harris, asst. media dirs.; Frank

Carvell, Don Chapman, John Giebel, Sam Haven, Helen Kowalsky, Frank Lionette, Dick Trea, bcst. buyers.

Hollywood 28-6253 Hollywood Blvd.; Tel.: Hollywood 4-9151; Al Kaye, vp. in chg. west coast operations.

BERGHOFF ASSOC. INC.
511 N. La Cienega Blvd., Los Angeles 48
Tel.: Oleander 5-7536
Radio Dept.: Jerry Berghoff, exec. vp., time, media, talent buyer.

Radio Accounts: Baby Line Furniture Co., Aladdin Plastics Co., Evy of Calif., Stroelee of California, Pride Products Co. (all S).

BERMINGHAM, CASTLEMAN & PIERCE INC.
136 E. 38th St., New York 16
Tel.: Lexington 2-7550
Radio Dept.: Walter Lurie, radio-tv dir.; Robert Rowell, timebuyer.

Radio Accounts: J. B. Williams Co., Contadina Products (S), Italian Airlines (S).

TED BERNSTEIN ASSOC.
112 W. 34th St., New York 1
Tel.: Lackawanna 4-7711
Radio Dept.: Sylvester J. Bernstein, media dir.; Ted Bernstein, Sylvester J. Bernstein, Tex Kaufman, acct. execs.

JULIAN R. BESEL & ASSOC.
3361 Union Pacific Ave., Los Angeles 23
Tel.: Angelus 3-5121

BETTRIDGE & CO.
15800 W. McNichols Rd., Detroit
BOB BETTS ADV.
1150 Bannock St., Denver 4
Tel.: Acoma 2-1878
Radio Dept.: Kenneth S. Drager.

Radio Accounts: Carlson-Frink Co. (RN-S), Centennial Race Track (RN-S), Denver Dairy Council (S), Denver Milk Producers (S), Mapicrest Farms (RN-S), Matt Skorey Packard (S).

RAIPIH BING ADV. CO.
2063 E. 4th St., Cleveland 15
Tel.: Superior 1-2773
Radio Dept.: Ralph S. Bing, dir.; Thomas B. Friedman, research dir., Peggy Neff, continuity dir.

Radio Accounts: Ace Cigarette Service Co., Blauschild's Chrysler-Plymouth Headquarters, Cooper School, Englander Motors, Ideal Macaroni Co., Meisel Motors, A. D. Pelunis Inc., Al Strat Grotto, Speedwriting Institute, (all S).

BLOW
640 5th Ave., New York 19
Tel.: Plaza 9-1717
Radio Dept.: John Mosman, mgr.; Victor Sack, radio dir.; John Kucera, vp.-bcst. media dir.

Beverly Hills, Calif.-8907 Wilshire Blvd.; Tel.: Crestview 4-7641; Jack Runyon, mgr.

San Francisco 3-703 Market St.; Tel.: Garfield 1-4854; Norman E. Mork, mgr. acct. exec.

Radio Accounts: Armstrong Tire (S), Benrus Watch (S), Bond Clothes (S), Hudson Paper & Pulp (S), Langerdorf United Bakeries, Procter & Gamble Inc. (N-RN-S), Seaman Bros., Julius Wile & Sons.

BISHOPRIC/GREEN/FIELDEN INC.
Dupont Bldg., Miami 32
Tel.: 82-1475
Radio Dept.: W. Arthur Fielden, vp., dir.

BLAINE-THOMPSON CO.
234 W. 44th St., New York 36
Tel.: Longacre 4-0800
Radio Dept.: Franklin Hobbs, radio-tv dir., acct. exec.

Radio Accounts: Warner Bros. Motion Pictures, Merkell Inc., Trade Winds, Pan-Redl Fishery Products, Cap's John-Doughnut Corp. of America, Barbizon School of Fashion Modeling, Acousticon Inc.

FRANK BLOCK ASSOC.
(Formerly Westhelmer & Block)
Chase Hotel, St. Louis 8
Tel.: Forest 1-6200
Radio Dept.: Syd Blumenthal, media dir.; Nancy Weir, asst. media dir.

New York 17-7 E. 47th St.; Tel.: Eldorado 5-7785; Reggie Schuebel.

BOCCARD, DUNSHEE & JACOBSEN INC.
Federal Blvd., Denver 4, Colo.
Tel.: Acoma 2-6392
Radio Dept.: Ross M. Dunshee, media dir.

Radio Accounts: Denver Drumstick Restaurant, Nowles Knotty Pine, Rose Mfg. Co., United Bldg. Co., United Dairies, (all RN-S).

THE FRED BOCK ADV. CO.
Second Natl. Bldg., Akron 8, Ohio
Tel.: Portage 2-4616
Radio Dept.: Bob Wass, prod. dir.; Charlotte Gibson, timebuyer; Fred Bock, Jack List, Pearl Fairall, acct. execs.

Radio Accounts: Bissler Furniture, Carter-Jones Lumber, City Bakery, Conart Motors, Cook Bros., Dettling Bros. Seeds, DPW Paint, Falls Tire & Supply, M&B Fruit Juices, Medallion Mattress, Ohio Edison Co., Perma-Stone, A. Palsky Co., Shaffer Leather, Taylor-Pontiac, Vickers Trailers, (all S).

THE BOGERTS INC.
842 Seward St., Los Angeles 36
Tel.: Hollywood 3-6871
Radio Dept.: E. V. Bogert, Zepha Bogert, acct. execs.

BOONE & CUMMINGS
3003 Louisiana, Houston 6, Tex.
Tel.: Jackson 8-5577
Radio Dept.: Lauri Schutt, radio-tv dir., timebuyer; Graham B. Boone Jr., Malcolm Cummings, Betty Jane Mitchell, Robert Flagg, acct. execs.

Radio Accounts: Sharpstown Development Corp., City Natl. Bank, DeMontred Bulck Co., South Main State Bank, Southwestern Savings & Loan, (all S).

BOOSE-HAYNES & ASSOC.
325 32d Ave. N., St. Petersburg 4, Fla.
Tel.: 7-2995

Radio Dept.: Betty Haynes, dir.; Phil Haynes, time-buyer.

Radio Accounts: Florida Builders Inc., Home Builders Inc., Ross Chevrolet, Royal Crown Bottling Co., (all S).

BOTSFORD, CONSTANTINE & GARDNER
115 S.W. 4th Ave., Portland 4, Ore.
Tel.: Capitol 8-9541

Radio Dept.: F. Coykendall, vp., media mgr.
New York 16—261 Madison Ave.; Tel.: Oxford 7-2797.
San Francisco 5—625 Market St.; Tel.: Exbrook 2-7555

Seattle 1—Tower Bldg.; Tel.: Eliot 3523.

LEO P. BOTT JR. ADV.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-9187

BOURNE ASSOC. INC.
60 E. 42d St., New York 17
Tel.: Vanderbilt 6-1423

Radio Dept.: Severin Bourne.

CHARLES BOWES ADV. AGENCY
2939 W. 6th St., Los Angeles 5
Tel.: Dunkirk 1-3881

Radio Dept.: Marjorie Gibercher, ofc. mgr.; Margaret McDermott, media dir., timebuyer.

BOYLHART, LOVETT & DEAN INC.
601 S. Rampart Blvd., Los Angeles 57
Tel.: Dunkirk 7-8293

Radio Dept.: W. J. Boylhart, acct. exec.

BOZELL & JACOBS INC.
Electric Bldg., Omaha 2, Neb.
Tel.: Jackson 6030

Radio Dept.: Morris E. Jacobs, pres.; F. C. Miller, exec. vp., gen. mgr.

Baltimore 18—2110 N. Charles St.; Tel.: Belmont 5-2083; Arthur Booth, vp., mgr.

Beverly Hills, Calif.—340 N. Rodeo Dr.; Tel.: Bradshaw 2-2081; Archie Jacobs, mgr.

Chicago 1—205 N. LaSalle St.; Tel.: Central 6-0870; Nathan E. Jacobs, mgr.

Houston 2, Tex.—421 Caroline St.; Tel.: Fairfax 3-4106; Carlton Storey, vp., mgr.

Indianapolis 2—1812 N. Meridian St.; Tel.: Walnut 3-4524; Chas. A. Gallup, vp., mgr.

Minneapolis 2—625 2d Ave. S.; Tel.: Main 4527; Sam Kaufman, vp., mgr.

New York 36—2 W. 45th St.; Tel.: Murray Hill 7-8210; Harold Fair, vp. chg. radio-tv.

Seattle 1—1809 7th Ave.; Tel.: Mutual 6027; R. H. Wensberg, vp., mgr.

Shreveport—Fairfield Bldg.; Tel.: 3-6124; Walter T. Pfeiffer, vp., mgr.

Washington 5—Sheraton Bldg.; Tel.: Sterling 3-2406; Don Underwood, vp., mgr.

ARTHUR BRAITSCHE ADV.
Hospital Trust Bldg., Providence 3, R. I.
Tel.: Dexter 1-4115

Radio Dept.: Arthur Braitsch, dir.; John A. Lorimer, timebuyer.

Radio Accounts: Baird-North Inc., Hillside Farms Inc., Male Battery Mfg. Co., Oliver Johnson & Co., Rocky Point Park, Roger Williams Savings & Loan Assn., Scott the Florist, Strand Theatre, Weybosset Markets, White Pontiac Co., (all S).

MICHAEL BRAND ASSOC.
8820 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2991

THE J. CARSON BRANTLEY ADV. AGENCY
Owen Bldg., Salisbury, N. C.
Tel.: 900

Radio Dept.: J. Carson Brantley, timebuyer.

BREIG ASSOC.
1715 Walnut St., Philadelphia 3
Tel.: Rittenhouse 6-3836

Radio Dept.: Jean Breig.

BRENNAN ADV. AGENCY INC.
1414 W. Clay St., Houston 19, Tex.
Tel.: Jackson 4-7581

Radio Dept.: Mrs. Lou Letts, radio-tv dir.

Radio Accounts: Houston Bank & Trust Co. (S).

BRUCE B. BREWER & CO.
900 Walnut St., Kansas City 6, Mo.
Tel.: Harrison 4890

Radio Dept.: John Kirwan, dir.

Minneapolis 2—Foshay Tower; Tel.: Atlantic 3314; Warren Michael, dir.

BRINDLEY-ROTH INC.
600 Griswold St., Detroit 26
Tel.: Woodward 1-8295

Radio Dept.: R. Benton Brindley, pres.

BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600

Radio Dept.: Dick Clark, media dir.; Mary Elizabeth Loeber, Faye Hanger, timebuyers; Robert Hayward, radio-tv dir.; John Lugt, prod. sup.

Radio Accounts: Anglo Calif. Natl. Bank, Bartlett Pears, Bay View Federal Savings & Loan Assn., Calif. Dairy Industry Adv. Bd., Crown Zellerbach Corp., Consumer Products Div., Hershel Calif. Fruit Products Co., I.X.L. Food Co., Kingan Inc., Langendorf United Bakeries Inc., Pabco Products Inc., Pacific Intermountain Express, Parkmerced, Richmond-Chase, San Francisco Examiner, Stokely-Van Camp Inc., Wyandotte Olives, (all S).

BROADCAST ADV.
170 S. Beverly Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-4840

Radio Dept.: Van C. Newkirk, mgr.; John G. Fryer, prod. mgr.; Margaret Mattsson, timebuyer.

BROADCAST ADV. INC.
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854

Radio Dept.: J. E. Murley, dir., acct. exec.; J. J. Manning, mgr., timebuyer; E. P. Geringer, prod. mgr.; F. P. Russell, merc. mgr.

BROOKE, SMITH, FRENCH & DORRANCE INC.
8489 E. Jefferson Ave., Detroit 14
Tel.: Valley 2-9700

Radio Dept.: S. P. Dougherty, mgr.; H. E. Rumble, W. A. Hammond, timebuyers.

New York 17—52 Vanderbilt Ave.; Tel.: Murray Hill 6-1800; Jay Berry.

San Francisco—149 California St.; Tel.: Yukon 6-6836; King Harris.

Radio Accounts: Acme Paints, Hudson Motor Car Co., International Breweries Inc., Ironrite Inc., Mullins 1-255.

BROOKS ADV. AGENCY
1610 N. Argyle Ave., Hollywood 28
Tel.: Hollywood 4-1158

Radio Dept.: Al Brooks, own., mgr.

D. P. BROTHER & CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-8250

Radio Dept.: K. G. Manuel, radio dir.; R. Reynolds, R. V. Pollock, radio dept.; Carl Georgi, media dir.; Watts Wacker, Phyllis Shank, Richard J. Hoffman, timebuyers.

Hollywood 28—Hollywood-Taft Bld.; Tel.: Hollywood 2-7675; T. H. Moriarty.

New York 19—720 5th Ave.; Tel.: Columbus 5-1004; Frank Egan, mgr.

Radio Accounts: Oldsmobile Div., General Motors Co. (P., RN-S).

BYRON H. BROWN & STAFF
8421 Wilshire Blvd., Los Angeles 48
Tel.: Olive 3-2320

Radio Dept.: Sally Walker, media dir., timebuyer.

Radio Accounts: Crestview Pontiac, McDonald Bros. Construction Co., National Business & Property Exchange, L. S. Danishek Co.

BURTON BROWNE ADV.
619 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7700

Radio Dept.: Robert Abbott, radio dir.; Bea Rosenblum, timebuyer.

Radio Accounts: Hannah & Hogg Dist. (S).

GALEN E. BROYLES CO.
200 Clayton St., Denver
Tel.: Keystone 4-8217

Radio Dept.: Claude E. Davis, vp., radio-tv dir.; Dorothy E. Montague, prod. mgr.

FRANKLIN BRUCK ADV. CORP.
1270 6th Ave., New York 20
Tel.: Circle 7-7660

Radio Dept.: Alice Ross, timebuyer; Dave Davidow, radio-tv dir.; M. J. Kleinfeld, M. Heineman, F. Bruck, acct. execs.; M. Ben-Dror, asst. acct. exec.

Los Angeles 4—532 N. Cherokee Ave.; Tel.: Hollywood 3-8892; Howard Blake, mgr.

Radio Accounts: Coty Inc., Hi-V Co., North American, Roosevelt Raceway, Sitruie Inc., Yonkers Raceway.

BUCHANAN & CO.
1501 Broadway, New York 36
Tel.: Bryant 9-7900

Radio Dept.: Nat. Strom, radio-tv dir.; Mildred Ingvall, timebuyer.

Los Angeles 48—451 N. La Cienega Blvd.; Tel.: Crestview 5-5231; Charles Coleman, vp.

San Francisco 4—155 Montgomery St.; Tel.: Yukon 6-2927; Ray Randall, vp.

Radio Accounts: Air France, Wilbur Clark's Desert Inn, Eskimo Pie Corp., New York Paramount Theatre, Paramount Pictures Inc., Reynolds Metals Co., Tide Water Associated Oil Co., Western Airlines, (all S).

BUCHANAN-THOMAS ADV. CO.
410 S. 19th St., Omaha 2
Tel.: Atlantic 2125

Radio Dept.: Adam Reinemund, dir.; Gene E. Cuddeback, asst. dir.

THE BUCHER CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305

Radio Dept.: John K. Cole, dir.; Mary Jane Carry, writer-producer; Lee Carlson, timebuyer; Arthur L. Decker, Joseph H. Caro, vps.; Fergus Mead, vp. for radio-tv.

Radio Accounts: Club Aluminum Products Co. (S), Oliver Corp. (S).

FRANK BULL & CO.
1239 N. Highland Ave., Los Angeles 38
Tel.: Hollywood 5-4194

Radio Dept.: Mel Roach, acct. exec.; Jan T. Darden, timebuyer; Frank Bull.

THE BULLARD AGENCY
219 Court St., Port Huron, Mich.
Tel.: Yukon 5-6755

Radio Dept.: Rockwood Bullard.

Radio Accounts: Hein Franch Sons Inc. (RN-S), Alma Trailer Co. (S), G. NORMAN BURK INC., 223 4th Ave., Pittsburgh 22
Tel.: Express 1-3500

Radio Dept.: Patricia Morell, radio dir.

LEO BURNETT CO. INC.
360 N. Michigan Ave., Chicago 1, Ill.
Tel.: Central 6-5959

Radio Dept.: William Weddell, vp. in charge of bestg. dept.; David Dole, vp. chg. bestg. bus. div.; Lee Bland, vp. chg. bestg. prod. div.; Len Matthews, vp. in chg. media; Harry Bubeck, new programs; Gil McClelland, prog. prom. mgr.; Al Eisenmenger, negotiations; Carl Behr, bus. section sup.; Robert Boyer, legal; Ken Fleming, Seymour Banks, Hal Tillson, Tom Wright, media sups.; Bo Munday, Dick Coons, John Huckstep, Frank Clayton, asst. media group sups.; Dave Arnold, Eloise Beatty, Dick Coons, John Deacon, Dick Foerster, Harry Furlong, Rex French, Carl Gyffe, Helen Phillips, Esther Rauch, Mary Lou Ruxton, Helen Stanley, Nic Wolf, Joe Hall, timebuyers.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 4-7374; Wendell Phillips, vp.

New York 22—677 Fifth Ave.; Tel.: Murray Hill 8-9480; William McIlvain, vp.

Radio Accounts: Atchison Topeka & Sante Fe Railway (S); Bauer & Black (S); Blue Jay Products (S), Campbell Soup Co. (S), Commonwealth Edison Co., Crane Co. (S), Kellogg Co. (N-S), Philip Morris Inc. (Marlboro) (S), Motorola Inc. (S), Pabst Brewing Co. (N-S), Chas. Pfizer & Co. Inc. (S), Pillsbury Mills (N-S), Procter & Gamble (N-S), Pure Oil Co. (S).

BURNS ADV. AGENCY LTD.
1247 Guy St., Montreal
Tel.: Fitzroy 5257

Radio Dept.: R. Novek, vp., radio-tv dir.; R. McCausland, A. Clare.

Toronto—556 Yonge St.; Tel.: Walnut 2-6698

Radio Accounts: La Belle Ferriere Meat Products, L. P. Lazare & Co., Mercury Watch, Kleen-Flo Motor Conditioner, Peer's Beverages, Tolhurst Oil Ltd., Fisher's Lighters, (all S).

GEORGE BURTT ADV. SERVICE
830 N. La Brea Ave., Hollywood 38
Tel.: Hollywood 9-5739

Radio Dept.: George Burtt.

BYER & BOWMAN ADV. AGENCY
66 S. 6th St., Columbus 15, Ohio
Tel.: Capital 1-7751

Radio Dept.: John Metzger, timebuyer.

BYRUM ADV. AGENCY
924 Broadway, Denver 3
Tel.: Taber 5-7745

Radio Dept.: R. H. Byrum, own.

Radio Accounts: Western Seed Co., Denver Gospel Center.

C

CABAT-GILL ADV. AGENCY
194 N. Church St., Tucson 1, Ariz.
Tel.: 2-6362

Radio Dept.: Ernest Cabat, Rita Mikula, Sally Schloss, timebuyers, acct. execs.

Radio Accounts: Monte Mansfield Motors (S).

HAROLD CABOT & CO.
136 Federal St., Boston 10
Tel.: Hancock 6-7600

Radio Dept.: David R. Williams, media dir.

CAHN-MILLER INC.
510 St. Paul Pl., Baltimore 2
Tel.: Saratoga 4-4666

Radio Dept.: C. LeRoy Miller, vp.

Radio Accounts: Eutaw Savings Bank, Hess Shoes, Jarman Motors Inc., Maryland Trust Co., Modern House, Popular Club Bev., Stebbins-Anderson, (all S).

CAIL-ADS
350 E. St., Eureka, Calif.
Tel.: Hillside 2-6497

Radio Dept.: Winifred Shipman, radio chief.

CALDWELL, LARKIN & SIDENER-VAN RIPER INC.
Merchants Bank Bldg., Indianapolis 4, Ind.
Tel.: Melrose 2-6501

Radio Dept.: Frank P. McGrath, Horace A. Moorman, Omer H. Fouts, William W. Pace, V. James Story, Robert C. Overmyer, Edward L. Van Riper, acct. execs.; Bradford B. De Marcus, radio-tv dir.

WANT RESULTS

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A

UBC Station

Richmond's Leading Independent

Most ears are toned to Richmond's most popular independent station. Don't overlook the Negro Market.

Radio Accounts: Acme-Evans Co., Aero Mayflower Transit Co., Crown Laundry & Dry Cleaning Co., Crystal Flash Petroleum Co., Farm & Home Agency Inc., Hogan Transfer & Storage, Indiana Natl. Bank, Kingan Inc., Lafayette Natl. Bank, Stewart-Carey Glass Co.

CALKINS & HOLDEN INC.
247 Park Ave., New York 17
Tel.: Plaza 5-6900

Radio Dept.: Peter A. Krug, radio-tv dir.; John David Held, producer-director; Timothy O'Leary, timebuyer.

Chicago 1-333 N. Michigan Ave.; Tel.: Randolph 6-3830; Philip M. White, vp.
Los Angeles-712 S. Curson Ave.; Tel.: York 5145; Harry W. Witt, vp.
Minneapolis 2-Roanoke Bldg.; Tel.: Main 3068; George E. Ludcke Jr., mgr.

Radio Accounts: Berlitz School of Languages (NYC), Crane & Co., Marshall Field & Co., (all S), Prudential Insurance Co. (N), Oakite Products Inc. (S), State Street Council (S), Stokley-Van Camp Inc. (N).

J. M. CAMP CO.
Savings & Loan Bldg., Wheaton, Ill.
Tel.: Wheaton 8-4485

Radio Dept.: John M. Camp, radio dir., timebuyer; Grace R. Jordan, asst. timebuyer, sec.; Margaret D. Johnson, bookkeeper, research; Rose-mae Kline, adv. mgr.

Radio Accounts: Back to the Bible, Heart to Heart, Hymns That Live, Key to Life Hour, Marching Truth, Menonite Hour, Moments of Melody (all S), Radio Bible Class (N-RN-S), Rock of Ages (S), Temple Time (N), Unshackled (S), Youth on the March (RN-S).

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200

Radio Dept.: Henry G. Little, pres., chmn. of bd.; Lawrence R. Nelson, sr. vp., sec., treas.; Joseph J. Hartigan, vp., media dir.; Edward A. Schirmer, sr. vp.; John H. Forshaw, vp., client serv. dir.; Hermon P. Cook, asst. treas., comp.; Colin Campbell, Halsey Davidson, Loren T. Robinson, W. Paul Stewart, John B. Terns, William H. Gage Jr., Thomas B. Adams, Julian L. Watkins, vps.; Walter B. Booth, vp., copy dir.; James N. Hastings, vp., art dir.; Philip L. McHugh, vp., radio-tv dir.; M. Craig Miller, vp.; Carl G. Maier, vp., prod. mgr.

New York 22-488 Madison Ave.; Tel.: Murray Hill 8-3400; Frank W. Townsend, vp., mgr.; Joseph H. Neebe, vp.; Arthur R. Ross, radio-tv dept.; Henry H. Bockhop, spacebuyer.

Chicago 1-230 N. Michigan Ave.; Tel.: Central 6-1946; Reginald G. Carey, vp., mgr.; Earl W. Clements, vp.; John D. Varnier, spacebuyer.

Los Angeles 5-3460 Wilshire Blvd.; Tel.: Dunkirk 9-1334; Richard C. Francis, vp., West Coast mgr.; Richard W. Byrne, L. A. mgr.; Willard Hanes, radio-tv dept.

San Francisco 4-235 Montgomery St.; Tel.: Ex-brook 2-0145; T. Milburn Johnson, vp., mgr.

Atlanta 3-45 Edgewood Ave.; Tel.: Lamar 3858; Charles G. Thom, mgr.

Washington 6-1737 H St., N.W.; Tel.: Republic 7-7400; John L. Lowden, mgr.

Dallas 1-Bryan & Bullington Sts.; Tel.: Randolph 2094; George A. Back, mgr.

Kansas City 11-4010 Washington Ave.; Tel.: Jefferson 5601; Ross C. Morgan Jr., mgr.

Radio Accounts: Chevrolet Motor Div., General Motors Corp.; Detroit Edison Co.; Allen B. DuMont Labs. Inc.; General Motors Acceptance Corp.; General Retail Corp. Div., General Shoe Corp.; Goebel Brewing Co.; Natl. General of Detroit; Rheem Mfg. Co., United Motors Div., General Motors Corp.

CAMPBELL-MITHUN INC.
Northwest Bank Bldg., Minneapolis 2
Tel.: Filmore 8221

Radio Dept.: Arthur H. Lund, dir.; Robert N. Wold, facilities & prog. buying mgr.; Joe Sperry, prod. mgr.

Chicago 11-Palmolive Bldg.; Tel.: Delaware 7-7553; Clay Rosslund, media dir.; Grant Atkinson, prod. mgr.

Los Angeles-Hollywood-Taft Bldg.; Tel.: Hollywood 2-0715; E. F. Andrews, prod. mgr.

Radio Accounts: The Hamm Brewing Co. (S), American Dairy Assn. (N), Land O'Lakes Creameries Inc., Malt-o-Meal Co., Nash Coffee Co., Nash-Finch Co., Northern States Power, Ballard Obelisk Flour, Pillsbury Feed and Soy Divs., Zinsmaster Baking, Charmin Paper Mills, Red Heart Div., John Morrell & Co., (all S).

CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 7-8016

Radio Dept.: J. E. Erickson, creative vp.; D. J. Powers, vp.; H. M. Taylor, media dir.; Ralph Hartings Jr., acct. exec.

New York 17-295 Madison Ave.; Tel.: Murray Hill 4-6800; Gus Kaiser, vp.; Steven R. Carlin, dir. Also branches in Omaha, Los Angeles, San Francisco.

Radio Accounts: Union Pacific Railroad (S), C&NW Railway (RN).

MILTON CARLSON CO.
3450 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 8-9464

Radio Dept.: Milton V. Carlson, radio dir.; Ruth Johnson, timebuyer; Sterling Blakeman, acct. exec.

Radio Accounts: Art Frost, Laymen's Hour, Stationers Corp., Superior Optical Co., (all S), Voice of Prophecy Inc. (N).

CARMONA & ALLEN INC.
1213 N. Highland Ave., Hollywood 38
Tel.: Hollywood 4-7535

Radio Dept.: Ray Ganopote, radio dir.; William C. Allen, timebuyer; W. J. Griffiths, acct. exec.

Radio Accounts: Chic. A. Cooler Distributors: City Lincoln-Mercury, Dallas, Texas; Fort Worth Lincoln-Mercury, Fort Worth, Tex.; Greater Hou-

ston Lincoln-Mercury, Houston, Tex.; Harbor Lincoln-Mercury, Long Beach, Calif.; Lake Lincoln-Mercury, Salt Lake City, (all S).

CARNEY ADV. AGENCY INC.
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008

Radio Dept.: William G. Carney, dir.
Los Angeles 5-3757 Wilshire Blvd.; Tel.: Dunkirk 2-2301; R. Scott, mgr.

CARSON ROBERTS INC.
8811 Alden Dr., Los Angeles 48
Tel.: Bradshaw 2-8366

El Paso, Tex.-First Natl. Bldg.; Tel.: 2-6581; Brooks Middleton, vp.; Marilyn Roseberry, media.

Radio Accounts: Baskin-Robbins (S), International Petroleum Co. (S), Mitchell Brewing Co. (RN), Wholesome Dairy (S).

CARTER ADV. AGENCY INC.
912 Baltimore Ave., Kansas City 5, Mo.
Tel.: Harrison 1-1356

Radio Dept.: W. G. Rowe, Curt C. Bogasch, Fred V. Klump, acct. execs.

GARRY J. CARTER OF CANADA LTD.
59 Avenue Rd., Toronto 5
Tel.: Walnut 4-2505

Radio Dept.: Bob Howe, radio dir., acct. exec.; George Aykroyd, acct. exec.

Radio Accounts: Addison Cadillac-Oldsmobile Ltd., P. S. Bustin Drug Co., Culverhouse Canning Co., Ford Household Appliances, George's Appliances Ltd., Lawrence Motors Ltd., James Morrison Brass Mfg. Co., Morse Jewellers, Niagara Mfg. & Distributing Co., Faige Credit Jewellers, J. H. Ryder Machinery Co., Somerville Motors Ltd., Walter Thornton of Canada Ltd., (all S).

CAYTON INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-1711

Radio Dept.: W. D. Cayton, pres.; Donna S. Quigley, radio-tv dir.; Fred Ladd, creative dir., programming & commercials.

Radio Accounts: Miracle Adhesives Corp., Hanovia Chem. & Mfg. Co., R & B Doll Co., Charles Antek.

W. CRAIG CHAMBERS INC.
513 2d Ave., Pittsburgh 28
Tel.: Atlantic 1-4028

Radio Dept.: Howard E. Mitchell, dir.; Anita R. Wilhelm, Hal A. McCoy, acct. execs.

Radio Accounts: All Air Products Co., Commonwealth Trust Co., First Federal of Pittsburgh, Morrison & McClean, (all S).

CHARLES J. CHARNY & CO.
101 W. 55th St., New York 19
Tel.: Plaza 7-0955

Radio Dept.: Alvin George, Bettina Oettler, timebuyers.

JAMES THOMAS CHIRURG CO.
Park Sq. Bldg., Boston 16
Tel.: Hancock 6-7310

Radio Dept.: Herman A. Braumuller Jr., media dir.
New York 17-Chanin Bldg.; Tel.: Murray Hill 7-5040; Ralph M. Bryant, asst. marketing mgr.
Philadelphia 2-Walnut St. Bldg.; Tel.: Pennypacker 5-8943.

CINEMA ADV. AGENCY
1644 Cherokee Ave., Hollywood 28
Tel.: Hollywood 4-6146

Radio Dept.: Willis Allen, mgr., timebuyer.
C. P. CLARK INC.
James Robertson Hotel, Nashville 3, Tenn.
Tel.: 6-4179

Radio Dept.: D. G. Goodwin, pres.
Radio Accounts: First American Natl. Bank (S), Nashville Transit Co. (S).

CLEVELAND COLLINS ADV. AGENCY
8721 Beverly Blvd., Los Angeles 48
Tel.: Olympia 2-2466

COE ADV. AGENCY INC.
307 S. Townsend St., Syracuse 2, N. Y.
Tel.: 76-7456

Radio Dept.: Smith S. Binning Jr., radio-tv dir.

JOHN COHAN ADV. INC.
837 S. Main St., Sallinas, Calif.
Tel.: 2-6498

Radio Dept.: John Cohan, pres.

COHEN & MILLER ADV. INC.
1322 New York Ave., N.W., Washington 5
Tel.: Sterling 3-3333

Radio Dept.: I. T. Cohen, own.; Hal Caspers, acct. exec.; Edward Manouelian, radio dir.

HARRY B. COHEN ADV. CO.
41 E. 42d St., New York 17
Tel.: Oxford 7-0660

Radio Dept.: Frank Brady, vp.; Dean Sheffer, admin. asst.; Beth Black, head, radio-tv timebuying; Arthur Harrison, Robert W. Kelly, timebuyers; Ira Gonsler, Daniel Hirsch, Bernard Singer, Lawrence Wasserstein, asst. timebuyers.

Radio Accounts: Grove Labs, Chattanooga Medicine Co., B. T. Babbitt Inc., Lydia E. Pinkham Medicine Co., West End Brewing Co., Block Drug Co., Frenchette Co., Pharma-Craft Corp., (all S).

HERBERT W. COHON CO.
565 Fifth Ave., New York 17
Tel.: Plaza 5-6624

Radio Dept.: Herbert W. Cohon, timebuyer.

Radio Accounts: Necchi-Eina Sewing Circles (S).

CLARK COLLARD ADV. AGENCY
2506 W. 8th St., Los Angeles 57
Tel.: Dunkirk 7-3388

Radio Dept.: Clark Collard.

COLE & WEBER INC.
Corbett Bldg., Portland 4, Ore.
Tel.: Columbia 2821

Radio Dept.: Helen Alexieve, radio-tv dir., time-buyer.

Seattle 1-Republic Bldg.; Tel.: Elliott 7377; Dave Titus, radio-tv dir.

COMER & POLLARD INC.
3203 Summit St., Kansas City 11, Mo.
Tel.: Jefferson 1-4298

Radio Dept.: C. A. Pollard, R. Eloise Comer, John W. Lynch, acct. execs.; Lillian Kay, timebuyer.

COMPTON ADV. INC.
261 Madison Ave., New York 16
Tel.: Oxford 7-2400

Radio Dept.: Lewis H. Titterton, vp. chg. radio-tv programming; Storrs Hayes, vp. chg. radio-tv prog. dept.; Frank Kemp, vp., media dir.; Marjorie Irwin, bus. mgr.; Henry Clochessy, chief timebuyer.

Chicago 4-141 W. Jackson Blvd.; Tel.: Harrison 7-8935; Lawrence O. Holmberg, vp., mgr.

Cincinnati 2-525 Walnut St.; Tel.: Parkway 6961; Robert Marsh, mgr.

Los Angeles 48-8747 Sunset Blvd.; Tel.: Crestview 4-7546; Alvin Kabaker, west coast mgr.

Milwaukee 3-744 N. 4th St.; Tel.: Broadway 1-9475; Richard Davis, ofc. mgr.

Radio Accounts: Procter & Gamble (N-S); Goodyear Tire & Rubber Co. (N); M. K. Getz Brewing Co. (RN-S); Socony Mobile Oil Co., Standard Brands Inc., Personal Products Corp., American Can Co., Sterling Drug (S).

COMSTOCK & CO.
651 Delaware Ave., Buffalo 2, N. Y.
Tel.: Lincoln 6139

Radio Dept.: Henry W. Comstock, H. Earl Close, Frank J. Hess, ptrs.

THOMAS F. CONROY INC.
Majestic Bldg., San Antonio 5, Tex.
Tel.: Capitol 7-3456

Radio Dept.: Margaret Stair, media dir.; Everett Liaboe, radio-tv dir.

CONSOLIDATED ADV. DIRECTORS INC.
8762 Holloway Dr., Los Angeles 46
Tel.: Crestview 6-1133

Radio Dept.: Bentley Morriss, radio-tv dir.; Ralph Weinstein, acct. exec.

Radio Accounts: Maurice Ball Furs, Sawyer Schools of Business, G. L. C. White Co., (all S).

CO-ORDINATED ADV. CORP.
16 W. 46th, New York
Tel.: Judson 2-2100

Radio Dept.: Lester L. Wolff, pres.; Irving Herz, Art Cleveland, Fenway Hall Hotel; Abe Fisher.

Radio Accounts: Sunrise Supermarkets Corp., Hotel Bar Foods Inc., Assoc. Food Stores, Dugan Bros., Einhorn's Inc., Roselux Chemical Co., I. Roekach & Sons, Leader Drug Stores, King Kullen Super Markets.

RAY CORMIER ADV.
588 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 2-1217

Radio Dept.: Russ Metcalfe, acct. exec., timebuyer.
San Francisco 3-Hearst Bldg.; Tel.: Sutter 1-6376; John G. Aen, mgr.

San Diego 1, Calif.-Spreckels Bldg.; Tel.: Belmont 4-7318; Jack E. Corcoran, mgr.

Birmingham 3, Ala.-Title Bldg.; Tel.: 54-1372; Richard S. Stephen, mgr.

Atlanta 9, Ga.-1401 Peachtree St.; Tel.: Elgin 7011; Charles D. Scott, mgr.

San Jose, Calif.-460 Park Ave.; Tel.: Cypress 7-1291; Harry Maynard, mgr.

CRAIG & REID INC.
6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 4-8218

Radio Dept.: Ellis E. Craig, radio dir., acct. exec.; Kenneth R. Jensen, timebuyer, acct. exec.; Robert E. French, acct. exec.

Radio Accounts: Exchange Lemon Products Div., Sunkist; Flamingo Hotel, Las Vegas Resort Hotel Assn., Riviera Hotel, Dunkin-Mullis, Bob Poling, (all S).

CRAIG & WEBSTER ADV. AGENCY
22 Park Pl., Lubbock, Tex.
Tel.: Port 2-2314

Radio Dept.: Rex Webster, radio dir.

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., Bro-sius & Smiley Co., Delaware Coach Co., Delaware Power & Light Co., Diamond Ice & Coal Co., Equitable Security Trust Co., Group Hospital Service.

THE CRAMER-KRASSELL 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: Associated Hospital Service, First Federal Savings & Loan Assn. of Wis., First Wis. Natl. Bank, Frank Pure Food Co., Wm. Heine-mann Creameries, Milwaukee Co., Patek Bros., paints, Plankinton Packing Co., Schuster's Dept. Store, Wis. Telephone Co., (all S).

CROOK ADV. AGENCY INC.
Fidelity Union Bldg., Dallas 1, Tex.
Tel.: Riverside 1175

Radio Dept.: Frances W. Banister, media dir.; Wilson W. Crook Sr., pres., acct. supervisor; Wilson W. Crook Jr., James P. Anderson, vp.'s, acct. supervisors; H. W. Maier Jr., marketing dir.; Weidon L. Moore Jr., H. J. DuBose, Robert L. Lathnard, acct. execs.

SAMUEL CROOK CO.
28 W. 44th St., New York 36
Tel.: Bryant 9-2588

Radio Dept.: Mrs. Dolores La Falce, media dir.

EARL R. CULP AGENCY
551 S. Oxford St., Los Angeles 5
Tel.: Dunkirk 2-8406

Radio Dept.: Earl R. Culp, media dir., timebuyer.

CUMMINGS, BRAND & McPHERSON
2829 N. Main Rd., Rockford, Ill.
Tel.: 7-5706

Radio Dept.: A. B. Brand, sen. ptrn.

CUNNINGHAM & WALSH INC.
260 Madison Ave., New York 16
Tel.: Murray Hill 3-4900

Radio Dept.: John R. Sheehan, vp., radio-tv dir.; Norman Gort, vp. (Liggett & Myers); David P. Lewis, asst. radio-tv dir.; Tom De Huff, Joseph McDonough, prod.; Newman McEvoy, vp.-media.
Chicago—49 E. Superior St.; Tel.: Andover 3-3138
Radio Accounts: Chase Manhattan Co., Colgate Palmolive Co., J. A. Folger & Co., Gordon Baking Co., Italian Line, (all S), Liggett & Myers (N-R-S), Narragansett Brewing Co. (RN-S), N. Y. Daily News, Sunshine Biscuits Inc., (all S).

D

DANCER-FITZGERALD-SAMPLE INC.

347 Madison Ave., New York 17
Tel.: Oregon 9-0600

Radio Dept.: James Neale, vp., radio-tv dir.; Louis T. Fischer, vp., media dir.
Chicago—1-22 N. LaSalle St.; Tel.: Financial 6-4700;
E. Sewall Garden, exec. vp.
Hollywood 28—1880 N. Vine St.; Tel.: Hollywood 2-3256.
San Francisco 4—114 Sansome St.; Tel.: Douglas 2-5107; N. Woodbridge, vp., mgr.
Toronto 7—200 St. Clair Ave. W.; Tel.: Walnut 4-8425; Gilbert Nunn, vp., mgr.

Radio Accounts: American Chiclé Co., B. T. Babitt, Best Foods, Consolidated Products, Cory Corp., Ekco Products, Falstaff Brewing Corp., General Mills Inc., Guild Wine, Lady Esther, Lewis Howe Co., Procter & Gamble Co., Sterling Drug Inc., U. S. Army, Peter Paul Co., Nestlé Co.

D'ARCY ADV. CO.

Missouri Pacific Bldg., St. Louis 3

Tel.: Central 1-8700

Radio Dept.: William R. Holmes, media dir.

Atlanta—75 8th St., N.E.; Tel.: Vernon 8815; J. H. Kinsella, vp., mgr.

Chicago—8 S. Michigan Ave.; Tel.: Central 6-4536;
H. N. Spencer, vp.

Cleveland 13—Terminal Tower Bldg.; Tel.: Tower 1-3911; Stanley P. Seward, vp., mgr.

Dallas 1—Fidelity Union Life Bldg.; Tel.: Sterling 1503; J. T. Dwyer, mgr.

Havana, Cuba—Avenida de Washington 269; Tel.: U-1019; Gaetano Todaro Jr., mgr.

Houston 3, Tex.—1715 W. Webster; Tel.: Linden 2111; J. Bob Wilson, vp., mgr.

Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-3171; Reeves Epsy, vp., mgr.

Mexico City (Publicidad D'Arcy, S.A.)—Paseo de la Reforma 164; Tel.: 35-14-81; C. Riveroll del Prado, vp., radio-tv dir.; E. A. Hallet Jr., vp., mgr.

New York 22—430 Park Ave.; Tel.: Plaza 8-2600; Paul Louis, vp., radio-tv dept. dir.; F. S. Ott, vp., radio-tv dept. mgr.

Toronto 5, Ont.—57 Bloor St. W.; Tel.: Princess 3991; G. P. Altenbernd, vp. mgr.

LEONARD DAVIS ADV. INC.

107 Front St., Worcester 8, Mass.

Tel.: Pleasant 7-3617.

Radio Dept.: Leonard Davis, radio dir.; Marion Davis, Rosemarie Consiglio, Dolores Virgilio.

ROBERT F. DENNIS ADV. AGENCY INC.

4564 York Blvd., Los Angeles 41

Tel.: Clinton 5-6367

Radio Dept.: Robert F. Dennis, Alberta M. Kalina.

Radio Accounts: Sparklett's Drinking Water Corp. (S).

DIENER & DORSKIND INC.

147 W. 42d St., New York 38

Tel.: Bryant 9-8300

Radio Dept.: Leo Greenland, dir.; William Mann, John Starrs, acct. execs.; Harry Pollack, time-buyer.

DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.

350 5th Ave., New York 1

Tel.: Bryant 9-0445

Radio Dept.: Norman Glenn, vp. chg. radio-tv; Russell Ambruster, sr. radio-tv producer; Mildred Jackson, radio dir.; Gerald Gibson, Lee Gaynor, timebuyers; Joel Jacobs, Harry Ireland, John Kennedy, Ronald Bradley, John Rockwell, James Frankenberg, Daniel Keefe, Payson Fairchild, acct. execs.

Radio Accounts: Borden Co. (RN), Bristol-Myers Co. (N-RN), Pharmaco Inc. (N-RN-S).

THE RALPH L. DOMBROWER CO.

Dombrower Bldg., 11 E. Franklin St., Richmond 19, Va.

Tel.: Richmond 3-1113

Radio Dept.: Michaux Moody, radio-tv dir.; Ralph L. Dombrower Jr., acct. exec.; Janet Hanson, timebuyer.

Washington—Woodward Bldg.; Tel.: Republic 7-1420; Philip Rosenfeld, mgr.

DONAHUE & COE INC.

1270 Ave. of the Americas, New York 20

Tel.: Columbus 5-2772

Radio Dept.: Carl Rigrud, radio-tv-motion picture dir.-producer; James C. Beach, gen. radio-tv dir.-producer; Evelyn Lee Jones, radio-tv bus. mgr.; timebuyer; Barbara Jones, timebuyer; Carolyn Diem, Frederick McClafferty, Marie Coleman.

Atlanta 3—Hurt Bldg.; Tel.: Murray 8-5662

Radio Accounts: American Agricultural Chemical Corp., DeLaval Separator Co., Development Corp. for Israel, Loew's Inc., Metro-Goldwyn-Mayer, Miles Shoes, Mission Bell Wine, Raytheon Corp., River Brand Rice Mills, (all S), Scripto Inc. (N).

DICK DONALD ADV.

338 S. Western Ave., Los Angeles 5

Tel.: Dunkirk 8-2371

W. B. DONER & CO.

Washington Blvd. Bldg., Detroit 26

Tel.: Woodward 5-7400

Radio Dept.: Mrs. Ellen Dryer, Charles F. Rosen, Julian A. Grace, Felix Hower, Wilfred B. Doner, Robert Marker.

Chicago 1—203 N. Wabash Ave.; Tel.: Dearborn 2-4674; Marvin H. Frank.

Milwaukee 3—1324 W. Wisconsin Ave.; Tel.: West 3-9315; Gilbert B. Breimeister.

Baltimore 1—225 W. Fayette; Tel.: Mulberry 5-1800; Herb Fried.

Hollywood 46—845 N. La Cienega Blvd.; Tel.: Crestview 8-2055.

Radio Accounts: Detroit Creamery Co., DWG Cigar Corp., Federal Department Stores, Felgenson Bros., Grand River Chevrolet Co., Kessler Buick Co., Jerry McCarthy Chevrolet Co., Natl. Brewing Co., Natl. Brewing Co. of Michigan, Speedway Petroleum Corp., Top Pop Products, Ver-Hoven Chevrolet Co.

DOREMUS & CO.

120 Broadway, New York 5

Tel.: Worth 4-0700

Radio Dept.: William Mann, radio-tv dir.; Richard K. Paynter, George B. McMennamin, Henry L. Brown, Kenneth L. Edes, Harold L. Geisse, acct. execs.

Boston 9—53 State St.; Tel.: Lafayette 3-0770; William J. Sheehan.

Chicago 4—208 S. LaSalle St.; Tel.: Central 6-9132; Charles C. Greene.

Philadelphia 2—1522 Locust St.; Tel.: Kingsley 5-2590; E. Howard York.

San Francisco 8—425 Bush St.; Tel.: Yukon 2-4080; Ronald C. Brindley.

JOHN C. DOWD INC.

(see Dowd, Redfield & Johnstone Inc., affiliated agency)

Park Sq. Bldg., Boston 16

Tel.: Hubbard 2-8050

Radio Dept.: Joseph L. Tully, dir.

DOWD, REDFIELD & JOHNSTONE INC.

(also see John C. Dowd Inc.)

501 Madison Ave., New York 22

Tel.: Murray Hill 8-1275

Radio Dept.: Tyler Davis, radio-tv dir.; Jean Gilbon, Betty Nasse, timebuyers; Anita Gonzalez, traffic dept.; Edmund F. Johnstone, Gene McMasters, George Bailey, Donn Dolan, Jack Bradfute, acct. execs.

Radio Accounts: Block Drug Co., Casco Products Corp., Century Brewery Corp., Cott Beverage Corp., Dornin Inc., Drug Research Corp., Albert Ehlers Inc., Pellex Corp., Plough Inc., Rilling Dermetics, Rockwell Pharmaceutical Co., Zotoc Pharmaceutical Co. (all S).

DOYLE DANE BERNBACH INC.

20 W. 43d St., New York 36

Tel.: Longacre 5-7878

Radio Dept.: Marvin Corwin, tv dir.; Harry Parnas, media dir.; Jan Gilbert, Jean Simpson, timebuyers; Ned Doyle, Edward Russell, Charles Rollins, Joseph Daly, Joshua Epstein, John Gronfein, Neil Schreckinger, Fred Dossenbach, Robert Kennedy, acct. execs.

Los Angeles 5—606 S. Hobart Blvd.; Tel.: Dunkirk 8-2233; Ted H. Factor, vp.; Bernice Levitas, media dir., timebuyer.

Radio Accounts: Polaroid Corp. (N-S); American Lead Pencil Co., Buxton Inc., Fairmont Foods Co., Hunter Douglas Corp. (All-Flexalium venetian blinds), Henry S. Levy & Sons Inc. (bread), Max Factor & Co., Sales Builders Inc., Weldon Farm Products Inc. (Alba milk), New Haven Railroad, Regal Shoes.

DOYNE ADV. AGENCY

415 Church St., Nashville 3, Tenn.

Tel.: 42-7372

Radio Dept.: George W. Doyne, pres.

DOZIER EASTMAN & CO.

1206 Maple Ave., Los Angeles 15

Tel.: Richmond 9-7091

Radio Dept.: S. C. Eastman and Marion Dozier, owns.

THE DREYFUS CO.

833 N. Kings Rd., Los Angeles 46

Tel.: Olive 3-4637

Radio Dept.: Louise Smith, media dir., timebuyer.

JAY J. DUGAN AGENCY

1420 Walnut St., Philadelphia 2

Tel.: Ferrywacker 5-5104

Radio Dept.: Jay J. Dugan, pres., acct. exec., time-buyer; Richard S. Lee, Les Waas, acct. execs., timebuyers.

Radio Accounts: Equitable Credit Corp., Ogontz Motor Co., Pacific Lincoln-Mercury, Reliable Pontiac Co., Starr Ford Co., University Motors Inc. (all S).

DUNDES & FRANK INC.

64 W. 48th St., New York 36

Tel.: Plaza 7-0750

Radio Dept.: Ben Frank, radio-tv dir.

ROY S. DURSTINE INC.

655 Madison Ave., New York 21

Tel.: Templeton 8-4600

Radio Dept.: Dorothy Barnett, timebuyer; Royce W. Jackson Jr., radio-tv dir.

Los Angeles 5—3440 Wilshire Blvd.; Tel.: Dunkirk 8-3411; William D. Sloan, mgr.

San Francisco 11—1736 Spocketon St.; Tel.: Exbrook 7-0458; (Miss) Sidney Stivers, radio-tv dir.

Radio Accounts: Strongheart Dog Food, Flako Mixes, Roman Meal Bread, Tasti Diet, Alemite, Sir Francis Drake Hotel, Dietonic Beverages.

HUGH DWIGHT ADV.

115 S.W. 4th Ave., Portland 4, Ore.

Tel.: Capitol 3-3733

E

EASTBURN-SIEGEL

623 Spring St., N.W., Atlanta, Ga.

Tel.: Vernon 4707

Radio Dept.: Sam Scheinman, timebuyer; Mel Finkel, acct. exec.

Radio Accounts: Monarch Sewing Co., State of Georgia, State Vacuum (RN-S), Kitchen Magic, Charm Card, Prior Tire, Friedman's Jewels, Excelent Medicine, Southern Upholsterers.

THE EDWARDS AGENCY INC.

435 S. La Cienega Blvd., Los Angeles 48

Tel.: Bradshaw 2-5616

Radio Dept.: Edward L. Koblitz, pres.; (Miss) Rickey Barr, media buyer, timebuyer.

Radio Accounts: Kaiser Bros. Oldsmobile.

EISAMAN-JOHNS ADV.

9155 Sunset Blvd., Hollywood 46

Tel.: Crestview 1-5196

Radio Dept.: Jess M. Johns, J. R. Elsaman III, ptrns., acct. execs., timebuyers; Marx Hartman, radio-tv prod. mgr.; Mrs. Bettye M. Deardorff, research.

ELLINGTON & CO.

535 8th Ave., New York 17

Tel.: Murray Hill 7-4300

Radio Dept.: Hal James, vp. in chg.; Burke A. Crotty, exec. producer; Dan Kane, bus. mgr., timebuyer; Paul Jennings, copy chief; Doris Lustgarten, new progrs.; Kay Woelfe, prod. asst.

Radio Accounts: Celanese Corp. of America, Cities Service Gas & Oil, McKesson & Robbins.

EMERY ADV. CORP.

1201 St. Paul St., Baltimore 2

Tel.: Vernon 7-3731

Radio Dept.: R. I. Highleyman, vp.

ROBERT J. ENDERS INC.

1001 Connecticut Ave., N.W., Washington 8

Tel.: Sterling 3-2222

Radio Dept.: Grace Waldman, radio dir.; Robert J. Enders, Howard A. Enders, Ray Hill, Robert L. Friend, acct. execs.

ENTERPRISE ADV.

500 E. Commercial St., Los Angeles 12

Tel.: Madison 9-1477

Radio Dept.: Ed McNelly, pres.

ENYART & ROSE ADV.

940 N. Fairfax Ave., Los Angeles 46

Tel.: Oldfield 4-4070

Radio Dept.: Jack Enyart & Alfred Rose, timebuyers.

ALVIN EPSTEIN ADV.

1737 F St., N.W., Washington 5

Tel.: Sterling 3-8550

Radio Dept.: Mrs. Anne Passel, pub. rel. dir., copy-writer; Mrs. Ruth G. Graze, Jack Feiffer, Stanley Barclay, acct. execs.

ERWIN, WASEY & CO. LTD.

5045 Wilshire Blvd., Los Angeles 36

Tel.: Webster 1-1211

Radio Dept.: Robert L. Redd, vp. chg. radio-tv; Charles Lowe, asst. dir.; Jules Hack, creative

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. 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.

dir.; Rollo Hunter, prod. mgr.; Jack Wormser, dir.; Glenn Bohanan, timebuyer.
 Chicago 1—(Erwin Wasey & Co. Ltd.)—230 N. Michigan Ave.; Tel.: Randolph 6-4952
 Minneapolis—(Erwin Wasey & Co. of Minn.)—523 Marquette Ave.; Tel.: Atlantic 1233.
 New York 17 (Erwin, Wasey & Co. Inc.)—420 Lexington Ave.; Tel.: Lexington 2-8700.
 Oklahoma City 2 (Erwin, Wasey & Co. of South)—First Natl. Bank Bldg.; Tel.: Oklahoma 7-5429.
 Toronto 5 (Erwin, Wasey of Canada Ltd.)—610 Church St.; Tel.: Randolph 5187.
 Also offices in Paris, Rio de Janeiro and Stockholm.
ESMOND ASSOC. INC.
 10 E. 40th St., New York 16
 Tel.: Murray Hill 5-4111
 Radio Dept.: Joel Abramson, vp.
 Radio Accounts: Dentspray Inc. (Oro spray), Spencer Taylor Inc., City Title Insurance Co.
WILLIAM ESTY CO.
 100 E. 42d St., New York 17
 Tel.: Oxford 7-1600
 Radio Dept.: Wendell Adams, radio dir.; Arline Lunny, prog.-prod. sup.; Richard Grahl, timebuyer.
 Hollywood 28—6331 Hollywood Blvd.; Tel.: Hollywood 2-8305; Arnold J. Wester, exec. producer.
 Radio Accounts: P. Ballantine & Sons (RN-S), Coca Cola Bottling Co. (S), Colgate-Palmolive Co. (N-RN-S), General Mills (N-RN-S), Natl. Carbon Co. (N-S), Pacquin-Leeming (N-S), R. J. Reynolds Tobacco Co. (N-RN-S).
EVANS & ASSOC. ADV.
 Dan Waggoner Bldg., Fort Worth 2, Tex.
 Tel.: Edison 9521
 Radio Dept.: Mrs. Barbara R. Seever, media dir.; Earl Collings, Harry Kinzie, acct. execs.
 Radio Accounts: Continental Natl. Bank of Ft. Worth, Foremost Dairies (southwestern div.), Universal Mills, Williamson-Dickie Mfg. Co. (all S).

F

MIKE FADELL ADV. AGENCY
 Northwestern Bank Bldg., Minneapolis 2
 Tel.: Atlantic 3416
 Radio Dept.: M. Jane Harrington, radio-tv dir.; J. J. Polian, acct. exec.; Nina M. Kosse, timebuyer.
FAIRFAX INC. ADV.
 17 E. 49th St., New York 17
 Tel.: Murray Hill 6-9310
 Radio Dept.: Robert Klein, radio-tv dir.; Barnett Friedenberg, head timebuyer; Janis Hamilton, media dir.
 Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 5-2191; Robert Klein, radio-tv dir.; Robert L. Nourse Jr., vp.
 Radio Accounts: BVD, Gemex Watchbands, Adam's Hats (local retail), Stern's Nurseries of Geneva, N. Y., Toffenetti's Restaurant, Red Breast Salmon, Clopay Corp., Superior Wiper Co., Fertl Inc., House of Thomas, Max Schling, Seedsman Inc., Union Mortgage Co.
FALLON & CO.
 3511 W. 6th St., Los Angeles 5
 Tel.: Dunkirk 5-3283
 Radio Dept.: Jim Fallon, pres.; Bob Moon, media dir.
 Radio Accounts: H. J. Caruso Dodge-Plymouth, Freeway Pontiac.
FEIGENBAUM & WERMEN ADV. AGENCY
 1822 Spruce St., Philadelphia 3
 Tel.: Locust 7-1466
 Radio Dept.: Jean Van Eskay, timebuyer; Elliott Gordon, producer-dir.; Josie Aseto, radio-tv prom.-publicity; Ann Cuprak, Betty Best prog.; Harry Feigenbaum, David Wermen, Leonard Schorr, Jay Beneman, acct. execs.
 Radio Accounts: Arrow Store for Men, Bayuk Cigars, Lou Block Motors, Blumenthal Bros. Chocolate Co., Cobler Wine, Federal Saving & Loan Assn., Kings Wine Co., Bernard Pincus, Renutz Home Products Co.
COURTLAND D. FERGUSON INC.
 Natl. Press Bldg., Washington 4
 Tel.: National 8-7713
 Radio Dept.: Nan Hannum, timebuyer.
 Radio Accounts: Anderson Jewellers, Auth's Meat Products, Bergman's Laundry, Horner's Automobiles, Mrs. Keane's Frozen Beefsteaks, Liberty Bldg. Assn., Mann's Potato Chips, Meenehan's Hardware, Smith's Transfer & Storage, (all S).
MAURY FERGUSON ASSOC.
 1710 N. Broadway Oklahoma City
 Tel.: Central 2-5865
 Radio Dept.: Gilbert W. Schneider, radio dir.
 Radio Accounts: Chic-O-Line Feed Mills, Coker-Butler Pontiac Co., Colonial Baking Co., Davis & Iron Furn. & Appliance, Dollard Dist. Co., Melody Cleaners, S. W. Radio & Equip. Co., Scrivner-Stevens Red Bud Food Centers, Video Independent Theaters, (all S).
FIORE & FIORE
 128 Mallory Ave., Jersey City 4, N. J.
 Tel.: Henderson 2-8200
 Radio Dept.: Michael A. Fiore, pres.; Albert A. Fiore, vp.; William Prusan, acct. exec.
 Radio Accounts: Anbesol Co. (S), Apothecary Products (N), Custom Paint & Chemical (RN-S), Halogene Corp. (N), Isotax Corp. of America (N), Korex Diet Gum (S), Leslie Toy Co. (S), Non-Sectarian Radio Church (RN), Nu-Trend Jewelry Co. (S), Helaine Seager Inc. (N), Sonnenberg & Co. (S), Ward Stilson Co. (S), Watchung Lake Inc. (S).
FIRST UNITED BROADCASTERS
 201 N. Wells St., Chicago 6
 Tel.: Randolph 6-7800
 Radio Dept.: Hugh Rager, mgng. dir.; Maryellen Convery, timebuyer.
 Radio Accounts: Central Security, Federal Finance Assn., Goodwill Mfg. Co., Madison Pharmacal

Co., Mercer Resort & Business Men's Assn., Mutual Ins. Co., Ott Products Co., Penathol Labs., Shure Drug Products Co., United Vitamin Co., Willard Tablet Co., (all S).
M. M. FISHER ASSOC.
 79 W. Monroe St., Chicago 3
 Tel.: Central 6-6226
 Radio Dept.: Jack L. Fisher Sr., own.; Jack L. Fisher Jr., co-own., radio dir., acct. exec.; Rex S. Gay, acct. exec.; Helene Heinz, timebuyer.
 Radio Accounts: Allied Artists Pictures, Bell Savings & Loan Assn., Clark Theater, Davis Oldsmobile Co., Fireside Marshmallow Co., Gourmet House, Chas. Keeshin Poultry Co., Natl. Fedn. Infantile Paralysis, North American Mushroom Co., Sittler Bros., Tam O'Shanter Country Club, 20th Century Fox Films, United Artists Pictures, Universal-Intl. Pictures, (all S).
FITZGERALD ADV. AGENCY
 1040 St. Charles Ave., New Orleans 13
 Tel.: Tulane 3131
 Radio Dept.: William H. Thomas, dir.; Marie O'Meara, Dorothy M. Nix, timebuyers; Daniel J. Norton.
 Radio Accounts: Ala-Ga. Syrup Co., Blue Plate Foods, La. Coca-Cola Bottling Co., Godchaux Sugars, H. G. Hill Stores, Jackson Brewing Co., La. State Rice Milling, Pan-Am Southern Corp., La. Power & Light Co., Scoco-Crustene, Wesson & Snowdrift Sales Co.
FLACK ADV. AGENCY INC.
 433 S. Warren St., Syracuse 2, N. Y.
 Tel.: 2-6101
 Radio Dept.: Daniel W. Casey, radio-tv dir.; William P. Conklin, pres.; Grover H. Hubbell, vp.; Edward J. Labs, acct. exec.
 Radio Accounts: BVB Foods, Netherland Co., A. H. Bond Co., Syracuse Savings Bank, (all S).
RICHARD A. FOLEY ADV. AGENCY INC.
 1528 Walnut St., Philadelphia 2
 Tel.: Kingsley 5-1560
 Radio Dept.: Frank Knight, radio dir.; Alice Mooney, timebuyer; Lester Harmon, prod.
 Radio Accounts: Abbotts Dairies, Bel Air Race Track, Beneficial Saving Fund, Burks Meats, Del. Park Race Track, Reading Railroad, Mrs. Smith's Pies, John Wanamaker.
FOOD RESEARCH & ADV.
 159 E. Chicago Ave., Chicago 11
 Tel.: Superior 7-8664
 Radio Dept.: Norman E. Kraff, own.
FOOTE, CONE & BELDING
 247 Park Ave., New York 17
 Tel.: Murray Hill 8-5000
 Radio Dept.: Roger Pryor, radio-tv vp.; R. L. Simpson, prod. dir.; Thomas M. McDonnell, bcst. planning dir.
 Chicago 11—155 E. Superior St.; Tel.: Superior 7-4800; J. W. Switzer Jr., vp., acct. exec.; Robert Hussey, vp., media dir.; Jack Simpson, vp., prod. dept. mgr.; Harry Dieter, bus. mgr.; Genevieve Lemper, Gwen Dargel, Dorothy Fromherz, timebuyers; Homer Heck, Myron Clarke, William Maloney, Donald Hockstein, sups.; Jack Owen, prod. sup.; T. G. Brennan, radio-tv prod. sup.
 Hollywood 28—6233 Hollywood Blvd.; Tel.: Hollywood 9-6265; Edmund L. Cashman, vp., chg. prod.
 Houston 2—510 Taft (mallng), P. O. Box 4223, Houston 14; Tel.: Jackson 8-5461; Grace Spanhel, timebuyer.
 London W. 1—27 Hill St.; Tel.: Mayfair 9131; Brian F. McCabe, mgng. dir.; Godfrey Howard, dir. of bcstg.
 Los Angeles 17—900 Wilshire Blvd.; Tel.: Madison 3-3111; Gene Fox, vp. in chg.; Jim Hathaway, bcst. sup.
 Montreal 2—925 Dominion Sq. Bldg.; Tel.: University 6-8591.
 Portland 4, Ore.—Pacific Bldg.; Tel.: Broadway 3732; Leith F. Abbott, mgr.
 San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-2355; John R. Little, vp. in chg.; Llew A. Jones, Robert Leafeldt, media dirs.
 Radio Accounts: General Foods, Liebman Breweries, International Latex Corp., Armour & Co. (soap), Hall Bros., International Cellucotton Products, Beatrice Foods Co., Security-First Natl. Bank, Bullock's, Hoffman Radio, Hughes Aircraft, Purex, Sunkist Growers, S. C. Johnson & Son, Paper-Mate Pen, RKO Pictures, Lever Bros. (Spry), Kimberly Clark, Pepsodent, Rheingold Brewing, BOAC, Magnavox, Firestone Tire & Rubber Co.
FORT & CO.
 416 Providence Rd., Charlotte 7, N. C.
 Tel.: Edison 4-7122
 Radio Dept.: John L. Fort, timebuyer.
 Radio Accounts: N. C. State Hatchery Assn. (S).
CARLOS FRANCO ASSOC. INC.
 420 Madison Ave., New York 17
 Tel.: Plaza 8-0792
 Radio Dept.: Carlos A. Franco, pres.; Dr. Franklin R. Cawi, exec. vp., marketing-research dir.; Richard W. Hubbell, vp., gen. mgr.
 Radio Accounts: Rhodes Pharmacal (N-RN-S), Blade Master (S).
ALBERT FRANK-GUENTHER LAW INC.
 131 Cedar St., New York 6
 Tel.: Cortland 7-5060
 Radio Dept.: Robert W. Day, vp.
 Boston 9—10 Post Office Sq.; Tel.: Hancock 6-5900
 Chicago 2—1 N. LaSalle St.; Tel.: Dearborn 2-8424;
 R. W. Dawson, George H. Knott, vps.
 Philadelphia 2—Packard Bldg.; Tel.: Rittenhouse 6-3915. Robert L. Ingold, vp.; Milton T. Kyle, vp., gen. mgr.
 San Francisco 8—425 Bush St.; Tel.: Yukon 6-4641.
 Mrs. Lucrezia Kemper, vp. & mgr.
 Washington—1025 Connecticut Ave., N.W.; Tel.: Sterling 3-5353.
 Radio Accounts: Kiplinger Washington Agency Inc. (N), Prentiss Hall, Financial World, Bache & Co.

JONES FRANKEL CO.
 180 N. Wabash Ave., Chicago 1
 Tel.: Dearborn 2-5745
 Radio Dept.: Henry I. Sherry, Howard S. Stone, A. G. Gaines, Howard M. Markin.
 Radio Accounts: Revere Camera (S), Lucky Heart Labs (S).
THE FREDERICK-CLINTON CO.
 545 5th Ave., New York 17
 Tel.: Murray Hill 2-7433
 Radio Dept.: Harold Rieff, radio-tv dir.
 Radio Accounts: Adler Shoes for Men, Empire Plastics, Fraser-Morris, Puritan Frosted Foods, Vim Stores, (all S).
CURT FREIBERGER & CO.
 1439 Court Pl., Denver 2
 Tel.: Alpine 5-2048
 Radio Dept.: C. J. Freiburger, pres.; Steve Demarest, radio dir.; Robert C. Lochrie, Jack Mefford, acct. execs.
 Radio Accounts: American Bty. (RN-S) Central Bank (S), Denver U. (S), May Co. (S), Sears Roebuck (RN-S), Securities Credit Corp. (RN-S).
FRENCH & PRESTON INC.
 500 5th Ave., New York 32
 Tel.: Oxford 5-3450
 Radio Dept.: Mildred Gannon, media buyer; James P. Selvage, Ted Price, acct. execs.
 Chicago—221 N. LaSalle St.; Tel.: Franklin 2-4821.
 Washington 6—1625 I St., N.W.; Tel.: Republic 7-4041; Samuel Bledsoe, mgr.
 Radio Accounts: Natl. Republican Senatorial Committee (N-S), Francis I. duPont & Co., Minwax (S), Wallpaper Council.
OAKLEIGH R. FRENCH & ASSOC.
 4235 Lindell Blvd., St. Louis 8
 Tel.: Jefferson 1-0037
 Radio Dept.: C. S. Pangman, media dir., acct. exec.; John Aiden, acct. exec.
AD FRIED ADV. AGENCY
 (See listing under A)
FRIEND-REISS ADV.
 221 W. 57th St., New York 19
 Tel.: Plaza 8030
 Radio Dept.: Edward Ratner, radio-tv dir.; Karen Collier, timebuyer.
 Radio Accounts: Cameo Curtains Inc. (N), Play-skool, Toy Guidance Council Inc. (RN), Levalor Lorentzen Inc., Shirtsart Inc., DeJur-Amsco Corp., Adams Hat Stores Inc., Vogue Doll (S).
JIMMY FRITZ & ASSOC.
 1680 N. Vine St., Hollywood 28
 Tel.: Hollywood 3-3251
 Radio Dept.: Paul Knight, dir.
 Radio Accounts: McDaniels Super Food Markets, Paine & Co., Wilshire Federal Savings & Loan Assn. of L. A., Elite Business Machines, Snyder Lynch Dodge-Plymouth, Marshall & Clampett, Rancho Motors, Stansburg Buick, Century Oldsmobile, Von de Ahe Van & Storage, Advance Muffler Service, Valley Ford.
HARRY M. FROST CO.
 260 Tremont St., Boston 16
 Tel.: Liberty 2-1440
 Radio Dept.: Harvey P. Newcomb, vp., radio-tv dir.
FULLER & SMITH & ROSS INC.
 230 Park Ave., New York 17
 Tel.: Murray Hill 6-5600
 Radio Dept.: A. E. Duram, vp. dir.; Bernard Rasmussen, radio-tv mgr.; Peter Cardozo, creative dir.; Byron McKinney, prod. mgr.; Gil Morris, Fred Duncan, K. Moore, acct. execs.; Willson Tuttle, media client service dir.
 Chicago 3—105 W. Adams St.; Tel.: Andover 3-5041; Ed Lauesen, mgr.
 Cleveland 15—1501 Euclid Ave.; Tel.: Cherry 1-8700; Tom Slater, dir.
 Radio Accounts: Aluminum Co. of America, Wear-ever Foil, Sherwin Williams Co. (N-S), Aluminum Cooking Utensil Co., American Greetings Card Co., Detroit Steel Products Co. (N), Commercial Solvents Corp. (RN-S), Westinghouse Electric Co., Brukhardt Brewing, Keystone Steel & Wire Co., Cleveland Oldsmobile Dealers, Sabena Air Lines, Cleveland Central Natl. Bank (S).

G

GARDNER ADV. CO.
 935 Olive St., St. Louis 1
 Tel.: Central 1-3200
 Radio Dept.: William D. Fisher, vp. chg. radio-tv; Al Chance, Ralph Pasek, May Kohler, Jim Faszholz, prod. sups.; Masey Lou Mann, traffic mgr.; Frank Chipperfield, media dir.
 New York 20—9 Rockefeller Plaza; Tel.: Columbus 5-2000; Roland Martin, vp.; Lois Cowan, asst.
 Radio Accounts: Pet Milk Co. (N-S), Ralston Purina Co., Neb. Cons. Mills Co., Barton Mfg. Co., First National Bank, St. Louis Ind. Pkg. Co., Wabash Railroad, Godfrey Mfg. Co., Southwestern Bell, Union Electric Co., Swift & Co. (Jewel shortening, oil), Purina Mills, Derby Foods, Anheuser-Busch Inc., Emerson Electric Co., St. Louis Post Dispatch, (all S).
H. M. GARDNER & ASSOC.
 3450 Wilshire Blvd., Los Angeles 5
 Tel.: Dunkirk 5-1474
 Radio Dept.: H. M. Gardner, own.
 Radio Accounts: Waste King Pulverator (N-RN-S), Mission Pak Candies (RN-S).
SIDNEY GARFIELD & ASSOC.
 26 O'Farrell St., San Francisco 8
 Tel.: Exbrook 2-3420
 Radio Accounts: Berkeley Savings & Loan Assn., Chemicals Inc., Kay Jewelers, Serta Assoc.-Simon Mattress Mfg. Co., Rough Rider Inc., Crispie Potato Chip Co., (all S); Harrison Products Inc. (N-RN-S), Pratt-Low Preserving Co. (N-RN-S).
GEARE-MARSTON INC.
 22nd & Locust Sts., Philadelphia 3
 Tel.: Locust 4-3551

Radio Dept.: Frederick C. McCormack Jr., radio-tv dir.; Joan O. McCrea, timebuyer.
 New York 17-420 Lexington Ave.; Tel.: Lexington 2-0880

Radio Accounts: Strawbridge & Clothier, Edward K. Tryon Co., Western Saving Fund Society, Caloric Appliance Corp., Valspar Corp., Lawn-Boy Power, Jimmy Mop, Acronized, Pa. Salt Mfg. Co., (all S).

W. B. GEISSINGER & CO.
 311 N. Flores St., Los Angeles 48
 Tel.: Webster 3-7178
 Radio Dept.: W. B. Geissinger, pres.; Robert Williams, vp.

Radio Accounts: Enoch Chevrolet
 GENERAL ADV. AGENCY INC.
 6518 Selma Ave., Los Angeles 28
 Tel.: Hollywood 3-5128
 Radio Dept.: Ralf M. Spangler, pres.; Stan Brown, Chet Crank, acct. execs.

GEYER ADV. INC.
 745 5th Ave., New York 22
 Tel.: Plaza 1-3300

Radio Dept.: Winslow Case, vp. chg. radio-tv; Ralph Robertson, vp. marketing dir.; Raymond Mauer, radio-tv dir.; LeRoy Emmerich, prod. sup.; Don McGuinn, bus. mgr.; Elizabeth Powell, Carol Sleeper, timebuyers; J. O'Connor, C. Liebold, copy.

Dayton 2—Third Natl. Bank Bldg.; Tel.: Fulton 4135; E. G. Frost, mgr.

Detroit 32—14250 Plymouth Rd.; Tel.: Webster 3-5520; Ralph L. Wolfe, mgr.

Hollywood 28—1890 Vine St.; Tel.: Hollywood 7-6114; John K. Mason Jr., mgr.

Radio Accounts: American Motors Corp., Nash, Kelvinator Divs.; American Motors Corp., American Home Foods Inc., Boyle Midway Inc., American Home Products Corp., Kiwi Polish Co., Marlin Firearms Co., Olivetti Corp. of America, Tetley Tea Co.

GIBBONS ADV. AGENCY INC.
 Daniel Bldg., Tulsa 3
 Tel.: Luther 7-2444
 Radio Dept.: Mercedes Freiday, radio-tv dir., acct. exec.; John B. Gibbons, vp. acct. exec.; J. Burr Gibbons, pres., acct. exec.

Radio Accounts: Wertz Biscuit Co., Pedrick Labs., Tom P. McDermott Inc., Stanleys Funeral Serv., State Federal Savings & Loan, Sand Springs Farms, Comet Moving & Storage Co., Community Loan & Investment Co., National Bank of Tulsa, Mitchell Mfg. Co., (all S), V-Chek Inc. (N-RN-S).

CLIFFORD GILL AGENCY
 8685 Wilshire Blvd., Beverly Hills, Calif.
 Tel.: Crestview 1-5631
 Radio Dept.: Mrs. Dorothy Gill, timebuyer, acct. exec.; Clifford Gill, radio dir.; Marjorie Weinke, timebuyer.

Radio Accounts: Allied Artists Pictures Corp., S. C. Bowling Proprietors Assn., Moss Bldg. Corp., (all S).

GILLHAM ADV. AGENCY INC.
 Continental Bank Bldg., Salt Lake City 5
 Tel.: Empire 4-5516
 Radio Dept.: Heber G. Wolsey, vp. chg. radio-tv; George Barrus, writer.

Radio Accounts: Cloverleaf Dairy, Colville Ice Cream, First Federal Savings, First Security Bank, Fisher Brewing Co., Henager School of Business, Mountain Fuel Supply, Ogdens First Federal, Petty Motor Co., Purity Biscuit Co., Royal Baking Co., Sego Milk Products, Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light, Western Colorado Power, (all RN), Streater-Chevrolet (S).

BERT S. GITTINS ADV. INC.
 739 N. Broadway, Milwaukee 2
 Tel.: Broadway 6-5949
 Radio Dept.: Gerald L. Seaman, radio-tv dir.; Vern Laustsen, asst. radio-tv dir.; Paul Seabrook; Don Looper; Esther Block, timebuyer.

Radio Accounts: Allis-Chalmers Mfg. Co. (N-S), Swift & Co., Renk Seeds, Babson Bros., (all S).

GLASSER-GAILEY INC.
 3670 Wilshire Blvd., Los Angeles 5
 Tel.: Dunkirk 4-2141
 Radio Dept.: Grace Glasser, pres., timebuyer; Edward Hibler, timebuyer.

Radio Accounts: Colonial Dames Cosmetics, County Fair Pies, Ralph's Bowties Pies, L. B. Labs.

WILLIAM GLAZER ADV. AGENCY
 United Office Bldg., Cleveland 13
 Tel.: Main 1-0816
 Radio Dept.: W. J. Gabriel Jr., radio-tv dir.

Radio Accounts: Foodtown Super Markets, Family Stamps, Jack 'N' Jill Kiddie Shops, Mary Lee Candies, Eagle Dairy & Ice Cream Co., RB Biscuit Co., Anchor Rubber Products Inc., (all S).

GLENN ADV. INC.
 301 E. 5th St., Fort Worth 2, Tex.
 Tel.: Fannin 4476 (after April 1; Edison 2-4476)
 Radio Dept.: Merle W. Bell, A. G. McDaniel.
 Dallas 1—Republic Bank Bldg.; Tel.: Riverside 6686;
 Ward M. Wilcox, vp.; Lenier Temerlin, John H. Stewart.

Houston—Sterling Bldg.; Tel.: Capitol 4-2729; John Fraser Jr., vp.

Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-9369; Ray K. Glenn.

San Antonio—Transit Tower; Tel.: Capitol 7-2369; Bob Holleron, vp.; Jack Schlichenmaier.

Radio Accounts: Fort Worth Sand & Gravel, Lone Star Brewing Co., Waples-Platter Co., Fort Worth Nat'l Bank, Dallas Republic Nat'l Bank, Turbiville Motors, T&F Railway Co., Gebhardt's Chili Co., Frontier Pontiac Inc., Circle D Foods, Burrus Feed Mills, Sam White Oldsmobile, Delaware Punch Co., Jordan Motors, Texas Industries Inc., Texas Dry Concrete Co., Hinea Pontiac, (all S).

GLENN-JORDAN-STOETZEL INC.
 307 N. Michigan Ave., Chicago 1
 Tel.: State 2-8927

Radio Dept.: Ralph Rozema, radio dir.; Leona Murphy, media dir., timebuyer.

Radio Accounts: Christian Reform Church (N-S), National Labor-Management Foundation (N-S).

GODOY & CROSS ADV. AGENCY
 21 y O Vedado, Havana, Cuba
 Tel.: F-7470

MIKE GOLD AGENCY
 8732 Sunset Blvd., Los Angeles 46
 Tel.: Bradshaw 2-7489

Radio Dept.: Mike Gold, acct. exec.; Milton Figen, continuity; Sylvia Gold, timebuyer; E. Solomon, prod.

Radio Accounts: Tyler Mfg. Co. (RN), Time Payment Insurance Co. (S), Charmfit of Hollywood (RN), Cardisplay Co., Honey Lips Lipstick (RN).

FRANCIS D. GONDA CO.
 6912 Hollywood Blvd., Los Angeles 28
 Tel.: Hollywood 2-6017

Radio Dept.: Alex M. Victor, radio dir.; Florence L. Dye, timebuyer; Frances L. Lee, acct. exec.; Francis D. Gonda, pres., acct. exec.

Radio Accounts: Paint & Palette, OZ Greeting Cards, Desertgem Jewelry, Graysen Co., Plast-Graph Co., (all S).

GOODKIND, JOICE & MORGAN INC.
 919 N. Michigan Ave., Chicago 11
 Tel.: Superior 7-6747

Radio Dept.: Florence A. Neighbors, media dir.

GOODMAN-ANDERSON ADV.
 614 S. San Vicente Blvd., Los Angeles 48
 Tel.: Webster 8-3993

Radio Dept.: Mort Goodman, pres.; Bob Anderson, exec. vp.; Claire Koren, media dir.; Stanley Elstad, acct. exec.; Dave Horowitz, radio-tv prod. dir.

Radio Accounts: Warner Bros. Studios, 20th Century Fox Studios, Cinerama Theatres of Calif. Inc., Universal-International Studios, Republic Studios, Nic-L-Silver Battery Co., Lawson's Jewelers, Barr Mfg. Co., George Murphy Chevrolet, (all S).

KENT GOODWIN ADV. AGENCY
 7964 Melrose Ave., Los Angeles 46
 Tel.: Webster 8-5261

Radio Dept.: Kent Goodwin, Dick Robbins, timebuyers; Tony Alberti, acct. exec.; Jay Rosenberg, prod. chief.

Radio Accounts: Owis Furniture Stores, Gene Klein Sport Cars, Infra-Red Auto Paint Co., House of Carpets, Transmission Exchange Co., Adams Furniture, Olympic Auditorium.

PHIL GORDON AGENCY
 23 E. Jackson Blvd., Chicago 4
 Tel.: Harrison 7-2103

Radio Dept.: Philip W. Abrams, vp.; Ruth Sacks Pollock, timebuyer; Roy Ruckoff, radio dir.

Radio Accounts: Flavour Candy (S), Esserman Motor Sales.

GOTHAM-VLADIMIR ADV. INC.
 2 W. 46th St., New York 36; 325 Lexington Ave., New York 16
 Tel.: Judson 2-2880; Murray Hill 5-0750

Radio Dept.: Arthur A. Kron, radio-tv dir.; Andrew N. Vladimir, radio-tv plans sup.; Sally Allen, acct. exec.; Kay Barton, pub. rel. dir.; A. F. Connolly, vp.; Maurice Barrett.

Chicago 2—1 N. LaSalle St.; Tel.: Andover 3-5033; Richard H. Hobbs, sr. vp., mgr.

San Francisco 8—251 Kearny St.; Tel.: Yukon 6-5892; M. Craig Spitz, vp., mgr.

GRANT ADV. INC.
 919 N. Michigan Ave., Chicago 11
 Tel.: Superior 7-6500

Radio Dept.: Jane Baker, radio dir.; Howard Jones, W. R. Watson, Andrew Shepard, Carl M. Post, Donald Turner, acct. execs.

Dallas 2—Rio Grande Natl. Life Bldg.; Tel.: Prospect 8121; David C. Garrett, Gregory Sherry, Wm. D. Fielding.

Dayton 2—Hulman Bldg.; Tel.: Michigan 9562; Vincent P. Black.

Detroit 26—Guardian Bldg.; Tel.: Woodward 3-9400; Robert Mack, radio; James Brown, media dir.; Edward R. Grace, Lawrence McIntosh, Harry Frier, Gordon Miller, J. O. Wilson, David Wines, acct. execs.

Hollywood 28—Taft Bldg., 1690 N. Vine St., Tel.: Hollywood 1-9231; Paul Bradley, John Gaunt, radio dir.

Miami 32—Penthouse Atop Langford Bldg.; Tel.: Miami 3-0773; John A. Dey.

New York 21—655 Madison Ave.; Tel.: Templeton 8-9393; John Pinto, creative; William Patterson, prod.; Tom Maloney, Lawrence Stapleton, acct. execs.

Portland 5, Ore.—American Bank Bldg.; Tel.: Capitol 9609; John A. Glesy.

San Francisco—593 Market St.; Tel.: Douglas 2-0369; J. Raymond Benahan.

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: Chrysler Corp. Dodge Div., Florists Telegraph Delivery Assn. (N-S), Dr. Pepper, National Airlines, Farmerest Bakeries, Excell Labs., Warren Petroleum Corp., Dri-Gas Div. (S), Electric Auto-Lite.

WILL GRANT ADV. AGENCY
 268 S. Alexandria Ave., Los Angeles 4
 Tel.: Dunkirk 7-3361

Radio Dept.: Gene Grant, mgr., timebuyer.

GRAY & ROGERS
 12 S. 12th St., Philadelphia 7
 Tel.: Walnut 2-4808

Radio Dept.: Edmund H. Rogers, ptrn., dept. sup.; Walter M. Erickson, dir.; David E. Henderson, John N. Sumner, E. Lawrence Ziegler, acct. execs.; Edward Papzian, timebuyer; Charlotte L. Baumann, traffic.

Radio Accounts: Assoc. Hospital Service of Phila.; Bell Tele. Co. of Pa. (RN), Diamond State Tele. Co., Lee Tire & Rubber Co., American Chemical Paint Co., Keystone Automobile Club, Charles Marchand Co., Phila.; Saving Fund Society, Wilen Bros. Inc., Fritz & La Rue, Fidelity-Phila. Trust Co., M. A. Hanna Co., Vogel-Ritt Inc., (all S).

GRAY-SCHWARTZ ADV.
 228 N. LaSalle St., Chicago 1
 Tel.: Randolph 6-7760

Radio Dept.: Marvin Gray, acct. exec., timebuyer.

GREGORY-HOUSE ADV. CO.
 2157 Euclid Ave., Cleveland 21
 Tel.: Main 1-7822

Radio Dept.: Bromley House, radio dir.; Bernice Boyce, asst. radio dir.; Marion Reeves, timebuyer; Honor Gregory, Bromley House, acct. execs.

Radio Accounts: Spang Baking Co., DanDee Potato Chip & Pretzel Co., Acme Food Stores, Lorain County Bank, R. A. Gall Realty, Toy Chest, Mayoralty Campaign, (all S).

WILLARD G. GREGORY & CO.
 416 W. 8th St., Los Angeles 14
 Tel.: Trinity 0531

Radio Dept.: Willard G. Gregory, pres.; Edmund J. Phillips, vp.; William F. Asay, acct. exec.

Radio Accounts: Studebaker Dealers Assn. of L. A., Phil Rouse Studebaker.

GREY ADV. AGENCY INC.
 430 Park Ave., New York 22
 Tel.: Plaza 1-3500

Radio Dept.: Alfred L. Hollender, vp. dir.; Sidney T. Hertz, bus. mgr.; Helen Wilbur, Warren Stewart and Ray Hutha, media group heads; Phillip Branch, Joan Rutman, Joan Stark, timebuyers; Paul Seckel, art dir.; Rogers Brackett, George W. Feld, Richard A. Lukin, producers; Richard Bean, media dir.

Radio Accounts: Block Drug Co., Doeskin Products Inc., Federal Nut Co., Associated Products Inc., Kirsch Beverages Inc., G. Krueger Brewing Co., Lehn & Fink Products, Mennen Co., Phillips-Jones Corp., Prince Gardner Co., RCA Victor Records, Shwayder Bros. Inc., Union Pharmaceutical Co.

GRIFFITH ADV. AGENCY INC.
 Times Bldg., St. Petersburg 1, Fla.
 Tel.: 7-6504

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PROGRAMMING (LOCAL)

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AM — WHOP — FM

FULLTIME IN
HOPKINSVILLE, KENTUCKY

ON THE SPOT LOCAL-FARM
NEWS
SPORTS AND MUSIC-PLUS
CBS
MAKES WHOP THE
COMPLETE RADIO SERVICE

Radio Dept.: Donald P. Griffith, pres.; Joseph A. Griffith, vp., treas.; Oz Denney, vp.; Ted Burgoyne, acct. exec.

Radio Accounts: First Federal Savings & Loan Assn., Russell Distr. Co., Typhoon Proper-Temp Heat Pump, Gulf Winds Apartment, (all S).

GROSS-HARRISON INC.
11 Asylum St., Hartford 3, Conn.
Tel.: 7-7179

Radio Dept.: Julian Gross, pres.

GROSFELD & STAFF
22 W. Monroe St., Chicago
Tel.: Andover 3-6904

Radio Dept.: Edward A. Grossfeld; Phil Straus, radio dir.

GRUBB & PETERSEN ADV.
111 N. Market St., Champaign, Ill.
Tel.: 8-3766

Radio Dept.: Dale R. Arvidson, radio dir.; Mildred B. Dudley, timebuyer; Earl Broihier, asst. radio dir.; acct. exec.; Ray Nadeau, Paul A. Earnest, acct. execs.

Radio Accounts: Kelly Food Products, Dennis Chicken Products, Henderson Power Mower, Hollywood Brands Inc., Luker Pan-O-Cake Co., Thompson Lumber Co., Black's Hardware Co., Carter's Moving Co., Ramey Distr. Co., (all S).

GUENTHER, BROWN & BERNE INC.
Enquirer Bldg., Cincinnati 2
Tel.: Garfield 1-4244

Radio Dept.: Wilfred Guenther, pres.; David A. Brown, vp.; Gregory J. Meier, vp.; Clifford G. Baker, radio-tv prod. dir.

Wheeling, W. Va.—First Natl. Bank of W. Va. Bldg.; Tel.: Wheeling 2300; Gregory J. Meier, vp.

Radio Accounts: Scott Lumber Co., Nickles Bakery Inc., Town & Country, Johnston Electric Supply Co., Thomson Bros. Cadillac Inc., Max's Clothes Inc., Leo's Stores Inc. (all S), Mendel-Drucker Inc. (RN).

GUERIN, JOHNSTONE, JEFFRIES INC.
6456 York Blvd., Los Angeles 42
Tel.: Cleveland 7-8271

Radio Dept.: Paul R. Guerin, radio dir., timebuyer.

GUILD, BASCOM & BONFIGLI INC.
130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040

Radio Dept.: Courtenay Moon, radio dir.; George Allen, prog. dir.; Robert F. LaChance, radio prod. dir.; E. H. Hodges, Richard St. John, acct. sups.; Robert Footman, acct. exec.

New York 22—515 Madison Ave.; Tel.: Plaza 3-7917; Charlotte Morris.

Hollywood 28—1741 N. Ivar Ave.; Tel.: Hollywood 3-3229; George Allen.

Radio Accounts: Foremost Dairies, Ralston Purina Co., Grocery Prod. Div., Regal Pale Brewing Co., (all S).

LAWRENCE C. GUMBINNER ADV. AGENCY INC.
655 Madison Ave., New York 21
Tel.: Templeton 8-1719

Radio Dept.: Paul G. Gumbinner, media dir.; Anita Wasserman, asst.

Radio Accounts: Bourjois Inc. (N); S. A. Schonbrunn & Co., W. A. Bassett Co., Sutton Cosmetics Inc., Bercut-Richards Co., American Tobacco Co. (Rol-Tan cigars), Q-Tips.

H

WM. J. HACKENBERG ADV.
206 Main St., Wheeling, W. Va.
Tel.: Wheeling 6983

Radio Dept.: Wm. J. Hackenberg, own.

Radio Accounts: Cooney-Bentz Co. (S), Posins Jewelers (S).

HADLOCK & ASSOC.
7564 Sunset Blvd., Hollywood 46
Tel.: Hollywood 2-6731

Radio Dept.: James F. Hadlock, Jerrold Merton, Richard J. Andersen.

Radio Accounts: First Federal Savings & Loan Assn. of Hollywood (S).

HERBERT SUMMERS HALL ADV.
30 N. LaSalle St., Chicago 2
Tel.: State 2-0670

Radio Accounts: Kulick Construction Co., Litt Jewelry Co., North American Philips Co., Wood Davis Co., Evans Auto Sales, Ryan Auto Sales, United Auto Sales, (all S).

JOHN L. HALPIN ADV.
207 State St., Schenectady 5, N. Y.
Tel.: Franklin 2-0492

Radio Dept.: John L. Halpin, timebuyer, acct. exec.

Radio Accounts: Cobleskill Agricultural Society, Mohawk Natl. Bank, Autocraft Sales So., (all S).

THE HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: Jackson 7-0183

Radio Dept.: Patricia Hall, media dir.

New York 19—101 W. 55th St.; Tel.: Plaza 7-0955.

Radio Accounts: Shelton Tack Co., Comfi-Coil Corp., Munising Corp., Pantasote Co., Unifit Plastics, Akim Mfg. Co.

HANSON & RIDLON INC.
212 Essex St., Boston 11
Tel.: Hancock 6-4924

Radio Dept.: John A. Ridlon, pres.

HARRINGTON-RICHARDS
(div. of Fletcher D. Richards Inc.)
256 Sutter St., San Francisco 8
Tel.: Exbrook 2-6025

Radio Dept.: Marcellee Sanders, media dir.; Alfred E. Smith, Henry W. Peterson, Houston Levers, Llewellyn A. Jones, acct. execs.

Los Angeles 32—5816 Wilshire Blvd.; Tel.: Webster 3-5577; Bernice Parson, media dir.

Radio Accounts: Avoset Co. (S), Morris Plan Co. of Calif. (RN-S), Bank of Calif. (S), Western Pacific Railroad (RN-S).

H. T. HARRIS ADV. AGENCY INC.
Walker Bank Bldg., Sait Lake City 1
Tel.: Empire 3-8815

Radio Dept.: R. T. Harris, K. E. Montague, Robert G. Love, Robert W. Wood, acct. execs.; Francis E. Peck, timebuyer.

Radio Accounts: Casper Dairy, Clover Club Foods, Cottonwood Dairy, Holsum Bread Co., Home Dairy, Hotel Utah, Morning Milk Co., Prudential Federal Savings, Sweet Candy Co., Walker Bank & Trust Co., Weber Central Dairy, Wyoming Dairy, (all S).

HART-CONWAY CO.
45 Exchange St., Rochester 14, N. Y.
Tel.: Locust 3520

Radio Dept.: H. Lyman Hart, Harold E. Kennedy, John M. Sullivan, John P. Street, Joseph F. Brown, E. Ward Phillips, John M. Nixon, acct. execs.

Radio Accounts: Boller-Clark Inc., Genesee Monroe, Racing Assn., Hart & Vick Seed Store, Roseland Park, Siebert & Son, Standard Brewing Co., Hallman Chevrolet Co., Sheraton Hotel, Rochester Telephone Co., Roch. & Pittsburgh Coal Co., Unit Parts, Pepsi Cola, (all S).

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: Andover 3-0130

Radio Dept.: John D. Berg, dir.; Virginia Caldwell, chief timebuyer.

WILLIAM W. HARVEY INC.
5747 Melrose Ave., Los Angeles 38
Tel.: Hollywood 2-0874

Radio Dept.: Rowe S. Giesen, radio dir.; R. E. Jacobson, acct. exec.

Radio Accounts: Sunset Oil Co., Thrifty Drug Stores, Vitamin Div., Servisoft of Calif., Disneyland, Crail Oil Co., (all S).

HARVEY-MASSENGALE CO.
Walton Bldg., Atlanta 1
Tel.: Walnut 9117

Radio Dept.: R. Winston Harvey, pres.

Durham, N. C.—Snow Bldg.; Tel.: 6177; C. Knox Massey.

THE F. H. HAYHURST CO. LTD.
7 King St. E., Toronto 1
Tel.: Empire 8-0731

Radio Dept.: R. D. Amos, radio-tv dir.; C. M. Harrison, asst. radio-tv dir.; Mary Goletz, timebuyer, S. Hannah, radio producer.

Montreal—1510 Drummond St.; Tel.: Harbour 0131; J. B. Leupold, mgr.; M. Dubuc, French radio sup.

Radio Accounts: Elizabeth Arden, Bromo-Seltzer Ltd., Purity Flour Mills Ltd., Canadian Cannery Ltd., G. T. Fulford Ltd., Acousticon (hearing aids), Procter & Gamble Ltd. (Camay), Pierce's Proprietaries Inc., MacFeeters Creamery, Dack's Shoes, The Gazette, Walter M. Lowney Co., Scotch Anthracite Coal Co., Smith-Corona Canada Ltd., The Thomas (Mobile) Ltd., Wonder Pak Inc.

HAYS ADV. AGENCY INC.
252 College St., Burlington, Vt.
Tel.: 2-5757

Radio Dept.: Norman H. Myers, pres.

HEINTZ & CO.
611 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-3181

Radio Dept.: Carl M. Heintz, Carl M. Heintz Jr., Herbert Dickow, Robert P. Heintz.

Radio Accounts: Knudsen Creamery Co., Standard Fed. Savings & Loan, Hancock Oil Co., (all RN).

PAUL LYNN HELLER ADV. INC.
911 13th St., N.W., Washington 5
Tel.: National 8-6338

Radio Dept.: Paul Lynn Heller, timebuyer.

Radio Accounts: Hollywood Clothing Co., Mt. Vernon Cycle & Sport, Eck Shoe Stores, Aero Auto Co., Julius Lansburgh Furniture Co., Eagle Wine & Liquor, House & Herrman Furniture Co., Hub Furniture Co., Castleberg's Jewelry Co., (all S).

HENDERSON ADV. AGENCY INC.
Insurance Bldg., Greenville, S. C.
Tel.: 2-7611

Radio Dept.: Betty McCowan, timebuyer; J. M. Henderson, Howard K. McIntyre, Fred C. Walker, acct. execs.

Radio Accounts: General Baking Co., Texize Chemicals Inc., Greenwood Packing Plant, Edisto Farms Dairy, Mayfield's Inc., (all S).

HENRI, HURST & McDONALD INC.
121 W. Wacker Dr., Chicago 1
Tel.: Franklin 2-9180

Radio Dept.: Lee Randon, radio dir.; Laura Hall, timebuyer.

Radio Accounts: Armour & Co. (S), Ready-To-Bake Foods (S).

HEPWORTH ADV. CO.
505 N. Ervay St., Dallas
Tel.: Randolph 2353

Radio Dept.: S. W. Hepworth, pres., acct. exec.; Winston Ball, vp., acct. exec.; Nellie C. Olson, radio dir.

Radio Accounts: Brockles Foods Co., Brockles Restaurant, Belle Roberts Corp., Figaro Co., Hillcrest State Bank, Lloyd-Fike Funeral Home, (all S).

AL HERR ADV. AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 1-2710

Radio Dept.: Pat Kocian, vp. chg. radio-tv; Joe Weinfruter, John Koef, acct. execs.; Beverly Remppe, timebuyer, writer; Ruth Walter, timebuyer.

C. J. HERRICK ASSOC.
22 E. 67th St., New York 21
Tel.: Trafalgar 9-6310

Radio Dept.: Gladys Alyanak, dir.

Radio Accounts: Carbona Products, Century Theatres, Lake Panamoka, Kill-Flame, (all S).

HEVENOR ADV. AGENCY INC.
11 N. Pearl St., Albany 7, N. Y.
Tel.: 5-1588

Radio Dept.: Horace H. Hevenor, pres.; Edward T. Loveday, vp.; Joseph A. Farrar, radio dir.

Radio Accounts: Borden Co., City & County Savings Bank, C. O. Hasselbarth Inc., Home Savings Bank, Montgomery Ward & Co., Saratoga Vichy Spring Co., Vager-Pontiac Inc., (all S).

HICHS & GREIST
555 5th Ave., New York 17
Tel.: Murray Hill 7-5600

Radio Dept.: Theodore J. Grunewald, radio-tv dir.; Vincent Daraio, timebuyer; Earl Cobb, copy supervisor; Gerald Ford, exec. producer.

Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-1721; Robert Black.

Radio Accounts: Dixie Cup Co. (N-S), Sandura Co., Peerless Elect. (all N-S), Serval, Taylor-Reed, Brill Foods, Lewyt, Blackstone, (all S).

HILTON & RIGGIO INC.
4 W. 58th St., New York 19
Tel.: Murray Hill 8-4224

Radio Dept.: Maria Carayas, media dir.

Radio Accounts: Colonial Airlines, Natl. Paper Corp., Red L Frozen Foods.

HIXSON & JORGENSEN ADV. INC.
327 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 8-3121

Radio Dept.: H. D. Walsh, dir.; Harriett M. Weigand, timebuyer; Tyler Macdonald, Ross L. Sawyer, Leon Thamer, Gordon Gumpertz, Robert Cody, acct. execs.

San Francisco 3—Pacific Bldg.; Tel.: Douglas 2-5397.

L. K. Woodward, acct. execs.

Radio Accounts: Richfield Oil Corp. (N), Challenge Cream & Butter Assn., Cinch Products Inc., Day & Night and Payne Furnace divs. of Carrier Corp., Fino Food Processing Co., General Controls Co., Inglewood Park Cemetery Assn., Mac's Super Gloss Co., Local Loan Co., Xint Spanish Foods Co., Arrowhead & Puritas Water, Inc., California Milling Corp., Citizens Natl. Trust & Savings of Los Angeles, Kierulff & Co., O'Keefe-Merritt & Co., Rehrig Mfg. Co., Volt Rubber Corp., Gibraltar Savings & Loan, (all S).

HOEFER, DIETERICH & BROWN INC.
405 Sanson St., San Francisco 11
Tel.: Yukon 2-0575

Radio Dept.: Wallace C. Riddell Jr., radio-tv dir., timebuyer.

Radio Accounts: Table Products Co. (RN-S), Marin-Dell Milk Co., W. R. Ames Co., Marshall Steel Co., (all S).

HOFFMAN & YORK INC.
808 N. 3d St., Milwaukee 3
Radio Dept.: Joel Kursel, radio-tv prog. dir.; Joseph P. Mulvanny, timebuyer.

WILLIAM F. HOLLAND
2530 Auburn Ave., Cincinnati 19
Tel.: Capitol 1-1252

Radio Dept.: Earl Lewis Holland, Audrey Stigler, Erwin Tiemeyer, William F. Holland.

HOLST & CUMMINGS & MYERS LTD.
1370 Kapiolani Blvd., Honolulu 14
Tel.: 9551

Radio Dept.: Milton O. Holst, pres.

HONIG-COOPER CO.
1215 Columbus Ave., San Francisco 11
Tel.: Ordway 3-4469

Radio Dept.: John W. Davis, media dir.; Clarice McCreary, timebuyer; Robert E. Akey, Louis Honig, E. B. Krough, Philip C. Whitman, Joseph Close, acct. execs.; Janet Roberts, Eda Badolato, asst. timebuyers.

Seattle 1—Tower Bldg.; Tel.: Main 1801; Maybelle Lucas, media dir.

Radio Accounts: Calif. Motorist Insurance, General Paint Corp., Girard's Inc., Holsum Bread, Italian Swiss Colony, (all S).

HORTON, CHURCH & GOFF INC.
123 Georgia Ave., Providence 5, R. I.
Tel.: Stuart 1-5456

Radio Dept.: William C. Cook, radio dir., timebuyer.

Radio Accounts: Citizens Bank, East Greenwich Dairy, Gorman's Bakery, Plantations Bank, Swiss Cleansing Co., What Cheer Laundry, (all S).

HOUCK & CO.
2013 Jefferson St., S.W., Roanoke Va.
Tel.: 5-8115

Radio Dept.: William B. Houck, vp.

Radio Accounts: Crowgey Sausage Co., Elk Refining Co., General Electric Co., Lynchburg Natl. Bank, Mountain Trust Bank, State-Planters Bank & Trust Co., (all RN).

BRYAN HOUSTON INC.
730 5th Ave., New York 19
Tel.: Plaza 7-6400

Radio Dept.: William B. Templeton, vp.; Harold Dobbertein, media dir.

Radio Accounts: Nescafe, Ajax, Gunther, Colgate-Palmolive (shave cream).

CHARLES W. HOYT CO.
380 Madison Ave., New York 17
Tel.: Murray Hill 2-2000

Radio Dept.: William P. Smith, vp., radio-tv dir.; Douglas Humm, timebuyer.

Hartford 3, Conn.—15 Lewis St.; Tel.: Jackson 5-6066.

Radio Accounts: American Home Foods (RN-S), American Molasses Co. (RN-S), Blueberry Growers Cooperative Assn., Brock-Hall Dairy Co., Colgate Palmolive Co., Charles Gulden Inc. (all S), Keyes Fibre Co. (RN-S), Chas. B. Knox Gelatine Co., Merck & Co. Mich. Blueberry Growers Assn., (all S), Monticello Drug Co. (RN-S), N. Y. & New England Apple Inst. (RN-S), KLM Royal Dutch Airlines (S), South African Rock Lobster Assn. (RN-S), Stahlmeyer Inc. (S).

THE HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212

Radio Dept.: Frank Hubbell, dir.; V. D. Lidyard, timebuyer, acct. exec.

Radio Accounts: Astrup Co. (S), Louisville Title Co. (RN).

CHRISTY HUMBURG ADV. AGENCY
742a N. Forest Blvd., Webster Groves 19, Mo.
Tel.: Woodland 1-3707

Radio Dept.: C. G. Humberg
H. B. HUMPHREY, LILLY & RICHARDS INC.
370 Lexington Ave., New York 17
Tel.: Lexington 2-3020

Radio Dept.: Nelson L. Gross, radio-tv dir.; Elaine Akst, timebuyer, bus. mgr.; Dorothy McDonough, asst. radio-tv dir.

Boston 16—Stalter Bldg.; Tel.: Liberty 2-6100; Betty Hourihan, timebuyer.

Radio Accounts: Wright Silver Cream (N-RN), Bird Chiefs Electric (RN-S), Raleigh Bikes, Bird & Son, Kendall Mills (S).

HUMPHREY, PRENTKE & ASSOC.
11406 Euclid Ave., Cleveland 6
Tel.: Randolph 1-4582

Radio Dept.: Herbert E. Prentke, dir.
W. H. HUNT & ASSOC. INC.
1044 S. Robertson Blvd., Los Angeles 35
Tel.: Bradshaw 2-8299

Radio Dept.: Bobbie Carillo, radio dir., timebuyer; Neil M. Elliott, G. Thatcher Darwin, Waldo H. Hunt, Gordon Hearne, acct. execs.

HUNTER & WILLHITE ADV. AGENCY
1540 N. Highland Ave., Hollywood 28
Tel.: Hollywood 4-4191

Radio Dept.: Bill Hunter, ptrn.; Jim McCulla, acct. exec.

Radio Accounts: Flexalun Draperies, Wynnoil Labs (RN-S); Yeakel Bros., Fletcher Jones Chevrolet, Al Terrace Carpet Co., Belmont Sanchez Studebaker, Central Chevrolet, Freeman A. McKenzie, Bernat Const. Co., Consolidated House Movers, Do-It-Yourself Show, Holt Motor Co., Humphrey Anderson Buick, Industrial & Marine Engines, McMahan Furniture Stores, Oscar Maples, Pig & Whistle Restaurants, Standard Television & Appliance, James Stokes, White Front Stores.

HUNTINGTON-PARMELEE ADV.
232 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-8039

Radio Dept.: J. H. Parmelee, own.

Radio Accounts: Radio Church of God (S).

HURLEY ADV. CO.
Securities Bldg., Des Moines 9, Iowa
Tel.: 4-6289

Radio Dept.: J. S. Hurley, pres.

HUTCHINS ADV. CO.
42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160

Radio Dept.: William F. Lacey, vp., acct. exec.; Stuart J. Rice, Margaret B. Nugent, acct. execs.

New York 19—16 W. 46th St.; Tel.: Plaza 7-8526; H. Pierson Mapes, James B. Burton, vps.

Philadelphia 40—3701 N. Broad St.; Tel.: Baldwin 3-6200

Toronto—33 Hayden St.; Tel.: Kingsdale 6661; W. A. Bounsal, mgr.

HUTCHINSON ADV. CO.
1257 N. Vine St., Hollywood 38
Tel.: Hollywood 2-4500

Radio Dept.: Roger S. Hutchinson, pres.; Ken Himes, dept. dir.; Lucille Gavin, timebuyer.

Radio Accounts: Golden Bull Restaurants, Dean Van Lines, Star-Kist Tuna, (all S).

IDAHO ADV. AGENCY
715 Grove St., Boise, Idaho
Tel.: 2-7671

Radio Dept.: E. F. Casebeer.

ILLINOIS SIMMONDS & SIMMONDS INC.
520 N. Michigan Ave., Chicago 11
Tel.: Michigan 2-3360

Radio Dept.: Phil W. Tobias Jr., pres., acct. exec.; Stephanie Seeder, media dir.

Radio Accounts: Gard Industries, Consolidated Royal Chemical Co., American Greasestick.

IRWIN-LOS ANGELES INC.
226 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-5455

Radio Dept.: George W. Irwin, pres.; Paul Langford, vp.; Thomas M. Cavanagh, Larry Cotton, acct. execs.

JACKSON, HAERR, PETERSON & HALL INC.
Jefferson Bldg., Peoria, Ill.
Tel.: 6-8758

Radio Dept.: Edward Klein, radio dir.; Marilyn Clark, media dir.; Graham Jackson, Raymond Peterson, Alvin Haerr, Philip Harney, Richard A. Hall, Don C. Haynes, Sherm Peterson, acct. execs.

Jefferson City, Mo.—302 Adams St.; Tel.: 6-7708; Richard A. Hall

Minneapolis—1101 Nicollet Ave.; Tel.: Atlantic 5539; Sherm Peterson.

Radio Accounts: Chris Hoerr & Sons (Re-Joyce foods), Conditionalre Corp., Ideal Toy Co., Crane Potato Chip Co., Farm Bureau Insurance, Landon Labs., Bower Buick Co., Interlocking Fence Co., Peoria Savings & Loan Assn., Central Mo. Trust Co., D-Rid Co., Emrich Baking Co., (all S).

JACKSON & HEDRICK INC.
62 Worth St., New York 13
Tel.: Worth 1-705

Radio Dept.: Paul H. Hedrick, pres.; B. J. Bradbury, prod. mgr.

Radio Accounts: Parsons Ammonia.

TEVIE JACOBS ADV. AGENCY
Morris Plan Bldg., Indianapolis 4, Ind.
Tel.: Melrose 6-9189

Radio Dept.: Tevie Jacobs, acct. exec.; Frances R. Lurvey, timebuyer.

Radio Accounts: Indianapolis Morris Plan, Alaco Ind. Corp., Mohawk Motor Hotel, Murphy Auto Sales, Pest Control Services, Tavel's Jewelry,

Capital Paper Co., Consolidated Sales, Barrett's, (all S).

ALBERT JARVIS LTD.
Radio Dept.: Toronto 1
Tel.: Empire 3-2438

Radio Dept.: Albert Jarvis, pres., acct. exec.; Evan Morton, radio dir.; D. N. Ferris, timebuyer.

RAY C. JENKINS ADV. AGENCY INC.
1240 Builders Exchange, Minneapolis 2
Tel.: Main 4421

Radio Dept.: Ray C. Jenkins, radio dir.; E. M. Grundy, D. V. Frye, G. C. Anderson, Donald W. Hiner, acct. execs.

Radio Accounts: The Broadster, M. A. Gedney Co., Marquette Natl. Bank, Pearson Candy Co., Murray's Inc., Western Oil & Fuel Co., (all S).

JESSOP ADV. CO.
85 W. State St., Akron 8, Ohio
Tel.: Franklin 6-2169

Radio Dept.: C. A. Jessop, radio dir., acct. exec.; A. Conte, B. Farnsworth, timebuyers; George J. Colak, L. Jessop, acct. execs.

CHARLES P. JOHNSON CO.
625 Market St., San Francisco 5
Tel.: Douglas 2-2438

Radio Dept.: Janet Lindsay, media dir.; Fred M. Parke, acct. exec.

Radio Accounts: Bank of America (S).

JONES & BRAKELEY INC.
150 Nassau St., New York 38
Tel.: Beekman 3-1912

Radio Dept.: Marie C. Power, timebuyer.

DUANE JONES CO.
122 E. 42nd St., New York 17
Tel.: Murray Hill 7-0270

Radio Dept.: E. M. Bresett, acct. exec.; Mary Ryan, timebuyer.

Radio Accounts: Rad Products Inc., P. J. Ritter Co., Claridge Food Co.

JONES & JONES ADV. AGENCY
Leonhardt Bldg., Oklahoma City 2
Tel.: Forest 5-9364

Radio Dept.: Henry C. Jones, timebuyer, acct. exec.

THE RALPH H. JONES CO.
Carew Tower, Cincinnati 2
Tel.: Garfield 2300

Radio Dept.: Ann Smith, radio dir.; Betty Derie, Eula Reggin, Edna Haverkamp, timebuyers.

New York 36—580 5th Ave.; Tel.: Plaza 7-4600.

THE JORDAN CO.
2404 W. 7th St., Los Angeles 57
Tel.: Dunkirk 2-2248

Radio Dept.: Walter C. Hughes Jr., media dir., timebuyer; Larry W. Pendleton, Paul R. Jordan, acct. execs.

Radio Accounts: Armstrong Nurseries (RN-S), R. C. Wian Enterprises (S), Downey Fertilizer Co. (S).

C. B. JUNEAU INC.
8447 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Webster 7-7111

Radio Dept.: Ted Ballie, radio-tv dir.

K

KAL, EHRLICH & MERRICK
Star Bldg., Washington 4
Tel.: Executive 3-3700

Radio Dept.: Alvin Q. Ehrlich, vp. chg. radio; David P. Thomas, radio dir.; Nella Manes, timebuyer; William B. Mullett, Alexander L. Charles, Forest R. Entwisle, Frederick M. Harris, Philip F. Berne, William G. Roberts, Joseph Weinstein, R. Edward Hotze, acct. execs.

THE KAPPS CO.
64 E. Lake St., Chicago 1
Tel.: State 2-0460

Radio Dept.: Capico Kapps, pres.; Joseph Kapps, vp.; Albert Kapps.

Radio Accounts: Archer Motors, Public Service Stores, Daws Auto Co., Authorized Auto Agency, Economy Food Plan, Daws Repair Co., Authorized Freezer Plan, Southeast Radio Stores, Blue Star Auto Stores, Western Supply & Furnace, Chicago Larimie Motors, Western Hardware Co., Traveler Radio Corp., Standard Air Conditioner Co.

H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Dr., Chicago 1
Tel.: Central 6-5331

Radio Dept.: James H. West, radio dir.; Harvey Mann, media dir.; Marvin Harms, John T. Urice, Herman Kastor, vps.

Radio Accounts: International Milling Co., Procter & Gamble Co., Campana Co., Orange-Crush Co., Union Starch & Refining Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD INC.
400 Madison Ave., New York 16
Tel.: Plaza 1-1400

Radio Dept.: Harry B. Walsh, dir.; John Kizarr, asst.; Jack B. Peters, timebuyer.

Radio Accounts: Tintair (N-S); Hickok Mfg. Co.; Ar. Winarick Inc (S); Elizabeth Arden.

THE JOSEPH KATZ CO.
10 W. Chase St., Baltimore 1
Tel.: Lexington 9-1500

Radio Dept.: Arthur Moore, radio dir.; Frederick T. Wehr, radio producer; Jean Mitchell, timebuyer.

New York 17—555 5th Ave.; Tel.: Murray Hill 7-0250.

John T. McHugh, sr. vp., mgr.; Robert G. Swan, vp.; radio dir.; Richard Katz, assoc. radio dir.; Edward Fonte, media dir.

Radio Accounts: American Oil Co. (RN-S), Charles Antell Inc. (N-S), First Natl. Bank, Gibbs & Co., S. & N. Katz Inc., Madera Bonded Wine & Liquor Co., Md. Pharmaceutical Co., Motor Sales Co., Pompeian Olive Oil Corp., (all S).

HENRY J. KAUFMAN & ASSOC.
1419 H St., N.W., Washington 5
Tel.: District 7-7400

Radio Dept.: Jeffrey A. Abel, radio dir., timebuyer; R. S. Maurer, Al Sarra, H. London, A. Kiernan.

KAUFMAN-STROUSE INC.
130 W. Hamilton St., Baltimore 1

Tel.: Saratoga 7-2414

Radio Dept.: Horace Elias, radio-tv dir.; M. S. Kaufman, S. S. Strouse, acct. execs.

LEE KEELER INC.
Fox Theatre Bldg., Philadelphia 3
Tel.: Rittenhouse 6-3753

Radio Dept.: Leroy H. Keeler Jr., pres.; John D. Lohmeyer, vp.

Radio Accounts: Ritter Finance Co. (S), Wilf Bros. (S).

KEELOR & STITES CO.
Carew Tower, Cincinnati 2
Tel.: Parkway 1-1310

Radio Dept.: Arthur A. Radkey, radio-tv, dir.

EDWARD S. KELLOGG CO.
685 S. Carondelet, Los Angeles 57
Tel.: Dunkirk 7-5213

Radio Dept.: Wallace Seidler, acct. exec.

KELLY & LAMB ADV. AGENCY
897 Higgs Ave., Columbus 4, Ohio
Tel.: Axminster 4-3583

Radio Dept.: Dorris Williams, Galdys Lamb, Paul Kelly, John Williams.

Radio Accounts: Main Federal Savings & Loan Co., George Byers Sons Inc., Shaffer Music Co., Ohio Apple Institute, Modern Finance Co., Columbus Air Conditioning Corp., (all RN).

KELLY, ZAHNRDT & KELLY INC.
2343 Hampton Ave., St. Louis 10
Tel.: Mission 5-2684

Radio Dept.: Virgil A. Kelly, radio dir.; Walter W. Zahnrdt, timebuyer; William H. Thomson, Robert Kelly, acct. execs.

M. H. KELSO CO.
3923 W. 6th St., Los Angeles 5
Tel.: Dunkirk 2-2072

Radio Dept.: Robert J. James, dir.

Radio Accounts: Nesbitt's Fruit Products Inc., Natl. Drinks, Ungar Electric Tools, Inc.

KEMBLE CO.
10 E. Paseo, 19 E. De La Guerra St., Santa Barbara, Calif.
Tel.: Santa Barbara 2-3819

JOHN M. KEMP ADV.
4477 Hollywood Blvd., Hollywood 27

KENNEDY, WALKER & WOOTEN
8743 Sunset Blvd., Los Angeles 46
Tel.: Crestview 6-8777

KENYON & ECKHARDT INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-5700

Radio Dept.: Wickliffe W. Crider, vp. in chg.

Atlanta 3—805 Peachtree St. N.E.; Tel.: Vernon 0194; Irving W. DeRider, mgr.

Chicago 1—221 N. LaSalle St.; Tel.: Randolph 6-6470; Walter A. Lawrence, vp. in chg.; Harry N. Sager, media dir.

Detroit 26—Penobscot Bldg.; Tel.: Woodward 5-0300; Donald C. Miller, vp., mgr.; Clinton R. Clark, media dir.

Hollywood 3—6253 Hollywood Blvd.; Tel.: Hollywood 3-2101; Les Shultz, vp.

Philadelphia 7—First Natl. Bank Bldg.; Tel.: Rittenhouse 6-8020; Oren Spellman, vp.

San Francisco 4—820 Market St.; Tel.: Yukon 2-3070; Sydney G. Walton, vp.

Toronto 5—321 Bloor St., East; Tel.: Walnut 4-9531.

Radio Accounts: Radio Corp. of America, American Maize Co. (N-S); Ford Motor Co., Warner Hudson Inc., Lincoln-Mercury Dealers Assn. (N); Chase Bank, Mennen Co., Bechnut Packing Co., Coats & Clark Inc., Pepsi-Cola Co.

KETCHUM, MacLEOD & GROVE INC.
411 7th Ave., Pittsburgh 19
Tel.: Court 1-5100

Radio Dept.: Edgar J. Donaldson, assoc. radio-tv dir.; Melvyn F. Johnston, Donald L. Fox, producers.

New York—155 E. 44th St., Robert P. Lytle, vp., mgr.

Radio Accounts: Braun Baking Co.; Dairymen's Co-op. Sales Assn.; Hospital Service Assn.; Peoplenatural Gas Co.; Kieck Dairy Co.; Natural Gas Co.; Mrs. Light & Heat Co.; East Ohio Gas Co.; Allegheny County Chevrolet Dirs.; Buffalo, Baltimore, Md., Va. Zone Chev. Dirs., Vimco Macaroni Co., Westinghouse Elec. Corp., Republican Exec. Comm. of Allegheny County, Ruud Mfg. Co.

ABBOTT KIMBALL CO.
250 Park Ave., New York 17
Tel.: Plaza 3-8600

Radio Dept.: Miriam Traeger, radio dir.; Barbara Reid, timebuyer; Elizabeth Proudft, research; Marjorie Sze, publicity; Abbott Kimball, H. B. LeQuatte, Rita McNamara, H. V. Coughlin, Warren Sumner, acct. execs.

Chicago—520 N. Michigan Ave.; Tel.: Michigan 2-0300; George Enzinger.

San Francisco 4—115 Sansome St.; Tel.: Exbrook 5188; Alfred Ducato.

Los Angeles 5—638 S. Van Ness Ave.; Tel.: Dunkirk 7-7305; Hugo Scheibner.

Radio Accounts: Brownlow Inc., Long Island Rail Road, Hazel-Albis Glass Co., Norcross Inc., George Kern Inc., (all S).

KIRCHER, HELTON & COLLETT INC.
2600 Far Hills Ave., Dayton 9, Ohio
Tel.: Walnut 3191

Radio Dept.: Donald R. Lyons, radio dir.

Radio Accounts: Gem City Bldg. & Loan Assn., Zephyr Ventilated Awning Co., Huffman Mfg. Co., Rike-Kumler Co., Wm. Brockman & Sons Inc., Unnis Lens Co.

H. KIRK-HALPURN ASSOC.
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714

Radio Dept.: Don Mendez, Juan Juan.

Radio Accounts: Tri-Boro Pontiac, U. S. Navigation Corp., Barry Shampoo, Capitol Foods, Well Furniture Stores, GMC Stores, D-200 Products.

PHILIP KLEIN ADV. INC.
226 S. 18th St., Philadelphia 2
Tel.: Pennypacker 5-7696

Radio Dept.: Edward Felbin, dir.

WALTER J. KLEIN CO.
1214 Elizabeth Ave., Charlotte 4, N. C.
Tel.: Franklin 7-1646
Radio Dept.: Alan Burke, radio-tv dir.; Maureen Powers, prod. mgr.; Margaret Nye, prod. dir.; Robert Buckler, marketing dir.; Tad Shell, creative dir.; Jan Freeland, research dir.; Charles L. Moss, acct. exec.; Walter J. Klein, pres., treas.
Chapel Hill, N. C.—P. O. Box 386; Tel.: 8-5675.
New York 17—17 E. 45th St.; Tel. Murray Hill 7-8351.
Radio Accounts: Atlantic Co., Bost Bakery Inc., Bright Leaf Ind., Carolina Power & Light Co., Carolina Wholesale Co., Chimney Rock Park, Gastobac Co., Interstate Insurance Co., Jones Sausage Co., M&J Finance Corp., Maola Milk & Ice Cream Co., McDaniel & Sons, Jewel Box Assoc., Pilot Life Insurance Co.; Roberson's Beverages, Charles B. Silver & Sons, Southern Appliances Inc., Southern Rulane Gas Co., State Farm Mutual Insurance Co., Tall Fashions, New Way Laundry.
EDWARD KLETTER ASSOC. INC.
515 Madison Ave., New York 22
Tel.: Plaza 1-1890
Radio Dept.: Don Blauhut, radio dir.; Ruth M. Bayer, timebuyer; Gerald J. Levey, acct. exec.; Herbert Gruber, bus. mgr.
Radio Accounts: Scrutan Co. (S), Universal Pen. Co. (S).
THE MARTIN R. KLITTEN CO.
3670 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8395
Radio Dept.: Martin R. Klitten, pres.; Eloise Davies, media dir.; Gil Rich, tv prod. mgr.; Calvin Bersch, acct. exec.
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.: Amherst 1641
Radio Dept.: William H. Hill, media dir.
Radio Accounts: Oertel Brewing Co. (RN-S); Fischer Packing Co. (S), Riceland Rice (S).
KRONSTADT AGENCY
711 14th St., N.W., Washington 5
Tel.: Republic 7-0272
Radio Dept.: Henry L. Kronstadt, timebuyer; Claire Pauls, prod. dir.
KUDNER AGENCY INC.
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700
Radio Dept.: Myron P. Kirk, vp., exec. radio-tv dir.; Albert W. Kelbling, bus. mgr.; John P. Marsich, John A. Sisk Jr., timebuyers; G. Johnstone, L. Dean, C. Rorabough, E. Owens, K. Tuttle, A. Corrigan, acct. execs.
Detroit 2—New Center Bldg.; Tel.: Trinity 5-5315.
Martin Rice, vp.; John H. Sheldon, acct. exec.
San Francisco 5—881 Market St.; Tel.: Garfield 1-5433; J. H. Hornell.
Washington—Sheraton Bldg.; Tel.: National 8-5506; Mrs. Frank Getty.
Radio Accounts: Texas Co., General Motors, U. S. Tobacco, Buick, Goodyear Tires (N-S), Frigidaire Div., General Motors.
KUTNER & KUTNER INC.
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7900
Radio Dept.: Saul S. Korshak, radio dir.; Stanley C. Kuttner, timebuyer.
New York 19—130 W. 57th St.; Tel.: Judson 6-2358.
Radio Accounts: Community Builders, Capitol Dairy, Polk Bros., Sampson Co., Shainberg Dept. Store, American Community Builders, Nu-Enamel Paint Co., (all S).

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LAHR ADV. AGENCY INC.
915 N. Pennsylvania St., Indianapolis 4.
Tel.: Melrose 5-5328
Radio Dept.: Elizabeth Glaze, timebuyer.
LAKE-SPIRO-SURBERMAN INC.
Radio Center Bldg., Memphis 3, Tenn.
Tel.: 5-1571
Radio Dept.: Mrs. Lucille Simmons, Arthur L. Savage Jr., timebuyers; Avron Spiro Jr., Courtney Shurman, acct. execs.
Radio Accounts: Kelley-Clarke Co., Liberty Petroleum Co., Plough Inc., Union Planters Natl. Bank, Universal Life Insurance Co.
LAMBERT & PEASLEY INC.
430 Park Ave., New York 22
Tel.: Murray Hill 8-6464
Radio Dept.: Frank W. Mace, sen. vp.; Joseph Burland, vp. chg. media; John Bates, vp. chg. tv radio; William Hinman, timebuyer.
Radio Accounts: Warner-Lambert Pharmaceutical Co., Phillips Petroleum Co.
LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579
Radio Dept.: Alvin B. Fisher, dir.; John D. Cremer, mgr.; Garry C. McKelvey, chief timebuyer & field service mgr.; John L. Rose, prod. mgr.; Edward T. Noll, asst. prod. mgr.; David L. Stashower, Helen T. Dwyer, asst. timebuyers.
Radio Accounts: Carling Brewing Co. Inc. (RN-S); Cleveland Transit System, Burrows Bros., General Electric Supply Co., Ohio Mattress Co., Pick-N-Pay Supermarkets, Richman Bros. Co., Union Savings & Loan Co., Yellow Cab Co., International Molded Plastics (S).
RAYMOND L. LANG ADV.
116 New Montgomery St., San Francisco 5
Tel.: Yukon 2-5028
Radio Dept.: Robert F. Horn
Radio Accounts: Alioto's (RN), American Floor Coverings (S).
THE LANSDALE CO.
3434 W. 1st St., Los Angeles 4
Tel.: Dunkirk 5-2007

Radio Dept.: Alan Berger, radio-tv dir.
Radio Accounts: Zeeman's, Styletex, Dearden's, Reed Bros. Tapley & Geiger, Mode O'Day Stores, Tom Dalbey DeSoto-Plymouth, Reg Fudge Lincoln-Mercury, (all S).
C. J. LAROCHE & CO.
247 Park Ave., New York 17
Tel.: Plaza 5-7111
Radio Dept.: Hendrik Booraem, vp. chg. radio-tv; Stuart Ludlum, radio-tv mgr.; Barbara Bergh.
Radio Accounts: Revlon (N), New England Confectionery Co. (Necco), U. S. Tobacco Co.
LARSON-WHITTINGTON ASSOC.
339 S. Robertson Blvd., Beverly Hills, Calif.
Tel.: Bradshaw 2-7095
LAVENSON BUREAU OF ADV. INC.
1212 Chestnut St., Philadelphia 7
Tel.: Kingsley 6-1030
Radio Dept.: H. A. Egbert, media & merc. dir.; Eleanor J. Schiavone, timebuyer.
Radio Accounts: Borden's Ice Cream Co., Budget Uniform Center, Main Line Lumber Co., Denny Building Corp., Thriftmart Inc., (all S).
GEORGE N. LAWS ADV. AGENCY
5604½ Hollywood Blvd., Hollywood 28
Tel.: Hollywood 3-6979
Radio Dept.: Mary O'Brien, timebuyer.
Radio Accounts: White Rock (as west coast representative of David J. Mahoney, 261 Madison Ave., N. Y. 16, N. Y.).
CARL LAWSON ADV. CO.
4722 Broadway, Kansas City 12, Mo.
Tel.: Jefferson 5155
Radio Dept.: John R. Lawson, Wayne H. Ross, acct. execs.
LEE & ASSOC.
7321 Beverly Blvd., Los Angeles 35
Tel.: Webster 5-9349
Radio Dept.: Leo Pearlstein, own.
AL PAUL LEFTON CO.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500
Radio Dept.: A. R. Griffin, radio-tv dir.
Chicago 11—435 N. Michigan Ave.; Tel.: Superior 7-9511; E. G. Foreman Jr., vp. mgr.
New York 17—71 Vanderbilt Ave.; Tel.: Murray Hill 9-7470; R. J. Herts, vp. mgr.
LENNEN & NEWELL INC.
380 Madison Ave., New York 17
Tel.: Murray Hill 2-5400
Radio Dept.: Nicholas E. Keesely, sen. vp. in chg. radio-tv; Francis C. Barton Jr., vp., radio-tv gen. mgr.; Anthony J. Pan, vp., comm. prod. dir.; Sumner Lyon, asst. comm. prod. dir.; Clark Agnew, comm. prod. supervisor; Fred Kilian, prog. development dir.; Charles Harrell, producer, casting dir.; George Tompkins, motion picture dir.; Ira Skutch, Ernest Hartman, producer; George Kern, Charles Brocker, William Smith, assoc. media dirs.; Robert Widholm, Richard Eymann, Jean Jaffe, timebuyers; Frank Daniel, Gene Caron, bus. mgrs.; Eva Bain, prom.; Connie Ryan, publicity; Anne Marie Duddy, traffic mgr.; Gordon D. Cates, Jackson Taylor, Henry W. Lowe, L. E. Miller, C. L. Smith, Thomas H. Lane, sr. vps., acct. execs.; Thomas P. Doughten, Stephen M. Kenyon, Edward T. Knauft, Kenneth J. White, Edward C. Simons, William K. Ziegfeld, vps., acct. execs.; Martin J. Dwyer Jr., acct. exec.
Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Crestview 1-7221; Benjamin R. Potts, vp. mgr.; Frank Woodruff, prog. prod. mgr.; Theodore Huston, comm. prod. mgr.
Milwaukee—231 W. Wisconsin Ave.; Tel.: Broadway 1-8890; James T. Kelley, mgr.
Radio Accounts: American Airline, Bromo-Seltzer, Old Gold Cigarettes, Muriel Cigars, Chicopee Mills, Colgate Instant Barber Shave, Barber Shave.
LEVY ADV. AGENCY
24 Commerce St., Newark 2, N. J.
Tel.: Mitchell 2-0433
Radio Dept.: H. Alan Stein, dir.; Hyman R. Levy, timebuyer.
Radio Accounts: Sun Sews, Products Plus, Sun Sewing Sews.
TED LEVY ADV. AGENCY
1441 Welton St., Denver 2
Tel.: Main 3-7133
Radio Dept.: Barbara Aiton, radio dir.; timebuyer; Bill Archenhold, acct. exec.
Radio Accounts: Ellis Canning Co., Sealy Mattress Co., Gooch Food Products, Bredan Dairy Products, Luby Chevrolet Co., Sunshine Jewelers, Morris Bros. Construction Co., New Method Cleaners, Rollnick Shoes, Fashion Bar Stores, James Motors, Reuler-Lewin, (all S).
LEWIN, WILLIAMS & SAYLOR INC.
130 E. 59th St., Brooklyn 9
Tel.: Murray Hill 8-6200
Radio Dept.: William R. Seth, vp. chg. radio-tv; Mary C. Steffensen, timebuyer; A. W. Lewin, pres.; Wray D. Kennedy, vp., acct. exec.
Newark 2, N. J.—11 Commerce St.; Tel.: Mitchell 3-3200; Leonard Newsteder, vp., acct. exec.; P. Harvey, acct. exec.
Radio Accounts: Costa's Ice Cream Co., Harris, Upham & Co., Norman M. Morris (Omega watch), Bell Co. (Crane's cocktail mix).
LEWIS & GILMAN INC.
1523 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900
Radio Dept.: John C. Belfield, pres.; Graham S. Mason, vp., radio dir.; Peter Kondras, timebuyer; Evelyn Walsley, timebuyer.
Radio Accounts: Central Pa. Natl. Bank, Keebler, Breyer Ice Cream Co.
LILLER, NEAL & BATTLE
Walton Bldg., Atlanta 3
Tel.: Cypress 6521
Radio Dept.: Sarah Williams, media dir.; Mrs. Avarilla S. Phillips, Mrs. Alice C. Strickland, timebuyers.

New York 17—270 Park Ave.; Tel.: Plaza 9-6120.
Radio Accounts: Alabama Flour Mills, Colonial Stores Inc., Piedmont Airlines, Trust Co. of Ga., (all S).
LINDSEY & CO.
8. N. 8th St., Richmond 19, Va.
Tel.: 7-3065
Radio Dept.: Dudley H. Wade, dir.; Dorothy L. Nelms, timebuyer.
LOCKE, JOHNSON & CO. LTD.
255 Davenport Rd., Toronto 5, Ont.
Tel.: Walnut 4-8481
Radio Dept.: John Holden, radio-tv dir.
DUDLEY L. LOGAN ADV.
304 S. Ardmore Ave., Los Angeles 5
Tel.: Dunkirk 2-8471
Radio Dept.: Dudley L. Logan, pres.; Jack Waterman, vp.; Betty Murphy.
LONG-HAYMES ADV. AGENCY
Reynolds Bldg., Winston-Salem 1, N. C.
Tel.: 3-3616
Radio Dept.: Dorothy Murchison.
W. E. LONG CO.
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606
Radio Dept.: David R. Hayes, radio dir.; Virginia Broderick, timebuyer.
Radio Accounts: Amrhein's Bakers Inc., Atlanta Baking Co., Mrs. Boehme's Bakery, Bowman Baking Co., Borch & Stevens, Butter Krust Baking Co., Carpenter Baking Co., Cotton Bros. Baking Co., Cross Baking Co., Dietzen's Bakeries, Fisher Baking Co., Fluhrer Bakeries Inc., Fuchs Baking Co., Gardner Baking Co., Gase Baking Co., Gunzenhauser Bakery, Haller's Eagle Bakery, Holsum Baking Co., Roswell, N. M.; Holsum Bakery Co., Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Ideal Baking Co., Jamestown Baking Co., Lee Baking Co., Master Baking Co., McGough Bakeries Corp., Nickles Bakery, Salina Bakers of Salinas, Town Talk Bakery.
LOWE & HALL ADV.
News Bldg., Greenville, S. C.
Tel.: 5-7489
Radio Dept.: Elliott H. Hall Jr., Sidney L. Lowe, W. A. Leslie Jr., R. A. Ferguson, acct. execs, timebuyers.
Asheville, N. C.—Biltmore Plaza Ofc. Bldg.; Tel.: 3-9346; R. A. Ferguson Jr., mgr.; Anita Bien, copy.
Radio Accounts: Mackey Mortuary, First Federal Savings & Loan Assn., Harper Bros. Inc., Southern Homes Show, (all S), Maxon Shirt Corp. (N), Mountain Packing Co. (S), Earle Chesterfield Mills (S).
LOWE & STEVENS
685 W. Peachtree St., Atlanta 8, Ga.
Tel.: Vernon 9894
Radio Dept.: Audrey Jones, media dir.
Radio Accounts: Roman Cleanser Co., White Provision Co., Carrier Atlanta Corp., (all S).
EARL LUDGIN & CO.
121 W. Wacker Dr., Chicago 1
Tel.: Andover 3-1888
Radio Dept.: Jane Daly, vp., radio dir.; Ruth Babick, chief timebuyer; Marilyn Bielefeld, Kay Morgan, timebuyers.
Radio Accounts: Best Foods (Rit, Shofola, Dress Parade shoe polish), Helene Curtiss Industries (Spray Net), Hellemann Brewing Co., Jules Montelier Inc. (Stopette).
THE LYNN ORGANIZATION
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: Valley 2-7182
Radio Dept.: William P. McLaughlin Jr., timebuyer.
New York 17—51 E. 42d St.; Tel.: Murray Hill 2-4048.
W. D. LYON CO.
303 2d Ave., S. E., Cedar Rapids, Iowa
Tel.: 4-2451
Radio Dept.: Mrs. Eileen Burns, timebuyer; Robert Creswell, Robert Schubert, Robert Zirbel, acct. execs.
Sioux City, Iowa—Orpheum Elec. Bldg.; Tel.: 5-4428; Don Carlos, acct. exec.
Radio Accounts: Crescent Electric Co., First Natl. Bank, Home Town Dairies, Iowa Dairy Industry Comm., Kay Dee Feed Co., Kent Feed Co., Potosi Brewing Co., Rockford Brick & Tile, Slagle Lumber Co., Wells Dairy Co., Ames In-Cross, First Natl. Bank, United Hagie Hybrid Corn, (all S).

M

MacFARLAND, AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-9360
Radio Dept.: James C. Shelby, vp. dir.; William B. Goodrich, asst. dir.; Herbert M. Johnson, creative dir.; (Miss) Beverly J. Hicks, timebuyer.
Radio Accounts: Drewerys Ltd., U.S.A. (RN-S).
MacLAREN ADV. CO. LTD.
111 Richmond St., W., Toronto
Tel.: Empire 4-0321
Radio Dept.: Hugh Horler, radio-tv dir.; Mary Moran, timebuyer; George Elliott, asst. dir.; H. E. Hough, asst. mgr.
Montreal—Dominion Sq. Bldg.; Tel.: University 6-9751; Laurent Trudel.
Ottawa—237 Queen St.; Tel.: 5-4301; W. F. Harrison, vp.
Vancouver—1240 W. Pender; Tel.: Marine 6268; John Hoyland.
Winnipeg, Man.—911 Electric Railway Chambers; Tel.: 9-26321; E. P. Thomson, mgr.
Radio Accounts: Broadhurst Lee Co. Ltd., Bulova Watch Co. Ltd., Canada Dry Ltd., Canadian General Electric Co. Ltd., Canadian Red Cross Society, Christie-Brown & Co. Ltd., City Park Apts., Dept. of Natl. Defence (Air Force, Navy), Dept. of Trade & Commerce, Dominion Rubber Co. Ltd., General Motors Acceptance Corp.,

General Motors Products of Canada Ltd., H. J. Heinz Co. of Canada Ltd., Home Oil Distributions Ltd., Imperial Oil Ltd., Investors Syndicate, Javex Co. Ltd., Lake of the Woods Milling Co. Ltd., Lever Bros. Ltd. (Breeze), W. H. Malkin Co. Ltd., Martin-Senour Ltd., Nabisco Foods Ltd., Standard Brands Ltd., Tuckett Tobacco Co. Ltd., Henry K. Wampole & Co. Ltd., Zero Mfg. Co. Ltd.

MacLAUGHLIN ADV. AGENCY
601 Ellicott Sq., Buffalo 3
Tel.: Mohawk 5703
Radio Dept.: Frederick R. MacLaughlin, owner; J. Andrea Connaro, timebuyer.
MacMANUS, JOHN & ADAMS INC.
N. Woodward Ave., Bloomfield Hills, Mich.
Tel.: Midwest 6-1000
Radio Dept.: Charles N. Campbell, chief timebuyer. Baltimore 2-1010 St. Paul St.; Tel.: Lexington 1357. Los Angeles 48-6399 Wilshire Blvd.; Tel.: Webster 3-9589; Jack Holmes.
Miami—Alfred I. DuPont Bldg.; Kenyon Lee, vp. New York 22-444 Madison Ave.; Tel.: Plaza 9-3221; Henry G. Fownes, vp.
DAVID J. MAHONEY INC.
261 Madison Ave., New York 17
Tel.: Oxford 7-0490
Radio Dept.: Roger C. Bumstead, media dir. Hollywood 28-5604 1/2 Hollywood Blvd.; Tel.: Hollywood 3-8979; George N. Laws Adv. Agency.
Radio Accounts: Ceribelli & Co. (Brioschi Anti-Acid), Garrett & Co. (Virginia Dare, Garrett wines), Good Humor Corp. (frozen desserts), Noxzema Chemical Co. (shaving products), S. A. Schonbrunn & Co. (Medaglia D'Oro coffee), White Rock Corp. (carbonated beverages), S. B. Thomas Inc. (baked products), Rembrandt International (Regent cigarettes), John Hudson Moore Div. of Warner-Lambert (Sportsman grooming essentials).

MAHOOL ADV. INC.
914 N. Charles St., Baltimore 1
Tel.: Plaza 2-3616
Radio Dept.: Katherine H. Mahool, Robert D. Myers, acct. execs.
Radio Accounts: Oil Heat Assn. of Md., Savings Bank of Baltimore, Northwood Shopping Center Merchants Assn., K. Katz & Sons, Metropolitan Savings Bank, Lexington Market Authority, (all S).

MALCOLM-HOWARD ADV. AGENCY
203 N. Wabash Ave., Chicago 1
Tel.: Andover 3-0022
Radio Dept.: Arthur M. Holland, own., acct. exec.; Evelyn Burke, media dir., timebuyer.
Radio Accounts: Ambrosia Brewing Co., Holland's Jewelry, Mages Sports Goods, Rubins, Royal Construction Co.
W. H. MALE LTD.
1674 Kona St., Honolulu 14
Tel.: 9-1178
Radio Dept.: Mrs. Lesly Cunningham, timebuyer; H. V. Beazlie, Allan D. Starr, Paul Davis, acct. execs.
Radio Accounts: Pet Milk, Dairymen's Assn. Ltd., Dutch Boy Paints, Hawaii Brewing Corp., Love's B&B Co., Pacific Chemical & Fertilizer Co., Pepsi-Cola Bottling Co., Pet Milk Co., Schuman Carriage Co., Chesebrough Corp. (Vaseline hair tonic), McWayne Marine Supply, Oahu Plumbing Co., Territorial Savings & Loan. (all S).

DAVID MALKIEL ADV. INC.
8 Newbury St., Boston 16
Tel.: Copley 7-5980

MANCHESTER-WILLIAMS-KREER INC.
684 N. Michigan Ave., Chicago
J. GORDON MANCHESTER ADV. INC.
1726 Pennsylvania Ave., N.W., Washington 6
Tel.: Metropolitan 8-0060
Radio Dept.: Richard T. Williams, radio-tv dir.; Murray A. Piatok, asst. to pres.
Radio Accounts: Safeway Stores Inc., C. F. Sauer Co., American Sta.-Dri Co., Rockingham Poultry, Marketing Coop. Inc., Woodfield Fish & Oyster Co., (all S).

LLOYD MANSFIELD CO.
110 Pearl St., Buffalo 2, N. Y.
Tel.: Washington 2762
Radio Dept.: John H. Miller, timebuyer.
MARSTELLER, RICKARD, GEBHARDT & REED INC.
11 E. 36th St., New York 16
Tel.: Murray Hill 6-4870
Radio Dept.: Howard Sharman, exec. vp.
MARTHA'S ADV. SERVICE
412 W. 6th St., Los Angeles 14
Tel.: Madison 6-4897
Radio Dept.: Martha Weisler, own.; Lillian Campbell, asst.
HARWOOD MARTIN ADV. AGENCY
2519 Connecticut Ave., N.W., Washington 8
Tel.: Adams 2-1161
Radio Dept.: Laura Hammond, radio dir.; Mildred Martin, timebuyer; Harwood Martin, Jean Robertson, Mae Scanlon, acct. execs.
Radio Accounts: Addison Chevrolet, Arcade-Sunshine, Barry-Pate Chevrolet, Clement's Bakery, Hahn Shoe Stores, Hecht Co., P. J. Nee Co., Woodward & Lothrop, Blair's Tv; Suit Shop, Palace Laundry, Cinerama Inc.

MASON-RELYN CO.
46 W. 57th St., New York 19
Tel.: Judson 2-2132
Radio Dept.: Roger B. Relkin.
J. M. MATHES INC.
260 Madison Ave., New York 16
Tel.: Lexington 2-7450
Radio Dept.: Read H. Wight, dir.; Richard S. Jackson, asst. dir.; Mrs. Edna S. Cathcart, timebuyer.
Radio Accounts: Northern Warren Corp. (N-S), Pure Food Co. (N-S), Canada Dry Ginger Ale Inc. (S), Judson Dunaway Corp. (N-S), Carbola

Chemical Co. (S), Brown Co. (N-S), Wagner Baking Co., International Standard Electric Corp., Union Carbide & Carbon Corp., (all S).
MATHISSON & ASSOC. INC.
411 E. Mason St., Milwaukee 2
Tel.: Broadway 6-7181
Radio Dept.: Jack Severson, radio dir.; chief timebuyer; Robert Geary, timebuyer; Edward G. Ball, Hugo Bauch, Paul Warga, Joe Manning, acct. execs.
Radio Accounts: Miller Brewing Co. (N-RN-S), Clark Oil & Refining (RN-S).
JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3, R. I.
Tel.: Gaspee 1-4456
Radio Dept.: Joseph M. Finkle, timebuyer; Archie M. Finkle, radio dir.
MAXON INC.
2781 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 22-12 E. 53d St.; Tel.: Plaza 9-7676; Edwin A. Wilhelm, radio dir.; Thomas P. Maguire, Ray L. Stone, George Huelsner, timebuyers.
Radio Accounts: Gillette Safety Razor Co. (N), H. J. Heinz Co., Pfeiffer Brewing Co., Jacob Schmidt Brewing Co., (all S).

THE MAYERS CO.
2301 W. 3d St., Los Angeles 57
Tel.: Dunkirk 8-2111
Radio Dept.: Donald C. Johnson, radio dir.; Beth Broberg, timebuyer.
CHARLES H. MAYNE CO.
8487-B Melrose Pl., Los Angeles 46
Tel.: Olive 3-0990
Radio Dept.: Eugene P. Ramsay, own.; Victor C. Mays, acct. exec.
MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
Radio Dept.: Roderick A. Mays, own.-dir.; Catherine Abner, timebuyer; Rich Fowler, copywriter.
Radio Accounts: Barker Bros., Philco-Los Angeles, Kelvinator Div. of American Motors Sales Corp., DuMont Tv. (all S).

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Judson 6-3400
Radio Dept.: George Haight, vp., radio-tv dir.; Ted Bergmann, Lansing Lindquist, vps., assoc. radio-tv dirs.; J. Frank Gilday, mgr. radio-tv dept.; Dorothy McCann, vp., exec. producer; Mary Harris, prog. sup.; Edward Dekker, vp., media dir.
Boston 16-200 Berkeley St.; Tel.: Liberty 2-7382; Watson M. Gordon, vp.
Chicago 4-318 S. Michigan Ave.; Tel.: Webster 9-3701; William E. Berchtold, vp.
Cleveland 14-335 Euclid Ave.; Tel.: Cherry 1-6850; Robert Dailey, vp.
Detroit 26-Penobscot Bldg.; Tel.: Woodward 2-9792. Los Angeles 5-3440 Wilshire Blvd.; Tel.: Dunkirk 5-3301; Burt Cocran.
Portland 4, Ore.—Public Service Bldg.; Tel.: Atwater 4305; T. N. Tracy.
San Francisco 4-114 Sansome St.; Tel.: Douglas 2-5560; H. Q. Hawes, vp., west. ops. mgr.
Radio Accounts: Calif. Pkg. Corp., Natl. Biscuit Co., S.O.S. Co., Standard Oil Co. (Ind.) (N-S), Lehn & Fink Products Corp., Westinghouse Electric Corp. (N), Clark Bros., Cowles Magazines, Chrysler Sales Div., Lucky Lager Brewing Co., Ohio Bell Tel. Co., Pacific Coast Borax Co., Soil-Off Mfg. Co., So. Calif. Gas Co., Leisy Brewing Co., Natl. City Bank of Cleveland, Westinghouse Electric Supply Co. of St. Louis (S), Chrysler Corp., Coca-Cola, Bulova Watch Co., Chesebrough-Ponds Mfg. Co.

THE McCARTY CO.
3576 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 5-4011
Radio Dept.: Herb C. Brown, dir.
Chicago 11-20 E. Huron St.; Tel.: Superior 7-1847. Dallas 1-1500 Jackson St.; Tel.: Prospect 4387. New York 22-430 Park Ave.; Tel.: Plaza 9-3915. San Francisco 6-116 New Montgomery St.; Tel.: Sutter 1-8224.
Seattle 1-(c/o Pearson, Morgan & Pascoe) Medical Arts Bldg.; Tel.: Mutual 0353.
Radio Accounts: International Metal Products Corp. (RN), Food Machinery & Chemical Corp. (Bolens Div.), Arrowhead & Puritas Waters Inc., KoolVent of Calif. Inc.
McCONNELL, EASTMAN & CO. LTD.
Huron & Erie Bldg., London, Ont.
Tel.: 4-4528
Toronto—147 University Ave.; Tel.: Empire 3-7004; Austin Moran, radio dir.
Montreal-Dominion Square Bldg.; Tel.: University 6-7941.
Vancouver—1198 West Pender St.; Tel.: Marine 2161. Winnipeg—Trust and Loan Bldg.; Tel.: 9-35541.
Radio Accounts: General Foods Ltd. (cereals, Minute rice, Kool-Aid, Gaines dog meal, Minute Man frosting), Stafford's Foods Ltd., Interlake Tissue Mills Ltd., London Life Insurance Co., Libby, McNeill & Libby of Canada, Ronson Art Metal Works (Canada) Ltd.
McCORMICK CO.
217 E. 7th Ave., Amarillo, Tex.
Tel.: Drake 4-5333
Radio Dept.: G. Don Curphey, T. C. Brown, R. O. Mills, acct. execs.
Radio Accounts: Shamrock Oil & Gas Corp., First Natl. Bank of Amarillo, Jenkins Music Co. of Tex.
WALTER McCREERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533
Radio Dept.: Howard Flynn, radio-tv dir.; Walter McCreery, principal; Joe Landfield, Norman Dowsing, acct. execs.

FORD C. McELLAGOTT & ASSOC.
742 S. Hill St., Los Angeles
Tel.: Vandike 4658
Radio Dept.: Ford C. McElligott, media dir., timebuyer.
EDWARD J. McELROY ADV. INC.
1489 W. Washington Blvd., Los Angeles 7
Tel.: Richmond 9-2047
Radio Dept.: E. D. Brotsos, radio dir., timebuyer; Edward J. McElroy, timebuyer.
Radio Accounts: Union Maid Bakeries, Velsicol Chemical Corp., Rod's Food Products, Crenshaw-Santa Barbara Merchants Assn., (all RN-S).

McHUGH-CATHER ADV. AGENCY INC.
186 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-0233
Radio Dept.: Phil D. McHugh.
McKEE & ALBRIGHT INC.
1809 Walnut St., Philadelphia 3
Tel.: Locust 7-4737
Radio Dept.: J. A. McFadden, vp.; E. R. Walmsley, timebuyer.
McKIM ADV. LTD.
1510 Drummond St., Montreal 25
Tel.: Marquette 4152
Radio Dept.: W. L. Charland, vp.; K. S. Chase, radio dir.; Joan C. Bridge, timebuyer; J. Beauregard, French prod. sup.; P. O. Stevens, English, prod. sup.
Toronto—1407 Yonge St.; Tel.: Kenwood 3581; D. J. MacMillan, radio dir.; (Miss) B. M. Nicholl, timebuyer; T. Church, acct. exec.; G. Leech, prod. sup.
Vancouver—591 Burrard St.; Tel.: Marine 3284; R. E. Jefferson, mgr.
Winnipeg, Man.—Natl. Trust Bldg.; Tel.: 923-491; A. Brown, mgr.

Radio Accounts: Frank L. Benedict Ltd., Brading Breweries Ltd., Consolidated Bakeries (Canada) Ltd., Canadian Pacific Airlines, Canadian Pacific Railways, Canadian Petrofina Ltd., Dairy Queen Natl. Trade Assoc. Inc., Dominion Steel & Coal Corp., Imperial Tobacco Co. of Canada Ltd., International Correspondence Schools, Lanman & Kemp Barclay Co. Ltd., Mount Royal Rice Mills Ltd., Alexander Murray Ltd., Natl. Drug & Chemical Co. Ltd., Nugget Products of Canada, Reckitt & Colman Ltd., Toni Co., Trans Canada Telephone System, United Maple Products, Carling Breweries Ltd., Dairy Queen (Ontario), Gay Liquid Detergent, Lewyt Corp., Motorola (Canada) Ltd., Nash Motors of Canada, Orange Crush Ltd., Ontario Fruit & Vegetable Growers Assoc., Province of Ontario-Dept. of Highways, Kelvintor of Canada Ltd., Progressive Conservative Party of Ont., Ruud Mfg. Co. Ltd., Salada Tea Co. of Canada Ltd., Salvation Army, Wonder Bakeries (London Div.), Yardley of London (Canada) Ltd., A&A Frozen Foods Ltd., Alsit Brick, Tile & Lumber Co. Ltd., Bryce's Bakery Ltd., Chipmen Chemicals Ltd., McCabe Grain Co. Ltd., Marshall-Wellis Co., Ltd., Manitoba Liberal Progressive Assoc., Oakland Hatcheries, Province of Manitoba-Safety Div., Fairfield & Sons Ltd., Manitoba Power Commission, Bryce's Drive-In Bakery, Consolidated Mining & Smelting Co. of Canada Ltd., Reclu Drugs, (all S).

J. WALTER McLEAN ADV. AGENCY
Chronicle Bldg., Spokane 4, Wash.
Tel.: Temple 2509

McNELL & McCLEERY
6777 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 4-7252
Radio Dept.: Ken McNeill, pres., acct. exec.; James J. McCleery, radio dir.; John McNeill, timebuyer; C. Russell Zeiminger, acct. exec.
San Francisco 8-256 Sutter St.; Tel.: Douglas 2-8268.
Radio Accounts: Arthur Murray Studios, Silverwoods, Grand Auto Stores, (all S).

PHILIP J. MEANY CO.
816 W. 5th St., Los Angeles 17
Tel.: Michigan 3601
Radio Dept.: Ray Clinton, media dir.
MELDRUM & FEWSMITH INC.
1220 Huron Rd., Cleveland 15
Tel.: Cherry 1-3510
Radio Dept.: Bruce Stauderman, radio-tv dir.; Muriel Mack, timebuyer.
New York—9 Rockefeller Plaza; Tel.: Circle 6-3510; Keith Frazine.
Radio Accounts: Durkee Famous Foods, Glidden Co., Tractor & Implement Div. of Ford Motor Co., (all S), Willard Storage Battery (N).

RICHARD N. MELTZER ADV. INC.
785 Market St., San Francisco 3
Tel.: Yukon 2-5877
Radio Dept.: Mildred P. Wrenn, media dir.; W. X. Aron, vp. chg. prod.
Los Angeles 48-6363 Wilshire Blvd.; Tel.: Webster 8-2993.
Radio Accounts: Gray Lines, Rickey Enterprises, Harrah's Club, Berenson Motors, Pacific System Drive, Relaxacor, Veneto's, Vitalife, (all S), Science of Mind (RN).

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860
Radio Dept.: Stuart L. Novy, radio dir.; Evelyn Vanderploeg, Joan Schneider, timebuyers.
Beverly Hills, Calif.—329 S. Beverly Dr.; Tel.: Crestview 5-3169; Lyle Westcott, mgr.
Milwaukee 2-759 N. Milwaukee St.; Tel.: Marquette 8-3144; George Grabin, mgr., acct. exec.
Radio Accounts: William Wrigley Jr. Co. (N-S); E. J. Brach & Sons, Myzron Inc. (S); Chicago National League Ballclub, Chicago Transit Authority, Evans Fur Co., Illinois Meat Co., Patricia Stevens Inc., Wisconsin & Michigan Steamship Lines, Milwaukee Electric Railway & Transport Co., Towne-Talk, Schaaf Co., Chicago Metropolitan Assurance Co., Catalina Island Steamship Co., J. Grass Noodle Co., Louis Milani Foods, Milwaukee & Suburban Transport

N

Co., Grant Tool, DeMert & Dougherty (Heet), 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.: R. C. Maddux, radio-tv dir.; Rita Driscoll, timebuyer.

Chicago 1-333 N. Michigan Ave.; Tel.: Central 6-1640; J. M. Tuteur.
Tulsa 19-148 S. Boulder; Tel.: Tulsa 4-0295; Mrs. Marguerite Cunningham.

FRANK J. MILLER ADV. INC.
1556 N. Wilcox Ave., Hollywood 28, Calif.
Tel.: Hollywood 3-3181
Radio Dept.: Jerry Hill, radio dir.; Eleanor Butchko, timebuyer; Frank J. Miller, Barney Goldberg, Dina Dina, Victor Stollberg, Val I. Lindberg, acct. execs.

Radio Account: Taton Distributors Inc., Beto Inc., Johnston & Johnston Inc., Effenjay Inc., Johnston Pharm Inc., U.S. Army Engineers Corps, Peels (sleeping aids), Dr. Sparling's Vitamins, (all S).

DAN B. MINER CO.
304 S. Kingsley Dr., Los Angeles 5
Tel.: Dunkirk 8-3301
Radio Dept.: Hildred Sanders, vp., radio-tv dir.; Albert B. Buffington, assoc radio-tv dir.; Kay Ostrander, timebuyer.

Radio Accounts: Bu-Tay, Products Ltd., Interstate Bakeries Corp. (RN), Kerr Glass Mfg. Corp., Santa Fe Vintage Co., Thrifty Drug Stores Inc., Luer Packing Co. (S), Buick Dealers Assn., Carson Park Mutual Homes, Freeman's Frozen Foods, Von's Grocery Co., Green Spot Co., (all S), Myttinger & Casselberry (N).

MOELLER & SOMERMEIER INC.
6630 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-7451
Radio Dept.: Leslie Stuart, dir., timebuyer.

MOGGE-PRIVETT INC.
712 S. Curson Ave., Los Angeles 36
Tel.: Webster 6-7243
Radio Dept.: Jane Leider, radio dir., timebuyer; Norton W. Mogge, John A. Privett, Herb Beaven, Jack Schluter, acct. execs.

Radio Accounts: Holmes Tuttle Lincoln-Mercury, Beverly Lincoln-Mercury, American Natl. Foods Inc., Calif. Lima Bean Growers Assn., Jersey-maid Milk Products Co., Sturdy Dog Foods, Rosita Products Co., Seven-Up Bottling Co. of L.A., Cal-Ray Bakeries, Golden Krust Bakery, Glass-Parker Corp., John Morrell & Co., A-1 Foods Inc., Holly Sugar Corp., Fresh Fall & Winter Pear Advisory Board, Lindsay Ripe Olive Co., Smart & Final Iris Co.

EMIL MOGUL CO.
250 W. 57th St., New York 19
Tel.: Judson 2-5200
Radio Dept.: Leslie L. Dunier, radio-tv dir.; Nat B. Eisenberg, prod. dir.; Elaine Schachne, Lynn Diamond, Laura Partridge, Ed Tashjian, timebuyers.

Radio Accounts: Gold Medal Candy Co. (S), Berio Oil, Block Drug (Poslam, Omega Oil), Cheramy, Ferber Pens, Natl. Shoes, Rayco Auto Seat Covers, Ronzoni Macaroni Co. (S), Canadian Furs, Tintex (N-S), Manischewitz Wine, Revlon (N-S), Gem Oil, Park & Tilford, Barneys, (all S), Esquire (N).

MOREY HUMM & JOHNSTONE INC.
350 5th Ave., New York 1
Tel.: Longacre 4-2240
Radio Dept.: William L. Wernicke, radio-tv dir., timebuyer; S. F. Ellsworth, acct. exec; Kay Shanahan, timebuyer.

New York-4 Rockefeller Plaza; Tel.: Plaza 7-8060; William L. Wernicke.

Radio Accounts: Sinclair Refining Co. (S), Robertshaw-Fulton (S).

RAYMOND E. MORGAN CO.
6223 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 3-4194
Radio Dept.: Raymond R. Morgan, pres.; Robert C. Temple, exec. vp.; Sherman K. Ellis, chmn. of bd.; Paul J. McKinney, vp.; Jack Kerr, acct. exec.; Audrey Fraser, copy chief; Ted Bliss, radio-tv dir.; Terri Brady, timebuyer; Edith Fasian, traffic.

Chicago 11 (Goodkind, Joice & Morgan), Palmolive Bldg.; Tel.: Superior 7-6746; Clyde M. Joice, pres.

San Francisco 11-280 California St.; Tel.: Exbrook 7-0428; Porter Anderson, vp., mgr.

Radio Accounts: Folger's Coffee (RN-S), White King "D" (RN-S), White King Products (RN), RC Cola (S), Party Pack (S).

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oxford 7-2100
Radio Dept.: Orrin E. Christy Jr., media dir.; Raymond A. MacArdle, timebuyer; Lester Waddington, radio-tv producer.

MOSS ASSOC.
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377
Radio Dept.: Marian Rand, timebuyer; Gerald H. Bruce, acct. exec.

Radio Accounts: Maggio Carrots (S).

MOTTL & SITEMAN ADV. AGENCY
8417 Beverly Blvd., Los Angeles 48
Tel.: Webster 8-6288
Radio Dept.: Mary Ellen Wheeling, timebuyer.

C. WENDEL MUECH & CO.
75 E. Wacker Dr. Chicago 1
Tel.: Financial 6-3481
Radio Dept.: Victor Fabian, media dir.; Loretta V. Hughes, asst.

Dallas-2102 Jackson St.; Tel.: Randolph 2554; Orville L. McDonald, in chg.

MULLINS-EARL ADV. AGENCY
1606 N. Cahuenga Blvd., Hollywood 28
Tel.: Hollywood 7-9003
Radio Dept.: Tom Mullins, Warren Earl, ptrns.

NEALE ADV. ASSOC.
8462 Sunset Blvd., Los Angeles 46
Tel.: Hollywood 1-9955
Radio Dept.: Carroll Ray, radio-tv dir.
Radio Accounts: Descoware Corp., Food Machinery & Chemical Corp. (RN-S), Prudential Savings & Loan Assn., Virtue Bros. Mfg. Co. (S).

NEEDHAM & GROHMANN INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 5-6200
Radio Dept.: John M. Handley, exec. vp., acct. exec.; Harry C. Ledingham, media dir.; John M. Keil, acct. exec.

NEEDHAM, LOUIS & BRORBY INC.
Prudential Plaza, Chicago 1
Tel.: Whitehall 4-3400
Radio Dept.: James G. Cominos, vp., radio-tv dir.; Alan Wallace, vp. chg. radio-tv programming; Arnold E. Johnson, broadcast facilities dir.; Patricia Brouwer, Donald De Carlo, timebuyers; Scott Keck, asst. radio-tv dir.
Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 2-2391; Frank A. Pittman, vp., mgr.
New York 19-730 5th Ave.; Tel.: Plaza 7-0333; Robert Salter, prod.

NELSON & SUPPLY CO.
3305 Wilshire Blvd., Los Angeles 66
Tel.: Dunkirk 7-8368
Radio Dept.: Irwin S. Green.
Radio Accounts: Rhodes Jewelers, Standard Brands Paint Co., Western Art Studios, Miracle Mortgage Co., Imperial Greeting Card (S).

GEORGE R. NELSON INC.
208 State St., Schenectady 5, N. Y.
Tel.: 4-4135
Tel. Dept.: Robert Groff, timebuyer.

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 Brusk, talent dir.; Sol Lipsset, prod. dir.; Charles Durand, prod.

Radio Accounts: Edie Electronics, Saul Birns, Delta Photo Supply, Tv & Radio Products Co., Authent Publications, Geographia Map Co., Ideal Film & Supply Co., Barby Distributors, Tennenna, Tv Products Co., Vocational Guidance Manuals.

NEWHOFF-BLUMBERG ADV. AGENCY
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.: M. T. Newman.

NORMAN, CRAIG & KUMMEL
488 Madison Ave., New York 22
Tel.: Plaza 1-0990
Radio Dept.: Walter Craig, vp. in chg.; Earl T. Rowan, bus. mgr.
New York-46 E. 53d St.
Radio Accounts: Blatz Brewing Co., Seeman Bros., G.H.P. Cigar Co., Revlon Inc., Ronson Co., Bon Ami, Selcho & Richter, Willis Motors, Speldel.

KELSO NORMAN ADV.
222 Kearney St., San Francisco 8
Tel.: Douglas 2-3842

NORTH ADV. INC.
430 N. Michigan Ave., also Merchandise Mart Chicago.
Tel.: Whitehall 4-5030.
Radio Dept.: Don Paul Nathanson, pres.; Cyrus H. Nathan, exec. vp.; Richard S. Palge, media dir.; Roger Moran, creative dir.; Jack McCord, head of radio-tv admn.; Gene DaDan, radio bus. admn.; Kent D'Alessandro, media analyst and buyer; Charles P. Hirth, vp. and acct. group sup. (Prom home permanent, Silver Curl home permanent); George Gruenwald, vp. and acct. sup. (Deep Magic facial cleansing lotion, Tonette children's home permanent, Softstyle curlers, spin curlers); James Macklin, Bennett Cooper, Richard Sachse, acct. execs.

New York-6 E. 45th St.; Bruce Dodge, vp.; Frank Higgins, prod. head; Mary Myers, John Rundall, prod. sups.

Los Angeles-9533 Brighton Way; Bruce Dodge, vp.; Walter N. Hiller Jr., mgr.; Maxine Anderson, prod. chief.

Radio Accounts: Toni products.

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412
Radio Dept.: Ann Kelleher, media, timebuyer; Jack Cunningham.

Radio Accounts: Pomatex.

OGLIVY, BENSON & MATHER INC.
589 5th Ave., New York 17
Tel.: Murray Hill 8-6100
Radio Dept.: Howard Connell, vp. chg. radio; Rex Coston, asst. dept. mgr., radio dir.; Ann Janowicz, Matt Kane, timebuyers.

Hollywood 4-850 N. Bronson St.; Tel.: Hollywood 9-8321; Marvin Young.

Radio Accounts: Helena Rubinstein, Dove, Good Luck, Thom McAn, Schweppes, Franco American products, British Travel Assn.

OHIO ADV. AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070
Radio Dept.: Samuel L. Abrams, pres., acct. exec.; Van Lane, radio dir.; Herman Spero, Peter Roper, acct. execs.

OLIAN ADV. CO.
4010 Lindell Blvd., St. Louis 8
Tel.: Jefferson 1-4977

Radio Dept.: Alice McDonough, radio-tv dir., timebuyer; Peggy Leonard, prod. dir.

OLIAN & BRONNER INC.
35 E. Wacker Dr., Chicago 1
Tel.: State 2-3381
Radio Dept.: I. A. Olian, radio-tv dir., acct. exec.; Kay Kennelly, media dir.; M. H. Bronner, Robert Singer, Ed Sonnenschein, C. Glueck, acct. execs.

Radio Accounts: Beltone Hearing Aid Co. (N-S), Rhodes Pharmaceutical Co., Atlas Brewing Co. (RN), Schoenfeld-Edelweiss Co. (R), Lowenbrau Beer, C.E.T. Inc., Pope Chemical Co., Targon Products, Real Values Inc., Consolidated Foods, Monarch Coffee, Goldblatt Bros., Jay's Foods Co., Pastorelli Products, Clark-Maple, Comfort Co. (S), Anti-Terge, Terry Foods, Dale Carnegie Studios (S).

OLMSTED & FOLEY
1200 2d Ave. S., Minneapolis 3
Tel.: Federal 3-8186
Radio Dept.: Bradley C. Morison, radio dir.; Warren W. Wess, media dir.

Radio Accounts: Clover Leaf Creamery Co., Northland Milk Co., Russell-Miller Milling Co., Marshall-Wells Co., First Natl. Bank, Hotel Leamington, Avocem Inc., Ft. Dodge Labs Inc., W. H. Barber, Lavoptik, North American Life & Casualty Co., Owatonna Canning, Poplar Canning, Waterbury Heating Co.

OLYMPUS ADV.
311 E. Main St., Stockton 2, Calif.
Tel.: Howard 4-7736
Radio Dept.: D. M. Greene, vp.; Frank Chesley, radio-tv dir.
Los Angeles 22-5420 Jillson St.; Tel.: Raymond 3-4879.

O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470
Radio Dept.: Grace Moran, timebuyer; E. D. Silha, acct. exec.

Toronto-22 Bertol Rd.; Tel.: Rogers 7-1212; George Dixon, mgr.

Radio Accounts: Tintz Co., Marlene's Inc., Wate-On Co., Nil-O-Nal, Fleetwood Co. (S), Miller & Co., Stewart Sales Co., Robert Industries, Elmorene Co., Crescent Music Co., Gary Pharmaceutical Co., Devine's Inc., Michigan Bulb Co.

THE E. A. OPPENHEIM CO.
Michigan Theatre Bldg., Detroit 26
Tel.: Woodward 1-6765
Radio Dept.: E. A. Oppenheim, mgmg. dir.

MAURIE H. ORODENKER ADV. AGENCY
Land Title Bldg., Philadelphia 10
Tel.: Locust 4-1388
Radio Dept.: Maurie H. Orodener.
ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050
Radio Dept.: Louis L. Ergmann, radio-tv dir.; Nina Flinn, timebuyer.

Radio Accounts: Dept. of the Army (Natl. Guard Bureau), The Army of Jergens Co. (S).

MERRITT OWENS ADV. AGENCY INC.
New Brotherhood Bldg., Kansas City 1, Kan.
Tel.: Drexel 1-7250
Radio Dept.: Merritt Owens, Earl Allvine, acct. execs.; Thomas Horan, prod. mgr.; Ruth Hufford, Georgia O'Daniel, Karen Ayres, timebuyers, Margarite Razer, acct. exec.

P

PACIFIC NATIONAL ADV. AGENCY
2124 4th Ave., Seattle 1
Tel.: Elliot 1401
Radio Dept.: Grant Merrill, radio-tv dir.; Trevor Evans, William H. Horsley, Frank Horsley, Fred Sprague, George Glavin, acct. execs.; Gertrude M. Nyman, timebuyer.

Portland 4, Ore.-Cascade Bid.; Tel.: Capitol 1021; Milt Foland.

Spokane-Chronicle Bldg.; Tel.: Madison 4371; Marjorie Ross, timebuyer.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424
Radio Dept.: Donald C. Porteous, acct. exec., radio-tv dir.; Weymouth Symmes, media dir.

Radio Accounts: A & P, Breakstone, Groveton Papers Co, Sage Laboratories, West Disinfecting Co., (all S).

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif.
Tel.: Hemlock 5-7451
Radio Dept.: John Curtis, radio dir.

GEORGE PATTON ADV.
6305 Yucca St., Hollywood 28
Tel.: Hollywood 2-0841
Radio Dept.: George Patton, pres.; Wally Sherwin, acct. exec.; Pat Meyers, timebuyer.

Radio Accounts: California Central Airlines, Gould Investment Co., Las Vegas's Hotel Fabulous, Lindy's Mexican Food, Pico Novelty Co., Riviera Mfg. Co., Dr. S. M. Sassone, D. C., Sentinel Tv Adapters Co., Western Lands Co., Willow Springs Road Racing Assoc., Zell Mills Radio & Tv Appliances Co. (S).

PAUL & BAUM ADV.
7958 Beverly Blvd., Los Angeles 48
Tel.: Webster 8-7281
Radio Dept.: A. L. Paul, Macy Baum, ptrns.

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel.: Murray Hill 8-3055
Radio Dept.: Charles H. Pearson.
Radio Accounts: Dime Savings Bank.

PECK ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Radio Dept.: Sidney G. Alexander, vp. chg. radio-tv; Sylvan Taplinger, radio-tv mgr.
Los Angeles 4-3434 West 1st Ave.; P. Lansdale.

Radio Accounts: Old Dutch Coffee, Frances H. Leggett (Premier Foods), Sweet Orr Work Wear, U.S. Time, D'Orsay Sls. Co. (perfumes), Howard Stores Corp., King David Meat Products, Leather Industries of America, Van Munching & Co. (beer).

PERRIN-PAUS CO.

8 S. Michigan Ave., Chicago 3
Tel.: Randolph 6-7923
Radio Dept.: Earl R. Perrin, pres.; Linnea Vanderlaag, media dir.
New York—730 5th Ave.; Tel.: Plaza 7-6120; Elliot Saunders, prod. dir.; Tye Robinson, assoc. producer, acct. exec.; Earl Perrin Jr., assoc. producer.

PERRY-BROWN INC.

2831 Vernon Pl., Cincinnati 19
Tel.: Plaza 1-8200
Radio Dept.: Edward J. Doran, radio-tv dir.
Radio Accounts: Willson Dairy, Hamilton County Republican Campaign Committee, H. H. Meyer Packing Co., Meier's Wine Cellars Inc.

J. R. PERSHALL CO.

105 W. Adams St., Chicago 3
Tel.: Franklin 2-8440
Radio Dept.: Grace D. Rauworth, media mgr.
Radio Accounts: Zenith Radio Dist. Corp., Serta of Chicago, A. C. Allyn & Co., Englewood Business Men's Assn., Minute Maid Corp. (Hi-C Division), Mechanical Homes Systems Inc., (all S).

ALFRED M. PETTLER ADV. AGENCY

89 Orinda Hwy., Orinda, Calif.
THE PHILLIPS-RAMSEY CO.
Third & Ivy, San Diego 1, Calif.
Tel.: Belmont 4-6401
Radio Dept.: Orva Huff, radio-tv dir.; Robert F. Lewis, timebuyer.

Radio Accounts: First Natl. Bank, The Century Co., Golden Tulip Foods Inc., Walker-Scott Co., Mexicali Brewing Co., Lion Clothing Co., Pacific Coast Packing Co., Wizeowl, Mrs. Conkling's Bakery, Wait Tufford Co., Food Basket, San Diego Milk Council, Severin Development Co., R. E. Hazard Co., (all S).

PICARD, MARVIN & REDFIELD INC.

48 E. 43d St., New York 17
Tel.: Murray Hill 2-3883
Radio Dept.: William S. Marvin, dir.; Florence Lennon, timebuyer.

JOSEPH J. PINKUS

318 Market St., Newark 2, N. J.
Tel.: Mitchell 2-2515
Radio Dept.: Joseph J. Pinkus, timebuyer.

PLATT, DYSON & O'DONNELL, INC.

7 E. 44th St., New York 17
Tel.: Murray Hill 7-3240
Radio Dept.: Thomas O'Donnell, media dir.
Radio Accounts: H. S. Fromme & Co.

POLLYEA ADV.

822½ Ohio St., Terre Haute, Ind.
Tel.: Crawford 8707
Radio Dept.: Marie Pershing, timebuyer.

POSNER-ZABIN

95 Madison Ave., New York 16
Tel.: Murray Hill 9-2876
Radio Dept.: James B. Zabin.

POTTS-WOODBURY INC.

2233 Grand Ave., Kansas City 8, Mo.
Tel.: Grand 1-5775
Radio Dept.: William J. Brewer, radio-tv dir.; Gene W. Dennis, Al Christy, acct. execs.; Helen Church, timebuyer.

POWELL-GAYEK ADV. INC.

2216 Penobscot Bldg., Detroit 26
Tel.: Woodward 3-8580
Radio Dept.: Robert H. Powell, Bill Gayek, acct. execs., timebuyers.

Radio Accounts: Detroit City Ice & Fuel Div., Continental Motors Corp., National Casualty Co., Peschke Sausage Co. (R-S), Grates Motor Sales Inc., Military Inn, McDonald Trailer Sales Inc., Motor City Speedway, Packer Pontiac Co., Plymouth Dealers Assn., The Sports Mart Inc., Ridley Cleaners, Miller Boat & Motor Sales (S).

JOHN O. POWERS CO.

110 William St., New York 38
Tel.: Worth 4-7361
Radio Dept.: Robert W. Powers, treas.
PRATER ADV. AGENCY
705 Chestnut St., St. Louis 1
Tel.: Garfield 1-6490
Radio Dept.: Barbara Block, radio-tv dir.
Radio Accounts: Falls City Brewing Co. (S).

FRESBA, FELLERS & FRESBA

360 N. Michigan Ave., Chicago 1
Tel.: Central 6-7683
Radio Dept.: Marquis M. Smith, dir.; Glenda Allyn, timebuyer.

Radio Accounts: Flex-O-Glass Mfg. Inc., Book House for Children, Old Rug Co., Vaughan Seed Co., Six Dental Products, Geneva House, Orleans Canning Co., Superior Motors.

PROEBSTING, TAYLOR INC.

100 E. Ohio St., Chicago 11
Tel.: Whitehall 4-1051
Radio Dept.: J. L. Proebsting, K. C. August, acct. execs.; Howard Paul, radio dir.; Joan Blackman, timebuyer.

Radio Accounts: Hooker Glass & Paint Mfg. Co., Giles Remedy Co., Howard Rotavator Co. (S).

PUBLICIDAD BADILLO INC.

122 E. 42nd St., New York 17
Tel.: Murray Hill 2-0521

PUBLICITE J.-E. HUOT LIMITEE

353 St. Nicholas St., Suite 406, Montreal 1
Tel.: Plateau 4131
Radio Dept.: H.-U. Boucher, Y. St.-Amant.
Quebec—569 First Ave.; A. Roy, mgr.

R

RAMSEY, BROWN & CO.

1585 Crossroads of the World, Hollywood 28
Tel.: Hollywood 3-6851
Radio Dept.: John O. Ramsey, Don Brown, ptrns.; Jack Scott, acct. exec.; Martha Dickenson, media dir.

THE RANDALL CO.

75 Pearl St., Hartford 3, Conn.
Tel.: Jackson 7-1179
Radio Dept.: Florence F. Grady, radio-tv dir.
Radio Accounts: American Motors Inc., Sir Allo Shoe Clinic, Canadian Fur Co., Hartford Gas Co., Hoffman Wall Paper Co., Savitt Jewelers Inc., I. R. Stich Assoc., Wachtel's Dept. Store, Russell Pontiac, Crown Petroleum Corp., Stackpole, Moore & Tryon Co., Radio Station WDRC.

THE FRED M. RANDALL CO.

Book Bldg., Detroit 26
Tel.: Woodward 1-4662
Radio Dept.: C. E. Foerster, timebuyer; R. D. Hughes, Hal G. Trump, acct. execs.
J. W. RAYMOND CO.
1151 S. Broadway, Los Angeles 15
Tel.: Richmond 7-5391
Radio Dept.: J. W. Raymond, pres.; Harold Jacobs, prod. mgr.; Joyce Dove, media dir.; Terrance Ragan, Robert Klosterman, acct. execs.; Joe Ware, art dir.

LARRY RAYMOND CO.

859 Crenshaw Blvd., Los Angeles 19
Tel.: Webster 6-8125
Radio Dept.: Larry Raymond, acct. exec.; John Parker, acct. exec., timebuyer.

KNOX REEVES ADV. INC.

First Natl-Soc Line Bldg., Minneapolis 2
Tel.: Federal 9-0071
Radio Dept.: Russell E. Neff, radio dir.; William S. Shepherd, radio prod. mgr.
Radio Accounts: General Mills Inc. (N-S), Minneapolis Brewing Co., Art Instruction Inc. (S).

REINCKE, MEYER & FINN INC.

520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440
Radio Dept.: Lew Green, radio dir.; John Priebe, media dir.
Radio Accounts: Chicago, Burlington & Quincy RR, Anderson Co.

REINHARDT ADV. INC.

1736 Franklin St., Oakland 12, Calif.
Tel.: Templebar 2-2408
Radio Dept.: Cecil Webb Jr., radio-tv dir.; A. Leo Bowman, timebuyer.

Radio Accounts: Walker N. Boyesen Co., Home Bakers Inc., Kilpatrick's Bakeries Inc., Pacific Guano Co., Pacific Tire Co., Par-T-Pak Beverage Co., Spreckels-Russell Dairy Co., Tuttle Cheese Co., Yami Yogurt Distributors (S).

E. W. REYNOLDS ADV. LTD.

355 King St. W., Toronto 2B
Tel.: Empire 8-6157
Radio Dept.: Henry E. Karpus, radio-tv dir., timebuyer.

Montreal—1440 St. Catherine St. W.; Tel.: University 6-1776
H. Tingle, mgr.
Radio Accounts: General Mills (R-S), Dixie Cup Co., Eversharp Inc., Moffats Ltd., Mutual Benefit, Canadian Foods Ltd., Freshie Ltd., Hough & Kohler, Bendix Laundry Equip., Crosley Refrigerators (S).

FLETCHER D. RICHARDS INC.

10 Rockefeller Plaza New York 20
Tel.: Judson 6-5400
(see Harrington-Richards Div.)
Radio Dept.: E. A. Elliott, vp. in chg. media; Edwin S. Reynolds, programming dir.; S. J. Frolick dir. of commercials; J. M. Kelly, timebuyer; Barbara M. Kiefer, traffic coordinator.

Radio Accounts: U. S. Rubber Co., Avoset Co., Eastern Air Lines, Waterman Pen Co. (S), Canadian Natl. Railway Durham-Enders Razor Corp., Morris Plan Co., Squirt Beverage Co., Western-Pacific Railway Co., Natl. Sugar Refining Co.

M. J. LANS RICHMOND ASSOC.

127 S. 22d St., Philadelphia 3
Tel.: Locust 7-1674
Radio Dept.: M. Evans Richmond, Virginia Nash, Boston 18—230 Boylston St.; Tel.: Commonwealth 6-0924; Robert S. Richmond.
Hollywood 28—Yucca Vine Bldg.; Tel.: Hollywood 3517, Morey K. Reiss.

RIEDL & FREDE INC.

424 Lakeview Ave., Clifton, N. J.
Tel.: Gregory 1-7900
Radio Dept.: Philip Barnet, media dir.
New York—244 Madison Ave.; Tel.: Murray Hill 3-1725; Philip Barnet, media dir.

Radio Accounts: G. N. Coughlan Co., Bonat & Bonat Inc., Marculus Mfg. Co., Leewal Co., Brogan Cadillac (S).

RINGER & ASSOC. INC.

712 S. Curson Ave., Los Angeles 36
Tel.: Webster 3-8131
RIPPEY, HENDERSON, KOSTKA & CO.
901 Sherman St., Denver 3
Tel.: Acoma 2-5601

DAN RIVKIN ADV.

1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766
Radio Dept.: Dan Rivkin
Radio Accounts: New York Sample Dress Shop, Moskin Clothes, Spiro's Ladies' Apparel, John Kohler Clothing, Schulte Optical Co., Chase & Walker Apts., (all S).

ROBERTSON, BUCKLEY & GOTSCH

108 N. State St., Chicago 2
Tel.: State 2-5336
Radio Dept.: Clarence M. Gotsch, Scott Robertson, Bob Greene, acct. execs.; Donna Hanson, media.

MARSHALL ROBERTSON ADV. AGENCY

1550 Speer Blvd., Denver 4
Tel.: Keystone 4-6269

Radio Dept.: Marshall G. Robertson, Mary A. Robertson, ptrns.; John F. Eby, vp., acct. exec.; Margaret Pierson, dir.; R. Wendell McWilliams, James Briggs, acct. execs.; Nancy McCaig, women's feature writer.

Radio Accounts: Miller's Super Markets, Elitch Gardens, Frumess Jewelry, Cottrell Clothing Co., Weicker Transfer & Storage, O'Meara Motor Co., First Natl. Bank of Englewood, Colo., Elcar Fence Co., Fontius Shoe Co., Colo. Blue Cross, City Elite Laundry, Thoro Products, Dale Dance Studio.

ROBINSON, ADLEMAN & MONTGOMERY INC.
1714 Walnut St., Philadelphia 3
Tel.: Kingsley 6-4650
Radio Dept.: Robert Adleman, pres.; Edward Robinson, vp.; Alfred DeAngelus, dir.; George Glazer, radio publicity & prom.

Radio Accounts: Mott Co., DeSoto, F. T. Robinson Dodge-Plymouth, Slap Buick, Berlin Farmers Market, Eddystone Farmers Market, Tauder Ford, Stylecraft Auto Seat Covers, West Side Buick, Len Deringer Mercury, Longchamps Restaurants, American Home Service (plumbing & heating), Borstiens (plumbing & heating), Harold B. Robinson Plymouth-DeSoto, (all S).

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293
Radio Dept.: Lee Laufer, radio-tv dir.; Robert C. Neuman, media dir., Melvin A. Jensen, David R. Fenwick, John W. Haynes, vp's., acct. execs.; McKie A. Donnan, acct. exec.

Radio Accounts Packard-Bell Tv; Utility Appliances, Pasadena Savings, Calif. Federal, Gaffers & Sattler, Loma Linda Food Co., Republic Federal Savings, Hale Co., (all S).

ROCHE-ECKHOFF & LEE INC.

8721 Beverly Blvd., Los Angeles 48
Tel.: Oleander 5-5670
Radio Dept.: John Bainbridge, radio dir.
Radio Accounts: Caliente Race Track, Sally Shops, Champagne, Farmers Market, (all S).

JOHN D. ROCHE INC.

1119 S. Hope St., Los Angeles 15
Tel.: Richmond 9-7761
Radio Dept.: John D. Roche, pres.; John D. Roche Jr., Bud Boettiger, acct. execs.

ROCHE, WILLIAMS & CLEARY INC.

135 S. LaSalle St., Chicago 3
Tel.: Randolph 6-9760
Radio Dept.: F. Hakewill, timebuyer; Kirby Roche, Ray Seng, Frank Pattee, Miner Williamson, acct. execs.

Radio Accounts: Deepfreeze Appliance Div., Motor Products Corp. (S), Chicago-Milwaukee-St. Paul & Pacific R.R. Co., Hardware Mutuals, John Puhl Products Co., Stewart Coffee Co., Natl. Toilet Co. (S), Thor Power Tool.

ROCKETT-LAURITZEN

1636 S. Oxford Ave., Los Angeles 6
Tel.: Republic 4-2106
Radio Dept.: Robert R. Rockett, ptrnr.; Don Lauritzen, media dir.

ROCKLIN IRVING & ASSOC

32 W. Randolph St., Chicago 1
Tel.: Randolph 6-2324
Radio Dept.: Edward Lovinger, timebuyer; Ira Segall, dir.; Robert Spencer, Arthur Golden, acct. execs.

Radio Accounts: Chicago Furniture Mart, Studebaker Sales Co., Cole-Finder Mercury, Nortown Motors, Kay-Den Beauty Supplies, Morton Motors, Floor Coverings by Roxy, (all S).

ROGERS & SMITH, POTTS-TURNBULL ADV. INC.
903 McGee, Kansas City 6, Mo.
Tel.: Victor 2-9000
Radio Dept.: Richard P. Slade, radio-tv dir.; Keith Wasser, asst. radio-tv dir.; Burton G. Wasser, Richard S. Brigham, Ed Segrist, Nelson Rowe, Frank Little, Everett Herndon, David Dexter, Dick Dexter, acct. execs.

RONALDS ADV. AGENCY LTD.

Keefe Bldg., Montreal
Tel.: University 6-9471
Radio Dept.: Frank Starr, dir.; G. B. Lodge, R. J. Stempleman, assts. to dir.; Peter Solick, radio dir.

Edmonton, Alta.—Petroleum Bldg.; Tel.: 2-8356; W. A. Bishop, radio dir.
Toronto—108 Peter St.; Tel.: Empire 3-0237; R. J. Avery, Doug Loney, radio dir.

London, England—Dacre House, Arundel St., Strand, W. C. 2; Temple Bar 8224.
Radio Accounts: McColl, Frontenac Oil Co. Ltd. (N-S), Bristol-Myers Canada Ltd., Canadian Army, Hudson Motors Ltd., Nestle Canada Ltd. (N), Necchi Canada Ltd. (RN-S), Presto Lighter (RN), Canadian Industries Ltd., Bovril Canada Ltd., Canadian Arena Co. Ltd., Frank Badger, Fuel Oil Sales, Shaler Co., Dollar Cleaners, Big 4 Van Lines Ltd., Haywards Lumber, Healy Motors Ltd. (S).

IRVING ROSEN ADV.

230 5th Ave., New York 1
Tel.: Oregon 9-1926
Radio Dept.: E. Wayne, prod. mgr.; Irving Rosen, timebuyer.

ROSS ADV. AGENCY

310 Charlene Dr., St. Louis 22
Tel.: Yorktown 5-1114
CHARLES ROSS ADV. AGENCY
1515 Crossroads of the World, Hollywood 28
Tel.: Hollywood 2-1184

ELLSWORTH ROSS AGENCY

3810 Beverly Blvd., Los Angeles 4
Tel.: Dunkirk 8-3608
Radio Dept.: Ellsworth Ross, pres.

ROSS ROY INC.

2751 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-3900
Radio Dept.: Carl E. Hassell, vp., radio dir.; Donald A. Post, timebuyer.

Chicago 1-307 N. Michigan Ave.; Tel.: Randolph 6-7000; James F. Quinn, vp.
 Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 9-6263; M. G. Vaughn, vp.
 New York 6-122 E. 42d St.; Tel.: Murray Hill 7-2944; V. J. Vigniano, acct. exec.
 Radio Accounts: Chrysler Corp. (Dodge truck div.) (S).
A. M. ROTHENBERG ASSOC.
 9428 Brighton Way, Beverly Hills, Calif.
 Tel.: Crestview 4-7019
 Radio Dept.: Aaron M. Rothenberg, pres.
CHARLES L. RUMRILL & CO. INC.
 339 East Ave., Rochester 4, N. Y.
 Tel.: Baker 7900
 Radio Dept.: James M. Trayhern Jr., radio-tv dir.; Grace Danello, asst. dir.; William Weller, timebuyer; Helen Kirchner, asst. timebuyer.
 Radio Accounts: Fanny Farmer Candy Shops, Community Savings Bank, Stromberg-Carlson Co., Genesee Valley Union Trust Co., Otto Bernz Co., Brighton Place Dairy, Kurlash Co., Endicott Johnson Co. (S).
LOWE RUNKLE CO.
 Liberty Bank Bldg., Oklahoma City 2
 Tel.: Regent 6-3521
 Radio Dept.: Lowe Runkle; Howard Neumann; Monty Mann
 Radio Accounts: Caln's Coffee Co., Liberty Natl. Bank, Local Federal Savings & Loan Assoc., Dulaney's, Air Products, Kinreco Products, Consolidated Gas Co., Colvert's Dairy, Deep Rock Oil Co., Knox Industries, Pettee's, (all S).
RUTHRAUFF & RYAN INC.
 405 Lexington Ave., New York 17
 Tel.: Murray Hill 6-6490
 Radio Dept.: George Wolf, vp., dir.; Douglas MacNamee, radio-tv copy chief; Roland Howe, radio-tv prod. mgr.; Philip Feld, film prod. supervisor; Havis Medwick, bus. mgr.; Dorothy Rivers, Edwin R. Rooney Jr., Ted Storb, prod. supervisors; Patricia Boslet, Eleanor F. Clarkson, Louis de Milhau, radio-tv writers; Vincent DeLuca, media timebuying div. mgr.; Charlotte Corbett, Gordon Hughes, timebuyers; George Heffernan, Edward Shernian, asst. timebuyers.
 Chicago 1-360 N. Michigan Ave.; Tel.: Financial 6-1833; Paul E. Watson, exec. vp., western mgr.; R. W. Metzger, vp., radio-tv dir.
 Cincinnati 2-Carew Tower; Tel.: Garfield 5800; John L. Magro, vp., mgr.
 Dallas 2-1412 Main St.; Tel.: Riverside 6453; J. C. Simmons, vp., mgr.
 Detroit 2-7430 2d Blvd.; Tel.: Trinity 4-2200; Tod Reed, exec. vp., eastern mgr.
 Hollywood-6920 Sunset Blvd.; Tel.: Hollywood 9-3611; Tom Hargis, mgr.
 Houston 4-5616 Fannin St.; Tel.: Jackson 4-7531; Theodore F. Keady, mgr.
 Los Angeles 5-3440 Wilshire Blvd.; Tel.: Dunkirk 8-0571; John H. Weiser, vp., mgr.
 St. Louis 1-611 Olive St.; Tel.: Main 1-0127; Oscar A. Zahner, sr. vp., mgr.
 St. Paul 14-2650 University Ave.; Tel.: Midway 5-7711; James R. Rahders, vp., mgr.
 San Francisco 4-235 Montgomery St.; Tel.: Exbrook 2-4616; Ray Mount Rogers, vp., mgr.
 Seattle 1-1218 3rd Ave.; Tel.: Elliott 1572; Francis G. Mullins, vp., mgr.
 Toronto 1-80 Richmond St. W.; Tel.: Empire 6-1515; John Brookman, mgr.
 Washington 4, D. C.-Natl. Press Bldg.; Tel.: Executive 3-6730; Donald J. Wilkins, mgr.
 Radio Accounts: A. E. Staley Mfg. Co. (N-S), William Wrigley Jr. Co., Lewis Howe Co., Sun Oil Co. (R), The Carey Salt Co., The Cimalene Co., Dwight Edwards Co., Erickson Bros., Frito New York Inc., Griesedleck Bros. Brewery Co., Hotel Nicollet, Krey Packing Co., Lone Star Gas Co., Minnesota Consolidated Canneries, Minnesota Hospital Assn., Nalley's Inc., Puget Sound Power & Light Co., Jacob Reiss Bottling Works, Reddi-Wip Co., Texas Bank & Trust Co., Texas State Optical Co., Union Bottling Works, Berko Electric Mfg. Corp., First Natl. Bank of St. Paul, Arthur Murray School of Dancing, Pacific Finance Corp., Packard Retail Store, Seattle First Natl. Bank, Waxed Paper Merchandising Council Inc.
LEWIS EDWIN RYAN ADV.
 726 Jackson Pl., N.W., Washington 6
 Tel.: Republic 7-7606
 Radio Dept.: William J. Green, radio-tv dir.; John F. Hardie, William R. Doores, Donald H. Dixon, James W. Gould, acct. execs.; Louise Scheiman, copy chief.

S

MAXWELL SACKHEIM & CO. INC.
 670 5th Ave., New York 19
 Tel.: Plaza 8-2086
 Radio Dept.: Rae Elbroch, radio-tv dir.
 Radio Accounts: Arthur Brown & Bro., Columbia Lp Record Club, Facts-On-File, Viking Sloane, Jackson & Perkins, Radio-Tv Scripts, Damar Products Inc., Ronnie Sales Inc. (all S).
ST. GEORGES & KEYES INC.
 250 Park Ave., New York 17
 Tel.: Plaza 5-1180
 Radio Dept.: James J. Freeman, vp., radio-tv dir.; William O'Brien, timebuyer.
 Radio Accounts: Davison Chemical Co., Div., W. R. Grace & Co.
SANDERS ADV. AGENCY INC.
 Interurban Bldg., Dallas 1
 Tel.: Prospect 1583
 Radio Dept.: Tena Cummings, radio-tv dir.
 Radio Accounts: Continental Trailways, Fleming & Sons Inc., Alexander Motor Co., (all S).
FRANK B. SAWDON INC. ADV.
 270 Park Ave., New York 16
 Tel.: Plaza 5-1324

Radio Dept.: Frank B. Sawdon, pres.; Jerry Bess, vp., dir.; James Hackett, radio-tv coordinator.
 Chicago 1-75 E. Wacker Dr.; Tel.: Dearborn 2-0826; Tom Manns, mgr.
 Radio Accounts: Robert Hall Clothes, Abelson's Inc.
SCHWEIDLER & BECK INC.
 487 Park Ave., New York 22
 Tel.: Murray Hill 8-8866
 Radio Dept.: Vera Brennan, radio dir.; Sally Reynolds, Margaret Hanlon, timebuyers.
 Radio Accounts: Manhattan Soap Co., C. F. Mueller Co., McIlhenny Co., Newsweek Magazine. (all S).
SCHOLTS ADV. SERVICE
 1201 W. 4th St., Los Angeles 17
 Tel.: Michigan 2396
 Radio Dept.: K. Higgins, radio-tv dir.; A. Hubbard, timebuyer.
SCHWAB & BEATTY INC.
 38 E. 57th St., New York 22
 Tel.: Plaza 1-1557
 Radio Dept.: George F. Perkins, radio-tv dir.; Charles Alexander, asst. radio-tv dir.
SCHWIMMER & SCOTT INC.
 814 N. Michigan Ave., Chicago 11
 Tel.: Whitehall 4-6886
 Radio Dept.: Robert S. Knapp, vp., radio-tv; R. R. Riemschneider, media dir.
 Radio Accounts: Salerno-Megowen Biscuit Co., Walgreen Drug Co., State Pharmacal Co., Lustriglo Inc., Fitzpatrick Bros., Chicago Stadium Corp., Spiegel Inc., Boyer International Laboratories Inc., Citrus Products Co., Little Dutch Mill Candy Corp., Helzberg's Diamond Shops Inc., Metropolitan Chicago Lincoln-Mercury Dealers Assn., M. J. McCarthy Motor Sales Co., Perfect Plus Hosiery Mills Inc. (all S).
M. B. SCOTT INC.
 9155 Sunset Blvd., Hollywood 46
 Tel.: Crestview 4-5301
 Radio Dept.: Don Otis, radio dir.; Hermina A. Lukacsy, radio-tv dir.; M. B. Scott, Lou Holzer, Byron Nieman, Pat Raymond, Robert Smith, acct. execs.
 Radio Accounts: Sleep-Eze Co. (N), Kevo-Ettes (R), Copperbrite, Guardian Insurance, Pacific-Mercury, Moss L.A. Nut Co., Fred Astaire, Transcontinental Airlines, Beckman Furs, Courtesy Chevrolet, J. B. Finney Co., Phil Hall Buick, Master-Built Fence, Murray's Custom Clothes, Bob Spreen, Teitlebaum Furs (S).
RUSSEL M. SEEDS CO.
 919 N. Michigan Ave., Chicago 11
 Tel.: Whitehall 3-2133
 Radio Dept.: Russell B. Young, radio-tv dir.; Merle Myers, timebuyer; Virginia Russett, asst. timebuyer; Janet Welsher, traffic mgr.; Alan S. Lee, prod. sup.
 Indianapolis, Ind.-121 Monument Circle; Tel.: Melrose 5-1361; Paul Richey.
 Los Angeles 48-418 S. Robertson Blvd.; Tel.: Crestview 4-7613; Lou Place.
 Radio Accounts: Brown & Williamson Tobacco Corp., The Pinex Co. (S).
ROSCOE W. SEGAR ADV.
 2125 N.E. 46th Ave., Portland 13, Ore.
 Tel.: Trinity 2444
 Radio Dept.: D. D. Segar, timebuyer.
SEITNER ASSOC.
 Professional Bldg., Jacksonville 3, Fla.
 Radio Dept.: Robert L. Seitner Jr., pres.; Barbara M. Seitner, timebuyer.
 Radio Accounts: Cohen Bros., Foley Lumber Co., Riverside Chevrolet Co., Fla. Public Utilities Co. (Fernandina Beach, Marianna divs.), Good Housekeeping Food Plan.
H. RICHARD SELLER ADV.
 937 S.W. Jackson, Portland 1, Ore.
 Tel.: Capitol 3-7171
 Radio Dept.: Mike Davenport, dir.; H. Richard Seller, Arnold Blitz, Betty Thomas, acct. execs.; Andy Seller, timebuyer.
 Seattle 1, Wash.-Jones Bldg.; Tel.: Mutual 1990; A. Blitz.
 Los Angeles, Calif.-724 La Mirada, San Marino; Tel.: Sycamore 3-1425; Betty Thomas.
 Radio Accounts: Arcoa Inc., Nu-Vita Foods (RN), Jack Crawford Co., Lee Cosart Motor Co., Hollywood Ford, Hood Sales Co., Huling Bros. Buick, Hunt Transfer Co., Interstate Tractor, Portland Ironrite Co., S. A. Kahl Co., Meadows Pontiac, Arthur Murray, Nehl Beverage Co., Northwest Loggers Supply, Portland Punch Co., Richland Motors, Sewline Co., Smith Radio & Appliance Co., Stacey's Cleaners, Dr. Stenger, Sunshine Dairy, Tonkin Motors, (all S).
SHACKLEFORD ADV. AGENCY
 178 San Fernando Rd., Los Angeles 31
 Tel.: Capitol 2-0288
 Radio Dept.: J. H. Shackelford, media dir.; timebuyer.
SHAFFER-BRENNAN-MARGULIS ADV. CO.
 4 N. 8th St., St. Louis 1
 Tel.: Main 1-2579
 Radio Dept.: Sam B. Margulis, S. I. Rosenfeld, ptrns.
THE LEONARD SHANE AGENCY
 442 N. LaCienega, Los Angeles 48
 Tel.: Olfield 2-1000
 Radio Dept.: Leonard Shane, pres.
RALPH SHARP ADV. INC.
 736 Lothrop Ave., Detroit 2
 Tel.: Trinity 3-3550
 Radio Dept.: Art Seely, radio-tv dir.; Ray A. Jones, media dir.
 Radio Accounts: Shedd Bartush Foods Inc., Frank-enuth Brewing Co., Famous Foods Inc., Awrey Bakeries Inc., Dairy Queen, International Breweries, Bronte Wines (all S).
JOHN W. SHAW ADV. INC.
 51 E. Superior St., Chicago 11
 Tel.: Mohawk 4-6323
 Radio Dept.: Hathaway Kemper, radio dir.; Roberta Landers, Isabel McCaulay, timebuyers.
 Radio Accounts: Webster-Chicago Corp.

VAUGHN SHEDD ADV.
 139 S. Beverly Dr., Beverly Hills, Calif.
 Tel.: Crestview 1-3342
 Radio Dept.: Vaughn Shedd, pres.
 Radio Accounts: Greene & Hinkle, Clifford Ryan & Assoc., Oculine Co., Jerant Co., Henna Gio, Wilson & Sommers (all S).
LISLE SHELTON ADV. AGENCY
 1753 N. Western Ave., Los Angeles 27
 Tel.: Hollywood 3-2366
 Radio Dept.: Lisle Sheldon, pres.; B. J. Young, acct. exec.
J. P. SHELLEY & ASSOC.
 6399 Wilshire Blvd., Los Angeles 48
 Tel.: Webster 8-2077
 Radio Dept.: J. P. Shelley, pres.; John H. Pugh, acct. exec.; John Farrell, copy chief, producer.
 Radio Accounts: Adolph's Ltd.
CHARLES SILVER & CO.
 737 N. Michigan Ave., Chicago 11
 Tel.: Superior 7-6625
 Radio Dept.: Ben Solomon, radio dir., acct. exec.; Charles Silver, acct. exec.
 Radio Accounts: Rival Dog Food (S), M & C Spaghetti, Comet Model Airplanes.
DEAN SIMMONS ADV.
 1430 S. La Brea Ave., Los Angeles 19
 Tel.: Webster 1-1311
 Radio Dept.: Dean L. Simmons, pres.; Allan Mann, vp. chg. sales; Jack Perry, ofc. mgr.
SIMON & GWYNN
 3329 Poplar Ave., Memphis 11, Tenn.
 Tel.: 62-1691
 Radio Dept.: W. E. Davidson Jr., dir.; H. N. Gwynn, ptrn., timebuyer.
 Nashville, Tenn.-Stahlman Bldg.; Tel.: 5-8909; W. M. Holder, mgr.
SIMONS-MICHELSON CO.
 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, Sam Rubin, Josh Sarasohn, Charles Stone, Arthur Copland, David J. Kahn, Evelyn J. Keller, Cynthia J. Waites, Adele Hage, acct. execs.
RAYMOND L. SINES & ASSOC.
 291 Geary St., San Francisco
 Tel.: Sutter 1-8137
 Radio Dept.: Raymond L. Sines, pres.
LEONARD M. SIVE & ASSOC. INC.
 Broadway at 8th, Cincinnati 2
 Tel.: Garfield 1-3000
 Radio Dept.: Robert G. Grannen, vp.; Donald B. Poynter, radio dir.
SMALLEY, LEVITT & SMITH INC.
 634 S. Olive St., Los Angeles 14
 Tel.: Mutual 1-336
 Radio Dept.: Jack Smalley, pres.; Charles Levitt, vp.; Ed Brandt, sec.; Helen Smith, media dir.
SMITH & GANZ INC.
 6642 Sunset Blvd., Hollywood 28
 Tel.: Hollywood 9-8234
 Radio Dept.: Richard T. Parker, radio-tv dir.; Calla Hunt, timebuyer; Charles B. Ganz, Frederic B. Vanderhurst, acct. execs.
 Radio Accounts: Ideal Mortgage Co., Ransom Insurance Agency, J. B. Finch Furniture, Giant Animals Co., United Natl. Service of Colorado, George Allen Motors, Liquidation Used Cars, Dorweiler Chevrolet Inc. (S).
HOWARD R. SMITH CO.
 Jones Bldg., Tacoma 2, Wash.
 Tel.: Broadway 2253
 Radio Dept.: Larry Huseby, radio-tv dir.; Ted Knighlunger, acct. exec.
SMITH-TAYLOR & JENKINS INC.
 223 4th Ave., Pittsburgh 22
 Tel.: Atlantic 1-9312
 Radio Dept.: Les Sterne, radio dir.; Ronald P. Taylor, W. C. Sutherland, Robert E. Quaid, acct. execs.
 Radio Accounts: Iron City Brewery, Pittsburgh Prov. & Packing, Sealy Mattress, Otto Cream Thru Sales, Dad's Root Beer (all S).
RAYMOND SPECTOR CO. INC.
 445 Park Ave., New York 22
 Tel.: Murray Hill 8-4407
 Radio Dept.: Richard G. Blaine, radio-tv mgr.; F. Dickson Ward, radio-tv, prod. dir.
STAAKE & SCHOONMAKER CO.
 Kalamazoo Bldg., Kalamazoo, Mich.
 Tel.: 3-1678
 Radio Dept.: Carl B. Schoonmaker, own.
CHARLES N. STAHL ADV. AGENCY
 6831 Hawthorne, Los Angeles 28
 Tel.: Hollywood 2-7344
 Radio Dept.: Don Lewis, acct. exec.
STEINER, TOWERS, DOBRIN & KAUS
 221 W. 57th St., New York 19
 Tel.: Circle 6-0912
 Radio Dept.: Frank Kaus, media dir.
 Radio Accounts: Chesapeake House, The Embers, Congo Chemical Co.
BARTON A. STEBBINS
 3142 Wilshire Blvd., Los Angeles 5
 Tel.: Dunkirk 8-8131
 Radio Dept.: A. W. Gudelman, timebuyer; Nat. Jeffers, Judd Graham, acct. execs.
 Radio Accounts: Certified Grocers of California Ltd. (RN), Permanent Filter Corp. (S).
HAL STEBBINS INC.
 714 W. Olympic Blvd., Los Angeles 15
 Tel.: Richmond 9-5317
 Radio Dept.: Paul Winans, Robert F. Laws, vps., acct. execs.
STERLING ADV. AGENCY
 535 5th Ave., New York 17
 Tel.: Murray Hill 7-3400
 Radio Dept.: Alfred B. Udow, media dir.
 Radio Accounts: Millium (Division of Deering, Milliken Co. Inc.) (RN), Gatham Hosiery Co. Inc. (S).

STEVENSON & SCOTT LTD.
1280 University St., Montreal, Que.
Tel.: University 6-9361
Radio Dept.: Frank E. Scott, pres.; Sheldon Lodge,
radio dir.
Toronto, Ont.—100 Adelaide St. W., Tel.: Empire
3-3713; S. C. Young, mgr.; Burt Kay, radio dir.
Vancouver, B. C.—402 W. Pender St.; Tel.: Pacific
5824; Roy A. Hunter, mgr.
Radio Accounts: Canadian Fairbanks-Morse Co. Ltd.,
Dr. Ballard's (Ontario) Animal Foods Ltd., W.
Clark Ltd., McLarens Ltd., Guaranteed Pure
Milk Co.
STILLER-ROUSE ADV.
250 S. La Cienega Blvd., Beverly Hills, Calif.
Tel.: Olander 5-8550
Radio Dept.: Richard Barret, radio-tv dir., acct.
exec.; Donald Victor, Ralph DiSalle, writers,
producers; Shirley Fagrie, timebuyer.
Radio Accounts: Karls Shoe Stores (RN), Aldon
Construction Co., Signature Homes, Hefler Con-
struction, Valwood Estates, Baker Boy Bakeries
(all S).
STOCKTON, WEST BURKHART INC.
First Natl. Bank Bldg., Cincinnati 2
Tel.: Dunbar 1-5600
Radio Dept.: Ronald S. West, sr. vp, copy and prod.
dir.; Betty Rae Gray, asst. to dir.; Robert A.
McDowell, vp, media dir.; Douglas K. Burch,
timebuyer.
Radio Accounts: U. S. Shoe Corp., Cincinnati Gas &
Electric Co., Hudepohl Brewing Co., Gibson
Wine Co., Cincinnati & Suburban Bell Tel. Co.,
Island Creek Coal Sales Co., The Mosier Safe
Co., Joyce Inc. (all S).
STOCKWELL & MARIUSE
Industrial Bank Bldg., Detroit 26
Tel.: Woodward 1-4484
Radio Dept.: William H. Stockwell, Philip R. Mar-
cuse, Donald R. Hodgins, acct. execs.
STODEL ADV. CO.
5611 Melrose Ave., Hollywood 38
Tel.: Hollywood 9-7163
Radio Dept.: Edward C. Stodel, radio dir.; Clifford
Levine, progr.; Betty King, continuity dir.;
Rob King, Ralph G. Pollock, acct. execs.
Radio Accounts: Eastern Columbia Dept. Store
(chain), Felix Chevrolet Co., Chester H. Roth
Co., Eden Ventures, Alladin Drive-In Theatres,
Knapp Monarch Co., Columbia, Long Beach
Dept. Store (all S).
STORM & KLEIN INC.
331 Madison Ave., New York 17
Tel.: Murray Hill 7-4460
Radio Dept.: Allston E. Storm, pres.; Edward Klein,
exec. vp.; Arthur J. Klein, radio dir., timebuyer;
Lawrence Wisser, George Balterman, acct. execs.
Radio Accounts: Tintex dyes, Winx eye prepara-
tions, Park & Tilford Cosmetic & Perfumes,
Harvey's Sherries & Ports (N-RN-S).
STREET & FINNEY INC.
45 W. 45th St., New York 36
Tel.: Circle 6-1700
Radio Dept.: Helen A. Thomas, timebuyer; Howard
Miller, progr. dir.; Warren E. Faxon, William G.
Johnston, Robert Finney, acct. execs.
Radio Accounts: Colgate-Palmolive Co. (Kan-Kil,
Florient), Eastco Inc. (Expotabs), Merrick Medi-
cine Co. (Percy), Foster-Milburn Co. (Doan's
pills), Midland Pharmaceutical Co. (Snug denture
cushions), G. T. Fulford Co. Ltd. (Baby's Own,
Children's Own, Dr. Williams' medicines) (all S).
STROMBERGER, LA VENE, MCKENZIE
600 S. Lafayette Park Pl., Los Angeles 37
Tel.: Dunkirk 5-2211
Radio Dept.: Harmon O. Nelson, radio-tv mgr.;
George Anthony, media dir., timebuyer; Helen
Sellery, Marguerite Nash, timebuyers; T. L.
Stomberger, C. N. LaVene, Donald McKenzie,
acct. execs.
Radio Accounts: General Petroleum Corp., Monarch
Finger Foods, McCulloch Motors Corp. (all S).
BOB STRUBLE & ASSOC.
735 N. Vine St., Hollywood 38
Tel.: Hollywood 4-0249
Radio Dept.: Bob Struble, media dir.; Karen Struble,
timebuyer.
Radio Account: Paper-Wafer Reducing Cracker (S).
CHAS. R. STUART CO.
625 Market St., San Francisco 5
Tel.: Douglas 2-2438
DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16
Tel.: Hancock 6-7643
Radio Dept.: Daniel F. Sullivan, pres.
SULLIVAN, STAUFFER, COLWELL & BAYLES
INC.
477 Madison Ave., New York 22
Tel.: Murray Hill 8-1600
Radio Dept.: Phillip H. Cohen, vp., radio-tv dir.;
Frank Reed, bus. mgr.
Hollywood 28—8253 Hollywood Blvd.; Tel.: Holly-
wood 4-2119; John J. VanNostrand, vp.
SUPERIOR ADV. INC.
Fort Wayne Bank Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 6131
Radio Dept.: John Shoaff, pres.
SUTHERLAND-ABBOTT
234 Clarendon St., Boston 16
Tel.: Kenmore 6-1472
Radio Dept.: Thomas R. Covey Jr., radio-tv dir.;
Jean A. White, asst. radio-tv dir.
Radio Accounts: Mass Casualty Group (RN), Blue
Cross-Blue Shield, Homelite Corp., American
Sisalcraft, Corcoran Inc., Barreled Sunlight Paint
Co. (all S).
SWAFFORD & CO.
307 S. Robertson Blvd., Beverly Hills, Calif.
Tel.: Bradshaw 2-2784
Radio Dept.: Sherman G. Mulle, vp.
SYKES ADV. INC.
617 William Penn Pl., Pittsburgh 19
Tel.: Grant 1-6120
Radio Dept.: R. W. Cooper, Milnor Roberts, E. H.
Sykes Jr., acct. execs.

T

TAGGART & YOUNG INC.
7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108
Radio Dept.: Ray Lewis, radio dir.
Radio Accounts: Parklabea Resident Community,
Tom Ray Pontiac Co., Gearys, Resinite Sales
Corp. (all S).
TATHAM-LAIRD INC.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-3700
Radio Dept.: George A. Bolas, media dir.; Paul
Schlesinger, Roy Boyer, John Singleton, media
supervisors; Harold Bennett, Jack Ragel, Don
Grasse, James Zitnik, radio mgrs.; John R. Allen,
radio prog. dir.; George F. Stanton, asst.
Hollywood—1680 Vine St.; Tel.: Hollywood 1-9228;
William N. Burch, bost. sup.
New York 22—595 Madison Ave.; Tel.: Plaza 3-7057;
H. Lawrence Holcomb, bost. sup.; William Vance.
Radio Accounts: Armour & Co., George Wiedeman
Brewing Co.
GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812
Radio Dept.: George Taylor, acct. exec.
Radio Accounts: J. E. French Co., Hoberg's Resort,
Forest Lake Resort, Cobb Valley Subdivision
Co., Henry Doelger (builder), Vanessi's, Paoli's,
Le John House of Beauty, Roberts at the Beach,
Estrada's, Exposition F. Grotto, Panelli's, San-
ford's, S. E. Boxing Club, Fur Doctor, Dave
Elliot Tire Co., (all S).
TAYLOR-PEARSON INC.
1127 Wilshire Blvd., Los Angeles 17
Tel.: Michigan 6303
Radio Dept.: Harry P. Taylor, pres.; Warren A.
Pearson, vp.; Charles K. Pearson, treas., media
dir.; Mireya K. Pearson, sec.
TECH AGENCY INC.
1004 E. Jefferson Ave., Detroit 7
Tel.: Woodward 2-7367
Radio Dept.: M. M. Winthrop, acct. exec.; V. L.
Marcinac, timebuyer, radio dir.
Radio Accounts: Central Business District Assn.
(S), Michigan Bean Shippers Assn. (S).
THE TELE-POOL CORP.
Blanchard Bldg., Southbridge, Mass.
Tel.: Dickens 7-3336
Radio Dept.: James W. Miller, radio dir.; Louis J.
Auritt, Walter Harrington, acct. execs.
Radio Accounts: Yankee Workshop, WESO South-
bridge (Mass.), Telepool Inc. (S).
J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000
Radio Dept.: Arthur A. Porter, vp., media dir.; H.
Bart McHugh Jr., vp., talent buyer; Robert W.
Eballin, C. Maurice Holland, John Devine, Harry
Herrmann, Edmund C. Rice, vps.; Alvin Dreier,
James Short, James O. Luce, Anne Wright,
Richard Jones and Gerald Venon, assoc. media
directors; Virginia Spragle, talent buyer; Wil-
liam Whiton, btd. bus. mgr.
Chicago—410 N. Michigan Ave.; Tel.: Mohawk 4-6700;
Peter A. Cavallo, dir.; John deBevec, media dir.;
Edward Fitzgerald, timebuyer.
Detroit—535 Griswold St.; Tel.: Woodward 2-8890;
Eldon W. Hazard, radio-tv rep.
Los Angeles—6399 Wilshire Blvd.; Tel.: Webster
3-7201; Cornwell Jackson, Calvin Kuhl, Stanley
Quinn, vps.
San Francisco—320 California St.; Tel.: Garfield
1-3510; Frances Austin, timebuyer.
Radio Accounts: Ward Baking Co., Swift & Co.,
Lever Bros., J. B. Williams, Sylvania, Panagra,
Pan American, Carolina Coach, Kilner & Co.,
Mentholatum, Yellow Cab Co. of Los Angeles,
Ponds-Chesrough Co., Pharma-Craft, Shell Oil
Co., Schlitz Brewing Co.
TILDS & CANTZ ADV.
6087 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-1157
Radio Dept.: Herb Edelman, dir., timebuyer; Walter
Tilds, Marvin S. Cantz, E. W. Franke, acct.
execs.
Radio Accounts: Republic Heater Corp., Budget
Finance Co., J.B.J. Oldsmobile Dealers.
ARTHUR TOWELL INC.
119 Monona Ave., Madison 3, Wis.
Tel.: Alpine 6-2688
Radio Dept.: Arthur Towell, Frank Fetherston,
Richard Evenson.
Radio Accounts: Oscar Mayer & Co. (R-S), Natl.
Guardian Life Insurance Co., Mautz Paint &
Varnish Co., Farmers Mutual Insurance Co.,
McKay Nursery, Quality Service Laundry,
(all S).
TOWN CRIER AGENCY
Wickham Bldg., Council Bluffs, Iowa
Tel.: 7768
Radio Dept.: D. H. Filbert, N. H. Filbert Jr., ptrns.
TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Elgin 6-4404
Radio Dept.: Philip A. Baecker, radio dir.; Jeff
Walker, Frank Hass, F. S. Kent, W. I. Tracy,
acct. execs.
Radio Accounts: Charles & Co., Gristede Bros. Inc.,
Cadie Chemical Products, Filler Products, Inc.,
J. W. Beardsley's Sons, Dellwood Dairy Co. Inc.,
Adolph Goldmark & Sons Corp., Moore & Co.
Soups Inc., (all S).
TRACY-LOCKE CO.
2501 Cedar Springs, Dallas 1, Tex.
Tel.: Sterling 4741
Radio Dept.: Morris Hite, pres., acct. exec.; Law-
rence E. DuPont, radio dir.; Paul Girard, asst.
radio dir.
Houston 28—2332 W. Holcombe Blvd.; Tel.: Mohawk
7-3308; Clay W. Stephenson, exec. vp.; Helen
Sanford, timebuyer.
New Orleans—1501 Canal St.; Tel.: Canal 9278;

Kenneth F. Browning, vp.
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 In-
surance Co., (all S).
THE TULLIS CO.
6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-6333
Radio Dept.: Howard L. Tullis, pres.; Bernard
Swartz, art dir.; Russell J. McCollum, acct. exec.
TURNER ADV. AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 3-6426
Radio Dept.: Karl L. Vehe, chg. timebuying; John
K. Turner, J. Gordon Turner, Lee Boyd, F. S.
Furnell, acct. execs.
Radio Accounts: O'Ceard Corp. (N), Sewall Paint &
Varnish Co., Berry Bros. Inc. (S).

U

C. J. ULRICH & ASSOC.
6674 Northwest Hwy., Chicago 31
Tel.: Newcastle 1-4762
Radio Dept.: C. Ulrich, own.; E. Ulrich.
UNITED ADV. CORP.
23 E. Jackson Blvd., Chicago
UNIVERSAL AGENCY
6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 4-8218
Radio Dept.: Ellis E. Craig, pres.; Robert E. French,
vp.; Catherine L. Villani, acct. exec.; Kenneth
Jensen, art dir.

V

VAN SANT, DUGDALE & CO.
15 E. Layette St., Baltimore 2
Tel.: Lexington 9-5400
Radio Dept.: Robert V. Walsh, radio dir.; Rita G.
Eastman, Douglas Tillet, David N. Martin, copy;
Evelyn K. Huttman, timebuyer; R. E. Daiger,
D. J. Loden, H. G. Erck, C. M. Buchanan, Nich-
olas VanSant, acct. execs.
Radio Accounts: American Brewery Inc., Crosse &
Blackwell, Equitable Trust Co., Fidelity-Bait-
more Natl. Bank, Maryland Coop Milk, Mary-
land Hospital, Olin Mathieson (automotive
products dept.), F. S. Royster-Guano, San Gio-
rgio Macaroni Inc., H. T. Campbell Sons, Schlu-
derberg-Kurdle, Sherwood Bros. Inc., Weaver-
Interstate, (all S).
VIGNOLLE & POWELL
8826 Sunset Blvd., Los Angeles 46
Tel.: Crestview 6-7163
Radio Dept.: Maury Powell, media dir.
Radio Accounts: California Sports Car Club, Gar-
dena Stadium.
CARLO VINTI ADV.
551 5th Ave., New York 17
Tel.: Murray Hill 2-8061
Radio Dept.: Carlo Vinti, timebuyer; Joseph Vinti,
acct. exec.
Radio Accounts: Progresso Foods (RN), Gallo Wine,
Russo Dairy (S), Parma Wine.

W

WADE ADV. AGENCY INC.
6381 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 4-7457
Radio Dept.: Edgar C. Pierce, radio-tv oprs. dir.;
Ed Sterling, asst. radio-tv dir.; Charles N. Gum-
berg, copy chief; Jerry Coleman, acct. exec.
Chicago 6—Kemper Insurance Bldg.; Tel.: State
2-7368; L. J. Francis
Radio Accounts: Miles Laboratories Inc. (N), Dur-
ham Chemical Co., Aireloom Bedding Co. See's
Candy Shops Inc., National Van Lines Inc.
(all S).
GEOFFREY WADE ADV.
20 N. Wacker Dr. Chicago 6
Tel.: State 2-7369
Radio Dept.: Paul McClell, gen. mgr.; P. J. Lund,
radio dir.; Louis J. Nelson, media dir.; David S.
Williams, timebuyer.
New York—10 E. 49th St.; Tel.: Plaza 5-4156; Forrest
Owen Jr., mgr.
Radio Accounts: Miles Labs. (N).
LOUIS E. WADE INC.
Paramount Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 6282
Radio Dept.: Richard Katt, radio-tv dir.; Richard D.
Morgan, copy chief; Ed Wade, Louis E. Wade,
acct. execs.
Accounts: Meyer Drug Co., American Coal & Supply
Co., Gillie Seat Cover Co., G. E. Bursley & Co.,
ABC Coach Lines, Hefner Chevrolet, Home Tele-
phone and Telegraph Co., Patterson-Fletcher
Co.
HUGO WAGENSEIL & ASSOC. INC.
Talbot Bldg., Dayton 2, Ohio
Tel.: Hemlock 5542
Radio Dept.: Hugo Wagenseil, pres.
WADSWORTH & WALKER INC.
389 Lexington Ave., New York 17
Tel.: Murray Hill 5-6100
Radio Dept.: Ralph K. Wadsworth, pres.
Miami 46—517 Gerona Ave. (Mail: Box 468, Coconut
Grove, Miami 33); Tel.: Mohawk 7-3666.
HARVEY WALDMAN & ASSOC. INC.
1422 Santee St., Los Angeles 15
Tel.: Richmond 7-3241
Radio Dept.: Martin Klayman, media dir., time-
buyer.
W. S. WALKER ADV. INC.
Oliver Bldg., Pittsburgh 22
Tel.: Grant 1-1900
Radio Dept.: Robert B. Stevens, radio-tv dir., Wil-
liam E. Burge, asst. radio-tv dir.

Radio Accounts: Niagara Mfg. & Distributing Corp. (N-S), Duquesne Brewing Co. (RN-S), Allegheny Ludlum Steel Corp., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Co., I. N. Hagan Ice Cream Co., Pittsburgh Coke & Chemical Co. (all S).
WALKER SAUSSY-ADV.
 1501 Canal St., New Orleans 16
 Tel.: Canal 9212
 Radio Dept.: Dorothea Schlesinger, copy chief; Joseph C. Shields Jr., Jules Robert, Walker Saussy, Stanley Starr, D. W. Ziegelasch.
 Radio Accounts: American Brewing Co., Elmer Candy Co., Petrolane Gas Co., J. T. Gibbons Inc., L. A. Frey & Sons, William B. Reilly & Co. Inc., Bohn Motor Co. (all S).
WALSH ADV. CO. LTD.
 44 King St. W., Toronto, Ont.
 Tel.: Empire 3-5053
 Radio Dept.: Muriel Murray, radio dir.
 Montreal—University Towers Bldg.; Tel.: University 6-8921; Jean Monte, dir.
 Windsor—1787 Walker Rd., Tel.: Clearwater 6-2671 (through Toronto).
 Radio Accounts: Consumers Gas Co. of Toronto, Simoniz Co. Ltd., Scott & Turner (Andrews liver salt), Sterling Drug Mfg. Ltd (castoria), Sutson Ltd., Dept. of Labour, Unemployment Insurance Commission, Post Office Dept., Ontario Liberal Assoc., Ontario Automobile Ltd., Green Giant of Canada Ltd. (all S).
WARWICK & LEGLER INC.
 230 Park Ave., New York 17
 Tel.: Murray Hill 4-5800
 Radio Dept.: William P. Warwick, radio & tv dir.; Joe Gratz, Robert Steen, asst. dirs.; Joseph J. Hudack, timebuyer; Henry Legler, Thomas J. Murray, Ralph Wolfe, acct. execs.
 Los Angeles 57—2405 W. 8th St.; Tel.: Dunkirk 3-1141; C. E. Staudinger, vp.; Cecil Underwood, dir.
 Radio Accounts: Schick Inc., Ex-Lax Inc., Hoffman Beverage Co., East Side Beer.
WASSER, KAY & PHILLIPS INC.
 1231 Banksville Rd., Pittsburgh
WATTS, PAYNE-ADV. INC.
 900 S. Main, Tulsa 3, Okla.
 Tel.: Diamond 3-8108
 Radio Dept.: Donald S. Mitchell, dir.; Donald Dyer, Leslie Hauger, Thurman Glenn, acct. execs.; Sally Milstead, traffic; Charles Arnold, copy-prod. chief.
 Radio Accounts: Okla. Tire & Supply Co., Tulsa First Natl. Bank, Bell Oil & Gas Co., Mid-West Chevrolet Co., Chili Bowl Seasoning, Milner Pontiac Co., Ray Allen Shoes, 7-Up Bottling Co., United Federal Savings & Loan, Commercial Natl. Bank, Pepsi-Cola Bottling Co., Oklahoma Natural Gas, Jitney Jungle Supermarkets (all S).
WEAVER-GARDNER INC.
 Oppenheim Bldg., St. Paul 1, Minn.
 Tel.: Capital 4-4715
 Radio Dept.: Luther Weaver, radio dir.; Don Gardner, acct. exec.
R. W. WEBSTER ADV.
 816 W. 5th St., Los Angeles 17
 Tel.: Madison 9-2283
 Radio Dept.: R. W. Webster, pres.; Milton Feldman, media prod.
WEILL & EBY INC.
 170 Franklin St., Buffalo 2, N. Y.
 Tel.: Mohawk 2200
 Radio Dept.: JoAnne Rebstock, media buyer.
 Toronto 1—250 Adelaide St. W.; Tel.: Empire 4-1175; Arnold Clare, mgr.
MILTON WEINBERG ADV. CO.
 6523 Wilshire Blvd., Los Angeles 48
 Tel.: Olive 3-2390
 Radio Dept.: Merl Bloom, radio dir.
 Radio Accounts: Jim Clinton Men's Clothing, Bill Benton Men's Clothing, May Co., Owl Drug Co., Home Show, Hollywood Turf Club, Downtown Businessmen's Assn.
WEISS & GELLER INC.
 400 N. Michigan Ave., Chicago 11
 Tel.: Whitehall 3-2100
 Radio Dept.: Marvin L. Mann, vp. chg. prog.; Jack Bard, vp. media; Bernard Gross, Jerome Joss, Byron Bonnhelm, vps.; Nora Marcus, Elaine Waxman, timebuyers; James Lurie, media analyst; Nathan Pinsoff, media dept. mgr.; Alvin Ostrin, prog. bus. adm., timebuyer.
 Radio Accounts: Mogen David Wine Corp (N-S), Sealy Mattress, Red Cross Macaroni, Corina Cigars, Hollingshead Corp., Purex Corp., Helene Curtis Industries (Lanolin Discovery) College Inn Foods.

WELSH, HOLLANDER & COLEMAN
 350 S. Alvarado St., Los Angeles 57
 Tel.: Dunkirk 9-1171
 Radio Dept.: Henry W. Welsh; A. M. Hollander; Jerry Coleman.
WENDT ADV. AGENCY
 Strain Bldg., Great Falls, Mont.
 Tel.: 2-8581
 Radio Dept.: W. E. Wendt, Winnie Dinn, Zelma P. Throckmoldt, acct. execs.
 Radio Accounts: Great Falls Breweries, Montana Bank, First Federal Savings & Loan, Montana Flour Mills Co., (all S).
WERTHEIM ADV. ASSOC.
 11 W. 42d St., New York 36
 Tel.: Wisconsin 7-5978
 Radio Dept.: Madeleine George, timebuyer.
WESLEY ASSOC.
 247 Park Ave., New York 17
 Tel.: Eldorado 5-2880
 Radio Dept.: J. 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.: John F. McNeely, dir.; Arthur M. Arlett, Gerald C. Smith, Roger Combs, Charles B. Smith, acct. execs.
 San Francisco 3—785 Market St.; Tel.: Garfield 1-1718; A. M. Arlett, vp. dir.
 Seattle 4—Dexter Horton Bldg.; Tel.: Mutual 1066; S. Nicholson, vp., dir.
WESTERN ADV. AGENCY INC.
 4848 Wilshire Blvd., Los Angeles 5
 Tel.: Webster 8-2681
 Radio Dept.: Ed Lytle, vp., radio dir.; Norine Freeman, media dir.
THE WEXTON CO. INC.
 11 E. 47th St., New York 17
 Tel.: Murray Hill 6-4050
 Radio Dept.: Lillian Ferry, media dir.; Kenneth Rader, Adrian Price, George Gilbert, Edward Greenberg, Ted Gravenson, acct. execs.
 Radio Accounts: Hudson Pulp & Paper Corp., Synthetic Plastics Inc., The FR Corp., Berko Electric Mfg. Corp., Sinclair Pharmaceutical Co., Research for Better Living Inc., The Rollash Corp., Ambrosia Cosmetics Inc., Gibson-Thomson Co. Inc., Thompson Medical Co., Hartz Mountain Products, Dro Inc., Doak Pharmaceutical Co.
WHERRY, BAKER & TILDEN INC.
 919 N. Michigan Ave., Chicago 11
 Tel.: Delaware 7-8000
 Radio Dept.: Louis E. Tilden, radio dir.; Clifford E. Bolgard, timebuyer.
WHITE ADV. AGENCY
 2010 S. Utica, Tulsa 20, Okla.
 Tel.: Riverside 2-2428
 Radio Dept.: Perry Ward, radio-tv dir., acct. exec.; Pete White, Bruce D. Hall, acct. execs.
 Hollywood 28—6351 Selma Ave.; Tel.: Hollywood 3-5694; Betty Newell, mgr.; Stephen Olesik, acct. exec.
ALVIN WILDER ADV.
 1090 S. LaBrea Ave., Los Angeles 19
 Tel.: Webster 8-2781
 Radio Dept.: A. E. Wilder, pres.; Jerry Pomerance, acct. exec.; Howard Pierce, art dir.; Audrey Jampol, copywriter.
 Radio Accounts: Sealy Mattress Co.; Ken Clark Co., Todds Clothiers, Wilders Furniture, Frontier magazine.
WILLIAM WARREN, JACKSON & DELANEY
 45 W. 45th St., New York 36
 Tel.: Judson 6-0350
 Radio Dept.: Harry Solow Jr., radio dir., acct. exec.; William W. Solow, Stevens P. Jackson, J. C. Silverman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran, acct. execs.
 Radio Accounts: Dale Dance Studios, Sachs Quality Stores, Sofa Bros., Davego Stores, Alexander's Dept. Store, Monarch Buick Corp., Colony Motors, Relaxacolor, Mason & Hamlin Piano Co., Chinchilla Industries, Herbert's Jewelry, Federal Life & Casualty Co., Rikers Restaurants, Roberts Technical & Trade School, Ritz Thrift Shop, Book Find Club, Bonded Motor Mart, Model Jewelers, Tri-State Buick, Zenith Corp. of N. Y., Sonotone of N. Y. (all S).
WILLIS ADV. LTD.
 220 Richmond St. W., Toronto, Ont.
 Tel.: Empire 2-2073
 Radio Dept.: William Willis, pres.; John Whitehead, vp.; Victor Snack, timebuyer.

Radio Accounts: Wm. Wrigley Jr. Co. Ltd., Shirriff's Ltd. (N), PINK Motor Ltd. (S).
HARRY G. WILLIS & ASSOC.
 404 E. Broadway, Glendale 5, Calif.
 Tel.: Chapman 5-3325
 Radio Dept.: Harry G. Willis, pres., Sue James, media dir.
THOMAS C. WILSON ADV. AGENCY
 P. O. Box 1011, Reno, Nev.
 Tel.: 2711
 Radio Dept.: Ray L. Jefferson, radio dir.; Effie Mitchell, timebuyer.
 Radio Accounts: Harolds Club, Chism Ice Cream Co., First Nat'l Bank of Nev., Harolds Pony Express Motels, Mapes Hotel, Bonanza Air Lines Inc.
WINIUS-BRANDON CO.
 1706 Olive St., St. Louis 3
 Tel.: Chestnut 1-6380
 Radio Dept.: Vernon L. Morelock, vp, radio dir.
 Radio Accounts: Miller Products Co. (N); American Investment Co. of Ill., Bardenheier Wine Co., Boatman's Bank, H. C. Cole Milling, Bar-B-Quik, Deep Rock Oil Corp., Chevrolet Dealers Assn. of Greater St. Louis, Katy Railroad, (all S).
WOLFE-JICKLING-CONKEY INC.
 327 John R St., Detroit 26
 Tel.: Woodward 1-1865
 Radio Dept.: Frank Brossy, radio dir.
 Radio Accounts: Morley Bros., Wolverine Storage Co., Thos. Doyle Co., (all S).
WOODARD & VOSS, INC.
 15 Elk St., Albany 10, N. Y.
 Tel.: Albany 3-1248
 Radio Dept.: Tedford L. Woodard, p; Phillip Voss, treas.; Robert D. Fertig, radio-tv dir., acct. exec.
 Radio Accounts: Albany Savings Bank, Contemporary House, Downtown Merchants Assn., Ebauches, S. A., First Trust Co., Hershey Beverage Corp., McManus & Riley, R.T.A. Distributors Inc., Sharlet's Finer Furniture, Sheraton-Tens Eyck Hotel, Stanley Warner Mgmt. Corp., Stewart's Ice Cream Co., Sunnybrook Enterprises Inc., (all S).
WORTMAN, BARTON & SPOHN INC.
 345 Madison Ave., New York 17
 Tel.: Murray Hill 4-5920
 Radio Dept.: Elbert B. M. Wortman, radio dir.; Hor-tens Essier, timebuyer; David W. Stallard, acct. exec.
 Radio Accounts: White Castle System Inc. (RN-S), Gaymarth Inc. (S).

Y

YOUNG & RUBICAM INC.
 225 Madison Ave., New York 17
 Tel.: Murray Hill 9-5000
 Radio Dept.: Robert P. Mountain, vp, radio-tv dir.; Nat Wolff, vp, dir. prog. development; W. Rodney Erickson, vp chg. acct. planning & sup.; David Y. Bradshaw, radio-tv mgr.; Peter G. Levathes, vp, media dir.; Charles Feldman, vp chg. commercial copy & prod.
 Chicago 1—333 N. Michigan Ave.; Tel.: Financial 6-0750; William Wilson Jr.
 Detroit 26—645 Griswold St.; Tel.: Woodward 1-0067.
 Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-2734
 London, Eng.—Roxburge House, 285 Regent St., W.I.; Tel.: Regent 0211.
 Los Angeles 17—611 Wilshire Blvd.; Tel.: Madison 6-7641.
 Mexico, D.F.—Avenida Juarez 117; Tel.: Erickson 10-49-00.
 Montreal, Que.—860 St. Catherine St. W.; Tel.: Plateau 4891.
 San Francisco 4—235 Montgomery St.; Tel.: Douglas 2-6977.
 Toronto 1, Ont.—44 King St. W.; Tel.: Empire 3-5035.
 Radio Accounts: General Foods, Thos. J. Lipton Inc., Gulf Oil Co., Bristol-Myers Co., Singer Sewing Machine Co., Metropolitan Life Insurance Co., Procter & Gamble, American Home Foods, Drackett, Borden, Calso Water Co., General Cigar Co., Inc., general Electric, International Harvester Co. Johnson & Johnson, Permacol Tape Corp., Piel Bros., P. Lorillard Co., Time Inc., United Vintners Inc., W. P. Fuller & Co.

Z

ZIMMER, KELLER & CALVERT INC.
 23 Adams Ave., Detroit 26
 Tel.: Woodward 1-9151
 Radio Dept.: C. D. Vortman, media dir.

STATIONS BROADCASTING FOREIGN LANGUAGE PROGRAMS WITH TOTAL WEEKLY HOURS

*Number of hours not reported

†Non-commercial educational station

ALABAMA WLBS Birmingham—Greek, ½ hr. WHEP Foley—German, 1 hr.	ARIZONA KCLS Flagstaff—Navajo, 7 hrs. KGPB Flagstaff—Navajo, 4 hrs.; Spanish, 7 hrs. KWJB Globe—Spanish, 5½ hrs. KDJH Holbrook—Apache, 2 hrs.; Hopi, 2 hrs.; Navajo, 2 hrs.; Spanish, 1 hr.	ARKANSAS KHBM Monticello—French ¼ hr.	CALIFORNIA KBIS Bakersfield—Spanish, 1½ hrs. KERO Bakersfield—Spanish, 10 hrs. KPMC Bakersfield—Spanish, 6 hrs. KWTC Barstow—Spanish, 6 hrs. KRE Berkeley—Italian, 14 hrs.; Portuguese, 9 hrs. KYOR Blythe—Spanish, 3 hrs. KROP Brawley—Spanish, 1½ hrs. KBLA Burbank—Spanish, 24 hrs. KBMC Coalinga—Spanish, 3 hrs. KBUC Corona—Hungarian, ½ hr.; Spanish, 12 hrs. KCHJ Delano—Spanish, 7 hrs. KRDU Dinuba—Japanese*; Spanish, 10½ hrs.	KFRE Fresno—Spanish, 3 hrs. KGST Fresno—Armenian, 3 hrs.; German, 1 hr.; Italian, 1 hr.; Japanese, 1½ hrs.; Spanish, 35 hrs. KYNO Fresno—Spanish, 12 hrs. KNKS Hanford—Italian, 1 hr.; Portuguese, 3 hrs.; Spanish, 12 hrs. KREO Indio—Spanish, 14 hrs. KVCJ Lodi Portuguese, 1 hr.; Spanish, 2 hrs. KGJV Los Angeles—Spanish, 6 hrs. KPOL Los Angeles—Italian, 1 hr. KPOL Los Angeles—Spanish, 21 hrs. KYOS Merced—Italian, ¾ hr.; Portuguese, 1 hr.; Spanish, 10½ hrs. KBOX Modesto—Portuguese, 6 hrs.; Spanish, 6 hrs. KMOD Modesto—Italian, 1½ hrs.; Portuguese, 1½ hrs.; Spanish 4 hrs.	KMBY Monterey—Italian, 1 hr.; Portuguese, 1 hr.; Spanish, 1 hr. KROW Oakland—Italian—2½ hrs. KWBR Oakland—Italian, 5 hrs.; Portuguese, 6¼ hrs.; Spanish, 7¼ hrs. KOCS Ontario—Italian, ¾ hr.; Spanish, 1 hr. KOXR Oxnard—Spanish, 13 hrs. KIBE Palo Alto—French, ½ hr.; Portuguese, 2½ hrs.; Spanish, 5 hrs. KALI Pasadena—German, ¼ hr.; Hungarian, 1½ hrs.; Italian, 3¼ hrs.; Spanish, 42 hrs.; Yiddish, 6½ hrs. KWKW Pasadena—Italian, 5 hrs.; Spanish, 124 hrs. KPRL Paso Robles—Spanish, 1 hr. KAFF Petaluma—Portuguese, 3 hrs. KBUZ Pomona—Spanish, 6 hrs. KTIP Porterville—Spanish, 1 hr. KCAL Redlands—Spanish, 7 hrs.
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KPRO Riverside—Spanish, 3 hrs.
 KGMS Sacramento—Spanish, 4½ hrs.
 KROY Sacramento—Portuguese, 1 hr.
 KXOA Sacramento—Spanish, 6 hrs.
 KDON Salinas—Spanish, 7 hrs.
 KSBW Salinas—Portuguese, 1 hr.; Spanish, 5 hrs.
 KCSB San Bernardino—Spanish, 10½ hrs.
 KFXM San Bernardino—Spanish, 8 hrs.
 KITO San Bernardino—Spanish, 6½ hrs.
 KRNO San Bernardino—Spanish, 14 hrs.
 KSON San Diego—Spanish, 12 hrs.
 KEEN San Jose—Spanish, 6 hrs.
 KLOK San Jose—Italian, 1 hr.; Portuguese, 13 hrs.; Scandinavian, 1 hr.; Spanish, 48 hrs.
 KSJO San Jose—Spanish, 23 hrs.
 KATY San Luis Obispo—Spanish, ½ hr.
 KTIM San Rafael—Portuguese, 3½ hrs.
 KWIZ Santa Ana—Spanish, 10 hrs.
 KDB Santa Barbara—Spanish, 2 hrs.
 KIST Santa Barbara—Italian, 3 hrs.; Spanish, 10½ hrs.
 KTMS Santa Barbara—Italian, 1 hr.; Spanish, 7¼ hrs.
 KCOY Santa Maria—Spanish, 4 hrs.
 KSMA Santa Maria—Spanish, ¾ hr.
 KOWL Santa Monica—Armenian, 1 hr.; German, ¾ hr.; Greek, 1 hr.; Hungarian, ½ hr.; Italian, ½ hr.; Japanese, 1½ hrs.; Lithuanian, ½ hr.; Scandinavian, 1 hr.; Spanish, 31 hrs.; Yiddish, 3 hrs.
 KGDM Stockton—Italian, 2 hrs.; Portuguese, 1 hr.; Spanish, 1 hr.
 KSTN Stockton—Spanish, 7 hrs.
 KWG Stockton—Portuguese, ½ hr.
 KXOB Stockton—Spanish, 10½ hrs.
 KCOK Tulare—Portuguese, 6¼ hrs.; Spanish, 2½ hrs.
 KTUR Turlock—Portuguese, 13 hrs.; Spanish, ¾ hr.
 KUDU Ventura—Spanish, 20 hrs.
 KVEN Ventura—Italian, 1 hr.; Spanish, 14 hrs.
 KWSO Wasco—German, ¼ hr.
 KHUB Watsonville—Jugoslav, 2 hrs.; Portuguese, 1 hr.; Spanish, 6 hrs.
 KAGR Yuba City—Greek, 1 hr.; Hindustani, 1 hr.; Japanese, 1 hr.; Spanish, 1 hr.
 KUBA Yuba City—Spanish, 8 hrs.

COLORADO

KG1W Alamosa—Spanish, 6½ hrs.
 KFVC Cortez—Ute, 3 hrs.
 KFSC Denver—German, 1 hr.; Irish, ½ hr.; Italian, ½ hr.; Japanese, 1 hr.; Scandinavian, ½ hr.; Spanish, 56 hrs.
 KPOF Denver—German, ½ hr. every two weeks.
 KIUP Durango—Navajo, 1 hr.; Spanish, 7 hrs.; Ute, 1 hr.
 KYOU Greeley—Spanish, 5 hrs.
 KSLV Monte Vista—Spanish, ¼ hr.
 KCSJ Pueblo—Spanish, 1 hr.
 KGHF Pueblo—Slovenian, 1 hr.; Spanish, 1 hr.
 KRFC Rocky Ford—Spanish, 7 hrs.
 KCRT Trinidad—Italian, 6 hrs.; Spanish, 6 hrs.

CONNECTICUT

WNAB Bridgeport—German, ¼ hr.; Hungarian, 1 hr.; Italian, 1 hr.; Polish, 5 hrs.; Spanish, 2 hrs.
 WBIS Bristol—Italian, 1 hr.; Polish, 1 hr.
 WLAD Danbury—Polish, 1 hr.; Lebanese, ½ hr.
 WCNX Middletown—Polish, 1½ hrs.
 WHAY New Britain—Italian, 24½ hrs.; Polish, 5 hrs.
 WKNB New Britain—Greek, ½ hr.; Polish, 3 hrs.
 WNLC New London—Italian, 1½ hrs.; Polish, 1 hr.
 WNLK Norwalk—Hungarian, 3 hrs.; Italian, 8 hrs.
 WICH Norwich—French, 1 hr.; Greek, 1 hr.; Italian, 2 hrs.; Polish, 3 hrs.
 WPCT Putnam—French, 4 hrs.; Polish, 1½ hrs.
 WSTC Stamford—German, ¼ hr.; Italian, 1½ hrs.; Polish, 1 hr.
 WLCR Torrington—Italian, 7 hrs.; Polish, 4 hrs.
 WTOR Torrington—Italian, 2 hrs.; Polish, 3 hrs.
 WATR Waterbury—Italian, 1½ hrs.; Polish, 2½ hrs.
 WWCO Waterbury—Italian, 1 hr.; Lithuanian, 1 hr.; Polish, 1 hr.

DELAWARE

WTUX Wilmington—Italian, 1 hr.; Polish, 1 hr.; Yiddish, 1¼ hrs.
 DISTRICT OF COLUMBIA
 WOL Washington—Italian, 2½ hrs.

FLORIDA

WIOD Miami—Spanish, ¾ hr.
 WMIE Miami—Hungarian, 1½ hrs.; Italian, 4 hrs.; Lithuanian, ½ hr.; Polish, ½ hr.; Spanish, 5 hrs.; Syrian-Lebanese, ½ hr.; Yiddish, 5 hrs.
 WWPB Miami—Italian, 1 hr.; Polish, 1

hr.; Spanish, 12 hrs.; Yiddish, 2 hrs.
 WALT Tampa—Spanish, 21 hrs.
 WEBK Tampa—Italian, 5 hrs.; Spanish, 7 hrs.
 WDCL Tarpon Springs—Greek, ¼ hr.
 WEAT West Palm Beach—Scandinavian, ½ hr.

IDAHO

KBOI Boise—Basque, ½ hr.

ILLINOIS

WEDC Chicago—Czech, *Greek, *Italian, *Polish, *Russian
 WGES Chicago—Croat, 1 hr.; German, 7 hrs.; Hungarian, 1½ hrs.; Italian, 11½ hrs.; Jugoslav, 1 hr.; Lithuanian, 7 hrs.; Polish, 17 hrs.; Spanish, ½ hr.; Swedish, 2½ hrs.; Ukrainian, 1 hr.
 WSBC Chicago—Bohemian, 5 hrs.; German, 3 hrs.; Greek, 3 hrs.; Italian, 5 hrs.; Polish, 4½ hrs.; Slovak, 1 hr.; Spanish, 11½ hrs.; Yiddish, 4½ hrs.
 WTMV East St. Louis—Hungarian, ½ hr.; Polish, 1½ hrs.
 WJOL Joliet—Croat, ¾ hr.; Greek, 1 hr.; Slovak, 1 hr.
 WQUA Moline—Swedish, ½ hr.
 WOPA Oak Park—Greek, 1 hr.; Irish, 4 hrs.; Italian, 3½ hrs.; Latvian, 1 hr.; Lithuanian, 1 hr.; Polish, 15 hrs.; Serbian, 1 hr.; Scandinavian, ½ hr.; Spanish, 22 hrs.; Ukrainian, 3 hrs.; Yiddish, 1 hr.
 WROK Rockford—Italian, ½ hr.; Polish, ½ hr.
 WIZZ Streator—Polish, 5 hrs.

INDIANA

WGRY Gary—Greek, 1 hr.; Hungarian, 1 hr.; Jugoslav, 1 hr.; Polish, 1 hr.; Serbian, ½ hr.; Spanish, 13 hrs.
 WWCA Gary—Polish, 1½ hrs.; Serbian, 1 hr.
 WJOB Hammond—Croat, 1 hr.; Hungarian, 1½ hrs.; Italian, 1 hr.; Polish, 4 hrs.; Slovak, 1 hr.; Spanish, 7 hrs.; Ukrainian, 1 hr.
 WLOI La Porte—Polish, 2 hrs.
 WIMS Michigan City—Polish, 2 hrs.
 WNDU South Bend—Hungarian, 1 hr.; Polish, 1 hr.
 WSBT South Bend—Hungarian, ½ hr.; Polish, 1 hr.

IOWA

KWLC Decorah—Scandinavian, ¾ hr.
 KWDM Des Moines—German, 1¼ hrs.; Italian, 1¼ hrs.; Scandinavian, 5½ hrs.; Spanish, 1¼ hrs.
 KXGI Fort Madison—Spanish, ½ hr.

KANSAS

KFKU Lawrence—French, ½ hr.; German, ¼ hr.
 KTOP Topeka—Spanish, ¾ hr.
 WREN Topeka—Spanish, 1¼ hrs.

LOUISIANA

KSIG Crowley—French, 3 hrs.
 KEUN Eunice—French, 2 hrs.
 KLEF Golden Meadow—French, 20 hrs.
 KCIL Houma—French, 8 hrs.
 KJEF Jennings—French, 6 hrs.
 KVOL Lafayette—French, 3 hrs.
 KPCL Lake Charles—French, 2 hrs.
 KAPB Marksville—French, 6 hrs.
 KVM New Iberia—French, 1½ hrs.
 WJBW New Orleans—Italian, 1½ hrs.; Spanish, 1 hr.
 KSLO Opelousas—French, 15½ hrs.
 KSUL Sulphur—French, 1 hr.
 KTB Thibodaux—French, 1¼ hrs.
 KPVI Ville Platte—French, 2 hrs.

MAINE

WFAU Augusta—French, 1 hr.
 WAB Bangor—French, ½ hr.
 WIDE Biddeford—French, 7 hrs.
 WCOU Lewiston—French, 4 hrs.; Polish, ¼ hr.
 WAGM Presque Isle—French, ¼ hr.
 WRKD Rockland—Finnish, 1 hr.
 WTVL Waterville—French, 1½ hrs.

MARYLAND

WASL Annapolis—German, 1 hr.
 WBMD Baltimore—German, 1 hr.; Greek, 1 hr.; Italian, 3½ hrs.; Lithuanian, ½ hr.; Yiddish, 1 hr.
 WCBM Baltimore—Yiddish, 2½ hrs.
 WGGY Silver Spring—Greek, ½ hr.

MASSACHUSETTS

WBMS Boston—Albanian, ½ hr.; Greek, ½ hr.; Italian, 14 hrs.; Lithuanian, 1 hr.; Yiddish, 1 hr.
 WMEX Boston—Italian, ½ hr.; Polish, 1 hr.
 WBET Brockton—Lithuanian, ½ hr.
 WALE Fall River—French, 1 hr.; Polish, 1½ hrs.; Portuguese, 4½ hrs.
 WSAR Fall River—French, 1 hr.; Polish, 1 hr.; Portuguese, 2 hrs.
 WFGM Fitchburg—Finnish, 1 hr.
 WKOK Framingham—Italian, 1½ hrs.
 WGAW Gardner—French, ½ hr.
 WHAI Greenfield—Polish, 1½ hrs.
 WHAV Haverhill—Arabic, 1 hr.; Italian, 1 hr.

WREB Holyoke—French, 8 hrs.; Polish, 10 hrs.; Spanish, 1 hr.
 WHIL Medford—Greek, 1 hr.; Italian, 2 hrs.; Lithuanian, 1 hr.; Polish, 1 hr.; Portuguese, 1 hr.
 WBSM New Bedford—Portuguese, 2 hrs.
 WMNB North Adams—French, ½ hr.; Italian, 1½ hrs.; Polish, 1 hr.
 WHMP Northampton—Polish, 2 hrs.
 WBEC Pittsfield—Italian, 1-1/6 hrs.
 WBER Pittsfield—Polish, 1 hr.
 WESX Salem—Polish, 1 hr.
 WESO Southbridge—French, 1 hr.; Greek, ½ hr.; Polish, 1½ hrs.
 WACE Springfield—French, 1 hr.; Polish, 9 hrs.
 WHYN Springfield—Polish, 1 hr.
 WJKO Springfield—Arabic, ¼ hr.; Greek, 2 hrs.; Italian, 7 hrs.; Polish, 4 hrs.; Yiddish, ¼ hr.
 WPEP Taunton—Portuguese, 1¼ hrs.
 WCRB Waltham—Italian, 1 hr.
 WARE Ware—Polish, 8 hrs.

MICHIGAN

WABJ Adrian—Spanish, 1 hr.
 WATZ Alpena—Polish, 1 hr.
 WPAG Ann Arbor—Polish, 3 hrs.
 WJLB Detroit—Armenian, ¾ hr.; German, 3¼ hrs.; Greek, 3 hrs.; Hungarian, 1 hr.; Italian, 6 hrs.; Lithuanian, ¾ hr.; Maltese, 3 hrs.; Polish, 29 hrs.; Rumanian, ½ hr.; Spanish, 1 hr.; Syrian, 1 hr.; Ukrainian, 1 hr.; Yiddish, 3 hrs.
 WFUR Grand Rapids—Polish, 1 hr.
 WHDF Houghton—Finnish, 3 hrs.
 WJMS Ironwood—Finnish, 1 hr.
 WMDN Midland—French, 1 hr.; Polish, 3 hrs.
 WPON Pontiac—Polish, 1 hr.; Spanish, 2 hrs.; Ukrainian, 1 hr.
 WSGW Saginaw—Polish, 1½ hrs.; Spanish, 2 hrs.
 WSOO Sault Ste. Marie—Finnish, ¼ hr.

MINNESOTA

KASM Albany—German, 2¼ hrs.
 WKLK Cloquet—Finnish, 2 hrs.; Polish, 1½ hrs.
 KROX Crookston—Scandinavian, ½ hr.; Spanish, 3 hrs.
 KDAL Duluth—Finnish, 1 hr.
 KSUM Fairmont—Scandinavian, ½ hr.
 KGDE Fergus Falls—Scandinavian, ½ hr.
 KOZY Grand Rapids—Finnish, 1 hr.
 KUJZ Hutchinson—German, ½ hr.; KDMO Mankato—German, ½ hr.; Scandinavian, ½ hr.
 KDMA Montevideo—Scandinavian, ½ hr.
 KFAM St. Cloud—German, ½ hr.; Polish, ½ hr.
 KWLM Willmar—Scandinavian, ½ hr.
 MISSISSIPPI
 WCLD Cleveland—Spanish, ½ hr.
 MISSOURI
 KIMO—Independence—Spanish, 2 hrs.
 KPRS Kansas City—Spanish, ½ hr.
 KSTL St. Louis—German, ¼ hr.
 KXLW St. Louis—German, ¼ hr.
 WEW St. Louis—Italian, ½ hr.

NEBRASKA

KJSK Columbia—German, 1 hr.; Czech, 1 hr.
 KNEB Scottsbluff—Spanish, 3 hrs.

NEW HAMPSHIRE

WMOU Berlin—French, 1 hr.
 WTSV Claremont—French, ½ hr.
 WFEA Manchester—French, 1¾ hrs.; Polish, ½ hr.
 WKBR Manchester—French, 10½ hrs.; Greek, 1 hr.; Polish, ½ hr.
 WMUR Manchester—French, 1½ hrs.
 WOTW Nashua—French, 1¾ hrs.; Greek, 2 hrs.; Polish, 2 hrs.
 WWNH Rochester—French, 1¾ hrs.; Polish, 1 hr.

NEW JERSEY

WCAM Camden—Greek, ½ hr.; Italian, 2 hrs.
 WKDN Camden—German, ¼ hr.; Greek, ½ hr.; Polish, ½ hr.; Spanish, ½ hr.
 WBUD Trenton—Polish, 10 hrs.
 WBNJ Trenton—Hungarian, 1½ hrs.; Italian, 1 hr.
 WTTM Trenton—Hungarian, 1 hr.; Italian, 1 hr.
 WWBZ Vineland—Italian, 1½ hrs.

NEW MEXICO

KABQ Albuquerque—Spanish, 40 hrs.
 KGBM Albuquerque—Spanish, 6 hrs.
 KGOB Albuquerque—Spanish, 5 hrs.
 KQVE Albuquerque—Spanish, 2½ hrs.
 KSVF Artesia—Spanish, 6 hrs.
 KPBM Carlsbad—Spanish, 2½ hrs.
 KCLV Clovis—Spanish, 3 hrs.
 KOTS Deming—Spanish, 8 hrs.
 KVBC Farmington—Navajo, 6 hrs.
 KGAK Gallup—Navajo, 12 hrs.; Spanish, 3 hrs.; Zuni, 3 hrs.
 KWEW Hobbs—Spanish, 1 hr.
 KOB Las Cruces—Spanish, 5 hrs.
 KLEA Lovington—Spanish, 1 hr.
 KGFL Roswell—Spanish, 7 hrs.
 KTRC Santa Fe—Spanish, 20 hrs.
 KVSF Santa Fe—Spanish*

KSIL Silver City—Spanish, 7 hrs.
 KTNM Tucumcari—Spanish, 5 hrs.

NEW YORK

WOKO Albany—German, 1 hr.; Italian, 1 hr.; Polish, 1 hr.; Ukrainian, 1 hr.
 WPTR Albany—Polish, ¾ hr.
 WCSS Amsterdam—Italian, 7 hrs.; Lithuanian, 2 hrs.; Polish, 14 hrs.; Yiddish, 1½ hrs.
 WKOP Binghamton—Italian, ¾ hr.
 WKBW Buffalo—Italian, ¼ hr.; Polish, 11 hrs.
 WWOL Buffalo—German, 1½ hrs.; Italian, 7¼ hrs.; Polish, 23 hrs.; Ukrainian, 1 hr.
 WXRA Buffalo—Hungarian, 1 hr.; Polish, 6 hrs.
 WCBA Corning—Polish, 1 hr.
 WFCE Dunkirk—Polish, 4½ hrs.
 WOSC Fulton—Italian, 1 hr.; Polish, 1½ hrs.
 WWSC Glen Falls—Italian, 1 hr.
 WENT Johnstown—Italian, 1½ hrs.
 WJOC Jamestown—Italian, ¾ hr.; Swedish, 2 hrs.
 WJTN Jamestown—Scandinavian, 2 hrs.
 WKNY Kingston—Polish, ¼ hr.
 WVOS Liberty—Yiddish, 1¼ hrs.
 WLFH Little Falls—Italian, 1 hr.; Polish, 1 hr.
 WALL Middletown—Polish, 2 hrs.
 WGNV Newburgh—Italian, ½ hr.
 WNRC New Rochelle—Spanish, 3 hrs.
 WBNX New York—French, 1½ hrs.; German, 5 hrs.; Greek, 1 hr.; Hungarian, 1½ hrs.; Italian, 15 hrs.; Polish, 2¼ hrs.; Spanish, 23 hrs.

WEVD New York—Armenian, 1 hr.; German, 1 hr.; Hungarian, 1½ hrs.; Italian, 1 hr.; Lithuanian, 1 hr.; Polish, ½ hr.; Scandinavian, 1¼ hrs.; Spanish, 2½ hrs.; Ukrainian, 1½ hrs.; Yiddish, 49 hrs.
 WHOM New York—German, 12 hrs.; Italian, 18 hrs.; Polish, 18 hrs.; Russian, 4 hrs.; Spanish, 80 hrs.; Ukrainian, 3½ hrs.
 WLIB New York—Polish, 8 hrs.; Spanish, 8 hrs.; Yiddish, 11 hrs.
 WOV New York—Italian, 63 hrs.
 WWRL New York—Czech, 3 hrs.; German, 18½ hrs.; Greek, 2½ hrs.; Polish, ¼ hr.; Russian, 1½ hrs.; Spanish, 92½ hrs.; Syrian, 1 hr.; Ukrainian, 1½ hrs.; Yiddish, 1 hr.
 WHLD Niagara Falls—Italian, 6 hrs.; Polish, 8 hrs.; Ukrainian, 6½ hrs.

WJLJ Niagara Falls—Polish, 1¼ hrs.
 WPAC Poughkeepsie—Spanish, ¼ hr.
 WLNA Peekskill—Italian, 1¼ hrs.
 WEOK Poughkeepsie—Italian, 1 hr.
 WSAV Rochester—German, 1 hr.; Italian, 2 hrs.; Polish, ¼ hr.; Ukrainian, 1 hr.; Yiddish, 1½ hrs.

WVET Rochester—Italian, 5 hrs.
 WKAL Rome—Italian, ½ hr.; Polish, 3 hrs.
 WSNY Schenectady—Italian, 1 hr.; Polish, 6¼ hrs.
 WGAT Utica—Italian, 5½ hrs.; Polish, 6½ hrs.
 WIBX Utica—Italian, ¾ hr.; Polish, 4 hrs.
 WRUN Utica—Italian, 1¾ hrs.; Polish, 6 hrs.

NORTH DAKOTA

KDIX Dickinson—German, ½ hr.
 KFGO Fargo—Scandinavian, 1½ hrs.; Ukrainian, ½ hr.
 KNOX Grand Forks—Scandinavian, ½ hr.; Spanish, ½ hr.

OHIO

WADC Akron—Italian, ¼ hr.
 WATG Ashland—Italian, ¼ hr.
 WICA Ashtabula—Italian, 1 hr.
 WTRX Belleaire—Bohemian, 1 hr.; Greek, ¼ hr.; Italian, 1 hr.; Polish, 1 hr.; Syrian, ½ hr.
 WCMW Canton—Greek, 1 hr.
 WDOK Cleveland—Czech, 1¼ hrs.; German, 1½ hrs.; Greek, ½ hr.; Hungarian, 3 hrs.; Italian, ½ hr.; Lithuanian, ¾ hr.; Polish, 2 hrs.; Slovak, ½ hr.; Slovene, 1½ hrs.; Ukrainian, ¼ hr.

WERE Cleveland—Bohemian, ¼ hr.; Hungarian, 1 hr.; Italian, ½ hr.; Polish, 2 hrs.; Slovak, 1 hr.; Slovene, 1 hr.
 WJW Cleveland—Croat, 1½ hrs.; German, 1 hr.; Hungarian, ½ hr.; Jugoslav, 1 hr.; Polish, 1 hr.; Slovene, ½ hr.; Rumanian, ½ hr.; Ukrainian, ¾ hr.
 WRSR Cleveland Heights—Yiddish*
 WSTV Suburbville—Italian, 2 hrs.
 WWHO Toledo—Polish, 3 hrs.
 WSPD Toledo—Hungarian, 1 hr.
 WTD Toledo—German, 1 hr.; Polish, 6 hrs.; Spanish, 1 hr.
 WHHH Warren—Greek, 1 hr.; Polish, ½ hr.

OKLAHOMA

WNAD Norman—French, ½ hr.

FOREIGN LANGUAGE

OREGON KWJJ Portland—Italian, 1 hr.	Lithuanian, ¼ hr.; Polish ¼ hr.; Serbian, ¼ hr.; Ukrainian, 1 hr.	KBEN Carrizo Springs—Spanish, 60 hrs.	KKXO Sweetwater—Spanish, 6 hrs.
PENNSYLVANIA WAEB Allentown—German, 3¼ hrs. WQOL Allentown—German, ¼ hr. WKAF Allentown—Italian, ½ hr. WVAM Altoona—Italian, ½ hr. WNCC Barnesboro—French, 1 hr.; Italian, 1½ hrs.; Polish, 10 hrs. WBVP Beaver Falls—Italian, ½ hr.; Polish, 2¼ hrs. WGPA Bethlehem—Hungarian, 2 hrs. WLOA Braddock—Croat, ¼ hr.; Hungarian, 1 hr.; Lithuanian, ¼ hr.; Slovak, 1¼ hrs.; Slovene, 1 hr. WCDL Carbondale—Polish, 8 hrs. WRDF Chester—Irish, ¼ hr.; Italian, ¼ hr.; Polish, 1 hr. WGS A Ephrata—German, 1 hr. WIKK Erie—Italian, 1 hr. WJET Erie—German, 1 hr. WLEU Erie—Polish, 1 hr. WFAE Farrell—Greek, ½ hr.; Polish, ¼ hr. WCRO Johnstown—Polish, ¼ hr. WLSH Lanford—Polish, ½ hr. WMCK McKeesport—Croat, 2 hrs.; Italian, 2 hrs. WEDO McKeesport—Greek, 1½ hrs.; Italian, ½ hr.; Polish, 1 hr.; Serbian, ¼ hr. WHWL Nanticoke—Polish, 1 hr. WKPA New Kensington—Polish, ¼ hr. WDAS Philadelphia—Armenian, ½ hr.; German, 1¼ hrs.; Irish, 2 hrs.; Italian, 4¼ hrs.; Lithuanian, ¼ hr.; Polish, 1¼ hrs.; Spanish, 9 hrs.; Ukrainian, 1¼ hrs.; Yiddish, 3 hrs. WHAT Philadelphia—Irish, 1 hr.; Spanish, 1 hr. WJM Philadelphia—Greek, 1 hr.; Italian, 2¼ hrs.; Polish, 8 hrs. WHOD Pittsburgh—Croat, 2 hrs.; German, 1 hr.; Greek, 5 hrs.; Italian, 11 hrs.; Lithuanian, 1 hr.; Polish, 7 hrs.; Slovak, 2 hrs.; Yiddish, 1 hr. WPIT Pittsburgh—German, 1 hr.; Italian, 1 hr.; Yugoslav, ¼ hr.	WPTS Pittsford—French, ¼ hr.; Italian, 8 hrs.; Lithuanian, ½ hr.; Polish, 7 hrs.; Welsh, ¼ hr. WPAZ Pottstown—Polish, 1 hr. WPA Potville—Polish, 1 hr. WHUM Reading—Greek, ¼ hr. WGCB Red Lion—German, 1 hr. WKBI St. Marys—Polish, 1 hr. WICK Scranton—Polish, 6 hrs. WSCR Scranton—Italian, 3¼ hrs.; Polish, 4¼ hrs. WKOK Sunbury—German, ¼ hr. WMBS Uniontown—Italian, ¼ hr.; Polish, 1 hr. WBRE Wilkes-Barre—Italian, 5 hrs. WILK Wilkes-Barre—Lithuanian, ¼ hr.; Polish, ¼ hr.; Ukrainian, ¼ hr. WLYC Williamsport—Italian, ¼ hr.	KSTA Coleman—Spanish, 2 hrs. WTAW College Station—Czech, 1 hr.; Spanish, 7 hrs. KVMC Colorado City—Spanish, 1 hr. KCCT Corpus Christi—Spanish (100%)* KUNO Corpus Christi—Spanish, 123 hrs. KWBU Corpus Christi—Spanish, 25 hrs. KSKY Dallas—Czech, 1 hr. KDLK Del Rio—Spanish, 20¼ hrs. KURV Edinburg—Spanish, 27¼ hrs. KEPO El Paso—Spanish, 3¼ hrs. KULP El Campo—Czech, 5 hrs.; German, 1 hr.; Spanish, 7¼ hrs. KBLP Falfurrias—Spanish, 21 hrs. KFLD Floydada—Spanish, 6 hrs. KFST Ft. Stockton—Spanish, 8 hrs. KGCB Galveston—Spanish, 4 hrs. KCTI Gonzales—Spanish, 6 hrs. KGBT Harlingen—Spanish, 52¼ hrs. KPAH Hereford—Spanish, 6 hrs. KHBR Hillsboro—Czech, 6 hrs. KENN Kenedy—Spanish, 2 hrs. KLEN Killeen—Spanish, 6 hrs. KPET Lamesa—Spanish, 4¼ hrs. KVOZ Laredo—Spanish, 7 hrs. KLVT Levelland—Spanish, 7 hrs. KVOV Littlefield—Spanish, 4¼ hrs. KLLL Lubbock—Spanish, 10 hrs. KSEL Lubbock—Spanish, 3 hrs. KMLW Marlin—Scandinavian, ¼ hr.; Spanish, ¼ hr. KMAE McKinney—Spanish, 7 hrs. KJBC Midland—Spanish, 5 hrs. KVKM Monahans—Spanish, 7 hrs. KGNB New Braunfels—German, 21 hrs.; Spanish, 12 hrs. KLVL Pasadena—Spanish, 100 hrs. KIUM Pecos—Spanish, 9 hrs. KVOP Plainview—Spanish, 7 hrs. KBOP Pleasanton—Spanish, 28 hrs. KRWSS Post—Spanish, 7 hrs. KFRD Rosenberg—Czech, 8¼ hrs.; German, 1 hr.; Spanish, 14¼ hrs. KPEP San Angelo—Spanish, 7 hrs. KTXL San Angelo—Spanish, 6 hrs. KWFR San Angelo—Spanish, 7 hrs. KCOR San Antonio—Spanish, 116 hrs. KEXX San Antonio—Spanish, 91 hrs. KIWW San Antonio—Spanish (100%)* KCNY San Marcos—Spanish, 25¼ hrs. KWED Seguin—Spanish, 13 hrs. KANN Sinton—Spanish, 12 hrs. KDWT Stamford—Spanish, 7 hrs.	KTAE Taylor—Spanish, 6 hrs. KTEM Temple—Spanish, ¼ hr. KTUE Tulia—Spanish, 8¼ hrs. KVOU Valde—Spanish, 24 hrs. KNAL Victoria—Spanish, 10¼ hrs. KVIC Victoria—Spanish, 7 hrs. . .
	RHODE ISLAND WADK Newport—Portuguese, 2 hrs. WIE Providence—Portuguese, 2 hrs. WRIB Providence—Greek, 1 hr.; Italian, 27¼ hrs.; Yiddish, 1 hr. WNRI Providence—French, 1 hr. WWON Woonsocket—French, 5 hrs.		UTAH KEYV Provo—French, ¼ hr. KSOP Salt Lake—Scandinavian, 1 hr.; Spanish, 1 hr.
	SOUTH DAKOTA KIJV Huron—German, ¼ hr. KYNT Yankton—Czech, ¼ hr.; German, ¼ hr.		VERMONT WHWB Rutland—Italian, 1 hr.; Polish, 1¼ hrs. WTWN St. Johnsbury—French, 1 hr.
	TEXAS KWKC Abilene—Spanish, ¼ hr. KBKI Alice—Spanish, 27 hrs. KVLF Alpine—Spanish, 6 hrs. KTXN Austin—Spanish, 70 hrs. KRUN Ballinger—Spanish, 5¼ hrs. KIOX Bay City—Spanish, 5 hrs. KIBL Beeville—Spanish, 24¼ hrs. KNEB Brady—Spanish, 1 hr. KWHI Branham—German, 2 hrs. KTFY Brownfield—Spanish, 14 hrs. KBOR Brownsville—Spanish, 24 hrs. KEAN Brownwood—Spanish, ¼ hr. KMIL Cameron—Czech, 1 hr.; Spanish, 9 hrs.		VIRGINIA WPIK Alexandria—Greek, 1¼ hrs. WARL Arlington—Spanish, ¼ hr.
			WASHINGTON KBKW Aberdeen—Finnish, ¼ hr. KAYO Seattle—Italian, 1 hr. KTA Seattle—Japanese, ¼ hr. KGA Spokane—Russian, ¼ hr. KNEW Spokane—Italian, 1 hr.; Scandinavian, 1 hr. KREW Sunnyside—Spanish, 6 hrs. KENE Toppenish—Spanish, 2¼ hrs. KIT Yakima—Spanish, ¼ hr. KYAK Yakima—Spanish, 1 hr.
			WEST VIRGINIA WMMN Fairmont—Polish, 1 hr. WEIR Fairmont—Italian, 3 hrs. WEIR Weirton—Greek, 1¼ hrs.; Italian, 1¼ hrs. WKWK Wheeling—Greek, 1 hr.; Polish, 1 hr.
			WISCONSIN WBEL Beloit—Scandinavian, 1¼ hrs. WTKM Hartford—German, 3 hrs. WLIP Kenosha—Polish, ¼ hr. WMLL Milwaukee—Croat, 1 hr.; German, 2 hrs.; Hungarian, 1 hr.; Italian, ¼ hr.; Yugoslav, 1 hr.; Polish, ¼ hr.; Serbian, 1 hr.; Slovene, 1 hr. WEKK Monroe—Swiss, 3 hrs. WRJN Racine—German, ¼ hr.
			WYOMING KFBC Cheyenne—Spanish, 1 hr. KVVO Cheyenne—Spanish, 15 hrs. KRAL Rawlins—Spanish, 1 hr. KVRS Rock Springs—Croat, ¼ hr.; Spanish, 1 hr.

STATIONS WITH NEGRO PROGRAMMING AND TOTAL WEEKLY HOURS

ALABAMA WRFS Alexander City—6 hrs. WCTA Andalusia—6 hrs. WHMA Anniston—5 hrs. WJMW Athens—11 hrs. WATM Atmore—2¼ hrs. WAUD Auburn—25 hrs. WBEO Bessemer—129 hrs. WEZB Birmingham—6 hrs. WJOD Birmingham—126 hrs. (100%) WVOK Birmingham—2¼ hrs. WRAG Carrollton—10¼ hrs. WKLF Clanton—4¼ hrs. WAJF Decatur—5 hrs. WHOS Decatur—2¼ hrs. WMSL Decatur—3 hrs. WDIG Dothan—12 hrs. WOOF Dothan—11¼ hrs. WULA Eufaula—6 hrs. WWWF Fayette—5 hrs. WJOI Florence—7 hrs. WOWL Florence—11 hrs. WFPA Fort Payne—3 hrs. WZOB Fort Payne—3 hrs. WETO Gadsden—9 hrs. WGAD Gadsden—7 hrs. WGEA Geneva—3 hrs. WEVY Greenville—12 hrs. WERH Hamilton—6 hrs. WFUN Huntsville—10 hrs. WPBB Jackson—7 hrs. WJAM Marion—21 hrs. WKAB Mobile—14 hrs. WMOZ Mobile—(100%) WMFC Monroeville—7 hrs. WCOV Montgomery—5¼ hrs. WIMGY Montgomery—20 hrs. WRMA Montgomery—78-90 hrs. (depending on time of year) (100%) WLAJ Muscle Shoals—2¼ hrs. WAMI Opp—3 hrs. WOKZ Dale—5 hrs. WPNX Phenix City—18 hrs. WCRI Scottsboro—1¼ hrs. WROS Scottsboro—1 hr. WGWC Selma—10 hrs. WFEB Sylacauga—3 hrs. WMLS Sylacauga—6 hrs. WETS Talladega—1 hr. WTLB Talladega—6 hrs. WNPT Tuscaloosa—6 hrs. WTBS Tuscaloosa—6 hrs. WVNA Tusculumbia—5 hrs. WTUS Tuskegee—59 hrs. WETU Wetumpka—4 hrs.	ARKANSAS KVRC Arkadelphia—14 hrs. KAMD Camden—5 hrs. KAMC Conway—3 hrs. KAGH Crossett—3 hrs. KDMS El Dorado—3¼ hrs. KELD El Dorado—1 hr. KXJK Forrest City—10 hrs. KWHN Fort Smith—7 hrs. KFPA Helena—35 hrs. KBLO Hot Springs—5 hrs. KWFC Hot Springs—9 hrs. KBTM Jonesboro—1 hr. KGHI Little Rock—18 hrs. KTHS Little Rock—8 hrs. KXLR Little Rock—27 hrs. KVMA Magnolia—8 hrs. KVSA McGehee—3 hrs. KHBM Monticello—3 hrs. KOCOL Osceola—5 hrs. KCLA Pine Bluff—13¼ hrs. KOTN Pine Bluff—15 hrs. KWRF Warren—3 hrs.	DELAWARE WAMS Wilmington—18 hrs. WILM Wilmington—14 hrs.	DISTRICT OF COLUMBIA WOOK Washington—154 hrs (100%)	FLORIDA WTAN Clearwater—¼ hr. WKKO Cocoa—5 hrs. WCNU Crestview—2 hrs. WCFD Dade City—6 hrs. WROF Daytona Beach—3¼ hrs. WDBF Delray Beach—5 hrs. WILCO Eustis—4 hrs. WFBF Fernandina Beach—6 hrs. WFTL Fort Lauderdale—22 hrs. WARN Fort Pierce—11 hrs. WVDH Gainesville—6 hrs. WGGG Gainesville—4 hrs. WGBA Hollywood—6 hrs. WOBX Jacksonville—42 hrs. WVHC Jacksonville—48 hrs. WJVB Jacksonville Beach—7¼ hrs. WLAK Lakeland—1 hr. WONN Lakeland—3 hrs. WLBE Leesburg—1 hr. WNER Live Oak—6 hrs. WFEC Miami—(100%) WMIE Miami—20 hrs. WFPM Miami—18 hrs. WMBM Miami Beach—(100%) WEBY Milton—1 hr. WMOF Ocala—8 hrs. WHOO Orlando—2 hrs. WLOF Orlando—10 hrs. WVWF Palatka—7 hrs. WPCF Panama City—5 hrs. WCOA Pensacola—2¼ hrs. WPPA Pensacola—25 hrs. WPRY Perry—6 hrs. WPLA Plant City—1 hr. WCNH Quincy—8 hrs. WSTN St. Augustine—9 hrs. WTRR Sanford—7 hrs. WSTU Stuart—2 hrs. WMEN Tallahassee—12 hrs. WNTT Tallahassee—½ hr. WDAA Tampa—1 hr. WEBK Tampa—6 hrs. WIOK Tampa—91 hrs. (100%) WNTM Vero Beach—6 hrs. WIRP Palm Beach—15 hrs. WISK Winter Haven—3 hrs. WABR Winter Park—10¼ hrs.	CALIFORNIA KAFY Bakersfield—12 hrs. KYOR Blythe—6 hrs. KBLA Burbank—7 hrs. KGST Fresno—10 hrs. KYNO Fresno—1 hr. KGER Long Beach—10 hrs. KGJF Los Angeles—18 hrs. KPOL Los Angeles—7 hrs. KPOP Los Angeles—21 hrs. KLX Oakland—12 hrs. KWBR Oakland—102¼ hrs. KALI Pasadena—27¼ hrs. KWKW Pasadena—24 hrs. KPPO Riverside—24 hrs. KRNO San Bernardino—12 hrs. KSNL San Francisco—146 hrs. KTMN San Rafael—6¼ hrs. KOWL Santa Monica—28 hrs. KSTN Stockton—2 hrs. KWG Stockton—2¼ hrs. KGYW Vallejo—1¼ hrs. KAGR Yuba City—1 hr.	COLORADO KFSC Denver—12 hrs. KLIR Denver—¼ hr. KGMCC Englewood—2 hrs.	CONNECTICUT WNLK Norwalk—1 hr. WSTC Stamford—1¼ hr. WWCO Waterbury—13 hrs.	GEORGIA WAAG Adel—7 hrs. WJAZ Albany—38 hrs. WDEC Sumter—9 hrs.	ILLINOIS WBVB Belleville—1¼ hrs. WAIT Chicago—6¼ hrs. WEDC Chicago—¼ hr. WGBS Chicago—67 hrs. WIBC Chicago—14¼ hrs. WTMV East St. Louis—24 hrs. WEAW Evanston—3 hrs. WBEE Harvey—70 hrs. WTAQ LaGrange—27 hrs.
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WMOK Metropolis—5 hrs.
 WINI Murphysboro—½ hr.
 WOPA Oak Park—50 hrs.
INDIANA
 WBNL Booneville—1½ hrs.
 WJFS Evansville—3 hrs.
 WANE Fort Wayne—1 hr.
 WGRY Gary—15½ hrs.
 WWSA Gary—24 hrs.
 WJOB Hammond—14 hrs.
 WIMS Michigan City—2 hrs.
 WOCH North Vernon—5 hrs.
 WKBV Richmond—1 hr.
IOWA
 KWDM Des Moines—1¼ hrs.
 KXEL Waterloo—1 hr.
KENTUCKY
 WLEB Bowling Green—2½ hrs.
 WMTA Central City—3 hrs.
 WAIN Columbia—3 hrs.
 WZIP Covington—15 hrs.
 WCPM Cumberland—3 hrs.
 WHIR Danville—4 hrs.
 WFKY Frankfort—2 hrs.
 WFUL Fulton—5 hrs.
 WKOA Hopkinsville—6 hrs.
 WLOU Louisville—(100%)
 WFMW Madisonville—6 hrs.
 WPAD Paducah—1 hr.
 WSAC Radcliff—10 hrs.
 WSKY Richmond—2½ hrs.
LOUISIANA
 KDDB Alexandria—28 hrs.
 KSYL Alexandria—5 hrs.
 KTRY Bastrop—5 hrs.
 WIBR Baton Rouge—8½ hrs.
 WJBO Baton Rouge—½ hr.
 WXOK Baton Rouge—63 hrs.
 WEXY Bogalusa—6 hrs.
 WEXY Bogalusa—6 hrs.
 KSGC Crowley—5 hrs.
 KDLA De Ridder—4 hrs.
 KEUN Eunice—6 hrs.
 KCIL Houma—12 hrs.
 KJEF Jennings—6 hrs.
 KVOL Lafayette—2 hrs.
 KAOK Lake Charles—20 hrs.
 KLOU Lake Charles—4 hrs.
 KDCC Mansfield—7 hrs.
 KAPB Marksville—1 hr.
 KLIC Monroe—9 hrs.
 KMLB Monroe—5 hrs.
 KNOE Monroe—6 hrs.
 KMRC Morgan City—3 hrs.
 KVM New Iberia—5½ hrs.
 WBOK New Orleans—70 hrs.
 WJBW New Orleans—1 hr.
 WMRV New Orleans—84 hrs. (100%)
 WNOE New Orleans—1 hr.
 KSLO Opelousas—9½ hrs.
 KRUS Ruston—3½ hrs.
 KANV Shreveport—(100%)
 KRMD Shreveport—1 hr.
 KWKH Shreveport—5½ hrs.
 KTLD Tallulah—10 hrs.
 KTIB Thibodaux—3½ hrs.
 KVPI Ville Platte—¼ hr.
 KVCL Winnfield—5 hrs.
MARYLAND
 WANN Annapolis—84 hrs.
 WNAV Annapolis—15 hrs.
 WFER Baltimore—1 hr.
 WTEH Baltimore—21 hrs.
 WSID Baltimore—(100%)
 WUST Bethesda—75 hrs.
 WCUM Cumberland—4 hrs.
 WEBB Dundalk—101¼ hrs. (100%)
 WFMD Frederick—½ hr.
 WASA Havre de Grace—1¼ hrs.
 WINX Rockville—1 hr.
MASSACHUSETTS
 WBMS Boston—20 hrs.
 WJKO Springfield—13 hrs.
MICHIGAN
 WHFB Benton Harbor—2½ hrs.
 CKLW Detroit (Windsor)—7½ hrs.
 WJLB Detroit—47½ hrs.
 WXYZ Detroit—15½ hrs.
 WBB Flint—10 hrs.
 WDFL Flint—1 hr.
 WMRP Flint—10 hrs.
 WMUS Muskegon—1 hr.
 WPON Pontiac—½ hr.
 WHLS Port Huron—¼ hr.
MINNESOTA
 WCOW St. Paul—15 hrs.
MISSISSIPPI
 WMPA Aberdeen—6 hrs.
 WAMY Amory—2 hrs.
 WBLE Batesville—6½ hrs.
 WJMB Brookhaven—5 hrs.
 WDOB Canton—5 hrs.
 WGLC Centerville—40 hrs.
 WKDL Clarksdale—6 hrs.
 WROX Clarksdale—30 hrs.
 WCLD Cleveland—12 hrs.
 WCJU Columbia—2 hrs.
 WACR Columbus—6 hrs.
 WCBi Columbus—3 hrs.
 WCMa Corinth—2 hrs.
 WFR Greenville—3 hrs.
 WGMV Greenville—26 hrs.
 WABG Greenwood—3 hrs.
 WNAJ Grenada—14 hrs.
 WDEB Gulfport—1 hr.
 WBKH Hattiesburg—11 hrs.
 WHSY Hattiesburg—5 hrs.
 WMDC Hazelhurst—10 hrs.
 WCPN Houston—7 hrs.
 WNLA Indianola—6 hrs.
 WOKJ Jackson—98 hrs.
 WRBC Jackson—33 hrs.
 WKOZ Kosciusko—9 hrs.
 WAML Laurel—8 hrs.

WLAU Laurel—7 hrs.
 WLSM Louisville—6 hrs.
 WMBC Macon—14 hrs.
 WMOX Meridian—15 hrs.
 WYOK Meridian—12½ hrs.
 WYAS Natchez—5 hrs.
 WNAT Natchez—8 hrs.
 WNAU New Albany—3 hrs.
 WEGA Newton—6 hrs.
 WSUH Oxford—5 hrs.
 WPMP Pascagoula—1 hr.
 WRWJ Picayune—¼ hr.
 WHOC Philadelphia—6 hrs.
 WSSO Starkville—10 hrs.
 WELU Tupelo—1½ hrs.
 WTWP Tupelo—10 hrs.
 WVIM Vicksburg—6 hrs.
 WRWB West Point—7 hrs.
 WAZF Yazoo City—13 hrs.
 KCHR Charleston—4½ hrs.
 KPRS Kansas City—84 hrs.
 KATZ St. Louis—131 hrs. (100%)
 KSTL St. Louis—15 hrs.
 KXWL St. Louis—84 hrs.
 KSIM Sikeston—3 hrs.
NEVADA
 KLAS Las Vegas—2 hrs.
NEW JERSEY
 WFPG Atlantic City—4 hrs.
 WLDB Atlantic City—10 hrs.
 WMID Atlantic City—7 hrs.
 WSNJ Bridgeton—1 hr.
 WNCM Camden—77 hrs.
 WKDN Camden—¼ hr.
 WHBI Newark—19½ hrs.
 WNJR Newark—130 hrs.
 WBDU Trenton—½ hr.
 WTTM Trenton—2½ hrs.
 WCMC Wildwood—¼ hr.
NEW MEXICO
 KCLV Clovis—2½ hrs.
 KWEW Hobbs—6 hrs.
 KGFL Roswell—1 hr.
NEW YORK
 WKBW Buffalo—2 hrs.
 WKRA Buffalo—2½ hrs.
 WNIA Buffalo—2 hrs.
 WKNY Kingston—¼ hr.
 WNRN New Rochelle—7 hrs.
 WABC New York—1 hr.
 WBNK New York—1½ hrs.
 WLIP New York—55 hrs.
 WOV New York—51 hrs.
 WWRL New York—45½ hrs.
 WHLD Niagara Falls—1 hr.
 WJLJ Niagara Falls—1 hr.
 WEAV Plattsburg—½ hr.
 WSAY Rochester—2 hrs.
NORTH CAROLINA
 WABZ Albermarle—2 hrs.
 WLOS Asheville—5 hrs.
 WBMA Beaufort—2 hrs.
 WCGC Belmont—4 hrs.
 WBBB Burlington—10 hrs.
 WFNS Burlington—3½ hrs.
 WWTI Canton—5 hrs.
 WAYS Charlotte—6 hrs.
 WBT Charlotte—¼ hr.
 WGVJ Charlotte—70 hrs.
 WWOK Charlotte—42 hrs.
 WRRZ Clinton—3 hrs.
 WCKB Dunn—2 hrs.
 WSRK Durham—97 hrs. (100%)
 WTIK Durham—10 hrs.
 WCDJ Edenton—8 hrs.
 WCNC Elizabeth City—3 hrs.
 WGAi Elizabeth City—3 hrs.
 WFMG Fairmont—8 hrs.
 WFAI Fayetteville—15 hrs.
 WFNC Fayetteville—14 hrs.
 WVGW Fuquay Springs—8½ hrs.
 WFMG Goldsboro—10½ hrs.
 WCOG Greensboro—5 hrs.
 WGBG Greensboro—21½ hrs.
 WPET Greensboro—6 hrs.
 WGTC Greenville—6 hrs.
 WHNC Henderson—28 hrs.
 WHVH Henderson—28 hrs.
 WHKP Hendersonville—5 hrs.
 WIRC Hickory—¼ hr.
 WHPE High Point—6 hrs.
 WMPR High Point—3½ hrs.
 WKMT Kings Mountain—8 hrs.
 WELS Kinston—15 hrs.
 WFTC Kinston—12 hrs.
 WISP Kinston—12½ hrs.
 WEWO Laurinboro—10 hrs.
 WLOE Leaksville—3 hrs.
 WLOE Lincolnton—1 hr.
 WMAP Monroe—2½ hrs.
 WHIP Mooresville—6 hrs.
 WSYD Mt. Airy—5 hrs.
 WHIT New Bern—¼ hr.
 WOOW New Bern—20½ hrs.
 WOXF Oxford—14 hrs.
 WMSN Raleigh—6 hrs.
 WRAL Raleigh—9 hrs.
 WFRK Reidsville—5½ hrs.
 WREV Reidsville—10 hrs.
 WCBT Roanoke Rapids—5 hrs.
 WCBK Rocky Mount—10 hrs.
 WRXO Roxboro—4 hrs.
 WSAT Salisbury—15 hrs.
 WSTP Salisbury—1 hr.
 WWGJ Stanford—12½ hrs.
 WNSA Silver City—5½ hrs.
 WMPM Smithfield—6 hrs.
 WEBB Southern Pines—10 hrs.
 WTAB Tabor City—5 hrs.
 WCPS Tarboro—8 hrs.
 WADE Wadesboro—10 hrs.
 WLSE Wallace—7 hrs.
 WRRF Washington—5 hrs.
 WENC Whiteville—4½ hrs.

WIAM Williamston—11 hrs.
 WGTM Wilson—6 hrs.
 WVOT Wilson—8½ hrs.
 WAAA Winston-Salem—(100%)
 WAIR Winston-Salem—6 hrs.
OHIO
 WTRX Bellaire—¼ hr.
 WBEX Chillicothe—15 hrs.
 WCIN Cincinnati—84 hrs. (100%)
 WJW Cleveland—11 hrs.
 WRSR Cleveland—5 hrs.
 WTVN Columbia—¼ hr.
 WKVO Columbia—9 hrs.
 WJEH Gallipolis—3 hrs.
 WLEC Sandusky—¼ hr.
 WIZE Springfield—6 hrs.
 WSTV Steubenville—¼ hr.
 WTD Toledo—3 hrs.
 WBBW Youngstown—¼ hr.
OKLAHOMA
 KWHP Cushing—¼ hr.
 KRHD Duncan—¼ hr.
 KTAT Frederick—¼ hr.
 KIHN Hugo—2½ hrs.
 KBEL Idabel—6 hrs.
 KBIX Muskogee—12 hrs.
 KMUS Muskogee—2 hrs.
 KBYE Oklahoma City—10½ hrs.
 KHBB Okmulgee—9 hrs.
 KVLH Pauls Valley—¼ hr.
OREGON
 KGON Oregon City—10 hrs.
PENNSYLVANIA
 WDRF Chester—2½ hrs.
 WCOJ Coatesville—1 hr.
 WJET Erie—1 hr.
 WFAF Farrell—2 hrs.
 WMCK McKeesport—10 hrs.
 WKPA New Kensington—1 hr.
 WDAS Philadelphia—94½ hrs.
 WHAT Philadelphia—102 hrs.
 WJMJ Philadelphia—6 hrs.
 WHOD Pittsburgh—54 hrs.
 WILY Pittsburgh—75 hrs.
 WMBS Uniontown—1 hr.
RHODE ISLAND
 WADK Newport—2½ hrs.
SOUTH CAROLINA
 WAKN Aiken—2 hrs.
 WAIM Anderson—4½ hrs.
 WANS Anderson—7 hrs.
 WBAW Barnwell—8 hrs.
 WBEU Beaufort—3 hrs.
 WBSC Bennettsville—14 hrs.
 WAGS Bishopville—9 hrs.
 WACA Camden—5 hrs.
 WPAL Charleston—70 hrs.
 WQSN Charleston—50 hrs.
 WCRE Cheraw—6½ hrs.
 WGCD Chester—24 hrs.
 WCOS Columbia—5 hrs.
 WIS Columbia—2½ hrs.
 WMSC Columbia—1 hr.
 WOIC Columbia—88 hrs.
 WLAT Conway—7 hrs.
 WFFD Darlington—6 hrs.
 WDSC Dillon—5 hrs.
 WELP Easley—6 hrs.
 WJMX Florence—4½ hrs.
 WOLS Florence—12 hrs.
 WFGN Gaffney—6 hrs.
 WGTN Georgetown—2½ hrs.
 WESC Greenville—10 hrs.
 WFBC Greenville—3 hrs.
 WQOK Greenville—20 hrs.
 WGSW Greenwood—15 hrs.
 WEAB Greer—3 hrs.
 WHSC Hartsville—3½ hrs.
 WDKD Hartsville—10 hrs.
 WJOT Lake City—3 hrs.
 WLCL Lancaster—10 hrs.
 WLBG Laurens—8 hrs.
 WJAY Mullins—7 hrs.
 WMYB Myrtle Beach—3½ hrs.
 WKDK Newberry—7 hrs.
 WDX Orangeburg—10 hrs.
 WTN Orangeburg—10 hrs.
 WRIH Rock Hill—2½ hrs.
 WTYC Rock Hill—9 hrs.
 WJAN Spartanburg—5 hrs.
 WORD Spartanburg—9 hrs.
 WSSC Sumter—8 hrs.
 WBCU Union—5 hrs.
 WALD Walterboro—3 hrs.
TENNESSEE
 WMFS Chattanooga—91 hrs.
 WDXN Clarksville—4 hrs.
 WJZM Clarksville—6 hrs.
 WKRM Columbia—1½ hrs.
 WDKN Dickson—1 hr.
 WDSG Dyersburg—10 hrs.
 WEKR Fayetteville—1½ hrs.
 WAGG Franklin—7 hrs.
 WJAK Jackson—(100%)
 WVKV Knoxville—3 hrs.
 WKGN Knoxville—11 hrs.
 WKWV Knoxville—18 hrs.
 WNOX Knoxville—¼ hr.
 WDXL Lexington—1 hr.
 KWEM Memphis—25 hrs.
 WCBR Memphis—(100%)
 WDMA Memphis—140 hrs. (100%)
 WHHM Memphis—21 hrs.
 WGN Murfreesboro—10 hrs.
 WMTS Murfreesboro—3 hrs.
 WSOK Nashville—84 hrs. (100%)
 WTPR Paris—6 hrs.
 WKSR Pulaski—¼ hr.
 WTRB Ripley—7 hrs.
 WSEV Sevierville—1 hr.
 WDBL Springfield—11 hrs.
 WENK Union City—5 hrs.
TEXAS
 KVLV Alpine—1 hr.

KBUD Athens—1 hr.
 KTXN Austin—22 hrs.
 KVET Austin—5½ hrs.
 KIOX Bay City—6 hrs.
 KGET Beaumont—(100%)
 KRC Beaumont—12 hrs.
 KTRM Beaumont—6 hrs.
 KTRM Beaumont—6 hrs.
 KIBL Beeville—1 hr.
 KTXC Big Spring—6 hrs.
 KSTB Breckenridge—¼ hr.
 KWHI Brenham—2½ hrs.
 KEAN Brownwood—1½ hrs.
 KORA Bryan—2 hrs.
 KCMR Cameron—2 hrs.
 KBEN Carrizo Springs—6 hrs.
 KGAS Carthage—2½ hrs.
 KDET Center—5 hrs.
 KCAR Clarksville—10 hrs.
 KCLE Cleburne—¼ hr.
 KVLB Cleveland—3 hrs.
 WTAW College Station—5 hrs.
 KMCO Conroe—6½ hrs.
 KUNO Corpus Christi—10½ hrs.
 KWBU Corpus Christi—6 hrs.
 KGKO Dallas—15 hrs.
 KLFJ Dallas—18 hrs.
 KSKY Dallas—13 hrs.
 KDSX Denison—6 hrs.
 KURV Edinburg—¼ hr.
 KULP El Campo—2½ hrs.
 KFLD Floydada—¼ hr.
 KCNC Ft. Worth—6 hrs.
 KNOK Ft. Worth—(100%)
 KGBC Galveston—23½ hrs.
 KCTI Gonzalez—¼ hr.
 KGVL Greenville—5 hrs.
 KNUZ Houston—9 hrs.
 KTHU Houston—4½ hrs.
 KYOK Houston—126 hrs. (100%)
 KSAM Huntsville—3½ hrs.
 KEBE Jacksonville—6 hrs.
 KTXJ Jasper—6 hrs.
 KOCA Kilgore—8 hrs.
 KRBA Lufkin—2 hrs.
 KTRF Lufkin—5 hrs.
 KMLW Marlin—3 hrs.
 KMTT Marshall—1 hr.
 KJBC Midland—3 hrs.
 KVKM Monahans—¼ hr.
 KIMP Mt. Pleasant—2 hrs.
 KOSF Nacogdoches—10 hrs.
 KSFA Nacogdoches—¼ hr.
 KECK Odessa—5 hrs.
 KFTV Paris—6 hrs.
 KLVJ Pasadena—20 hrs.
 KBOP Pleasanton—3 hrs.
 KOLE Fort Arthur—12 hrs.
 KPAC Fort Arthur—3 hrs.
 KFRD Rosenberg—3 hrs.
 KTXL San Angelo—¼ hr.
 KCOR San Antonio—14 hrs.
 KMAC San Antonio—12 hrs.
 K TSA San Antonio—11½ hrs.
 KKNY San Marcos—1½ hrs.
 K TANN Sherman—¼ hr.
 KANN Sinton—1 hr.
 KSNY Snyder—¼ hr.
 KSSP Sulphur Springs—4 hrs.
 KTER Terrell—1 hr.
 KOSY Texarkana—2 hrs.
 KTFB Texarkana—1½ hrs.
 KTUE Tulla—¼ hr.
 KVOU Uvalde—7 hrs.
 KVIC Victoria—7 hrs.
 KWTX Waco—2 hrs.
 WACO Waco—1 hr.
VERMONT
 WSKI Montpelier—¼ hr.
VIRGINIA
 WPIK Alexandria—1 hr.
 WHAP Hopewell—8 hrs.
 WBLT Bedford—3 hrs.
 WKLV Blackstone—12 hrs.
 WSVS Crewe—6 hrs.
 WOVA Culpeper—2 hrs.
 WBTM Danville—6 hrs.
 WDAV Danville—3 hrs.
 WEVA Emporia—6 hrs.
 WFLO Farmville—6 hrs.
 WFTF Front Royal—¼ hr.
 WBOB Galax—6 hrs.
 WWOD Lynchburg—5 hrs.
 WHEE Martinsville—6 hrs.
 WACH Newport News—6 hrs.
 WRAP Norfolk—126 hrs. (100%)
 WCLA Petersburg—14 hrs.
 WSSV Petersburg—6 hrs.
 WLOW Norfolk—36 hrs.
 WLEE Richmond—10 hrs.
 WRNL Richmond—1 hr.
 WRIS Roanoke—6½ hrs.
 WRVO Roanoke—¼ hr.
 WLSL Roanoke—¼ hr.
 WHLF South Boston—6 hrs.
 WJWS South Hills—5 hrs.
 WNNW Warsaw—¼ hr.
 WYVE Wytheville—1 hr.
WASHINGTON
 KNBX Kirkland—5 hrs.
 KAYE Puyallup—6 hrs.
 KTW Seattle—1 hr.
 KTAC Tacoma—12½ hrs.
WEST VIRGINIA
 WJLS Beckley—1 hr.
 WCAW Charleston—8 hrs.
 WKNA Charleston—15 hrs.
 WVOW Logan—10 hrs.
 WOAY Oak Hill—6 hrs.
 WWOY Pineville—¼ hr.
 WELC Welch—3 hrs.
 WKWK Wheeling—1 hr.
WEST VIRGINIA
 WRIT Milwaukie—6 hrs.
 WYOMING
 KODI Cody—1 hr.

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.

Frequency	Call	City	Owner or Operator	Power	DA	Class	Frequency	Call	City	Owner or Operator	Power	DA	Class
BAHAMAS													
1540	ZNS	Nassau	Bahamas Government	5.0		I-A	(970)	CMHM	Santa Clara	(See 1130 kc)	(1.0)		(III)
CUBA													
(540)	(New)	Camaguey, Cam.		(1.0)	(DA-N)	II	980	CMCK	Havana	Cla. Radiodif. COCO y CMCK S. A.	5.0	(DA)	(III-A)
550	CMW	Havana	A. Gil y M. Troncoso	2.5		II	990	CMHT	Sancti Spiritus	Juan E. Santana Padron	(10.0)		(I-D)
560	CMKM	Holguin	Union Radio S. A.	(10.0)	(DA)	III-A	(990)	CMAW	Pinar del Rio	(See 800 kc)	(0.25-N)		(II)
570	CMHI	Santa Clara	RHC Cadena Azul S. A.	5.0	(DA)	(I-C)	1000	CMJG	Camaguey	Cadena Oriental de Radio S. A.	1.0		II
(580)	CMJP	Ciego de Avila		(0.5-D)		(III)		CMKW	Santiago de Cuba	Reloj del Aire S. A.	0.25		II
590	CMCY	Havana	RHC Cadena Azul S. A.	15.0	(DA)	II	1010	CMBQ	Havana	Radio Continental CMBQ S. A.	5.0-D		I-B
600	CMKV	Holguin	RHC Cadena Azul	(25.0)	(DA)	(I-D)	(1020)	CMHF	Camajuani	(See 1040 kc)	(0.1-D)		(II-E)
610	(New)	Consolacion del Rio (provisional assignment)		1.0		III	1030	CMAC	San Cristobal	Guillermo Garcia Ovies	0.25		II
630	CMQ	Havana	Cirquito CMQ S. A.	50.0	DA-2	I-D		CMJR	Camaguey	Org. Insular de Radio S. A.	(0.25-D)	(DA)	II
640	CMHQ	Santa Clara	Cirquito CMQ S. A.	15.0	(DA)	II	(New)		Palma Soriano, Oriente		0.5		II
660	CMCU	Havana	Radio Garcia Serra S. A.	5.0-D		II	1040	CMHF	Santa Clara	Jose Fernandez Aleman	1.0		II
(670)	CMKP	Holguin	(Satellite CMBC Havana)	(1.0)	(DA)	(II-E)	1050	CMKF	Holguin	Manuel J. de Gongova	0.25		IV
	CMHG	Santa Clara	(Synchronized with Camaguey)	1.0-D		II	(1050)	CMHB	Sancti Spiritus	(See 780kc)	(1.0)		(II)
(680)	CMJE	Camaguey	(Satellite CMBC Havana)	0.5-N		(II)	1060	CMCX	Havana	Cirquito Occidental de Radio S. A.	10.0-D		II
680	CMAF	Pinar del Rio		1.0-D		II		CMJA	Camaguey	Rafael Valdes Jimenez	0.25		II
	CMDB	Santiago de Cuba	(Synchronized with CMBC Camaguey)	0.5-N		II	1070	CMKS	Guantanamo	Union Radio S. A.	0.25		II
690	CMBC	Guanahaboa	Radiodif Progreso S. A.	10.0	DA	II	(1070)	CMAB	Pinar del Rio	(See 740 kc)	(5.0-D)		(II)
700	CMBC	Ciego de Avila, Comegney		(50.0)	(DA)	(I-C)	(1080)	CMJM	Ciego de Avila	(See 840 kc)	(0.5)		(II)
720	CMHU	Cienfuegos	Modesto Vasquez Gonzales	1.0-D		II	1090	CMBS	Havana	Enrique Artalejo Fernandez	0.25-D		II
(730)	CMCA	Havana		0.5-N		II		CMHE	Encrucijada	Virgilio R. Diaz Quintanilla	0.25-D		II
740	CMCD	Havana	La Voz del Arie	10.0	(DA-2)	(II)		CMKR	Santiago de Cuba	Jaime Nadal	0.1-N		II
	CMAB	Pinar del Rio		5.0-D	DA	II	1100	CMGW	Matanzas	Ramon A. de Zayas Lopez	1.0-D	(DA)	II
	CMKJ	Holguin	Cirquito CMQ S. A.	5.0		II	(1110)		Guantanamo	Union Radio S. A.	0.25-N		II
760	CMJY	Ciego de Avila	Cadena Oriental de Radio S. A.	1.0		II	1120	CMBY	Havana	Pages y Cia.	0.25		II
(760)	CMCD	Havana	(See 740 kc)	(10.0)	(DA)	(II-E)	(New)		Santiago de Cuba Oriente		0.25		(II-E)
770	CMKC	Santiago de Cuba	Radio Oriente S. A.	1.0		II	1130	CMHM	Santa Clara	Cadena Oriental de Radio S. A.	1.0		II
780	CMHB	Havana	Union Radio S. A.	0.25		II		CMKH	Guantanamo	Luis Coronado Estrada	0.25		II
(780)	CMHD	Santa Clara	(See 890 kc)	(5.0)	(DA)	(II-E)	(1130)	CMHU	Cienfuegos	(See 720 kc)	(0.25)		(II)
790	CMCH	Havana	Radio Cadena Habana S. A.	10.0	(DA)	(III-E)	(1140)	CMKH	Guantanamo	(See 1130 kc)	(0.25)		(II)
800	CMAW	Pinar del Rio	Pedro Redondo Fernandez	0.25		II	1150	CMBK	Havana		0.25		IV
	CMKL	Santiago de Cuba	Cadena Oriental de Radio S. A.	2.0		II		CMDL	Holguin		1.0-D		III
(800)	CMJY	Ciego de Avila	(See 760 kc)	(1.0)		(II)	(1160)	CMJK	Camaguey	Jones, Castrillon y Cia.	0.25-N	(L-KSL)	(II)
810	CMHW	Santa Clara	RHC Cadena Azul S. A.	1.0-D		II	1170	CMAR	Artemisa	Manuel Diaz Autran	1.0	DA-N	II
				0.25-N		II		CMKB	Santiago de Cuba	Union Radio S. A.	1.0		II
820	(New)	Manzanillo Oriente		0.25		II	1190	CMJD	Ciego de Avila	Union Radio S. A.	0.25		III-B
830	CMBZ	Havana	Manuel y Guillermo Salas	5.0-D	DA-N	II		CMK	Havana	Fausto Montiel	0.25		II
				1.0-N	(DA)	(II-E)	1200	CMDD	Bayame, Ote.		0.25		II
840	CMAN	Havana	RHC Cadena Azul S. A.	(5.0)		II	1210	CMHK	Cruces	Virgilio Villanueva Bravo	0.25		II
	CMJM	Havana	RHC Cadena Azul S. A.	1.0		II	1220	CMKO	Holguin	Manuel Angulo Ferran	0.25		II
	CMDQ	Victoria de los Tunas		0.25		II	(1220)	CMHK	Cruces	(See 1210 kc)	(1.0)		(II)
850	CMKU	Santiago de Cuba	Cirquito CMQ S. A.	2.0		II	1230	CMCO	Havana	Edelberto Perez	0.25		IV
(850)	CMJB	Camaguey	(See 880 kc)	(1.0)		(II)		CMJX	Moron	Dr. Pablo Castellanos Caballero	0.25		IV
860	CMBL	Havana	Radio Cadena Suaritos	15.0	DA	(I-C)	1240	CMAD	Artemisa	Manuel Dominguez Motolongo	0.25		IV
880	CMJE	Camaguey	Union Radio S. A.	(25.0)	(DA)	II		CMKE	Victoria de las Tunas	Humberto Anteres Pena	0.25		IV
890	CMHD	Havana	Union Radio S. A.	1.0		II	1240	CMGY	Matanzas		0.25		IV
(New)	CMHD	Victoria de los Tunas		0.25		II	(1240)	CMGW	Matanzas	(See 1100 kc)	(0.5)		(IV-E)
	CMCQ	Havana		0.25		II	1250	CMHP	Cabaiguan	Borgos Enriquez	0.25		IV
900	CMKS	Guantanamo	Candido S. Von Suarez	0.25		II		CMKA	Guantanamo (Santiago de Cuba)	Cadena Oriental de Radio S. A.	0.25		IV
(900)	CMKU	Santiago de Cuba	(See 850 kc)	(2.0)		(II)	1260	CMCI	Havana	Cadena Oriental de Radio S. A.	5.0		III
910	CMCF	Havana	J. Ulloa y Cia.	10.0	(DA)	(III-E)	1270	CMJC	Camaguey	Cadena Camagueyana de Radio	1.0		III-A
920	CMAQ	Havana	Cirquito CMQ S. A.	1.0-D		(III-A)	1280	CMHA	Sagua la Grande	Justitiano Valdes Aguado	0.25		II
	CMJL	Havana	Cirquito CMQ S. A.	(1.0)		(III-A)	1290	CMCW	Havana	Gilb. y Mario Lavin Dominguez	0.25		II
930	CMKN	Santiago de Cuba	RHC Cadena Azul S. A.	5.0	(DA)	(I-D)		CMDC	Holguin	Cadena Oriental de Radio S. A.	1.0		(III-A)
(930)	CMGF	Mantanzas Santa Clara, Los Villas		(10.0)		(III-A)	(1290)	CMKC	Santiago de Cuba	(See 770 kc)	(1.0)		(III)
940				1.0		(III)	(1300)	CMAN	Pinar del Rio	(See 840 kc)	(1.0)		(III)
950	CMBF	Havana	Radio Universal S. A.	0.25	DA-N	II	1300	CMJQ	Nuevitas	Juan Figueras Caballero	1.0		III
950	(New)	Guantanamo, Ote.		(0.25)		II	1310	CMHO	Santa Clara	Org. Insular de Radio	1.0		III-A
960	CMGN	Havana	RHC Cadena Azul S. A.	0.5		(III-B)	(1320)	CMDA	Santiago de Cuba		(1.0)		(III)
	CMJN	Camaguey	RHC Cadena Azul S. A.	1.0		(III-A)	1330	CMCB	Havana	Radio Reloj S. A.	1.0		III-A
				(2.0)		(III)	1340	CMJF	Camaguey	Radio Camaguey	1.0		II
970	CMKD	Holguin	Cadena Oriental de Radio	1.0		(III-A)		CMGU	Matanzas	Cadena Oriental de Radio S. A.	(0.25)		IV
(New)		Santa Clara		0.25		II	(1340)	CMKY	Puerto Padre	(See 1350 kc)	(0.25)		(IV)
						II		CMAL	Pinar del Rio	Radiocidente S. A.	(0.25)		(IV)
						II	1350	CMHJ	Cienfuegos	Union Radio S. A.	0.25		IV
						II		CMKY	Puerto Padre	Pedro Zacca Cheda	(1.0)		(III)
						II	1360	CMOX	Havana		1.0		IV
						II					0.25		IV

Frequency	Call	City	Owner or Operator	Power	DA	Class
(1360)	CMDC	Santiago de Cuba	(See 1290 kc)	(1.0-D) (0.5-N)		(III)
1370	CMJH	Ciego de Avila	Luis Marauri	0.25		IV
1390	CMBX	Havana	Alberto Alvarez	(0.5)		(III)
	CMKX	Bayamo	Alberto Alvarez Ferraera	(0.5) (0.5)		(III)
1400	CMGL	Matanzas	Astides Gervet Villafane	(0.25) (0.5)		(III)
	CMJI	Florida	Cadena Oriental de Radio S. A. Dr. Osvaldo Moran Artega	0.25		IV
	CMKQ	San Luis		0.25		IV
	CMKT	Holguin		0.5		III
1410	CMHC	Santa Clara	(Assigned 1480 kc)	1.0-D 0.5-N		III
1420	(New)	Camaguey		0.25		IV
	(New)	Moron, Cam.		0.25		IV
1430	CMCG	Havana		1.0		III
	CMKZ	Palma Soriano		0.25		IV
1440	CMJW	Camaguey	Maria Dominguez Doussu Andres Moran Cisneros	0.25		IV
(1440)	CMGM	Colon		(0.25)		(IV)
(1450)	CMHL	Sancti Spiritus		(0.25)		(IV)
1460	CMCM	Havana	Cia. Transradio Columbia S. A.	0.25 (0.5)		III
	CMKQ	San Luis	Raul de Arms Trompeta	0.5		III-B
1470	CMGE	Cardenas	Genaro Sabater Fox	0.5		IV
	CMJO	Ciego de Avila	Bonifacio Idelfonso Morales	0.25 (0.5)		IV (III)
1480	CMHX	Cienfuegos	Eugenio Perez Mena	0.25 (0.5)		IV
(1480)	CMHC	Santa Clara		(1.0-D) (0.5-N)		(III)
1490	CMBG	Havana		0.25		IV
	CMKG	Victoria de las Tunas	Ramon Espinosa Perez	0.25		IV
	(New)	Guantanamo, Oriente		0.25		IV
1520	CMBD	Marianao	Luis Perez Garcia	0.25		II
	CMKT	Victoria de las Tunas	Alfr. O. Sanchez Moregon	1.0-D 0.25-N		II
1550		Havana		0.25		II
	(New)	Banes		0.25		II
	(New)	Santiago de Cuba, Ote.	(Provisional assignment)	0.25		II
1560	CMZ	Havana	Ministry of Education	5.0	(DA)	I-B
		Guantanamo		0.25		II
		Banes	(Provisional operation)	0.25		II
(1560)		Santa Clara		(10.0)	(DA)	(I-B)
1580	CMHR	Sagua la Grande		0.25-D 0.1-N		II
(1570)	CMHR	Sagua la Grande (Assignment 1560 kc)		0.25-D 0.1-N		II
(1580)	CMJS	Ciego de Avila		(0.25-D)		(II)
	(New)	Holguin, Ote.		0.25-D		II
	CMJZ	Ciego de Avila, Cam.		0.25		II
1590	CMOA	Havana	Juan Fernandez Duran	0.25		II
(1590)	CMDF	Manzanillo		0.25 (0.25)		IV (II)
	CMHY	Holguin Cabaiguan, Las Villas		0.1		IV

DOMINICAN REPUBLIC

610	HI3J	San Pedros de Marconis		0.5		III
620	HI3T	Ciudad Trujillo	J. Arismendi Trujillo	10.0		I-C
790	HIL	Ciudad Trujillo	Joaquin C. Pellicer	0.5		III-B
820	HI9Z	Santiago	Luis F. Moscoso C.	1.0-D 0.1-N		III-B
950	HIG	Ciudad Trujillo	Andres Cordero Puello	0.25		III-B
1050	HI8B	Santiago		1.0 (0.25)		II (II)
(1050)		Barahona		0.75		III
1220	HIN	Santiago	Partido Dominicano	0.25		IV
1230	HI3A	Barahona		0.25		IV
1240	HI9U	Puerto Plata	Luis A. Pelegrin	0.25		IV
(1250)	HI4C	San Francisco de Macoris	Manuel R. Perlati	(1.0-D) (0.1-N)		(III- IV)
1310	HI3V	Bani	Manuel Bello Hijo	0.5		III
	HI2K	Santiago		0.5		III
(1330)	HI4B	Santiago	Abraham Vanderhorst	0.5		III
1350	HIZ	Ciudad Trujillo	Frank Hatton	1.0		III-B
1360	HI5S	La Romana		1.0-D 0.1-N		III IV
1380	HI6T	Santiago		1.0-D 0.5-N		III
1400	HI3A	Santiago	Expedi Pou	0.25		IV
	HIT	Ciudad Trujillo	Francisco A. Sana-bia	0.25		IV
	HIIL	La Vega	Joaquin C. Pellicer	0.25		IV
1440	HI4F	San Francisco de Macoris		1.0-D 0.1-N		III IV
	HI2R	San Cristobal	Luis Alberti	0.25		IV
	HI5K	Ciudad Trujillo		0.25		IV
1490	HI2H	Ciudad Trujillo	Raf. F. Tavarez L.	0.2		IV
	HI1A	Moca		0.25		IV
	HI2A	Pimental		0.40		IV

HAITI

1300	4VW	Port-au-Prince	Ricardo Wildmaier	0.5		
1470	4VGM	Port-au-Prince	Frank C. Magloire	0.4-SH		

Frequency	Call	City	Owner or Operator	Power	DA	Class
880	ZQI	Kingston	Jamaica Bcstg. Co.	0.5 (5.0)		II (II)

JAMAICA

MEXICO

540	XEWA	S. Luis Potosi, S. L. P.	Cadena Radiodif. Mex. S. A.	150.0	DA-N	I-A
550	XEAF XKEL	Tala, Jal. Jalapa, Ver.	Carlos Ferraez Matos.	0.15 1.0-D 0.25-N 0.25		IV IV
	XEPX XEQW XEUU	La Paz, B. C. Merida, Yuc. Uruapan, Mich.		5.0 0.3	DA-N	III-A IV
560	XEAH XEAJ XEOF XEPL	S. Rosalia, B. C. Tecate, B. C. Mexico, D. F. Ciudad, Cuah-temoc, Chih.	Ignacio Navarro	0.1 0.25 1.0 0.5		IV IV III-B III-B
570	XELQ	Morelia, Mich.	Francisco Laris Iturbide	1.0		III-B
	XERR	Monterrey, N. L.		5.0-D 0.1-N		IV
	XEAV	Guadalajara, Jal.	Manuel Lopez Diaz	25.0	DA	III-A
	XEDZ	Cordoba, Ver.		1.0-D 0.45-N 5.0-D 0.25-N		III-B IV
	(New)	Oaxaca, Oax.		0.25-N		IV
	XEHA	Ciudad Camar-go, Chih.	Hugo Pinera Limas	0.5-D 0.25-N		IV
	XEMU	Piedras Negras, Coah.	Alfonso L. Bres.	5.0-D 0.25-N		IV
580	XEFI	Chihuahua		5.0-D 0.25-N		IV
	XEDZ	Cordoba, Ver.		1.0-D 0.45-N		III-B
	XEHP	Ciudad Victoria, Tamaulipas		1.0-D 1.0-N		IV
590	XEHQ XEPH	Hermosillo, Son. Mexico, D. F.	Radio Hermosillo Cia. Mexico de Radiodif. S. A.	5.0 1.0-N 1.0-N 5.0		III-B III-A
	XERT	Reynosa, Tam.	Ignacio Magallon	5.0-D 0.25-N		IV
600	XEBB	Acapulco, Guerrero		5.0-D 1.0-N		III-A
	XEDN	Torreón, Coah.	Difusora del Norte S. A.	1.0		III-B
	XEDS	Tehuantepec, Oax.		0.5-D 0.1-N		IV
	XEZ	Merida, Yuc.	Jorge L. Palomeque	2.0 0.25-D 0.1-N		III-A IV
	(New)	Patzcuaro, Mich.		0.25		IV
	XEWZ	Guajuato, Gto.	Gonzalo Sanchez Gomez	0.5		III-B
610	XEBX	Sabinas, Coah.	Radiodif. Coahuila S. A.	0.5		III-B
	XEJA	Jalapa, Ver.		1.0-D 0.5-N		III-B
	XELR	Veracruz, Ver.		0.1		IV
	XEUU	Uruapan, Mich.	Ignacio Navarro	5.0-D 1.0-N 5.0-D		III-B III-A III-B
	XEGS	Guasane, Sin.		0.75-N		IV
620	XEBU	Chihuahua, Chih.	Roberto O. Steven-son	1.0-D 0.25-N		IV
	XEGH XEGO	Reynosa, Tam. Progreso, Yuc.		0.25-D 5.0	DA	III III-A
	XENK	Mexico, D. F.	Gral. Brig. P. A. F. Proal Pardo	10.0-D 5.0-N		III-A
	XEEF	Tepic, Nay.		1.0-D 0.25-N		IV
630	XEFB	Monterrey, N. L.	Emis. Inc. de Monterrey S. A.	10.0	DA-N	III-A
	XEFU	Cosamaloapan, Ver.		2.0-D 0.75-N		III-B
	XEJB	Guadalajara, Jal.	State Government	0.5		III-B
	XETS	Tapachula, Chis.	Napoleon Correa	0.5-D 0.25-N		IV
650	XEZM	Zamora, Mich.	La Voz del Comer-cio de Zamora	5.0-D		II
	(New)	Los Mochis, Sin.		0.25-D		II
	(New)	Puerto Vallarta, Jal.		0.25-D		II
660	XEAY	Ciudad Delicia, Chih.		0.5-D		II
	XEBZ	Mexico, D. F.	Vocero Mexicano S. A.	50.0	DA	II
	(New)	Río Verde, S. L. P.		0.1-D		IV
680	XELG	Leon, Gto.	Radio Impuls. del Centro S. A.	5.0	DA-N	II
690	XEAC XEN	Tijuana, B.C. Mexico, D. F.	Jorge I. Rivera Guillemrina P. de Del Conde	5.0 5.0		I-B II
	(New)	Monterrey, N. L.		0.25-D 0.2-N 0.5-D		II-D IV-N II
700	XEDV	Zapopan, Jal.		0.5-D		II
	(New)	Coatepec, Ver.		0.5-D		II
710	XEON	Tuxtla Gu-tierrez, Chia.	Enrique Valero Arambula	2.0-D 1.0-N		II
730	XEX	Mexico, D. F.	Radio de Mexico S. A. de C. V.	500.0	DA	I-A
750		San Luis Potosi		0.25-D		II
760	XEHJ	Tonala, Jal.		1.0-D		III
	XENP	Mexico City		10.0	DA-N	II
770	XECJ	Apatzingan, Mich.		1.0-D		II
	XEHB	San Francisco del Oro, Chih.		0.5-D		II
790	XEBI	Aguaascalientes, Ags.	Pedro C. Rivas	1.0-D 0.25-N		IV
	XEFE	Nuevo Laredo, Tam.	Ruberto Villarreal	1.0-D 0.5-N		III-B
	XENT	LaPaz, B. C.		2.0		III-A

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
	XEPM	Gomez Palacio, Dur.		0.25		IV		XEKD	Ciudad Acuma, Coah.		0.5-D 0.25-N		II
	XERC	Mexico, D. F.	Radio Popular de Mexico	1.0		III-A	1030	XEQR	Mexico, D. F.	Corp. Mexicana de Radio S. A.	10.0-D 1.0-N		II
	XESU	Mexicali, B. C.		1.0-D		III	1050	XED	Mexicali, B. C.	Carlos Blanco	5.0-D 1.0-N	DA-N	II
	XEGZ	Ciudad Lerdo, Dur.		0.25		IV		XEG	Monterrey, N. L.	La Voz de Norteamerica S. A.	100.0		I-A
800	XEAN	Ocotlan, Jal.	Radio Ocotlan S. de R. L.	1.0		II	1060	XEDP	Mexico, D. F.	Radio Gobernacion	50.0	DA-N	I-B
	XEBE	Tijuana, B. C.		0.5-D		II	1080	XEGY	Tehuacan, Pue.		1.0-D 0.5-N		II
	XELO	Ciudad Juarez, Chih.	Cia. Radio de Piedras Negras	150.0		I-A		XETA	Zitacuaro, Mich.		0.5-D 0.15-N		II-D
810	XEFW	Tampico, Tam.	Flores y Martinez	50.0-D 30.0-N	DA-N	II		(New)	Iraquato, Gto.		1.0-D		II
	XETA	Zitacuaro, Mich.		0.5-D		II	1090	XEHR	Pueblo, Pue.	Manuel R. Canale	0.25		II
	XERU	Ciudad Reynosa, Tam.		0.25-D		II		XELB	La Barca, Jal.	Ramon Alvarez Lopez	0.25-D		II
820	XEJD	Cordoba, Ver.	J. Jac Vda. de Zuniga	1.0-D		II		XERB	Rosarito, B. C.	Interamericana de Radio S. A.	50.0	DA-N	I-B
	(New)	Fortin de la Flores, Ver.		1.0-D		III-B		XERG	Nuevo Laredo, Tam.	Reynoldo Garza Alvarez	2.5-D		II
	(New)	Santa Barbara, Chih.		0.5-D		II		XEOD	Boca del Rio, Ver. (provisional assignment)		0.5	DA-N	II
	(New)	Tepic, Nay.		1.0-D		II	1110	XEFL	Rio Bravo, Tam.		0.25-D		II
830	XELA	Mexico, D. F.	Radio Metropolitan S. A.	10.0-D 5.0-N	DA-N	II		XERCN	Mexico, D. F.	Radio Central de Mexico	50.0	DA-N	II
840	XEBA	Guadalajara, Jal.	Jesus D. Gonzales	0.25-D		II		XEIQ	Lagos de Moreno, Jal.		0.25-D		II
	XEGB	Coatzacoalcos, Ver.		0.25-D		II	1120	XETR	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos	1.0-D		II
	XEDZ	Cordoba, Ver.		5.0	DA-N	II	1130	XEFN	Urupan, Mich.		0.25-D		II
850	(New)	Tapachula, Chia.		0.4		II		XEJJ	Jalapa, Ver.	Mariano Caraza	10.0	DA-N	II
	XETQ	Orizaba, Ver.		10.0	DA-2	II	1140	XEFZ	Monterrey, N. L.	Julio Santo Coy	50.0	DA-N	I-B
860	XEDU	Durango, Dur.	Carlos C. Armas	1.0-D 0.5-N		II		XEXO	Nuevo Laredo, Tam.	Alejandro Diaz	50.0		IV
	XEMO	Tijuana, B. C.	Fernando Frederico Ferreira	5.0		II	1150	XEAD	Guadalajara, Jal.		1.0-D 0.125-N		IV
	XEUN	Mexico, D. F.	Universidad Nacional de Mexico	5.0		II		XEJO	Monterrey, N. L.		1.0-D		III
	XENL	Monterrey, N. L.		5.0	DA-N	II		XEJP	Mexico, D. F.	Radio America S. A.	10.0	DA-N	III-
	XEQI	Zamorra, Mich.		1.0	DA-N	II		XEJS	Hidalgo del Parral, Chih.	Alfonso Perez Porras	0.5		III-
	XEFX	Guaymas, Son.		0.25-D		II		XERY	Merida, Yuc.		0.5-D 0.35-N		III-
	(New)	Zapopan, Jal.		0.5-D		I-A		XESO	Ciudad Obregon, Son.		5.0-D 0.3-N		III-
900	XEW	Mexico, D. F.	Cadena Radio-difusora S. A.	250.0		I-A		XEXZ	Zacatecas, Zac.		1.0-D 0.2-N		IV
910	XEAO	Mexicali, B. C.	Juan C. Chavez	0.25		IV	1170	XECD	Puebla, Pue.	Roberto Canedo	0.35		II
920	XEBH	Hermosillo, Son.	Carlos Balderrama	5.0-D 1.0-N		III-B		XEFD	Rio Bravo, Tamaulipas		5.0-D		II
	(New)	Ensonada, B. C.		0.25-D		IV		XEIV	Aguascalientes, Ags.		0.5-D		II
	XEBM	S. Luis Potosi, S. L. P.	Benjamin Briones	5.0-D 1.0-N		III-B		(New)	Nogales, Son.		0.25-D		II
	XEGK	Papantla, Ver.	Eduardo Reynoso Gonzalez	0.25		IV	1180	XEPK	Pachuca, Hgo.	Radio Publ. de Pachuca	1.0-D 0.25-N		II
	XELT	Guadalajara, Jal.		0.25		IV	1190	XERP	Guadalajara, Jal.		10.0		I-B
	XEMJ	Piedras, Negras, Coah.	Jesus L. Elizondo	1.0-D 0.25-N		IV	1200	XELC	La Piedad, Mich.		5.0-D		II
	XEOK	Monterrey, N. L.	Carlos Roa Montes de Oco	1.0-D 0.25-N 0.1		IV	1220	XEB	Mexico, D. F.	El Buen Tono S. A.	100.0		I-A
	XEMD	Gomez Palacio, Dur.		0.1		IV	1240	XEBN	Ciudad Delicias, Chih.		1.0-D 0.25-N		IV
	(New)	Culiacan, Sin.		5.0		III-A		XEBQ	Empalme, Son.	Roberto Gonzalez Mata.	0.5-D 0.25-N		IV
940	XEWV	Mexicali, B. C.	Radio Panamericana S. A.	150.0-D 50.0-N		I-B		XECA	Tampico, Tam.		0.25		IV
	XEQ	Mexico, D. F.		50.0-N		I-B		XECE	Oaxaca, Oax.		0.25		IV
950	XEGM	Tijuana, B. C.	Gustavo Faist Fernandez	3.5-D 2.5-N		III-A		XECG	Nogales, Son.		0.25		IV
960	XEDF	Nuevo Laredo, Tamaulipas	Rafael Tijerina Carranza	5.0	DA-2	III-A		XEFP	Reynosa, Tam.		1.0-D 0.25-N		IV
	XEHK	Guadalajara, Jal.	Francisco E. Fregoso	1.0-D 0.25-N		IV		XEFV	Ciudad Juarez, Chih.	Dario Cordo Rocha	0.25		IV
	XEOP	Hermosillo, Son.		0.5		III-B		XEMQ	Merida, Yuc.	Lazaro Achurra Suarez	1.0-D 0.25-N		IV
	XEU	Veracruz, Ver.	Ferando Pazos Sosa	0.5		III-B		XERZ	Leon, Gto.	Carlos Obregon Padilla	0.25		IV
	XENO	Ciudad Lerdo, Dur.		0.1-D		IV		XES	Tampico, Tam.	Radio Televisora de Tampico	0.25		IV
	XEOS	Chetumal, Q. R.		0.5		III-B		XETC	Torreón, Coah.		0.25		IV
970	XEJ	Ciudad Juarez, Chih.	Pedro Meneses Jr.	10.0-D 5.0-N		III-A		(New)	Nogales, Son.		0.25		IV
	XEK	Mexico, D. F.	Arturo Martinez	1.0-D 0.5-N		III-B	1250	XEAT	Hidalgo del Parral, Chih.	Sucrs. de Jorge Perez	0.25		IV
	XELT	Guadalajara, Jal.	Eduardo Reyonso Gonzalez	0.25		III-B		XEDK	Guadalajara, Jal.	Manuel Lopez Diaz	1.0		III-
	XEMW	Monclova, Coah.		0.15		IV		XEDL	Hermosillo, Son.	Eufemia Esquer de Vidal	0.5		III-
	XEO	Matamoros, Tamaulipas	Can. Mario Gonzalez	1.0-D 0.4-N		III-B		XEJX	Queretaro, Quer.		1.0-D 0.1-N		IV
	XEVV	Villahermosa, Tab.		1.0-D		III-B		XESJ	Saltillo, Coah.	Froylan Mier Narro	1.0-D 0.5-N		III-
	XEHE	Irapuato, Gto.		0.1-N		III-B		XETF	Veracruz, Ver.	Sucrs. de Jose Rodr. Lopez Enrique Maxim.	0.5		III-
	(New)	Los Mochis, Sin.		5.0		III-A		XEBL	Culiacan, Sin.	Gomez Blanco	1.0-D 0.5-N		III-
	(New)	Caborca, Son.		0.25-D		IV		XEDW	Minatitlan, Ver.	Sucrs. de Hector Silva Canto	0.25		IV
980	XEFQ	Cananea, Son.	Pedro L. Diaz	0.5		III-B		XEL	Mexico, D. F.	Herdez S. A.	5.0-D 1.0-N		III-
	XEHG	Navojoa, Son.		1.0-D 0.25		IV		XEMF	Monclova, Coah.	Alfonso L. Bres.	0.25		IV
	XEJC	Cuernavaca, Mor.	Ed. Jimenez de la Cuesta	0.25-N		IV		XEPO	San Luis Potosi, S. L. P.	Alejandro Espinosa Pitman	0.25		IV
	XETU	Tampico, Tam.	Impuls. Moderna del Radio S. A.	1.0		III-B	1280	XER	Linares, N. L.	Radio Linares S. A.	1.0-D 0.25-N		IV
	XEXT	Tepic, Nay.		1.0		III-A		XEBL	Culiacan, Sin.		5.0-D 0.5-N		III-
	XEPA	San Andres Tuxtla, Ver.	State Government	0.25		IV		(KECV)	Ciudad Valles, S. L. P.		1.0-D		III
	XENR	Nueva Rosita, Coah.		5.0-D 0.5-N		III-B	1270	XEAX	Oaxaca, Oax.	Delia Rodriguez de Marquez	1.0-D 0.5-N		III-
990	XEBC	Ciudad Guzman, Jal.	Roberto Chavez Gonzalez	5.0		II		XEAZ	Tijuana, B. C.	Fernando Sanchez Mayans	0.5		III-
	XECL	Mexicali, B. C.	Alfonso A. Lacarra	0.1-N		II		XEFM	Leon, Gto.		0.1		IV
	XET	Monterrey, N. L.	El Pregonere del Norte	50.0-D 5.0-N 0.5-D		II		XEGL	Navajoa, Son.	Fausto M. Gomez	0.5		III-
	XEER	Ciudad, Cuahu-temoc Mexico, D. F.	Fomento de Radio S. A.	10.0		I-B		XEGW	Acambaro, Gto.		0.25		III-
1000	XEOY	Mexico, D. F.		10.0		I-B		XEME	Merida, Yuc.		0.5		III-
1010	XEDX	El Sauzal, B. C.		0.25-D		II		XEOH	Ciudad Camar-go, Chih.		0.15		IV
	XEHL	Guadalajara, Jal.	Radiodif. de Occidente S. A.	10.0-D 5.0-N		II							
	XETX	Nuevo Casas Grandes, Chih.	Laureano Molinar Contreras	1.0-D 0.25-N		II							

Frequency	Call	City	Owner or Operator	Power	DA	Class	Frequency	Call	City	Owner or Operator	Power	DA	Class
	XEZU	Zacapu, Mich.	Guillermo Calzada Cervantes	0.25		IV		XEDG	Guadalajara, Jal.		0.5		III-B
	XEEC	Mazatlan, Sin.		0.25		IV		XEHF	Nogales, Son.	Gaston Mascarenas	1.0		III-A
	XEKX	Leon, Gto.		0.7-D		IV		XEHG	Mexicali, B. C.		0.5-D		III-B
		Nogales, Sonora		0.15-N				XEMR	Monterrey, N. L.	Enrique Serna Martinez	10.0	DA-N	III-A
1280	XEAG	Cordoba, Ver.	Luz Maria Zuniga de Miguel	0.25-D		IV		XETO	Tampico, Tam.	Radio Tiempo S. de R. L. de C. V.	0.25		
	XEAW	Monterrey, N. L.	Jesus D. Gonzalez	1.0		III-B		XENU	Nuevo Laredo, Tam.		0.25-D		IV
	XEBW	Chihuahua, Chih.	Radioemisora del Norte	5.0-D		III-B		XERM	San Andres Tuxtla, Ver.		0.50-D		IV
	XEE	Durango, Dur.	Jose Valenzuela	0.5-N				(New)	Fortin de la Flores, Ver.		0.1-N		IV
	XEGJ	Guadalajara, Jal.	Quirino Francisco Gonzalez	1.0-D		IV	1380	XELF	Nueva Rosita, Coah.		0.5-D		IV
	XELK	Zacatecas, Zac.	Macias y Acevedo	0.25		IV		XEMX	Mexico, D. F.	Publ. Com. de Mexico S. A.	5.0		III-A
	XERL	Colima, Col.	J. Roberto Levy	0.25		IV		XERK	Tepic, Nay.	Dario Mondragon	1.0-D		III-B
	XESQ	San Miguel Allende, Gto.		0.1		IV		XETZ	Villahermosa, Tab.		0.5-N		IV
1290	XEUT	Colima		0.25		IV		(New)	La Paz, B. C.		0.25		IV
	XEAP	Ciudad Obregon, Son.	Emilio Manzanilla	1.0		IV	1390	XEM	Chihuahua, Chih.	Pedro Meneses Jr.	0.5		III-B
	XEDA	Mexico, D. F.	Publ. Com. de Mexico S. A.	0.1		III-A		XEOR	Reynosa, Tam.	Cond. S. Vda. de Gonzalez	1.0		III-B
1300	XELX	Jiquilpan, Mich.		1.0-D		III		XERW	Leon, Gto.	Augustin Obregon Padilla	0.25		IV
	XEGA	San Andres Tuxtla, Ver.		0.5		III-B		XETK	Mazatlan, Sin.	Radio Emisoras de Occidente	0.5		III-B
	XECQ	Culiacan, Sin.	Radio Culiacan S. A.	1.0-D		III-B		XETL	Tuxpan, Ver.	Calixte Almazan	1.0		III-B
	XELE	Tampico, Tam.		0.5-N		IV		(New)	Tehuantepec, Oax.		2.5-D		III-B
	XEP	Ciudad Juarez, Chih.	Esteban Parra	1.0-D		III-B	1400	XEAB	Santa Ana, Son.	Alfredo Marin Castro	1.0-D		IV
	XESF	Morelia, Mich.	Jose Martinez Ramirez	0.5		III-B		XEAJ	Navojua, Son.		0.25-N		IV
	XEXW	Nogales, Son.		1.0-D		IV		XECN	Progreso, Yuc.		0.1		IV
	(New)	Martinez de la Torre, Ver.		0.25-D		IV		XECS	Manzanillo, Col.		0.25		IV
1310	XEAL	La Paz, B. C.		0.1-N		III-B		XEDE	Saltillo, Coah.	Enrique Matrinez y Martinez	1.0-D		IV
	XEAM	Matamoros, Tamaulipas	Manuel L. Salinas	0.5		IV		XEDQ	Santiago Tuxtla, Ver.		0.25-N		IV
	XEBP	Torreón, Coah.	La Voz de la Laguna S. A.	1.0-D		IV		XEDU	Durango, Dur.	Carlos C. Armas Tiburcio Ponce	0.25		IV
	XEC	Tijuana, B. C.	Luis Enrique Enciso	0.25-N		IV		XEI	Morelia, Mich.		1.0-D		IV
	XEFH	Agua Prieta, Son.	Jesus Rodriguez Verdugo	0.25		III		XEJA	Jalapa, Ver.	Adolfo Alvarez	0.1		IV
	XEHV	Veracruz, Ver.	Sucrs. de Juan A. Palavicini	1.0-D		III-A		XEYJ	Nueva Rosita, Coah.		0.5-D		IV
	XEJE	Guadalajara, Jal.	Difusoras de Occidente S. A.	1.0		IV		XEKJ	Acapulco, Gro.	Ramon Ortega Escobedo	0.15-N		IV
1320	XEAI	Mexico, D. F.	G. N. Medina y Loc. Ag. Ramos	0.25		III-B		XEMH	Merida, Yuc.	Man. Aranzo Lcheverria	1.0-D		IV
	XEJZ	Ciudad Jimenez, Chih.		0.5		III-B		XEPF	Ensenada, B. C.	Luis Enrique Enciso	0.2		IV
	XERJ	Mazatlan, Sin.	Oscar Perez E.	0.5-D		IV-N		XEPO	San Luis Potosi, S. L. P.	Alejandro Espinosa Pitman	0.1		IV
	XESR	Santa Rosalia, B. C.		0.25-N		III-B		XERS	Gomez Palacio, Dur.		0.25		IV
	XESY	Magdalena, Son.		0.5		IV		XESB	Santa Barbara, Chih.	Domingo Salayandia Nejera	0.15		IV
	(New)	Montemorelos, N. L.		0.25-D		IV		XESP	San Pedro Tlaquepaque, Jal.	Herminto Macias Alonso	1.0-D		IV
1330	XEUI	Teapa, Tab.		0.1		III-B		XETO	Tampico, Tam.	Radio Tiempo S. de R. I. de C. V.	0.25-N		IV
	XEBO	Irapuato, Gto.	Alfonso Martinez	0.5		III-B		XETX	N. Casas Grandes, Chih.	Laureano Mollnar Contreras	0.25		IV
	XEEA	Salina Cruz, Oax.		0.5		III-B		XEWF	Cuautla, Mor.	Fernando Diaz Enriquez	0.1		IV
	XEFC	Merida, Yuc.	Rafael Rivas Franco	0.5		III-A		XEXB	Jalapa, Ver.		0.5-D		IV
	XEFJ	Teziutland, Pue.		1.0-D		III-B	1410	XEAS	Neuvo Laredo, Tam.	Jose Maria Villarreal	0.25-N		IV
	XEKS	Saltillo, Coah.	Efraim Lopez	0.1		IV		XEBS	Mexico, D. F.	Hispano Mexicano S.A.	5.0-D		III-A
1340	XEAA	Mexicali, B. C.	Consuelo Tonnela King	0.25		IV		XECF	Los Mochis, Sin.	Francisco Perez H.	1.0-N		III-B
	XEBJ	Ciudad Victoria, Tam.	Fernando Elizalde	0.25		IV		XEWM	Villahermosa, Tab.		1.0-D		III-D
	XEBK	Nuevo Laredo, Tam.	Juan Manuel Cortes	0.1		IV		(New)	San Pedro de las Colonias, Coah.		0.5-N		IV
	XECI	Acapulco, Gro.		0.25		IV	1420	XEEP	La Paz, B. C.		0.5		II
	XECK	Durango, Dur.		1.0-D		IV		XEF	Ciudad Juarez, Chih.	Jose Carlos Amaya	5.0-D		III-B
	XECR	Morelia, Mich.		0.25-N		IV		XEFS	Cuernavaca, Mor.		0.5-N		IV
	XEDH	Villa Acuna, Coah.	Oscar Gonzalez Galindo	0.25-D		IV		XEH	Monterrey, N. L.	Radio Tarnava S. de R. L.	1.0		III-A
	XEFA	Jalapa, Ver.	Adolfo Alvarez	0.1-N		IV		XEJC	Cuernavaca, Mor.	Miguel Angel T. Benitez	0.25		
	XEJK	Ciudad Delicias, Chih.	Amador Ronquillo Reza	0.25		IV		XEOW	Mazatlan, Sin.	Alexandro A. Schober	1.0-D		III-B
	XELW	Guadalajara, Jal.	Salvador Galindo de la Torre	0.25		IV		XETK	Pachuca, Hgo.		0.5-N		IV
	XEMA	Fresnillo, Zac.	Jose Miguel Acevedo Moya	0.25		IV		XEWE	Irapuato, Gto.	Felipe Gallardo	1.0-D		IV
	XEMT	Matamoros, Tamaulipas	Severo Garza Saenz	0.25		IV		XEWJ	Tehuacan, Pue.	Jaime Retif Del Morel	0.15-N		IV
	XEOM	Coatzacoalcas, Ver.	Daniel Schact Perez	1.0-D		IV		XEXX	Tijuana, B. C.	Jose J. Clark, Fern. Fed. Ferrei	0.175-N		IV
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	0.25-N		IV		(New)	Matamoros, Tamaulipas		0.25		IV
	XESL	San Luis Potosi, S. L. P.	Guadalupe Delgada Ramirez	1.0-D		IV	1430	XECZ	San Luis Potosi, S. L. P.	Radiodif. Mexicana	1.0		III-A
	XEUX	Tuxpan, Nay.	Salvador Hrena Benitez	0.5-D		IV		XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	1.0-D		III-B
1350	XEQK	Mexico, D. F.	Guillermo Morales B.	0.25-N		III-A		XERN	Nueva Rosita, Coah.		0.5-N		IV
	XETB	Torreón, Coah.	Radio Laguna S. A.	1.0		III-B		XEHD	Ciudad Miguel Aleman, Tam.		2.0-D		IV
	XETM	Naco, Son.	Jesus Manuel Franco	0.25-N		III-B	1440	XENP	Salamanca, Gto.		0.15-N		IV
	(New)	Oaxaca, Oax.		1.0		III		XEHA	C. Carmargo, Chih.		0.25-D		IV
1360	XEKF	Iguala, Gro.	Rafael Campos Marquina	1.0-D		III-B		XELZ	Mexico, D. F.	Maria Cardena de Zetina	5.0-D		III-A
	XEUE	Tuxtilla Gutierrez, Chi.		0.5-N		III-B		(New)	Rosario, Sin.		1.0-N		III-B
	XESA	Culiacan, Sin.	Pablos y Elizalde	1.0-D		III-B		(New)	Parras, Coah.		0.25		III
	XEY	Celaya, Gto.		0.5-N		IV					5.0-D		
1370	XEA	Campeche, Camp.	Casanova Brito	1.0-D		III-B					1.0-N		

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
1450	XECB	San Luis Rio Colorado, Son.	Carlos Elando	0.25		IV	XEGT	Zamora, Mich.	Radio Zamora S. de R. L.	0.25			IV
	XECM	Ciudad Mante, Tam.		0.1-D		IV	XEGU	Huachinango, Pue.		0.25-D			III-B
	XECP	Ciudad Victoria, Tam.		0.25-N		IV	XEJR	Hidalgo del Parral, Chih.		0.1			IV
	XECT	Ojinaga, Chih.		0.25		IV	XEMH	Merida, Yuc.	Alvaro Barquet Y.	0.25			IV
	XEDJ	Magdalena, Son.	Jesus L. Rochin	0.1		IV	XEOB	Torreón, Leon		0.25			IV
	XEDY	Merida, Yuc.		0.25		IV	XERA	Chihuahua, Chih.	Red Nacional Radionacional S. A.	0.25			IV
	XETO	Tecuala, Nay.		0.125		IV	XERO	Agua Calientes, Ags.	Radio Hidrotermostata	0.25			IV
	XEFY	Ensenada, B. C.		0.1		IV	XESM	Mexico, D. F.	Salvador San Martin	5.0			
	XEGC	Sahuayo, Mich.	Alberto Barragan Degollado	0.5-D		IV	XEWG	Ciudad Juarez, Chih.	Carlos Mendez	0.25			IV
	XEGF	Cullacan, Sin.		0.25		IV	XEXU	Saltillo, Coah.		0.1			IV
	XEJM	Monterrey, N. L.		0.25		IV	XEMS	Matamoros, Tamauilpas		0.25			IV
	XEJX	Queretaro, Qro.	Radio Emsora	0.25		IV	(New) XERH	Cullacan, Sin.	"A.R.S.E." S. A.	0.25		DA-N	II
	XENA	Queretaro, Qro.	Ramon Rodriguez Familiar	1.0-D		IV	XEUH	Mexico, D. F.		20.0			II
	XEPP	Orizaba, Ver.	Radio Impulsora de Orizaba	0.25		IV	XEDB	(New) Ensenada, B. C.		0.5-D			II
	XERK	Tepic, Nay.		0.1		IV	XEGD	Tehuacan, Pue.		0.25			II
	XESZ	Zihuatanejo, Gro.		0.25		IV	XEHT	Huamantla, Tlax.	Alf. Macia y Mario Pardo S.	1.0			II
	XEVH	Vallehermoso, Tamauilpas		1.0-D		IV	XENA	Queretaro, Qro.	Ramon Rodriguez Familiar	1.0			II
	XEXZ	Zacatecas, Zac.	Manuel Llamas Flex	0.25-D		IV	XEFR	Mexico, D. F.		5.0		DA-N	II
	KEYZ	Agua Calientes, Ags.	Luis Chavez Calvillo	0.1		IV	XENC	Celaya, Gto.	El Heraldo del Bajío	0.25			II
1460	XEHX	Ciudad Obregon, Son.		1.0-D		IV	XEQN	Hermosillo, Son.		5.0			II
	XELX	Zitacuaro, Mich.		10.0	DA-N	III-A	(New) El Grullo, Jal.		0.5-D				II
	XECA	Tampico, Tam.	Difusora Portena S. de R. L.	1.0		III-B	XEBG	Tijuana, B. C.	Octavio B. Lelevier	1.0			II
	XESH	Sabinas, Coah.		1.0-D		III-B	XEML	Mexico, D. F.	Roberto Valegi Esparza	2.0			II
	XETU	Tampico, Tam.	Impuls. Moderna del Radio	1.0		IV	XEXO	Nuevo Laredo, N. L.		50.0		DA-N	I-B
	XEXQ	San Luis Potosi, S. L. P.		0.25		IV	XEDC	Agua Calientes, Ags.		0.25			II
	KEYC	Ciudad Juarez, Chih.	Ysela Fern. Caball. de Yanez	1.0		III-B	XEDD	Monterrey, N. L.		0.5-D			II
	XEUJ	Ciudad del Carmen, Cam.		0.25		IV	XEQZ	Ciudad Clauhtemoc, Chih.		5.0-D			II
	XEHE	Atotonilco el Alto, Jal.		0.25-D		IV	XERX	Salamanca, Gto.	Ernesto Bravo Vargas	1.0-D			II
1470	XEAU	Tijuana, B. C.	Manuel Acuna Varela	5.0		III-A	(New) Tonantzintla, Puebla		0.25-N				II
	XECU	Los Mochis, Sin.	Luis Perez Gomez	0.25		IV	XEDI	Queretaro, Que.		1.0-D			II
	XEHI	Ciudad Miguel Aleman, Tam.		0.5-D		IV	XERF	Mexicali, B. C.	Cia. Radiodif. de Coahuila S. A.	1.0-D			I-A
	XERL	Colima, Col.		1.0-D		IV	XEDM	Hermosillo, Son.	Cia. Radio Pacifico	250.0			II
	XESM	Mexico, D. F.	Salvador San Martin	5.0		III-A	XEGP	Morelia, Mich.		50.0			III-B
	(New) XEAR	Durango, Dur.	Alfonso Flores Lopez	0.35		IV	XEMM	Morelia, Mich.		0.5			II
1480	KEFO	Poza Rica, Ver.		1.0-D		III-B	XENQ	Tulancingo, Hgo.		5.0-D			II
	XECA	Ciudad Ixtepac, Oax.		5.0-D		III-B	XEGQ	Monterrey, N. L.		5.0		DA-N	III-B
	XEGX	San Luis de la Paz, Gto.		5.0-D		IV	XEKT	Tecate, B. C.		1.0-D			III-A
	XEAQ	Agua Prieta, Son.	Manuel Rodriguez	0.25		IV	XEMC	Mexico, D. F.	Dol. G. Estrada de Ferreiro	5.0			III-A
1490	XECH	Toluca, Mex.		0.25		IV	XENS	Nogales, Son.		5.0			III-A
	XECV	Guasave, Sin.	Rodolfo Llamas	0.25		IV	(New) XEAE	Villa Acuna, Coah.		0.25-D			IV
	XECW	Veracruz, Ver.		0.1		IV	XEDO	Acapulco, Gro.	Heriberto Guizar Castro	5.0			III-A
	XEDR	Guaymas, Son.	Sucrs. de Modesto Ortega.	0.5-D		IV	XEGW	Acambaro, Gto.		0.5			I-B
	XEFF	Matehuala, S. L. P.		0.25-N		IV				0.5-D			IV

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA.....Sackville, N. B.	CFNB..Frederick, N. B.	CHRL.....Roberval, Que.	CJSO.....Sorel, Que.	CKNX.....Wingham, Ont
CBE.....Windsor, Ont.	CFNS..Saskatoon, Sask.	CHSJ.....St. John, N. B.	CJSF..Leamington, Ont.	CKOC.....Hamilton, Ont
CBF.....Montreal, Que.	CFOB..Fort Frances, Ont.	CHUB.....Nanaimo, B. C.	CJVI.....Victoria, B. C.	CKOK..Penticton, B. C
CBG.....Gander, Nfld.	CFOR.....Orillia, Ont.	CHUM.....Toronto, Ont.	CKAK..Montreal, Que.	CKOM..Saskatoon, Sask
CBH.....Halifax, N. S.	CFOS..Owen Sound, Ont.	CHVC..Niagara Falls, Ont.	CKBB.....Barrie, Ont.	CKOT..Tillsonburg, Ont
CBJ.....Sydney, N. S.	CFPA..Port Arthur, Ont.	CHWK..Chilliwack, B. C.	CKBC.....Bathurst, N. B.	CKOV.....Kelowna, B. C
CBJ.....Chicoutimi, Que.	CFPR..Prince Rupert, B.C.	CJAD.....Montreal, Que.	CKBI..Prince Albert, Sask.	CKOX.....Woodstock, Ont
CBK.....Watrous, Sask.	CFPL.....London, Ont.	CJAT.....Trail, B. C.	CKBL.....Matane, Que.	CKOY.....Ottawa, Ont
CBL.....Toronto, Ont.	CFQC.....Saskatoon, Sask.	CJAV..Port Alberno, B. C.	CKBM..Montmagny, Que.	CKPC.....Brantford, Ont
CBM.....Montreal, Que.	CFRA.....Ottawa, Ont.	CJBE.....Toronto, Ont.	CKBW..Bridgewater, N. S.	CKPG..Prince George, B.C
CBN.....St. John's, Nfld.	CFRB.....Toronto, Ont.	CJBQ.....Belleville, Ont.	CKCH.....Hull, Que.	CKPR..Fort William, Ont
CBO.....Ottawa, Ont.	CFRC.....Kingston, Ont.	CJBR.....Rimouski, Que.	CKCK.....Regina, Sask.	CKRB.....St. Georges d
CBU.....Vancouver, B. C.	CFRG..Gravelbourg, Sask.	CJCA.....Edmonton, Alta.	CKCL.....Truro, N. S.	CKRC.....Winnipeg, Man
CBT.....Grand Falls, Nfld.	CFRN.....Edmonton, Alta.	CJCB.....Sydney, N. S.	CKCR.....Kitchener, Ont.	CKRD.....Red Deer, Alta
CBV.....Quebec, Que.	CFUN..Vancouver, B. C.	CJCH.....Halifax, N. S.	CKCV.....Quebec, Que.	CKRM.....Regina, Sask
CBW.....Winnipeg, Man.	CFYK..Yellowknife, N.W.T.	CJCS.....Stratford, Ont.	CKCW.....Moncton, N. B.	CKRN.....Rouyn, Que
CBX.....Edmonton, Alta.	CFYT.....Dawson, Y. T.	CJDC..Dawson Creek, B.C.	CKDA.....Victoria, B. C.	CKRS.....Jonquiere, Que
CBY..Corner Brook, Nfld.	CHAB.....Moose Jaw, Sask.	CJEM..Edmondston, N. B.	CKDM.....Dauphin, Man.	CKSB..St. Boniface, Man
CFAB.....Windsor, N. S.	CHAD.....Amos, Que.	CJET.....Smith Falls, Ont.	CKEC..New Glasgow, N.S.	CKSF.....Cornwall, Ont
CFAC.....Calgary, Alta.	CHAK.....Aklavik, N.W.T.	CJFP.....Riviere du Loup, Que.	CKEN.....Kentville, N.S.	CKSM..Shawinigan Falls
CFAB.....Moncton, N. B.	CHAT..Medicine Hat, Alta.	CJFX.....Antigonish, N. S.	CKEY.....Toronto, Ont.	CKSO.....Sudbury, Ont
CFAR.....Flin Flon, Man.	CHED.....Edmonton, Alta.	CJGX.....Yorkton, Sask.	CKFH.....Toronto, Ont.	CKTB..St. Catharines, Ont
CFBC.....St. John, N. B.	CHEF.....Granby, Que.	CJIB.....Vernon, B. C.	CKGB.....Eastview, Ont.	CKTR..Three Rivers, Que
CFBM.....Brochet, Man.	CHEX..Peterborough, Ont.	CJIC.....Sault Ste. Marie, Que.	CKGR.....Galt, Ont.	CKTS..Sherbrooke, Que
CFCE.....Montreal, Que.	CHFA.....Edmonton, Alta.	CJKL..Kirkland Lake, Ont.	CKIL.....St. Jerome, Que.	CKUA.....Edmonton, Alta
CFCH.....North Bay, Ont.	CHGB.....St. Anne de la Pocatiere, Que.	CJLS.....Yarmouth, N. S.	CKIL.....Oshawa, Ont.	CKVD.....Val d'Or, Que
CFCL.....Timmins, Ont.	CHLN..Three Rivers, Que.	CJMS.....Montreal, Que.	CKLC.....Kingston, Ont.	CKVL.....Verdun, Que
CFCN.....Calgary, Alta.	CHLO.....St. Thomas, Ont.	CJMT.....Chicoutimi, Que.	CKLD.....Thetford Mines, Ont.	CKVM.....Ville Marie, Que
CFCO.....Chatham, Ont.	CHLP.....Montreal, Que.	CJNB.....North Battleford, Sask.	CKLG..North Vancouver, B. C.	CKWS.....Kingston, Ont
CFCW.....Camrose, Alta.	CHLT.....Sherbrooke, Que.	CJOB.....Winnipeg, Man.	CKLN.....Nelson, B. C.	CKWX.....Vancouver, B. C
CFCY..Charlottetown, P.E.I.	CHML.....Hamilton, Ont.	CJOC.....Lethbridge, Alta.	CKLS.....La Sarre, Que.	CKX.....Brandon, Man
CFDA..Victoriaville, Que.	CHNC..New Carlisle, Que.	CJON.....St. John's, Nfld.	CKLW.....Windsor, Ont.	CKXL.....Calgary, Alta
CFDP.....Grande Prairie, Alta.	CHNS.....Halifax, N. S.	CJOR.....Vancouver, B. C.	CKLY.....Lindsay, Ont.	CKY.....Winnipeg, Man
CFGT..St. Joseph d'Alma, Que.	CHOK.....Sarnia, Ont.	CJOY.....Quebec, Ont.	CKMR..Newcastle, N. B.	CKYL..Peace River, Alta
CFHU..Hay River, N.W.T.	CHOC.....Pembroke, Ont.	CJQC.....Quebec, Que.	CKNB..Campbellton, N.B.	VOAR.....St. John's, Nfld
CFJB.....Brampton, Ont.	CHRC.....Quebec, Que.	CJRL.....Kenora, Ont.	CKNW..New Westminster, B. C.	VOCM..St. John's, Nfld
CFJC.....Kamloops, B. C.	CHRD.....Drummondville, Que.	CJRW..Summerside, P.E.I.		VOWR.....St. John's, Nfld
CFJR.....Brockville, Ont.				

* 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, 1956

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	Call Letters	Location	Power in Watts	
540 Kilocycles	Waltrous, Sask.	50,000	690 Kilocycles	Montreal, Que.	50,000	940 Kilocycles	Montreal, Que.	50,000	CKSM	Shawinigan Falls, B. C.	1,000	CJDC	Dawson Creek, B. C.	1,000	
550 Kilocycles	Fredericton, N. B.	5,000-DA-N	710 Kilocycles	Ville Marie, Que.	1,000	950 Kilocycles	Campbellton, N. B.	1,000	CFPA	Port Arthur, Ont.	250	CBT	Grand Falls, Nfld.	1,000	
CHLN	Three Rivers, Que.	(DA) 5,000	CJSP	Leamington, Ont.	250	CKNB	Calgary, Alta.	1,000	CKSF	Cornwall, Ont.	250	CKTR	Three Rivers, Que.	1,000-DA-1	
CKPG	Prince George, B. C.	5,000-DA-2	CFRG	Gravelbourg, Sask.	5,000-D	CFAC	Halifax, N. S.	5,000-DA-N	CJBQ	Belleville, Ont.	250	CKLB	Oshawa, Ont.	5,000	
560 Kilocycles	Kirkland Lake, Ont.	5,000-DA-N	CKAC	Montreal, Que.	10,000-D	CHNS	Kingston, Ont.	5,000	CFYT	Dawson, Y. T.	100	CKEN	Kentville, N. S.	1,000-DA-N	
CJKL	Ottawa, Ont.	5,000-DA-1	740 Kilocycles	Toronto, Ont.	50,000	CKWS	Hull, Que.	5,000	CHWK	Chilliwack, B. C.	250	CKPC	1380 Kilocycles	Brantford, Ont.	1,000-DA-N
CFRA	Edmonton, N. B.	1,000-DA-N	790 Kilocycles	Sudbury, Ont.	5,000-DA-N	CKCH	Regina, Sask.	5,000-DA-N	CKVD	Val d'Or, Que.	250	CFDA	Victoriaville, Que.	1,000-DA-N	
570 Kilocycles	Edmonton, N. B.	1,000-DA-N	CKSO	Sudbury, Ont.	5,000-DA-N	CKRM	Regina, Sask.	5,000-DA-N	CKBB	Barrie, Ont.	250	CKLC	Kingston, Ont.	1,000-DA-1	
CJEM	Edmonton, N. B.	1,000-DA-N	CBY	Corner Brook, Nfld.	1,000	CKRW	Quebec, Que.	1,000	CKLD	Thetford Mines, Que.	250	1400 Kilocycles	Rouyn, Que.	250	
580 Kilocycles	Antigonish, N. S.	5,000	CKMR	Newcastle, N. B.	1,000	CFPL	London, Ont.	5,000-DA-2	VOAR	St. John's, Nfld.	100	CKRN	Swift Current, Sask.	250	
CJFX	Edmonton, Alta.	1,000	CKOK	Penticton, B. C.	500-N	CFPR	London, Ont.	5,000-DA-2	CFHR	Hay River, N. W. T.	100	CJFP	Riviere du Loup, Que.	250	
CKUA	Fort William, Ont.	1,000	CJAD	Montreal, Que.	10,000-DA	CJAV	Port Albert, B. C.	250	CKEC	New Glasgow, N. S.	250	CKFH	Toronto, Ont.	250	
CKPR	Toronto, Ont.	1,000	CHAB	Moose Jaw, Sask.	5,000-DA	CJRW	Summerside, P. E. I.	250	CFCW	Camrose, Alta.	250	CKRB	Ville St. Georges, Que.	250	
CKEY	Toronto, Ont.	5,000-D	CKLW	Windsor, Ont.	5,000-DA-2	CKBL	Matane, Que.	5,000-DA-1	CKGV	Eastview, Ont.	250	CKBC	Bathurst, N. B.	250	
CKY	Winnipeg, Man.	5,000-DA	CHRC	Quebec, Que.	5,000-DA	CKSB	St. Boniface, Man.	1,000	CKGO	Eastview, Ont.	250-DA-1	CKCY	Sault Ste. Marie, Ont.	250	
CFCL	Timmins, Ont.	1,000-DA-N	CKOK	Penticton, B. C.	500-N	CKBL	Matane, Que.	5,000-DA-1	1250 Kilocycles	St. Boniface, Man.	(DA) 1,000	CFUN	1410 Kilocycles	Vancouver, B. C.	1,000
590 Kilocycles	Flin Flon, Man.	1,000	CFOB	Fort Francis, Ont.	1,000-DA	CKBL	Matane, Que.	5,000-DA-1	CKSB	St. Boniface, Man.	(DA) 1,000	CHLP	Montreal, Que.	1,000-DA	
CFAR	St. John's, Nfld.	1,000	VOWR	St. John's, Nfld.	1,000	CKBL	Matane, Que.	5,000-DA-1	CFRN	Edmonton, Alta.	5,000	CKOM	1420 Kilocycles	Saskatoon, Sask.	5,000-DA-N
VOCM	Jonquiere, Que.	1,000-DA-1	CKRD	Red Deer, Alta.	1,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CJCB	Sydney, N. S.	5,000-D	CHEX	1430 Kilocycles	Peterborough, Ont.	1,000-DA
CKRS	Jonquiere, Que.	1,000-DA-1	CKVL	Verdun, Que.	10,000-DA-2	CKBL	Matane, Que.	5,000-DA-1	CHAT	Medicine Hat, Alta.	1,000-DA	1450 Kilocycles	Brockville, Ont.	250	
600 Kilocycles	Vancouver, B. C.	5,000-DA	CJBC	Toronto, Ont.	50,000	CKBL	Matane, Que.	5,000-DA-1	CFGT	St. Joseph d'Alma, Que.	1,000-DA-N	CFJR	Brockville, Ont.	250	
CJOR	Vancouver, B. C.	5,000-DA	CJVI	Victoria, B. C.	5,000-DA	CKBL	Matane, Que.	5,000-DA-1	CKCV	Quebec, Que.	1,000-DA-N	CFBM	Brochet, Man.	100	
CFQC	Saskatoon, Sask.	5,000-DA	CJBR	Rimouski, Que.	10,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CJMS	Montreal, Que.	5,000-DA-1	CFEF	Cranby, Que.	250	
CFCF	Montreal, Que.	5,000-DA	CHML	Hamilton, Ont.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CKDA	Victoria, B. C.	5,000	CFAB	Windsor, N. S.	250	
CJCH	North Bay, Ont.	1,000-DA	CKBI	Prince Albert, Sask.	5,000-DA-2	CKBL	Matane, Que.	5,000-DA-1	1290 Kilocycles	London, Ont.	5,000	CJMT	Chicoutimi, Que.	250	
JKCL	Truro, N. S.	1,000-DA-1	CHLT	Sherbrooke, Que.	1,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CKDA	Victoria, B. C.	5,000	CJNB	North Battleford, Sask.	1,000	
610 Kilocycles	Trail, B. C.	1,000	*CKJL	St. Jerome, Que.	1,000-DA-1	CKBL	Matane, Que.	5,000-DA-1	1300 Kilocycles	Moncton, N. B.	5,000	CFOS	1470 Kilocycles	Owen Sound, Ont.	1,000-DA-N
CJAT	New Carlisle, Que.	5,000-DA	CHNO	Sudbury, Ont.	1,000	CKBL	Matane, Que.	5,000-DA-1	1310 Kilocycles	Ottawa, Ont.	5,000-D	CKCR	1490 Kilocycles	Kitchener, Ont.	250
CHNC	New Carlisle, Que.	5,000-DA	CBO	Ottawa, Ont.	5,000	CKBL	Matane, Que.	5,000-DA-1	CKOY	Ottawa, Ont.	5,000-D	CFRC	Kingston, Ont.	100	
620 Kilocycles	Regina, Sask.	5,000-DA-N	CFJC	Kamloops, B. C.	1,000	CKBL	Matane, Que.	5,000-DA-1	1320 Kilocycles	New Westminster, B. C.	5,000-DA-N	CJUC	Sault Ste. Marie, Ont.	250	
JKCK	Regina, Sask.	5,000-DA-N	CKLY	Lindsay, Ont.	1,000-DA-1	CKBL	Matane, Que.	5,000-DA-1	CJSO	Sorel, Que.	1,000-DA-N	CKBM	Montmagny, Que.	250	
JKTB	St. Catharines, Ont.	1,000-DA	CHRL	Roberval, Que.	1,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	1330 Kilocycles	Halifax, N. S.	100	CHAK	Aklavik, N. W. T.	100	
630 Kilocycles	Charlottetown, P. E. I.	5,000-DA-N	CJCH	Halifax, N. S.	5,000-DA	CKBL	Matane, Que.	5,000-DA-1	1340 Kilocycles	Amos, Que.	250	CKOT	1510 Kilocycles	Tilsonburg, Ont.	250
FCY	Charlottetown, P. E. I.	5,000-DA-N	CJCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CHAD	Amos, Que.	250	CBE	Windsor, Ont.	10,000-DA	
FCO	Chatham, Ont.	1,000-DA	CFBC	St. John's, N. B.	5,000-DA	CKBL	Matane, Que.	5,000-DA-1	CJLS	Yarmouth, N. S.	250	1540 Kilocycles	Simcoe, Ont.	250	
FCOV	Kelowna, B. C.	1,000	CJON	St. John's, Nfld.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CKOX	Woodstock, Ont.	250	1570 Kilocycles	Simcoe, Ont.	250	
JKRC	Winnipeg, Man.	5,000-DA-N	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CJQC	Quebec, Que.	250	CHUB	Nanaimo, B. C.	1,000	
JKYL	Peace River, Alta.	1,000-DA-N	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CFYK	Yellowknife, N.W.T.	150	CFOR	Orillia, Ont.	5,000	
640 Kilocycles	St. John's Nfld.	10,000	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CHRD	Drummondville, Que.	250	1580 Kilocycles	Chicoutimi, Que.	10,000-DA	
680 Kilocycles	Timmins, Ont.	5,000-DA-N	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	1350 Kilocycles	St. Anne de la Poca-tiere, Que.	1,000-D	CBJ	1580 Kilocycles	Chicoutimi, Que.	10,000-DA
JKGB	Timmins, Ont.	5,000-DA-N	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CHGV	St. Anne de la Poca-tiere, Que.	1,000-D	CHVC	1600 Kilocycles	Niagara Falls, Ont.	5,000-DA-N
JHLO	St. Thomas, Ont.	1,000-DA	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1	CHOV	Pembroke, Ont.	1,000-DA				
JHFA	Edmonton, Alta.	5,000-DA	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1							
JJOB	Winnipeg, Man.	5,000-D	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1							
		2,500-DA-N	CFCA	Edmonton, Alta.	5,000-DA-N	CKBL	Matane, Que.	5,000-DA-1							

DIRECTORY OF FM STATIONS BY CALL LETTERS

† Construction Permit for new station, * Construction Permit for change.

Call Letters	Location	Frequency Mcs.	Chan-nel No.	Call Letters	Location	Frequency Mcs.	Chan-nel No.	Call Letters	Location	Frequency Mcs.	Chan-nel No.
CABC-FM	Los Angeles, Cal.	95.5	238	KFML	Denver, Colo.	98.5	253	KONO-FM	San Antonio, Tex.	92.9	225
CAIM	Honolulu, T. H.	95.5	238	KFMU	Glendale, Calif.	97.1	246	KPFA	Berkeley, Calif.	94.1	231
CALB-FM	Alexandria, La.	96.9	245	KFOX-FM	Long Beach, Calif.	102.3	272	KPFFM	Portland, Ore.	97.1	246
CALE-FM	Pasco, Wash.	103.9	280	KFSA-FM	Fort Smith, Ark.	107.1	296	KPLA	Los Angeles, Calif.	104.3	282
KAMS	Mammoth Spring, Ark.	103.9	280	KFSD-FM	San Diego, Calif.	94.1	231	KPOC-FM	Pocahontas, Ark.	97.7	249
CARM-FM	Fresno, Calif.	101.9	270	KFUO-FM	Clayton, Mo.	99.1	256	KPOJ-FM	Portland, Ore.	98.7	254
CAVL-FM	Storm Lake, Iowa	101.5	268	KFWB-FM	Hollywood, Calif.	94.7	234	KPRC-FM	Houston, Tex.	102.9	275
CBEE	Modesto, Calif.	103.3	277	KGLO-FM	Mason City, Iowa	101.1	266	KQFM	Portland, Ore.	100.3	262
KBMS	Los Angeles, Calif.	105.9	290	KGO-FM	San Francisco, Calif.	103.7	279	KQXR	Bakersfield, Calif.	101.5	268
CBOA-FM	Kennett, Mo.	98.9	255	KGPO	Grants Pass, Ore.	96.9	245	KRE-FM	Berkeley, Calif.	102.9	275
CBTM-FM	Jonesboro, Ark.	101.9	270	KHFM	Albuquerque, N. M.	96.3	242	KRED	Eureka, Calif.	96.3	242
CBH	Los Angeles, Calif.	98.7	254	KHJ-FM	Los Angeles, Calif.	101.1	266	KREL-FM	Baytown, Tex.	92.1	221
CBBS-FM	San Francisco, Calif.	98.9	255	KHOF	Glendale, Calif.	99.5	258	KREM-FM	Spokane, Wash.	92.9	225
CCCT-FM	Corpus Christi, Tex.	95.5	238	KIND-FM	Independence, Kan.	93.5	251	KRFM	Fresno, Calif.	93.7	229
ICFM	St. Louis, Mo.	93.7	229	KINF-FM	Seattle, Wash.	98.1	281	KRIC-FM	Beaumont, Tex.	97.5	248
ICLE-FM	Cleburne, Tex.	94.3	232	KISO-FM	Seattle, Wash.	100.7	284	KRIM	Portageville, Mo.	101.7	289
ICMC-FM	Texarkana, Tex.	98.1	251	KISS	San Antonio, Tex.	99.5	258	KRKD-FM	Los Angeles, Calif.	96.3	242
ICMO-FM	Kansas City, Mo.	94.9	235	KISW	Seattle, Wash.	99.9	260	KRLD-FM	Dallas, Tex.	92.5	223
ICMS	Mantou Springs, Colo.	104.9	285	KITE-FM	San Antonio, Tex.	97.3	247	KRMD-FM	Shreveport, La.	101.1	266
ICRA-FM	Sacramento, Calif.	96.1	241	KIXL-FM	Dallas, Tex.	104.5	283	KRNW	Boulder, Colo.	97.3	247
ICFC	San Francisco, Calif.	102.1	271	KLCCN-FM	Blytheville, Ark.	96.1	241	KROS-FM	Clinton, Iowa	96.1	241
ICKA-FM	Pittsburgh, Pa.	92.9	225	KLMF-FM	Mountain Park, N. M.	97.9	250	+KRSN-FM	Los Alamos, N. M.	98.5	253
ICNT-FM	Denton, Tex.	106.3	292	KMJ-FM	Fresno, Calif.	97.9	250	KSB	San Bruno, Calif.	100.5	263
IDYL-FM	Salt Lake City, Utah	98.7	254	KMLB-FM	Monroe, La.	104.1	281	KSJO-FM	San Jose, Calif.	95.3	237
ICBO	Ontario, Calif.	93.5	228	KMYC-FM	Marysville, Calif.	99.9	260	KSL-FM	Salt Lake City, Utah	100.3	237
CERN-FM	Bakersfield, Calif.	94.1	231	KNBC-FM	San Francisco, Calif.	99.7	259	KSN-FM	Salt Lake City, Utah	104.7	254
CEX-FM	Portland, Ore.	92.3	222	KNBY	Reno, Nev.	95.5	238	KSPJ-FM	Stillwater, Okla.	93.9	230
CFAC-FM	Los Angeles, Calif.	92.3	222	KNOB	Long Beach, Calif.	103.1	276	KTBS-FM	Shreveport, La.	96.5	243
CFAM-FM	St. Cloud, Minn.	104.7	284	KNX-FM	Los Angeles, Calif.	93.1	226	KTIS-FM	Minneapolis, Minn.	98.5	253
CFBK-FM	Sacramento, Calif.	96.9	245	KOA-FM	Denver, Colo.	95.7	239	KTKT-FM	Tucson, Ariz.	99.5	258
CFGQ-FM	Boone, Iowa	99.3	257	KOIN-FM	Portland, Ore.	101.1	266	KTNT-FM	Tacoma, Wash.	97.3	247
CFH-FM	Wichita, Kan.	100.3	262	†KONI-FM	Phoenix, Ariz.	98.5	253	KTRB-FM	Modesto, Calif.	104.1	281

FM CALL LETTERS

Call Letters	Location	Frequency Mics.	Channel No.	Call Letters	Location	Frequency Mics.	Channel No.	Call Letters	Location	Frequency Mics.	Channel No.
KTRH-FM	Houston, Tex.	101.1	286	WEMP-FM	Milwaukee, Wis.	93.3	227	WKBU-FM	Griffin, Ga.	95.9	240
KTSA-FM	San Antonio, Tex.	101.5	288	WEPB-FM	Chicago, Ill.	94.7	234	WKCF-FM	Poughkeepsie, N. Y.	104.7	254
KTBS-FM	Springfield, Mo.	93.7	234	WEDL-FM	Chicago, Ill.	107.3	237	WKJF	Pittsburgh, Pa.	93.7	237
KTYL-FM	Mesa, Ariz.	104.7	284	WEPM-FM	Martinsburg, W. Va.	107.3	232	WKJG-FM	Ft. Wayne, Ind.	106.1	291
KUGN-FM	Eugene, Ore.	99.1	256	WEQR	Goldsboro, N. C.	96.9	245	WKLF-FM	Clanton, Ala.	100.9	285
KUOA-FM	Siloam Springs, Ark.	105.7	289	WERC-FM	Erie, Pa.	99.9	260	WKMH-FM	Dearborn, Mich.	100.3	262
KUTE	Glendale, Calif.	101.9	270	WERE-FM	Cleveland, O.	98.5	253	WKNA-FM	Charleston, W. Va.	97.5	248
KVOLF-FM	Lafayette, La.	96.1	241	WESC-FM	Greenville, S. C.	92.5	223	WKOK-FM	Sunbury, Pa.	94.1	231
KWLJ-FM	Albany, Ore.	101.7	269	WEST-FM	Easton, Pa.	107.9	300	WKOP-FM	Binghamton, N. Y.	95.3	237
KWIZ-FM	Santa Ana, Calif.	96.7	244	WEVD-FM	New York, N. Y.	97.9	250	WKPT-FM	Kingsport, Tenn.	98.5	253
KWKH-FM	Shreveport, La.	94.5	233	WEVO-FM	Laurinburg, S. C.	96.5	243	WKRC-FM	Cincinnati, O.	101.9	270
KWKD-FM	Pasadena, Calif.	98.3	252	WFAN-FM	Alliance, O.	101.7	269	WKRG-FM	Mobile, Ala.	99.9	280
KWNO-FM	Winona, Minn.	97.5	248	WFAN	Washington, D. C.	100.3	262	WKRT-FM	Cortland, N. Y.	99.9	250
KWOC-FM	Poplar Bluff, Mo.	94.5	283	WFAS-FM	White Plains, N. Y.	103.9	280	WKTM-FM	Mayfield, Ky.	107.1	296
KWOS-FM	Jefferson City, Mo.	98.5	253	WFBC-FM	Greenville, S. C.	93.7	229	WKWK-FM	Wheeling, W. Va.	97.3	247
KWPC-FM	Muscatine, Iowa	99.7	259	WFBE	Flint, Mich.	95.1	236	WKYB-FM	Paducah, Ky.	93.3	227
KWPM-FM	West Plains, Mo.	97.3	247	WFHR-FM	Wisconsin Rapids, Wis.	103.3	277	WLAD-FM	Danbury, Conn.	98.3	252
KKXX	San Francisco, Calif.	97.3	247	WFIL-FM	Philadelphia, Pa.	102.1	261	WLAG-FM	LaGrange, Ga.	104.1	281
KKOA-FM	Sacramento, Calif.	107.9	300	WFIN-FM	Findlay, O.	100.5	273	WLAN-FM	Lancaster, Pa.	96.9	245
KYSM-FM	Mankato, Minn.	103.5	278	WFUO	Bloomington, Ind.	103.7	279	WLAF-FM	Lexington, Ky.	94.5	233
WAAT-FM	Newark, N. J.	94.7	234	WFUJ	Chicago, Ill.	103.7	226	WLAV-FM	Grand Rapids, Mich.	96.9	245
WABF-FM	Mobile, Ala.	102.1	271	WFJA-FM	Tampa, Fla.	93.3	227	WLBH-FM	Mattson, Ill.	96.9	245
WABC-FM	New York, N. Y.	99.5	258	WFJA-FM	Philadelphia, Pa.	95.7	239	WLBH-FM	Bowling Green, Ky.	101.1	268
WBF-FM	Baton Rouge, La.	104.3	282	WFJY	Troy, N. Y.	92.3	232	WLBH-FM	Athens, Ga.	106.1	281
WAFM	Birmingham, Ala.	99.5	258	WFMA	Rocky Mount, N. C.	104.7	284	WLCS-FM	Baton Rouge, La.	101.1	266
WAGA-FM	Atlanta, Ga.	103.3	277	WFMF	Chicago, Ill.	100.3	282	WLDS-FM	Oak Park, Mich.	95.5	238
WAIK-FM	Winston-Salem, N. C.	93.1	226	WFMH-FM	Cullman, Ala.	101.1	266	WLDS-FM	Jacksonville, Ill.	100.5	283
WAIU-FM	Washash, Ind.	97.5	248	WFML	Washington, Ind.	106.5	293	WLEF-FM	Richmond, Va.	102.9	275
WAWJ	Indianapolis, Ind.	104.5	283	WFMQ	Hartford, Conn.	95.7	229	WLET-FM	Toccoa, Ga.	106.1	291
WAWR-FM	Morgantown, W. Va.	99.3	257	WFMS	Indianapolis, Ind.	93.7	238	WLEY	Elmwood Park, Ill.	105.9	290
WAKE-FM	Atlanta, Ga.	95.5	238	WFMT	Chicago, Ill.	97.7	254	WLIL-FM	Lenoir City, Tenn.	100.3	262
WAKR-FM	Akron, Ohio	97.5	248	WFMT	Madisonville, Ky.	98.9	230	WLIN	Wausau, Wis.	100.7	264
WALD-FM	Albany, N. Y.	106.3	293	WFMW-FM	Allentown, Pa.	100.7	264	WLII-FM	Lowell, Mass.	99.5	258
WALD-FM	Patchogue, N. Y.	97.5	248	WFNC-FM	Fayetteville, N. C.	98.1	251	WLOE-FM	Leaksville, N. C.	97.3	252
WARD-FM	Johnstown, Pa.	92.1	221	WFNS-FM	Fayetteville, N. C.	99.9	240	WLOG-FM	Logan, W. Va.	103.3	277
WARD-FM	Arlington, Va.	105.1	286	WFOB-FM	Fostoria, O.	96.7	244	WLOS-FM	Asheville, N. C.	104.3	282
WASH	Washington, D. C.	97.1	246	WFOB-FM	Coudersport, Pa.	96.7	244	WLRD	Miami, Fla.	93.9	230
WATG-FM	Ashland, Ohio	101.3	267	WFRD-FM	Fremont, O.	99.3	257	WLVC-FM	Williamsport, Pa.	105.1	286
WAUG-FM	Augusta, Ga.	105.7	289	WFUL-FM	Fulton, Ky.	104.9	285	WMLA-FM	Washington, D. C.	107.3	279
WAVU-FM	Albertville, Ala.	105.1	286	WFUM	Flint, Mich.	101.1	296	WMAQ-FM	Chicago, Ill.	101.1	266
WAWZ-FM	Zarephath, N. J.	99.1	256	WGAN-FM	Lancaster, Pa.	107.3	267	WMAZ-FM	Springfield, Mass.	94.7	234
WAZL-FM	Hazleton, Pa.	97.9	250	WGAR-FM	Cleveland, O.	99.5	258	WMBD-FM	Macon, Ga.	99.1	256
WBAI	New York, N. Y.	95.8	258	WGAU-FM	Athens, Ga.	99.5	258	WMBD-FM	Peoria, Ill.	92.5	223
WBAP-FM	Ft. Worth, Tex.	100.5	263	WGBI-FM	Scranton, Pa.	101.3	267	WMBD-FM	Johnston, Mo.	96.1	241
		*96.3	*242	WGBS-FM	Miami, Fla.	96.3	242	WMBD-FM	Auburn, N. Y.	96.1	241
WBBS-FM	Burlington, N. C.	101.1	266	WGBS-FM	Quincy, Ill.	105.5	268	WMBR-FM	Jacksonville, Fla.	96.1	241
WBBS-FM	Chicago, Ill.	96.3	242	WGEM-FM	Quincy, Ill.	105.1	288	WMCF	Memphis, Tenn.	99.7	259
WBBO-FM	Forest City, N. C.	93.3	227	WGEM-FM	Schenectady, N. Y.	99.5	258	WMCR	Kalamazoo, Mich.	102.1	271
WBBO-FM	Augusta, Ga.	103.7	279	WGH-FM	Newport News, Va.	97.3	247	WMFM	Madison, Wisc.	104.1	281
WBBS	Crawfordsville, Ind.	106.3	292	WGHF	Newton, Conn.	94.5	233	WMFR-FM	High Point, N. C.	99.5	258
WBCC-FM	Bay City, Mich.	96.1	241	WGKA-FM	Atlanta, Ga.	92.9	225	WMGW-FM	Meadville, Pa.	100.3	262
WBEC-FM	Pittsfield, Mass.	94.3	232	WGMS-FM	Washington, D. C.	103.5	278	WMIN-FM	St. Paul, Minn.	99.5	258
WBEN-FM	Brockton, Mass.	98.3	253	WGNC-FM	Gastonia, N. C.	101.9	270	WMIT	Clingman's Peak, N. C.	106.9	291
WBET-FM	New York, N. Y.	97.7	249	WGPA-FM	Bethlehem, Pa.	95.1	236	WMLX-FM	Mt. Vernon, Ill.	94.1	231
WBFB	New York, N. Y.	101.7	270	WGST-FM	Asheboro, N. C.	94.1	231	WMLV-FM	Evansville, Ind.	94.5	235
WBIR-FM	Knoxville, Tenn.	93.3	227	WGWR-FM	Asheboro, N. C.	93.3	222	WMLP-FM	Milton, Pa.	99.3	257
WBIR-FM	Buffalo, N. Y.	92.9	225	WHAI-FM	Greenfield, Mass.	98.3	252	WMMW-FM	Meriden, Conn.	95.7	239
WBOW-FM	Terre Haute, Ind.	101.1	266	WHAT-FM	Philadelphia, Pa.	94.3	287	WMOU-FM	Berlin, N. H.	103.7	279
WBRC-FM	Birmingham, Ala.	106.9	295	WHBC-FM	Canton, O.	105.1	281	WMRI-FM	Marion, Ind.	106.9	295
WBRE-FM	Wilkes-Barre, Pa.	98.5	253	WHBF-FM	Rock Island, Ill.	98.9	255	WMRN-FM	Marion, O.	106.9	295
WBRI	Detroit, Mich.	97.9	250	WHBL-FM	Sheboygan, Wis.	100.3	262	WMSA-FM	Massena, N. Y.	105.3	287
WBRL	Baton Rouge, La.	98.1	251	WHCU-FM	Ithaca, N. Y.	97.3	247	WMUN	Muncie, Ind.	104.1	281
WBSE-FM	New Bedford, Mass.	103.9	280	WHCV-FM	Nashville, Tenn.	105.9	290	WMUZ	Detroit, Mich.	103.5	278
WBSE-FM	New Bedford, Mass.	97.3	247	WHDF-FM	Boston, Mass.	94.5	233	WMVA-FM	Martinsville, Va.	96.3	242
WBUT-FM	Butler, Pa.	97.7	249	WHDF-FM	Albany, N. Y.	93.7	237	WMVA-FM	Mt. Vernon, O.	93.7	237
WBUY-FM	Lexington, N. C.	94.3	232	WHFB-FM	Beacon Harbor, Mich.	99.9	260	WVAC-FM	Boston, Mass.	98.5	253
WBUZ	Bradbury Hts., Md.	95.5	238	WHFI	West Paterson, N. J.	102.7	274	WNAO-FM	Raleigh, N. C.	96.1	241
WCAC	Anderson, S. C.	101.1	266	WHFM	Rochester, N. Y.	98.9	255	WNAV-FM	Annapolis, Md.	99.1	256
WCAO-FM	Baltimore, Md.	102.7	274	WHFS	South Bend, Ind.	101.3	267	WNBF-FM	New Bedford, Mass.	98.1	251
WCAR-FM	Pontiac, Mich.	99.5	258	WHFO-FM	Dayton, O.	99.1	256	WNDB-FM	Daytona Beach, Fla.	94.5	233
WCAU-FM	Philadelphia, Pa.	98.1	251	WHK-FM	Cleveland, O.	100.7	264	WNES-FM	Central City, Ky.	101.9	270
WCBS-FM	New York, N. Y.	105.1	271	WHLD-FM	Niagara Falls, N. Y.	98.5	253	WNGO-FM	Mayfield, Ky.	94.7	234
WCBD-FM	Detroit, Pa.	102.1	261	WHLI-FM	Hempstead, L. I., N. Y.	98.3	252	WNHC-FM	New Haven, Conn.	99.1	256
WCDF-FM	Chambersburg, Pa.	95.9	240	WHMA-FM	Anniston, Ala.	100.5	263	WNIN-FM	Chicago, Ill.	97.1	246
WCFL-FM	Corning, N. Y.	106.1	291	WHMC-FM	Henderson, N. C.	92.5	221	WNIS-FM	High Point, N. C.	100.3	262
WCLO-FM	Janesville, Wis.	99.9	280	WHO-FM	Des Moines, Iowa	100.3	262	WNOW-FM	York, Pa.	105.7	289
WCLT-FM	Newark, Ohio	100.3	262	WHOM-FM	New York, N. Y.	92.3	222	WNRF-FM	New Rochelle, N. Y.	93.5	228
WCMJ-FM	Ashland, Ky.	93.7	229	WHOO-FM	Orlando, Fla.	96.5	243	WNVA-FM	Norton, Va.	107.7	299
WCMR-FM	Elkhart, Ind.	95.1	236	WHOP-FM	Hopkinsville, Ky.	98.7	254	WNVC-FM	New York, N. Y.	93.9	230
WCNT-FM	Connersville, Ind.	100.3	262	WHOS-FM	Decatur, Ala.	92.5	223	WOAY-FM	Oak Hill, W. Va.	94.1	231
WCNT-FM	Centralia, Ill.	99.5	243	WHPF-FM	Harrisburg, Pa.	97.3	247	WOC-FM	Davenport, Iowa	103.7	279
WCOD	Hamilton, Va.	98.1	251	WHPE-FM	High Point, N. C.	95.5	238	WOCE-FM	West Yarmouth, Mass.	94.3	232
WCOP-FM	Newman, Ga.	96.7	244	WHPE-FM	Talladega, Ala.	97.1	246	WOHS-FM	Shelby, N. C.	96.1	241
WCOL-FM	Columbus, Ohio	92.3	222	WHPE-FM	Washington, W. Va.	100.5	263	WOH-FM	Washington, D. C.	98.7	238
WCOP-FM	Boston, Mass.	100.7	264	WHY-FM	Holyoke, Mass.	93.1	226	WOMC	Royal Oak, Mich.	104.3	282
WCOS-FM	Columbia, S. C.	97.9	250	WIBA-FM	Madison, Wis.	101.5	268	WOMI-FM	Owensboro, Ky.	92.5	223
WCOU-FM	Lewiston, Me.	93.9	230	WIBG-FM	Philadelphia, Pa.	94.1	231	WOPI-FM	Oak Park, Ill.	102.3	272
WCPO-FM	Cincinnati, Ohio	105.1	286	WICA-FM	Ashabula, O.	103.7	279	WOPA-FM	Bristol, Tenn.	96.9	245
WCPS-FM	Tarboro, N. C.	104.3	282	WIFM-FM	Elkin, N. C.	100.9	265	WOR-FM	New York, N. Y.	98.7	254
WCRB-FM	Waltham, Mass.	102.5	273	WKY-FM	Evansville, Ind.	104.1	281	WORG-FM	Orangeburg, S. C.	102.7	274
WCRS-FM	Greenwood, S. C.	95.7	239	WMA-FM	Lima, O.	102.1	271	WORX-FM	Madison, Ind.	96.7	244
WCSF-FM	Charleston, S. C.	96.9	245	WMA-FM	Charlottesville, Va.	95.1	237	WORZ-FM	Orlando, Fla.	100.3	262
WCTA-FM	Andalusia, Ala.	98.1	251	WMA-FM	Miami, Fla.	97.3	247	WOTW-FM	Nashua, N. H.	106.3	292
WCTC-FM	New Brunswick, N. J.	98.3	252	WMA-FM	Philadelphia, Pa.	93.3	227	WPAD-FM	Paducah, Ky.	96.9	245
WCTW	New Castle, Ind.	102.5	273	WMA-FM	Columbia, S. C.	94.5	233	WPAP-FM	Parkersburg, W. Va.	106.5	293
WCUM-FM	Cumberland, Md.	102.9	275	WMA-FM	Madison, Wisc.	98.1	251	WPAY-FM	Portsmouth, O.	104.1	281
WDAE-FM	Tampa, Fla.	100.7	264								

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
WRDL-FM	Lanett, Ala.	102.9	275	WSON-FM	Henderson, Ky.	99.5	258	WTRX-FM	Bellaire, Ohio	100.5	263
WRNL-FM	Richmond, Va.	102.1	271	WSPY-FM	Decatur, Ill.	102.1	271	WTSV-FM	St. Petersburg, Fla.	102.5	273
WRNY-FM	Rochester, N. Y.	97.9	250	WSPA-FM	Spartanburg, S. C.	98.9	255	WTVB-FM	Claremont, N. H.	106.1	291
WROK-FM	Rochford, Ill.	97.5	248	WSPD-FM	Toledo, Ohio	101.5	268	WVAM-FM	Coldwater, Mich.	98.3	252
WROV-FM	Roanoke, Va.	103.7	278	WSTC-FM	Cleveland Heights, Ohio	95.3	244	WVTS-FM	Bethesda, Md.	106.3	292
WROY-FM	Carmel, Ill.	97.3	247	WSTP-FM	Stamford, Conn.	106.5	293	WVVO-FM	Allentown, Pa.	100.1	261
WRRR-FM	Dallas, Tex.	101.1	266	WSTR-FM	Salsbury, N. C.	103.1	276	WVWV-FM	Owensboro, Ky.	96.1	241
WRRR	Ithaca, N. Y.	103.7	279	WSTV-FM	Sturgis, Mich.	103.5	278	WVWV	Columbus, Ohio	94.7	234
WRRR	Cherry Valley, N. Y.	101.9	270	WSTW-FM	Steubenville, Ohio	103.5	278	WVWV	Olney, Ill.	92.9	225
WRRD	De Ruyter, N. Y.	105.1	286	WSTX-FM	Harrisonburg, Va.	100.7	264	WVWV	Greenfield, Wis.	94.9	235
WRRR	S. Bristol, N. Y.	95.1	236	WSTY-FM	Crewe, Va.	104.7	284	WVWV	Washington, D. C.	101.1	266
WRRR	Wethersfield, N. Y.	107.7	299	WSTZ-FM	Syracuse, N. Y.	94.5	233	WVWV	Sanford, N. C.	105.5	288
WRRR	Warren, Pa.	92.3	222	WSTZ-FM	Quincy, Ill.	99.5	258	WVWV	Hornell, N. Y.	105.3	287
WRSW-FM	Warsaw, Ind.	107.3	297	WSTZ-FM	Worcester, Mass.	96.1	241	WVWV	Detroit, Mich.	97.1	246
WRUF-FM	Gainesville, Fla.	104.1	281	WSTZ-FM	Tallahassee, Fla.	103.9	280	WVWV	New Orleans, La.	95.7	239
WRUN-FM	Utica, N. Y.	105.7	289	WSTZ-FM	Cleveland, Ohio	105.7	289	WVWV	Waterbury, N. Y.	100.5	263
WRVB	Richmond, Va.	94.5	233	WSTZ-FM	Springfield, Ill.	103.7	279	WVWV	Lynchburg, Va.	100.1	261
WRVC	Norfolk, Va.	102.5	273	WSTZ-FM	Tuscaloosa, Ala.	95.7	239	WVWV	Buffalo, N. Y.	104.1	281
WSAI-FM	Cincinnati, Ohio	102.7	274	WSTZ-FM	Terre Haute, Ind.	99.9	260	WVWV	Woonsocket, R. I.	106.3	292
WSAN-FM	Agincourt, Mich.	98.1	251	WSTZ-FM	Hartford, Conn.	96.5	243	WVWV	Miami, Fla.	101.5	268
WSAN-FM	Allentown, Pa.	99.9	260	WSTZ-FM	Jackson, Tenn.	104.1	281	WVWV	Chambersburg, Pa.	95.1	236
WSAV-FM	Savannah, Ga.	100.3	262	WSTZ-FM	Charleston, S. C.	95.1	236	WVWV	Palm Beach, Fla.	97.9	250
WSB-FM	Atlanta, Ga.	98.5	253	WSTZ-FM	Providence, R. I.	101.5	268	WVWV	New York, N. Y.	105.1	286
WSB-FM	Effingham, Ill.	95.7	239	WSTZ-FM	Thomasville, N. C.	98.3	252	WVWV	Wooster, Ohio	104.5	283
WSEL	Chicago, Ill.	104.3	282	WSTZ-FM	Trenton, N. J.	97.5	248	WVWV	Pittsburgh, Pa.	94.5	233
VSCN-FM	Birmingham, Ala.	93.7	229	WSTZ-FM	Savannah, Ga.	97.3	247	WVWV	Wheeling, W. Va.	98.7	254
VSIC-FM	Statesville, N. C.	105.7	289	WSTZ-FM	Toledo, Ohio	104.7	284	WVWV	Cambridge, Mass.	96.9	245
VSJS-FM	Winston-Salem, N. C.	104.1	281	WSTZ-FM	Washington, D. C.	96.3	242	WVWV	Buffalo, N. Y.	103.3	277
VSLF-FM	Roanoke, Va.	99.1	256	WSTZ-FM	Paris, Tenn.	97.9	250	WVWV	Detroit, Mich.	101.1	268
WSNJ-FM	Bridgeton, N. J.	98.9	255	WSTZ-FM	Elkhart, Ind.	100.7	264	WVWV	Wilkes-Barre, Pa.	103.3	277
WSOC-FM	Charlotte, N. C.	103.5	278	WTRT	Toledo, Ohio	99.9	260				

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
ABC	Los Angeles, Cal.	790	5,000	KAWT	Douglas, Ariz.	1450	250	KBTN	Neosho, Mo.	1420	D-500	KCOH	Houston, Tex.	1430	D-1,000
ABI	Ketchikan, Alaska	580	LS-1,000 N-500	KAYE	Puyallup, Wash.	1450	250	KBTO	Eldorado, Kan.	1360	D-500	KCOK	Tulare, Cal.	1270	1,000
ABQ	Albuquerque, N. M.	1340	250	KAYL	Storm Lake, Ia.	990	D-250	KBUC	Corona, Cal.	1370	LS-1,000 N-500	KCON	Ft. Collins, Colo.	1410	1,000
ABR	Aberdeen, S. D.	1220	D-250	KAYO	Seattle, Wash.	1150	LS-5,000	KBUD	Athens, Tex.	1410	D-250	KCOR	San Antonio, Tex.	1350	LS-5,000 N-1,000
ACT	Andrews, Tex.	1360	D-500	KAYS	Hays, Kans.	1400	250	KBUE	Brigham City, Utah	800	D-250	KCOV	Corvallis, Ore.	1240	250
ADA	Ada, Okla.	1230	250	KAYT	Rupert, Ida.	970	D-1,000	KBUR	Bemidji, Minn.	1450	250	KCOW	Alliance, Neb.	1400	250
ADW	Adelphi, Wash.	1450	100	KBAB	El Cajon, Cal.	910	1,000	KBUT	Burlington, Ia.	1490	250	KCOY	Santa Maria, Cal.	1400	250
AEP	Petaluma, Cal.	1490	250	KBAM	Longview, Wash.	1220	D-1,000	KBUR	Lancaster, Cal.	1380	D-1,000	KCRA	Sacramento, Cal.	1320	LS-5,000 N-500
AFF	Bakersfield, Cal.	550	1,000	KBAR	Burley, Ida.	1230	250	KBW	Brownwood, Tex.	1380	LS-1,000 N-500	KCRB	Chanute, Kans.	1460	D-1,000
AGH	Crossett, Ark.	1340	250	KBCH	Oceanlake Ore.	1400	250	KBWL	Blackwell, Okla.	1580	D-250	KCRC	Enid, Okla.	1390	1,000
AGR	Yuba City, Cal.	1450	100	KBCE	Waxahachie, Tex.	1390	D-500	KBYE	Okla. City, Okla.	890	D-1,000	KCRE	Crescent City, Cal.	1400	250
KAGT	Anaportes, Wash.	1340	250	KBEN	Carrizo Springs, Tex.	1450	250	KBYR	Anchorage, Alaska	1240	250	KCRG	Cedar Rapids, Ia.	1600	5,000
KAHU	Waipahu, T. H.	920	1,000	KBGF	Great Falls, Mont.	1450	250	KCAL	Redlands, Cal.	1410	D-1,000	KCRS	Midland, Tex.	550	LS-5,000 N-1,000
CAKC	Tulsa, Okla.	970	LS-1,000 N-500	KBHS	Hot Springs, Ark.	590	D-1,000	KCAR	Helena, Mont.	1340	250	KCRT	Trinidad, Colo.	1240	250
CAKE	Wichita, Kans.	1240	250	KBIA	Columbia, Mo.	1580	D-250	KCBP	Clarksville, Tex.	1350	D-500	KCRV	Caruthersville, Mo.	1370	D-1,000
CALB	Alexandria, La.	580	LS-5,000 N-1,000	KBIF	Fresno, Cal.	900	D-1,000	KCBQ	San Diego, Cal.	1170	LS-5,000 N-1,000	KCSB	San Bernardino, Cal.	1350	500
CALE	Richland, Wash.	960	1,000	KBIG	Santa Catalina, Cal.	740	D-10,000	KCBS	San Francisco, Cal.	740	50,000	KCSJ	Pueblo, Colo.	590	1,000
CALG	Alamogordo	1430	D-5,000	KBIS	Roswell, N. M.	910	D-5,000	KCCO	Lawton, Okla.	1050	D-250	KCSR	Chadron, Neb.	1450	250
CALI	Pasadena, Cal.	1230	D-5,000	KBIX	Muskogee, Okla.	1490	250	KCCF	Corpus Christi, Tex.	1150	D-1,000	KCTI	Gonzales, Tex.	1450	250
CALL	Salt Lake City, Utah	910	1,000	KBKZ	Ottumwa, Ia.	1240	250	KCFH	Cuero, Tex.	1600	D-500	KCTE	Childress, Tex.	1510	D-250
CALM	Thayer, Mo.	1290	D-1,000	KBKI	Alice, Tex.	1070	1,000	KCHA	Charles City, Ia.	1440	D-500	KCUW	Red Wing, Minn.	1250	D-100
CALT	Atlanta, Tex.	900	D-1,000	KBKR	Aberdeen, Wash.	1450	250	KCHI	Chillicothe, Mo.	1010	D-250	KCUL	Ft. Worth, Tex.	1540	LS-10,000 N-1,000
CAMD	Camden, Ark.	1450	250	KBKB	Burbank, Cal.	1490	250	KCHJ	Delano, Cal.	1010	*LS-5,000 *N-1,000	KCVL	Colville, Wash.	1480	D-1,000
LAMO	Rogers, Ark.	1390	D-500	KBLE	Red Bluff, Cal.	1490	250	KCHR	Charleston, Mo.	1350	D-1,000	KCVR	Lodi, Cal.	1570	D-1,000
LAMQ	Amarillo, Tex.	1010	LS-5,000 N-500	KBLF	Blackfoot, Idaho	1490	250	KCHS	Truth or Consequences, N. M.	1400	250	KCYL	Lampasas, Tex.	1450	250
LANA	Anaconda, Mont.	1230	250	KBLG	Hot Springs, Ark.	1470	D-1,000	KCHV	Coachella, Cal.	970	D-1,000	KDCA	Fort Bragg, Cal.	1220	250
LAND	Corsicana, Tex.	1340	250	KBLP	Falfrunias, Tex.	1280	D-500	KCID	Caldwell, Idaho	1490	250	KDAL	Duluth, Minn.	610	5,000
LANE	New Iberia, La.	1240	250	KBML	Henderson, Nev.	1400	250	KCIJ	Shreveport, La.	980	D-5,000	KDAS	Mulvurn, Ark.	1420	D-1,000
LANI	Kaneohoe, Oahu, T. H.	1150	1,000	KBMN	Bozeman, Mont.	1230	250	KCLL	Houma, La.	1490	250	KDVA	Lubbock, Tex.	580	D-500
LANN	Sinton, Tex.	1590	D-1,000	KBMW	Breckenridge, Minn.	1450	250	KCLM	Carroll, Ia.	1380	1,000	KDB	Santa Barbara, Cal.	1490	250
LANO	Anoka, Minn.	1470	D-1,000	KBMX	Coalinga, Cal.	1470	D-500	KCLN	Minot, N. D.	910	1,000	KDBC	Mansfield, La.	1360	D-1,000
LANS	Wichita, Kans.	1480	LS-5,000 N-1,000	KBMY	Billings, Mont.	1240	250	KCLP	Kansas City, Kans.	1340	250	KDBS	Alexandria, La.	1410	D-1,000
LANT	Shreveport, La.	1050	D-250	KBND	Bend, Ore.	1110	1,000	KCLQ	Coolidge, Ariz.	1150	1,000	KDDD	Dumas, Tex.	800	D-250
LAOK	Lake Charles, La.	1400	250	KBNZ	Lajunta, Colo.	1400	250	KCLA	Pine Bluff, Ark.	1400	250	KDEC	Decorah, Ia.	1240	SH-250
LAPA	Raymond, Wash.	1340	250	KBOA	Kennett, Mo.	830	D-1,000	KCLB	Clifton, Ariz.	1400	250	KDEF	Albuquerque, N. M.	1280	D-1,000
LAPB	Marksville, La.	1370	D-1,000	KBOE	Oskaloosa, Ia.	740	D-250	KCLC	Clifton, Ariz.	1400	250	KDEN	Denver, Colo.	1340	250
LAPK	Minden, La.	1240	100	KBOI	Boise, Ida.	950	5,000	KCLD	Clifton, Ariz.	1400	250	KDET	Center, Tex.	930	D-1,000
LARE	Atchison, Kan.	1470	1,000	KBOJ	Boulder, Colo.	1490	250	KCLE	Clifton, Ariz.	1400	250	KDEX	Dexter, Mo.	1590	D-1,000
LARK	Little Rock, Ark.	920	5,000	KBOL	Boulder, Colo.	1490	250	KCLF	Clifton, Ariz.	1400	250	KDHL	Farbault, Minn.	920	1,000
LARM	Fresno, Cal.	1430	5,000	KBON	Omaha, Neb.	1490	250	KCLG	Clifton, Ariz.	1400	250	KDIX	Dickinson, N. D.	1230	250
LASA	Elk City, Okla.	1240	250	KBOP	Pleasanton, Tex.	1380	D-1,000	KCLH	Clifton, Ariz.	1400	250	KDJJ	Holbrook, Ariz.	1270	D-1,000
LASH	Eugene, Ore.	1600	1,000	KBOR	Brownsville, Tex.	1600	1,000	KCLM	Clifton, Ariz.	1400	250	KDKA	Pittsburgh, Pa.	1220	50,000
LASI	Ames, Ia.	1430	D-1,000	KBOW	Butte, Mont.	1490	250	KCLN	Clifton, Ariz.	1400	250	KDKD	Clinton, Mo.	1280	D-1,000
LASL	Newcastle, Wyo.	1240	250	KBOX	Modesto, Cal.	970	D-1,000	KCLP	Clifton, Ariz.	1400	250	KDLA	DeRidder, La.	1010	D-1,000
LASM	Albany, Minn.	1150	D-500	KBOY	Medford, Ore.	730	D-1,000	KCLQ	Clifton, Ariz.	1400	250	KDLR	Del Rio, Tex.	1230	250
LAST	Astoria, Ore.	1370	1,000	KBPS	Portland, Ore.	1450	SH-250	KCLM	Clifton, Ariz.	1400	250	KDLM	Detroit Lakes, Minn.	1360	D-1,000
LATE	Albert Lea, Minn.	1450	250	KBRC	Mt. Vernon, Wash.	1430	LS-1,000 N-500	KCLN	Clifton, Ariz.	1400	250	KDLR	Devils Lake, N. D.	1240	250
LATL	Miles City, Mont.	1340	250	KBRK	Brookings, S. D.	1430	D-500	KCLN	Clifton, Ariz.	1400	250	KDMS	Montevideo, Minn.	1450	100
LATO	Reno, Nev.	1340	250	KBRL	McCook, Neb.										

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
KDRO	Sedalia, Mo.	1490	250	KFNW	Fargo, N. D.	900	D-1,000	KGVO	Missoula, Mont.	1290	5,000	KLEA	Lovington, N. M.	630	D-500
KDRS	Paragould, Ark.	1490	250	KFOR	Lincoln, Nebr.	1240	250	KGW	Portland, Ore.	620	5,000	KLEE	Ottumwa, Ia.	1480	D-500
KDSJ	Paradise, S. D.	980	1,000	KFOX	Long Beach, Cal.	1280	1,000	KGWA	Enid, Okla.	980	1,000	KLEM	La Mars, Ia.	1410	D-1,000
KDSX	Denison-Sherman, Tex.	950	500	KFRB	Fort Smith, Ark.	1230	730	KGWB	Olympia, Wash.	1240	250	KLEN	Killeen, Tex.	1050	D-250
KDTA	Delta, Colo.	1400	250	KFRD	Anchorage, Alaska	10,000	10,000	KGYN	Guyton, Okla.	1220	D-1,000	KLER	Lewiston, Ida.	1300	LS-5,000
KDTH	Dubuque, Ia.	1370	1,000	KFRB	Fairbanks, Alaska	900	10,000	KGYW	Vallejo, Cal.	1190	D-250				
KDUB	Lubbock, Tex.	1340	250	KFRS	S. Francisco, Cal.	610	5,000	KHAB	Hastings, Neb.	1230	250	KLFT	Golden Meadow, La.	1600	D-500
KDUZ	Hutchinson, Minn.	1260	D-1,000	KFRD	Rosenberg, Tex.	980	D-1,000	KHBC	Hilo, T. H.	970	1,000	KLFY	Lafayette, La.	1420	LS-1,000
KDWT	Stamford, Tex.	1400	250	KFRE	Fresno, Cal.	940	50,000	KHBM	Okmulgee, Okla.	1240	250	KLGN	Logan, Utah	1390	D-1,000
KDYL	Salt Lake City, Utah	1320	5,000	KFRM	Kansas City, Mo.	550	D-5,000	KHBM	Monticello, Ark.	1430	D-1,000	KLGR	Reedwood Falls, Minn.	1490	100
KDZA	Pueblo, Colo.	1230	250	KFRS	Longview, Tex.	1370	1,000	KHBR	Hillsboro, Tex.	1580	D-250				
KEAN	Brownwood, Tex.	1240	100	KFRU	Columbia, Mo.	1400	1,250	↑KHCD	Clifton, Ariz.	1450	250				
KEAR	San Mateo, Cal.	1550	10,000	KFSA	Ft. Smith, Ark.	950	N-500	KHFS	Vancouver, Wash.	1150	D-1,000	KLIC	Monroe, La.	1230	250
KEBE	Jacksonville, Tex.	1400	250	KFSB	Joplin, Mo.	1310	LS-5,000	KHJ	L. Angeles, Cal.	930	5,000	KLIF	Dallas, Tex.	1190	LS-5,000
KECC	Pittsburg, Cal.	990	1,000	KFSC	Denver, Colo.	1220	D-1,000	KHMO	Hannibal, Mo.	1070	LS-5,000				
KECK	Odesa, Tex.	920	LS-1,000	KFSD	San Diego, Cal.	600	5,000	KHOB	Hobbs, N. M.	1280	D-1,000	KLJK	Jefferson City, Mo.	950	D-5,000
KEED	Springfield, Ore.	1050	D-1,000	KFSG	San Diego, Cal.	600	5,000	KHON	Honolulu, T. H.	1380	5,000	KLIL	Estherville, Ia.	1340	100
KEEN	San Jose, Cal.	1370	1,000	KFST	Ft. Stockton, Tex.	860	D-250	KHOZ	Harrison, Ark.	1240	250	KLIN	Lincoln, Nebr.	1400	250
KEEP	Twin Falls, Idaho	1450	250	KFTM	Ft. Morgan, Colo.	1280	D-500	KHQ	Spokane, Wash.	580	5,000	KLIQ	Portland, Ore.	1290	D-1,000
KELA	Centralia, Wash.	1470	1,000	KFTV	Paris, Tex.	1250	D-500	KHUL	Watsonville, Cal.	1340	250	KLIT	Denver, Colo.	580	D-1,000
KELD	El Dorado, Ark.	1400	250	KFUD	Clayton, Mo.	820	LS-5,000	KHUM	Eureka, Cal.	1240	250	KLIZ	Twin Falls, Ida.	1310	1,000
KELK	Elko, Nev.	1240	250	KFVS	Cape Girardeau, Mo.	960	LS-1,000	KHUZ	Borger, Tex.	1490	250	KLKZ	Brainerd, Minn.	1400	250
KELO	Sioux Falls, S. D.	1320	5,000	KFWB	L. Angeles, Cal.	980	5,000	KIBE	Paio Alto, Cal.	1220	D-1,000	KLKC	Parsons, Kan.	1540	D-250
KELP	El Paso, Tex.	920	LS-1,000	KFXD	Nampa, Ida.	580	5,000	KIBL	Beeville, Tex.	1430	250	KLLM	Lubbock, Tex.	1460	D-500
KELY	Ely, Nev.	1230	250	KFXJ	Grand Jct., Colo.	920	LS-1,000	KIBS	Bishop, Cal.	1230	250	KLMO	Longmont, Colo.	1050	D-250
KENA	Mena, Ark.	1450	250	KFKM	San Bernardino, Cal.	590	1,000	KICA	Ciocio, N. M.	980	1,000	KLMR	Lamar, Colo.	920	LS-1,000
KENE	Toppenish, Wash.	1490	250	KFNY	Bonham, Tex.	1420	D-250	KICD	Spencer, Iowa	1240	250	KLMS	Lincoln, Neb.	1480	1,000
KENI	Anchorage, Alaska	550	5,000	KFYU	Lubbock, Tex.	790	LS-5,000	KICK	Springfield, Mo.	1340	250	KLOH	Clayton, N. M.	1450	250
KENM	Portales, N. M.	1450	250	KFYV	Bismarck, N. D.	550	N-1,000	KICG	Calixico, Cal.	1490	250	KLOK	Pipestone, Minn.	1050	D-1,000
KENY	Keney, Tex.	990	D-250	KFYR	Bismarck, N. D.	550	N-1,000	KID	Boise, Ida.	630	5,000	KLOU	Lake Charles, La.	1580	1,000
KENO	Las Vegas, Nev.	1460	1,000	KFYR	Spokane, Wash.	1510	5,000	KIEM	Eureka, Cal.	1480	5,000	KLOV	Loveland, Colo.	1570	D-250
KENS	San Antonio, Tex.	680	LS-50,000	KGAE	Salem, Oreg.	1430	D-1,000	KIEV	Glenade, Cal.	870	D-250	KLPM	Minot, N. D.	1390	LS-5,000
KENT	Shreveport, La.	1550	LS-1,000	KGAF	Gainesville, Tex.	1580	D-250	KIFN	Phoenix, Ariz.	880	D-1,000	KLPR	Oklahoma City	1140	D-1,000
↑KEOR	Enterprise, Ore.	1340	250	KGAK	Gallup, N. M.	1330	N-1,000	KIFW	Sitka, Alaska	1230	250	KLPW	Union, Mo.	1220	D-250
KEPO	El Paso, Tex.	630	10,000	KGAL	Lebanon, Ore.	920	1,000	KIHN	Hugo, Okla.	1340	250	KLRA	Little Rock, Ark.	1010	LS-10,000
KERB	Kermit, Tex.	690	250	KGAN	Kingman, Ariz.	1230	250	KIHR	Hood River, Ore.	1270	250				
KERC	Eastland, Tex.	1590	D-500	KGAS	Carthage, Tex.	1590	D-1,000	KIJV	Huron, S. D.	1340	250	KLRS	Mountain Grove, Mo.	1360	D-1,000
KERG	Eugene, Ore.	1280	LS-5,000	KGBC	San Diego, Cal.	1360	1,000	KIKI	Honolulu, T. H.	860	250	KLTF	Little Falls, Minn.	960	D-500
KERN	Bakersfield, Cal.	1410	1,000	KGBT	Harlingen, Tex.	1530	LS-50,000	KILA	Hilo, T. H.	850	1,000	KLTI	Longview, Tex.	1280	D-1,000
KERO	Bakersfield, Cal.	1230	250	KGBX	Springfield, Mo.	1260	5,000	KILO	Grand Forks, N. D.	1440	LS-1,000	KLTL	Glasgow, Mont.	1240	250
KERV	Kerrville, Tex.	1230	250	KGCU	Mandan, N. D.	1270	LS-1,000	KIMA	Yakima, Wash.	1460	5,000	KLUB	Salt Lake City, Utah	570	5,000
KEUN	Eunice, La.	1490	250	KGCX	Sidney, Mont.	1480	5,000	KIMN	Denver, Colo.	950	5,000	KLUF	Galveston, Tex.	1400	250
KEVA	Shamrock, Tex.	1580	D-250	KGDE	Fergus Falls, Minn.	1250	LS-1,000	KIMO	Independence, Mo.	1510	D-1,000	KLUG	Evanson, Wyo.	1240	250
↑KEVL	White Castle, La.	1590	D-250	KGDM	Stockton, Cal.	1140	5,000	KIMP	Mt. Pleasant, Tex.	960	D-1,000	KLVC	Leadville, Colo.	1230	250
KEVT	Tucson, Ariz.	690	D-250	KGDN	Edmonds, Wash.	630	D-1,000	KIND	Independence, Kan.	1010	D-250	KLVL	Pasadena, Tex.	1480	LS-1,000
KEW	Portland, Ore.	1190	50,000	KGEE	Sterling, Colo.	1230	250	KINE	Seattle, Wash.	1090	50,000	KLVT	Levelland, Tex.	1230	250
KEXO	Grand Junction, Colo.	1230	250	KGEM	Boise, Ida.	1140	10,000	KING	Kingsville, Tex.	1330	D-1,000	KLWN	Lawrence, Kan.	1320	D-500
KEXX	San Antonio, Texas	1250	D-500	KGER	Long Beach, Cal.	1390	5,000	KINY	Juneau, Alaska	800	5,000	KLWT	Lebanon, Mo.	1230	250
KEYD	Minneapolis, Minn.	1440	D-5,000	KGEZ	Kalispell, Mont.	600	1,000	KIOA	Des Moines, Ia.	940	LS-10,000	KLX	Oakland, Cal.	910	5,000
KEYE	Perryton, Tex.	1400	250	KGEZ	Shawnee, Okla.	1450	250	KIOX	Bay City, Tex.	1270	1,000	KLYN	Amarillo, Tex.	940	1,000
KEYJ	Jamestown, N. D.	1400	250	KGFF	Shawnee, Okla.	1450	250	KIPA	Hilo, T. H.	1110	1,000	KLZ	Denver, Colo.	560	5,000
KEYS	Corpus Christi, Tex.	1440	LS-1,000	KGFF	Shawnee, Okla.	1450	250	KIPB	Seattle, Wash.	710	50,000	KMA	Shenandoah, Ia.	980	5,000
KEYY	Provo, Utah	1450	250	KGFF	Shawnee, Okla.	1450	250	KIRX	Kirkville, Mo.	1450	250	KMAC	S. Antonio, Tex.	630	5,000
KEYZ	Williston, N. D.	1450	250	KGFF	Shawnee, Okla.	1450	250	KISD	Sioux Falls, S. D.	1230	250	KMAE	McKinney, Tex.	1600	D-1,000
KFAB	Omaha, Neb.	1110	50,000	KGFF	Pierre, S. D.	630	D-200	KIST	Santa Barbara, Cal.	1340	250	KMAK	Fresno, Cal.	1340	250
KFAC	Los Angeles, Cal.	1330	5,000	KGFF	Coffeyville, Kans.	690	LS-10,000	KIT	Yakima, Wash.	1280	LS-5,000	KMAN	Manhattan, Kan.	1350	D-500
KFAD	Fairfield, Ia.	1570	D-1,000	KGGM	Albuquerque, N. M.	610	5,000	KITE	San Antonio, Tex.	930	D-1,000	↑KMAP	Bakersfield, Cal.	1490	250
KFAL	Fulton, Mo.	900	D-1,000	KGHF	Pueblo, Colo.	1350	LS-5,000	KITI	Chehalis, Wash.	1420	D-1,000	KMBC	Kansas City, Mo.	980	5,000
KFAM	St. Cloud, Minn.	1450	250	KGHI	Little Rock, Ark.	1250	LS-1,000	KITQ	San Bernardino, Cal.	1290	5,000	KMBL	Junction, Tex.	1450	250
KFAR	Fairbanks, Alaska	660	10,000	KGHL	Billings, Mont.	790	5,000	KIUL	Garden City, Kans.	1240	250	KMBY	Monterey, Cal.	1240	250
KFBB	Great Falls, Mont.	1310	5,000	↑KGHM	Brookfield, Mo.	1470	D-500	KIUP	Durango, Colo.	930	1,000	KMCM	McMinville, Ore.	1260	1,000
KFBC	Cheyenne, Wyo.	1240	250	KGIL	San Fernando, Cal.	1260	1,000	KIUV	Crockett, Tex.	1290	D-500	KMCO	Conroe, Tex.	900	D-500
KFBI	Wichita, Kans.	1070	LS-10,000	KGIW	Alamosa, Colo.	1450	250	KIWW	San Antonio, Tex.	1540	D-250	KMDO	Fort Scott, Kan.	1600	D-500
KFBK	Sacramento, Cal.	1530	50,000	KGKB	Tyler, Tex.	1490	LS-5,000	KIXX	Dallas, Tex.	1040	D-1,000	KMED	Medford, Ore.	1440	LS-5,000
KFDA	Amarillo, Tex.	1440	LS-5,000	KGKL	San Angelo, Tex.	960	LS-5,000	KIYI	Provo, Utah	1400	250	KMHL	Marshall, Minn.	1400	250
KFDM	Beaumont, Tex.	560	5,000	KGKO	Dallas, Tex.	1480	LS-1,000	KJAN	Shelby, Mont.	1240	250	KMHT	Marshall, Tex.	1450	250
KFDR	Grand Coulee, Wash.	1400	250	KGKQ	Dallas, Tex.	1480	LS-1,000	KJAY	Atlantic, Ia.	1220	D-250	KMIL	Cameron, Tex.	1330	D-500
KFEQ	St. Joseph, Mo.	680	5,000	KGKQ	Dallas, Tex.	1480	LS-1,000	KJBY	Topeka, Kans.	1440	LS-5,000	↑KMJN	Granville, N. M.	980	D-1,000
KFFA	Helena, Ark.	1360	1,000	KGKQ	Dallas, Tex.	1480	LS-1,000	KJCB	Midland, Tex.	1150	D-1,000	KMJ	Fresno, Cal.	580	5,000
KFGO	Fargo, N. D.	790	D-250	KGKQ	Dallas, Tex.	1480	LS-1,000	KJCS	San Francisco, Cal.	1100	LS-1,000	KMLB	Monroe, La.	1440	LS-5,000
KFGQ	Boone, Ia.	1260	D-250	KGKQ	Dallas, Tex.	1480	LS-1,000	KJCF	Festus, Mo.	1010	D-250	KMLC	Monroe, La.	1440	LS-5,000
KFGT	Freemont, Nebr.	1340	100	KGKQ	Dallas, Tex.	1480	LS-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KMLD	Marlin, Tex.	1010	D-250
KFH	Wichita, Kans.	1330	5,000	KGKQ	Dallas, Tex.	1480	LS-1,000	KJED	Jennings, La.	1290	500	KMMJ	Grand Island, Neb.	750	LS-1,000
KFHI	Los Angeles, Cal.	640	50,000	KGKQ	Dallas, Tex.	1480	LS-1,000	KJET	Beaumont, Tex.	1380	D-1,000	KMMO	Marshall, Mo.	1300	D-1,000
KFIR	North Bend, Ore.	1340	250	KGKQ	Dallas, Tex.	1480	LS-1,000	KJFJ	Webster City, Ia.	1570	D-250	KMNS	Sioux City, Ia.	620	1,000
KFIZ	Fond du Lac, Wis.	1450	250	KGKQ	Dallas, Tex.	1480	LS-1,000	KJFN							

Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts
KNBR	N. Platte, Neb.	970	D-1,000	KOWB	Laramie, Wyo.	1340	250	KRMG	Tulsa, Okla.	740	LS-50,000	KSTA	Coleman, Tex.	1000	D-250
KNBX	Kirkland, Wash.	1050	D-1,000	KOWH	Omaha, Neb.	660	500					KSTB	Breckenridge, Tex.	1430	D-1,000
KNBY	Newport, Ark.	1280	D-1,000	KOWL	Santa Monica, Cal.	1560	D-10,000	KRMO	Monett, Mo.	990	D-250	KSTL	St. Louis, Mo.	890	D-1,000
KNCK	Concordia, Kan.	1390	D-500	KOXR	Oxnard, Cal.	910	D-1,000	KRMS	Eldon, Mo.	1150	D-1,000	KSTN	Stockton, Cal.	1420	1,000
KNCM	Moberly, Mo.	1230	250	KOYX	Phoenix, Ariz.	550	LS-5,000	KRMW	The Dalles, Ore.	1300	D-1,000	KSTP	St. Paul, Minn.	1500	50,000
KNCO	Garden City, Kan.	1050	D-1,000	KOZE	Billings, Mont.	910	D-1,000	KRNO	San Bernardino, Cal.	1240	250	KSTT	Davenport, Ia.	1170	1,000
KNDC	Hettinger, N.D.	1490	250	KOZY	Lewiston, Ida.	950	D-500	KRNR	Roseburg, Ore.	1490	250	KSTV	Stephenville, Tex.	1510	D-250
KNEA	Jonesboro, Ark.	970	D-1,000	KPAC	Port Arthur, Tex.	1250	LS-5,000	KRNT	Des Moines, Ia.	1350	5,000	KSUB	Cedar City, Utah	590	1,000
KNEB	Scottsbluff, Neb.	960	LS-1,000	KPAL	Palm Springs, Cal.	1450	N-1,000	KROC	El Paso, Tex.	600	5,000	KSUE	Susanville, Cal.	1240	250
			N-500					KROF	Abbeville, La.	960	D-1,000	KSUL	Sulphur, La.	1310	D-500
			LS-1,000					KROG	Sonora, Cal.	1450	250	KSUM	Fairmont, Minn.	1370	1,000
			N-500					KROP	Brawley, Cal.	1300	LS-1,000	KSUN	Bisbee, Ariz.	1230	250
KNEL	Brady, Tex.	1490	250	KPAM	Portland, Ore.	1410	D-1,000	KROS	Clinton, Iowa	1340	N-500	KSVC	Richfield, Utah	980	1,000
KNEM	Nevada, Mo.	1240	250	KPAN	Hereford, Tex.	880	D-250	KROW	Oakland, Cal.	960	1,000	KSWP	Artesia, N. M.	990	LS-1,000
KNET	Spokane, Wash.	1450	5,000	KPAT	Banning, Cal.	1490	250	KKRO	Crookston, Minn.	1280	LS-1,000	KSWA	Graham, Tex.	1330	D-500
KNEX	McPherson, Kans.	1540	D-250	KPBA	Pampa, Tex.	1230	250	KKRY	Sacramento, Cal.	1240	N-500	KSWI	Council Bluffs, Iowa	1560	D-500
KNGS	Hanford, Cal.	620	1,000	KPBB	Carlsbad, N. M.	740	D-1,000	KKRL	Moscow, Ida.	1400	250	KSWM	Joplin, Mo.	1230	250
KNIM	Maryville, Mo.	1580	D-250	KPBD	Pampa, Tex.	1340	250	KKRV	Sherman, Tex.	910	1,000	KSWO	Lawton, Okla.	1380	1,000
KNOE	Monroe, La.	1390	5,000	KPDE	Portland, Ore.	800	D-1,000	KKRS	Rapid City, S. D.	1340	250	KSWS	Roswell, N. M.	1230	250
KNOG	Nogales, Ariz.	1340	250	KPEP	San Angelo, Tex.	1420	D-1,000	KKRS	Russell, Kan.	990	D-250	KSYC	Yreka, Cal.	1490	250
KNOK	Fort Worth, Tex.	970	D-1,000	KPET	Lamesa, Tex.	890	250	KKRS	Los Alamos, N. M.	1490	250	KSYD	Wichita Falls, Tex.	990	LS-10,000
KNOR	Norman, Okla.	1490	250	KPHO	Phoenix, Ariz.	910	5,000	KRTN	Raton, N. M.	1490	250				
KNOW	Austin, Tex.	1490	250	KPIG	Cedar Rapids, Iowa	1450	250	KRTR	Thermopolis, Wyo.	1490	250	KSYP	Alexandria, La.	970	1,000
KNOW	Grand Forks, N. D.	1310	5,000	KPKW	Pasco, Wash.	1340	250	KRTV	Hillsboro, Ore.	1360	D-1,000	KTAC	Tacoma, Wash.	850	1,000
KNPT	Newport, Ore.	1310	1,000	KPLC	Lake Charles, La.	1470	LS-5,000	KRUL	Corvallis, Ore.	1340	250	KTAE	Taylor, Tex.	1280	D-1,000
KNUJ	New Ulm, Minn.	860	D-1,000	KPLK	Dallas, Ore.	1460	D-500	KRUN	Ballinger, Tex.	1400	250	KTAN	Sherman, Tex.	1500	D-250
KNUZ	Houston, Tex.	1230	250	KPLN	Camden, Ark.	1370	D-1,000	KRUS	Ruston, La.	1490	250	KTAR	Phoenix, Ariz.	620	5,000
KNWS	Waterloo, Iowa	1090	D-1,000	KPLM	Paris, Tex.	1490	250	KRUX	Glendale, Ariz.	1340	250	KTAT	Frederick, Okla.	1570	D-250
KNX	Los Angeles, Cal.	1070	50,000	KPLT	Bakersfield, Cal.	1580	1,000	KRVN	Lexington, Neb.	1010	D-25,000	KTBB	Tyler, Tex.	600	LS-5,000
KOAC	Denver, Colo.	850	50,000	KPMC				KRWV	Forest Grove, Ore.	1570	D-1,000	KTBC	Austin, Tex.	590	LS-5,000
KOAB	Corvallis, Ore.	850	5,000					KRWS	Post, Tex.	1370	D-500	KTBS	Shreveport, La.	710	LS-10,000
KOAL	Price, Utah	1230	250	KPOA	Honolulu, T.H.	630	5,000	KRXK	Rexburg, Ida.	1230	250	KTCB	Malden, Mo.	1470	N-5,000
KOAM	Pittsburg, Kan.	860	LS-10,000	KPOC	Pocahontas, Ark.	1420	D-1,000	KRXL	Rexburg, Ore.	1240	250	KTEC	Walla Walla, Wash.	1490	250
			N-5,000	KPOF	Denver, Colo.	910	LS-5,000	KSAC	Manhattan, Kan.	580	LS-5,000	KTEK	Temple, Tex.	1490	250
			10,000					KSAL	Salina, Kan.	1150	5,000	KTER	Terrill, Tex.	1570	D-250
			1770	KPOL	Portland, Ore.	1330	N-1,000	KSAM	Huntsville, Tex.	1490	250	KTFI	Twin Falls, Ida.	1270	LS-5,000
			25,000	KPOO	Los Angeles, Cal.	1540	D-10,000	KSAN	San Francisco, Cal.	1450	250				
			50,000	KPOW	San Francisco, Cal.	1010	D-10,000	KSBW	Salinas, Cal.	1380	1,000	KTFS	Texarkana, Tex.	1400	250
			1,000	KPPC	Pasadena, Cal.	1240	SH-1,000	KSCB	Liberal, Kan.	1270	D-1,000	KTFY	Brownfield, Tex.	1300	D-1,000
			500	KPRK	Wenatchee, Wash.	560	5,000	KSCJ	Sioux City, Ia.	1360	5,000	KTHE	Thermopolis, Wyo.	1240	250
			1,000	KPRQ	Houston, Tex.	950	5,000	KSCO	Santa Cruz, Cal.	1080	LS-1,000	KTHT	Little Rock, Ark.	1090	50,000
			1,000	KPRR	Livingston, Mont.	1340	250	KSD	St. Louis, Mo.	550	5,000	KHTT	Houston, Tex.	790	5,000
			1,000	KPRL	Paso Robles, Cal.	1230	250	KSDA	Redding, Cal.	1400	250	KHTL	Thibodaux, La.	630	D-500
			1,000	KPRO	Riverside, Cal.	1440	1,000	KSDN	Aberdeen, S. D.	930	1,000	KTIM	Tillamook, Ore.	1590	2,500
			1,000	KPRS	Kansas City, Mo.	1580	D-1,000	KSDO	San Diego, Cal.	1130	LS-5,000	KTIP	Porterville, Cal.	1450	250
			1,000	KPTL	Preston, Idaho	1340	250	KSEI	Pocatello, Ida.	930	5,000	KTIS	Minneapolis, Minn.	900	D-1,000
			1,000	KPTN	Carson City, Nev.	1400	250	KSEK	Pittsburg, Kans.	1340	250	*KTIX	Seattle, Wash.	1590	D-5,000
			1,000	KPUG	Bellingham, Wash.	1170	1,000	KSEL	Lubbock, Tex.	950	LS-1,000	KTJS	Hobart, Okla.	1420	D-250
			250	KQUE	Albuquerque, N. M.	1240	250	KSEM	Moses Lake, Wash.	1450	250	KTKN	Ketchikan, Alas.	930	1,000
			1,000	KQV	Pittsburgh, Pa.	1410	*LS-1,000	KSEW	Durant, Okla.	750	D-250	KTKR	Taft, Cal.	1310	D-500
			1,000	KRAI	Craig, Colo.	1230	*N-500	KSET	El Paso, Tex.	1340	250	KTKT	Tucson, Ariz.	1490	250
			250					KSEV	Sitka, Alaska	1400	250	KTKL	Tallulah, La.	1380	D-500
			250					KSEY	Seymour, Tex.	1230	250	KTLN	Denver, Colo.	1280	5,000
			250					KSFA	Nacogdoches, Tex.	860	D-1,000	KTLU	Mt. Home, Ark.	1490	250
			250					KSFO	Needles, Cal.	1340	250	KTLV	Rusk, Tex.	1580	D-500
			250					KSGM	San Francisco, Cal.	560	LS-5,000	KTLW	Texas City, Tex.	920	D-1,000
			250					KSGN	Ste. Genevieve, Mo.	980	500	KTMK	McAlester, Okla.	1400	250
			250					KSIB	Creston, Iowa	1520	D-1,000	KTMS	Santa Barbara, Cal.	1250	1,000
			250					KSID	Sidney, Neb.	1340	250	KTNM	Tucumcari, N. M.	1400	250
			250					KSIJ	Crowley, La.	1450	250	KTNNT	Tacoma, Wash.	1400	250
			250					KSKL	Gladewater, Tex.	1430	D-1,000	KTOE	Mankato, Minn.	1420	LS-5,000
			250					KSM	Silver City, N. M.	1340	250				
			250					KSMN	Sikeston, Mo.	1400	250	KTOH	Lihue, T. H.	1490	250
			250					KSMO	Sedalia, Mo.	1050	D-1,000	KTKO	Oklahoma City, Okla.	1000	5,000
			250					KSNY	Woodward, Okla.	1450	250	*KTOO	Casper, Wyo.	1400	250
			250					KSO	Corpus Christi, Tex.	1230	250	KTOP	Topeka, Kans.	1490	250
			250					KSKO	Jamestown, N. D.	600	5,000	KTRB	Modesto, Cal.	800	D-250
			250					KSKY	San Jose, Cal.	1590	LS-1,000	KTRC	Santa Fe, N. M.	1400	N-1,000
			250					KSL	Dallas, Tex.	660	D-1,000	KTRF	Lufkin, Tex.	1420	1,000
			250					KSLV	Salt Lake City, Utah	1160	50,000	KTRH	Thief River Falls, Minn.	1230	250
			250					KSM	Salem, Ore.	1390	1,000	KTRI	Houston, Tex.	740	50,000
			250					KSMN	Opelousas, La.	1230	250	KTRM	Sioux City, Ia.	1470	5,000
			250					KSMO	Oceanside, Cal.	1320	500	KTRN	Beaumont, Tex.	990	1,000
			250					KSNY	Monte Vista, Colo.	1240	250				
			250					KSO	Santa Maria, Cal.	1240	250	KTRY	Bastrop, La.	730	D-250
			250					KSOA	San Jose, Cal.	1590	LS-1,000	KTSA	San Antonio, Tex.	550	5,000
			250					KSOB	Seminole, Tex.	1250	D-1,000	KTSM	El Paso, Tex.	1380	LS-1,000
			250					KSOJ	Mason City, Ia.	1010	D-1,000				
			250					KSOE	Salem, Mo.	1340	250	KTTN	Trenton, Mo.	1000	D-500
			250					KSOH	Snyder, Tex.	1450	250	KTRR	Rolla, Mo.	1490	250
			250					KSOI	Des Moines, Ia.	1480	5,000	KRTS	Springfield, Mo.	1400	250
			250					KSOJ	Arkansas City, Kans.	1280	LS-1,000	KRTU	Tucson, Ariz.	1400	250
			250					KSOO	San Diego, Cal.	1240	250	KRTV	Tulsa, Tex.	1280	D-1,000
			250					KSOQ	Sioux Falls, S. D.	1140	LS-10,000	KRTW	Tulsa, Okla.	1430	5,000
			250					KSOX	Utah	1160					

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
KUGN	Eugene, Ore.	590	LS-5,000 N-1,000	KWCJ	Natchitoches, La.	1450	250	KXO	El Centro, Cal.	1230	250	WALM	Albion, Mich.	1260	D-500
KUIN	Grants Pass, Ore.	1340	250	KWCO	Chickasha, Okla.	1560	LS-1,000 N-250	KXOA	Sacramento, Cal.	1470	1,000	WALT	Tampa, Fla.	1110	D-1,000
KUJ	Walla Walla, Wash.	1420	5,000	KWDM	Des Moines, Ia.	1150	1,000	KXOB	Stockton, Cal.	1280	1,000	WAMI	Opp, Ala.	860	D-1,000
KUKI	Ukiah, Cal.	1400	250	KWED	Seguin, Tex.	1580	D-1,000	KXOC	Chico, Cal.	1060	10,000	WAML	Laurel, Miss.	1340	250
KULA	Honolulu, T. H.	690	10,000	KWEI	Weiser, Idaho	1240	250	KXOK	St. Louis, Mo.	630	5,000	WAMM	Flint, Mich.	1420	D-500
KULE	Ephrata, Wash.	730	D-1,000	KWEM	Memphis, Tenn.	990	D-1,000	KXOL	Ft. Worth, Tex.	1360	LS-5,000 N-1,000	WAMW	Wilmington, Del.	1380	1,000
KULP	El Campo, Tex.	1390	D-500	KWEW	Hobbs, N. M.	1490	250	KXOX	Sweetwater, Tex.	1240	250	WAMY	Washington, Ind.	1580	D-250
KUMA	Pendleton, Ore.	1370	D-1,000	KWFC	Hot Springs, Ark.	1340	250	KXRA	Alexandria, Minn.	1490	250	WANA	Anniston, Ala.	1490	D-250
KUNO	Corpus Christi, Tex.	1400	250	KWFR	San Angelo, Tex.	1260	D-1,000	KXRJ	Russellville, Ark.	1490	250	WAND	Canton, Ohio	900	D-500
KUOA	Siloam Springs, Ark.	1290	D-5,000	KWFT	Wichita Falls, Tex.	620	5,000	KXRO	Russellville, Ark.	1490	250	WANF	Fort Wayne, Ind.	1450	250
KUOM	Minneapolis, Minn.	770	D-5,000	KWGW	Stockton, Cal.	1230	250	KXRX	San Jose, Cal.	1500	1,000	WANN	Annapolis, Md.	1190	D-1,000
↑KURA	Moab, Utah	1450	250	KWGB	Goodland, Kans.	730	D-1,000	KXXL	Monterey, Cal.	630	1,000	WANS	Anderson, S. C.	1280	1,000
KURV	Edinburg, Tex.	710	250	KWHI	Brenham, Tex.	1280	D-1,000	KXXM	Colby, Kans.	790	D-5,000	WANT	Richmond, Va.	990	D-1,000
KUSD	Vermillion, S. D.	690	D-1,000	KWHK	Hutchinson, Kans.	1260	LS-1,000 N-500	KXXN	Houston, Tex.	1320	5,000	WAOK	Atlanta, Ga.	1380	5,000
KUSH	Cushing, Okla.	1600	D-1,000	KWHN	Ft. Smith, Ark.	1320	5,000	KXXO	San Francisco, Cal.	1260	LS-5,000 N-1,000	WAOV	Vincennes, Ind.	1450	250
KUSN	St. Joseph, Mo.	1270	D-1,000	KWHO	Salt Lake City, Utah	860	D-1,000	KXXP	Yuma, Ariz.	1400	250	WAPA	San Juan, P. R.	880	10,000
KUTI	Yakima, Wash.	900	D-1,000	KWHW	Altu, Okla.	1450	250	↑KYME	Boise, Ida.	740	D-500	↑WAPC	Waupaca, Wis.	1320	D-1,000
↑KUZN	West Monroe, La.	1310	D-1,000	KWIE	Kennewick, Wash.	610	5,000	↑KYNG	Kalispell, Mont.	910	D-1,000	WAFP	McComb, Miss.	980	D-1,000
KVAN	Vancouver, Wash.	910	1,000	KWIK	Pocatello, Ida.	1240	250	KZLN	Fresno, Cal.	1300	1,000	WAPG	Arcadia, Fla.	1480	D-1,000
KVAS	Astoria, Ore.	1230	250	KWIL	Albany, Ore.	790	1,000	KZLN	Yankton, S. D.	1450	250	WAPI	Birmingham, Ala.	1070	LS-10,000 N-5,000
KVBC	Farmington, N. M.	1240	250	KWIN	Ashland, Ore.	1400	250	KZLN	Houston, Tex.	1590	5,000	WAPL	Appleton, Wis.	1570	D-1,000
↑KVCL	Winnfield, La.	1270	D-1,000	↑KWIQ	Moses Lake, Wash.	1260	D-1,000	KZLN	Blythe, Cal.	1450	250	WAPQ	Chattanooga, Tenn.	1150	LS-5,000 N-1,000
KVCV	Redding, Cal.	600	1,000	KWJZ	Santa Ana, Cal.	1480	1,000	KZLN	Merced, Cal.	1480	5,000	WAPX	Montgomery, Ala.	1600	1,000
KVEC	San Luis Obispo, Cal.	920	LS-1,000 N-500	KWJB	Globe, Ariz.	1240	250	KZLN	Greeley, Colo.	1450	250	WARA	Attleboro, Mass.	1320	1,000
KVEL	Vernal, Utah	1340	250	KWJJ	Portland, Ore.	1080	10,000	KZLN	Marengo, Minn.	1230	250	WARB	Covington, La.	730	D-250
KVEN	Ventura, Cal.	1450	250	KWJK	Decorah, Iowa	1240	D-250	KZLN	Yuma, Ariz.	560	1,000	↑WARD	Milton, Pa.	1380	D-1,000
KVET	Austin, Tex.	1300	1,000	KWKL	Longview, Wash.	1400	250	KZLN	Philadelphia, Pa.	1060	50,000	WARE	Johnstown, Pa.	1490	250
KVFC	Cortez, Colo.	740	D-250	KWLM	William, Minn.	1340	250	KZLN	Philadelphia, Pa.	1060	50,000	WARE	Ware, Mass.	1250	D-1,000
KVFD	Ft. Dodge, Iowa	1400	250	KWLN	Winnemucca, Nev.	1400	250	KZLN	Opportunity, Wash.	1270	D-1,000	WARK	Hagerstown, Md.	1490	250
KVGB	Great Bend, Kans.	1590	5,000	KWNO	Winona, Minn.	1230	250	WAAA	Winston-Salem, N. C.	980	D-1,000	WARK	Arlington, Va.	780	D-1,000
↑KVHC	O'Neil, Neb.	1400	250	KWNP	Wenatchee, Wash.	1340	250	WAAA	Worcester, Mass.	1440	5,000	WARM	Scranton, Pa.	590	5,000
↑KVHL	Homer, La.	1320	D-1,000	KWNS	Wenatchee, Wash.	1340	250	WAAF	Chicago, Ill.	950	D-1,000	WARM	Fort Pierce, Fla.	1330	D-1,000
KVIC	Seattle, Wash.	570	5,000	KWOC	Poplar Bluff, Mo.	930	D-1,000	WAAF	Adel, Ga.	1470	D-1,000	WASU	Peru, Ind.	1600	D-500
KVIC	Victoria, Tex.	1340	250	KWOW	Pomona, Cal.	1400	250	WAAW	Newark, N. J.	970	LS-5,000 N-1,000	WASA	Havre de Grace, Md.	1330	D-1,000
KVIN	New Iberia, La.	1360	D-1,000	KWOW	Worland, Wyo.	1340	250	WAAW	Waynesboro, Miss.	990	D-250	WASK	Lafayette, Ind.	1450	250
KVIN	Vinita, Okla.	1470	D-500	KWOW	Jefferson City, Mo.	1240	250	WAAW	Waynesboro, Miss.	990	D-250	WASL	Annapolis, Md.	810	D-250
KVKM	Monahans, Tex.	1340	250	KWOW	Jefferson City, Mo.	1240	250	WAAW	Waynesboro, Miss.	990	D-250	WATA	Boone, N. C.	1450	250
KVLB	Cleveland, Tex.	1410	500	KWOW	Jefferson City, Mo.	1240	250	WABR	Winter Park, Fla.	1440	D-1,000	WATC	Gaylord, Mich.	900	D-1,000
KVLC	Little Rock, Ark.	1050	D-1,000	KWOW	Jefferson City, Mo.	1240	250	WABR	Winter Park, Fla.	1440	D-1,000	WATG	Ashland, O.	1340	250
KVLF	Alpine, Tex.	1240	250	KWOW	Jefferson City, Mo.	1240	250	WABC	New York, N. Y.	770	50,000	WATH	Athens, O.	970	D-1,000
KVLH	Pauls Valley, Okla.	1470	D-250	KWOW	Jefferson City, Mo.	1240	250	WABG	Greenwood, Miss.	960	LS-1,000 N-500	WATI	Antigo, Wis.	900	D-250
KVMA	Magnolia, Ark.	630	D-1,000	KWOW	Jefferson City, Mo.	1240	250	WABG	Greenwood, Miss.	960	LS-1,000 N-500	WATN	Watertown, N. Y.	1240	250
KVMC	Colorado City, Tex.	1320	D-500	KWOW	Jefferson City, Mo.	1240	250	WABG	Greenwood, Miss.	960	LS-1,000 N-500	WATO	Oak Ridge, Tenn.	1490	250
KVNC	Winslow, Ariz.	1010	LS-1,000 N-500	KWOW	Jefferson City, Mo.	1240	250	WABJ	Bangor, Me.	910	5,000	WATR	Waterbury, Conn.	1320	1,000
KVNI	Coeur d'Alene, Ida.	1240	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Sayre, Pa.	960	D-1,000
KVNU	Logan, Utah	610	1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOA	Tucson, Ariz.	1230	1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOC	Casper, Wyo.	1230	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOD	Denver, Colo.	630	5,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOE	Emporia, Kan.	1400	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOG	Ogden, Utah	1490	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOL	Lafayette, La.	1330	1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOM	Morrilton, Ark.	800	D-250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVON	Napa, Cal.	1440	500	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOP	Tulsa, Okla.	1170	50,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOP	Plainview, Tex.	1400	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOR	Colorado Springs, Colo.	1300	1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOS	Bellingham, Wash.	790	1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOU	Uvalde, Tex.	1400	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOW	Littlefield, Tex.	1490	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOX	Moorehead, Minn.	1280	LS-1,000 N-500	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVOZ	Laredo, Tex.	1490	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVPI	Ville Platte, La.	1050	D-250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVRC	Arkadelphia, Ark.	1240	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVRH	Salida, Colo.	1340	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVRS	Rock Springs, Wyo.	1360	LS-1,000 N-500	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVSA	McGehee, Ark.	1220	D-1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVSF	Santa Fe, N. M.	1260	1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVSN	San Mateo, Cal.	1050	D-1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVSO	Ardmore, Okla.	1240	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVWC	Vernon, Tex.	1490	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KVWO	Cheyenne, Wyo.	1370	D-1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KWAD	Wadena, Minn.	920	1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KWAK	Stuttgart, Ark.	1240	250	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac, Mich.	1240	250
KWAL	Wallace, Ida.	620	1,000	KWOW	Jefferson City, Mo.	1240	250	WABJ	Adrian, Mich.	1490	250	WATT	Cadillac		

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
WBEC	Pittsfield, Mass.	1490	250	WFCB	Chicago, Ill.	820	SH-5,000	WCPS	Tarboro, N. C.	760	D-1,000	WDXI	Jackson, Tenn.	1310	LS-5,000
WBEE	Harvey, Ill.	1570	D-250	WFCI	Columbus, Miss.	550	LS-1,000	WCRB	Effingham, Ill.	1080	D-250	WDXL	Lexington, Tenn.	1490	N-1,000
WBEJ	Elizabethton, Tenn.	1240	250	WCBL	Benton, Ky.	1290	D-1,000	WCRC	Waltham, Mass.	1330	1,000	WDYN	Clarksville, Tenn.	540	D-250
WBEL	Beloit, Wis.	1380	D-5,000	WCBM	Baltimore, Md.	680	LS-10,000	WCRC	Cheraw, S. C.	1420	D-1,000	WDYK	Cumberland, Md.	1230	250
WBEN	Buffalo, N. Y.	930	5,000	†WCBQ	Sarasota, Fla.	1220	D-250	WCRC	Scottsboro, Ala.	1050	D-250	WEAB	Decatur, Ga.	1050	D-250
WBET	Brockton, Mass.	1460	1,000	WCBR	Memphis, Tenn.	1480	D-1,000	WCRC	Tenn.	1450	D-250	WEAB	Greer, S. C.	800	D-250
WBEU	Beaufort, S. C.	960	D-1,000	WCBT	New York, N. Y.	680	50,000	WCRL	Oneonta, Ala.	1570	D-250	WEAM	Arlington, Va.	1390	5,000
WBEV	Beaver Dam, Wis.	1430	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRO	Johnstown, Pa.	1230	250	WEAN	Providence, R. I.	790	5,000
WBEX	Chillicothe, O.	1490	250	WCBT	Roanoke Rapids, N. C.	1230	250	WCRS	Greenwood, S. C.	1450	250	WEAR	Pensacola, Fla.	1230	250
WBFC	Fremont, Mich.	1490	250	WCBT	Roanoke Rapids, N. C.	1230	250	WCRV	Birmingham, Ala.	1260	D-1,000	WEAS	Decatur, Ga.	1010	D-50,000
WBFD	Bedford, Pa.	1310	D-1,000	WCBY	Cheboygan, Wis.	1240	250	WCRV	Washington, N. J.	1580	D-250	WEAT	W. Palm Beach, Fla.	850	1,000
†WBFB	Charlotteville, Va.	1010	D-250	WCCB	Hartford, Conn.	1290	D-500	WCRV	Chicago, Ill.	1240	100	WEAU	Eau Claire, Wis.	790	5,000
†WBGC	Chipley, Fla.	1010	D-250	WCCB	Lawrence, Mass.	800	D-1,000	WCRV	Chicago, Ill.	1240	100	WEAV	Plattsburg, N. Y.	960	1,000
WBGR	Jesup, Ga.	1370	D-1,000	WCCO	Minneapolis, Minn.	830	50,000	WCRV	Chicago, Ill.	1240	100	WEAV	Plattsburg, N. Y.	960	1,000
WBHE	Fitzgerald, Ga.	1240	250	WCCP	Savannah, Ga.	1450	250	WCSA	Charleston, S. C.	1390	5,000	WEAW	Evanston, Ill.	1330	D-500
WBHF	Cartersville, Ga.	1450	250	WCDJ	Edenton, N. C.	1260	D-1,000	WCSH	Portland, Me.	970	5,000	WEBC	Duluth, Minn.	1360	D-1,000
WBHP	Huntsville, Ala.	1230	250	WCDL	Carbondale, Pa.	1230	250	WCSI	Columbus, Ind.	1010	D-500	WEBC	Duluth, Minn.	1360	D-1,000
WBIA	Augusta, Ga.	1230	250	WCDT	Winchester, Tenn.	1340	250	WCSS	Amsterdam, N. Y.	1490	250	WEBJ	Brewton, Ala.	1240	250
WBIE	Marietta, Ga.	1050	D-500	WCEC	Rocky Mt., N. C.	810	D-1,000	WCTA	Andalusia, Ala.	920	LS-1,000	WEBK	Tampa, Fla.	1300	D-1,000
WBIG	Greensboro, N. C.	1470	5,000	WCED	Du Bois, Pa.	1230	250	WCTC	New Brunswick, N. J.	1450	250	WEBC	Harrisburg, Ill.	1240	250
WBIP	Booneville, Miss.	1400	250	WCEG	Rocky Mt., N. C.	810	D-1,000	WCTC	New Brunswick, N. J.	1450	250	WEBC	Buffalo, N. Y.	970	5,000
WBIR	Knoxville, Tenn.	1240	250	WCEH	Hawkinsville, Ga.	610	D-500	WCTC	New Brunswick, N. J.	1450	250	WEBC	Milton, Fla.	1330	D-1,000
WBIS	Bristol, Conn.	1440	D-500	WCEM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEDC	Chicago, Ill.	1240	250
WBIV	Bedford, Ind.	1340	250	WCEN	Mt. Pleasant, Mich.	1150	LS-1,000	WCTC	New Brunswick, N. J.	1450	250	WEDO	McKeesport, Pa.	810	D-1,000
WBIZ	Eau Claire, Wis.	1400	250	WCFK	Parkersburg, W. Va.	1050	D-1,000	WCTC	New Brunswick, N. J.	1450	250	WEDR	Birmingham, Ala.	1220	D-1,000
WBKX	Hattiesburg, Miss.	950	D-5,000	WCFM	Hawkinsville, Ga.	610	D-500	WCTC	New Brunswick, N. J.	1450	250	WEED	Southern Pines, N. C.	990	D-1,000
WBKV	West Bend, Wis.	1470	D-500	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLA	Elizabethtown, N. C.	1450	100	WCFM	Mt. Pleasant, Mich.	1150	LS-1,000	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
WBLE	Batesville, Miss.	1280	D-1,000	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
WBLJ	Dalton, Ga.	1230	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
WBLK	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	LS-5,000
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†WBLS	Clarksburg, W. Va.	1400	250	WCFM	Cambridge, Md.	1240	250	WCTC	New Brunswick, N. J.	1450	250	WEED	Rocky Mount, N. C.	1390	

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
WFAU	Augusta, Me.	1340	250	WGET	Gettysburg, Pa.	1450	250	WHEC	Rochester, N. Y.	1460	5,000	†WICR	Cruz Bay, St. John, V. I.	1190	500
WFAZ	Falls Church, Va.	1220	D-500	WGEZ	Beloit, Wis.	1480	250	WHED	Washington, N. C.	1340	250	WICY	Malone, N. Y.	1480	250
WFBC	Greenville, S. C.	1330	5,000	WGF5	Covington, Ga.	1430	D-1,000	WHEE	Martinsville, Va.	1370	D-500	WIDE	Biddeford, Me.	1400	250
†WFBF	Fernandina Beach, Fla.	1570	D-250	WGG4	Gainesville, Ga.	1450	LS-5,000	WHEN	Syracuse, N. Y.	620	LS-5,000	WIEL	Elizabethtown, N. H.	1400	250
WFBG	Altoona, Pa.	1340	250	WGGH	Gainesville, Fla.	1230	250	WHEP	Foley, Ala.	1310	D-1,000	WIFM	Elkin, N. C.	1540	D-250
WFBM	Indianapolis, Ind.	1260	5,000	WGGI	Marion, Ill.	1150	D-5,000	†WHER	Memphis, Tenn.	1430	D-1,000	WIGM	Medford, Wis.	1490	250
WFBP	Baltimore, Md.	1300	5,000	WGH	Newport News, Va.	1310	5,000	WHFB	Benton Harbor-St. Joseph, Mich.	1060	D-1,000	WIKB	Iron River, Mich.	1230	250
WFCB	Dunkirk, N. Y.	1410	500	†WGHM	Skowhegan, Me.	1150	D-1,000	WHFC	Cicero, Ill.	1450	250	WIKC	Bogalusa, La.	1490	250
WFCR	Fairfax, Va.	1310	D-500	WGIG	Brunswick, Ga.	1440	1,000	WHGB	Harrisburg, Pa.	1400	250	WIKK	Newport, Vt.	1490	250
WFDF	Flint, Mich.	910	1,000	WGIL	Brunswick, Ill.	1400	250	WHGR	Houghton Lake, Mich.	1290	D-1,000	WIKY	Erie, Pa.	1330	5,000
WFEA	Manchester, N. H.	1370	5,000	WGIV	Charlotte, N. C.	1800	D-1,000	WHHH	Warren, O.	1440	5,000	WIL	Evansville, Ind.	820	D-250
WFEF	Sylacauga, Ala.	1340	250	WGKA	Atlanta, Ga.	1600	D-1,000	WHHM	Memphis, Tenn.	1340	250	WILD	St. Louis, Mo.	1430	5,000
WFEC	Miami, Fla.	1220	D-250	WGKV	Charleston, W. Va.	1490	250	WHIE	Griffin, Ga.	1320	D-1,000	WILK	Birmingham, Ala.	850	LS-10,000
WFGM	Fitchburg, Mass.	1580	D-1,000	WGL	Ft. Wayne, Ind.	1250	1,000	WHIL	Medford, Mass.	1430	D-1,000	WILE	Cambridge, O.	1270	D-1,000
WFGN	Gaffney, S. C.	1570	D-250	WGLC	Centerville, Miss.	1580	D-250	WHIM	Providence, R. I.	1110	D-1,000	WILM	Wilkes-Barre, Pa.	980	LS-5,000
WFGH	Bristol, Va.	980	LS-5,000	WGLS	Decatur, Ga.	970	D-1,000	WHIN	Gallatin, Tenn.	1010	D-1,000	WILL	Urbana, Ill.	580	D-5,000
†WFHK	Pell City, Ala.	1340	D-1,000	WGM	Hollywood, Fla.	1320	D-500	WHIO	Dayton, Ohio	1290	5,000	WILN	Wilkesboro, N. C.	1450	250
WFHR	Wis. Rapids, Wis.	1340	250	WGM5	Bethesda, Md.	570	LS-5,000	WHIP	Mooreville, N. C.	1350	D-1,000	WILR	Frankfort, Ind.	1570	D-250
WFIG	Sumter, S. C.	1290	1,000	WGN	Chicago, Ill.	720	50,000	WHIR	Danville, Ky.	1230	250	WIMS	Lansing, Mich.	1320	LS-5,000
WFIL	Philadelphia, Pa.	560	5,000	WGNC	Gastonia, N. C.	1450	250	WHIS	Bluefield, W. Va.	1440	5,000	WILY	Pittsburgh, Pa.	1020	N-1,000
WFIN	Findlay, Ohio	1330	D-1,000	WGNI	Wilmington, N. C.	1340	250	WHIT	New Bern, N. C.	1450	250	WIMA	Lima, O.	1150	D-1,000
WFTW	Fairfield, Ill.	1320	D-500	WGNS	Murfreesboro, Tenn.	1450	250	WHIZ	Zanesville, Ohio	1240	250	WIMO	Winder, Ga.	1300	D-1,000
WFKN	Franklin, Ky.	1380	D-250	WGNY	Newburgh, N. Y.	1220	D-1,000	WHJB	Greensburg, Pa.	620	LS-1,000	WINA	Michigan City, Ind.	1420	LS-1,000
WFKY	Frankfort, Ky.	1490	250	WGOL	Goldsboro, N. C.	1300	D-1,000	WHJC	Matewan, W. Va.	1360	D-1,000	WINB	Charlottesville, Va.	1450	250
WFLA	Tampa, Fla.	970	5,000	WGOV	Valdosta, Ga.	950	LS-5,000	WHKK	Cleveland, Ohio	1420	5,000	WINC	Winchester, Va.	1400	250
WFLB	Fayetteville, N. C.	1390	LS-5,000	WGPA	Bethlehem, Pa.	1100	D-250	WHKP	Akron, Ohio	640	LS-1,000	WIND	Chicago, Ill.	560	5,000
WFLC	Farmville, Va.	870	D-1,000	WGPE	Albany, Ga.	1450	250	WHKY	Hickory, N. C.	1290	LS-5,000	WING	Dayton, Ohio	1410	5,000
WFLW	Monticello, Ky.	1570	D-250	WGR	Buffalo, N. Y.	550	5,000	WHKY	Hickory, N. C.	1290	LS-5,000	WINI	Murphysboro, Ill.	1420	D-500
WFMG	Goldsboro, N. C.	730	D-1,000	WGRA	Cairo, Ga.	790	D-1,000	WHLB	Virginia, Minn.	1400	250	WINK	Ft. Myers, Fla.	1240	250
WFMJ	Frederick, Md.	930	1,000	WGRB	Louisville, Ky.	790	LS-5,000	WHLD	Niagara Falls, N. Y.	1270	D-5,000	WINK	Bowling Green, Ky.	1240	250
WFMH	Cullman, Ala.	1460	D-5,000	WGRD	Grand Rapids, Mich.	1410	D-1,000	WHLE	So. Boston, Va.	1400	250	WINR	Binghamton, N. Y.	680	LS-1,000
WFMJ	Youngstown, O.	1390	5,000	†WGRF	Aguadilla, P. R.	1340	250	WHLI	Hempstead, N. Y.	1100	D-250	WINS	New York, N. Y.	1010	50,000
WFMQ	Fairmont, N. C.	860	D-1,000	WGRM	Greenwood, Miss.	1240	250	WHLL	Wheeling, W. Va.	1600	D-5,000	WINX	Rockville, Md.	1600	D-1,000
WFMW	Madisonville, Ky.	730	D-250	WGRV	Greenville, Tenn.	1340	250	WHLM	Bloomsburg, Pa.	550	500	WINZ	Hollywood, Fla.	940	LS-5,000
WFNC	N. C.	1390	LS-5,000	WGRY	Gary, Ind.	1370	D-500	WHLN	Harlan, Ky.	1280	D-1,000	WIOD	Miami, Fla.	610	5,000
†WFNM	DeFuniak Springs, Fla.	1460	D-1,000	WGS	Atlanta, Ga.	920	D-1,000	WHLP	Tenn.	1570	D-1,000	WIOK	Tampa, Fla.	1150	D-1,000
WFNS	Burlington, N. C.	1150	D-1,000	WGSV	Guntersville, Ala.	1270	D-1,000	WHMA	Anniston, Ala.	1450	250	WION	Ionia, Mich.	1430	D-500
WFOB	Fostoria, Ohio	1430	1,000	WGSW	Greenwood, S. C.	1350	D-1,000	WHMP	Northampton, Mass.	1400	250	WIOU	Kokomo, Ind.	1350	1,000
WFOM	Marletta, Ga.	1230	250	WGTA	Summerville, Ga.	950	D-1,000	WHNC	Henderson, N. C.	890	D-1,000	WIP	Philadelphia, Pa.	610	5,000
WFOR	Hattiesburg, Miss.	1400	250	WGTC	Greenville, N. C.	1590	LS-5,000	WHNY	McComb, Miss.	1250	LS-5,000	WIPC	Lake Wales, Fla.	1280	D-1,000
WFOX	Milwaukee, Wis.	860	D-250	WGTH	Hartford, Conn.	1410	5,000	WHOA	Des Moines, Ia.	1040	50,000	WIPR	Santurce, P. R.	940	10,000
WFOY	St. Augustine, Fla.	1240	250	WGTL	Kannapolis, N. C.	870	D-1,000	WHOC	Philadelphia, Miss.	1490	250	WIRA	Ft. Pierce, Fla.	1400	250
WFPA	Fort Payne, Ala.	1400	250	WGTM	Wilson, N. C.	590	5,000	WHOD	Homestead, Pa.	860	D-250	WIRE	Enterprise, Ala.	1230	250
WFPG	Atlantic City, N. J.	1450	250	WGTN	Georgetown, S. C.	1400	250	WHOK	Lancaster, O.	1320	D-500	WIRC	Hickory, N. C.	630	D-1,000
WFPN	Ft. Valley, Ga.	1150	D-1,000	WGTO	Haines City, Fla.	540	D-10,000	WHOM	New York	1480	5,000	WIRE	Indianapolis, Ind.	1430	5,000
WFRP	Hammond, La.	1400	250	WGUV	Bangor, Maine	1230	250	WHOO	Orlando, Fla.	990	LS-10,000	WIRJ	Humboldt, Tenn.	740	D-250
WFRB	Reidsville, N. C.	1600	1,000	WGVV	Geneva, N. Y.	1240	250	WHOP	Hopkinsville, Ky.	1230	250	WIRK	W. Palm Beach, Fla.	1290	LS-5,000
WFRM	Freeport, Ill.	1570	D-1,000	WGVW	Greenville, Miss.	1280	D-1,000	WHOS	Decatur, Ala.	800	D-1,000	WIRO	Peoria, Ill.	1290	5,000
WFRM	Coudersport, Pa.	600	D-500	WGWC	Selma, Ala.	1340	250	WHOW	Clinton, Ill.	1520	D-1,000	WIRO	Ironton, O.	1230	250
WFRS	Freemont, Ohio	900	D-500	WGWR	Asheboro, N. C.	1260	D-1,000	WHOW	Campbell, O.	1570	D-250	WIRY	Plattsburg, N. Y.	1340	250
WFRP	Savannah, Ga.	1230	250	WGY	Schenectady, N. Y.	810	50,000	WHOW	Clinton, Ill.	1520	D-1,000	WIS	Columbia, S. C.	560	5,000
WFRX	W. Frankfort, Ill.	1300	D-1,000	WGYV	Greenville, Ala.	1400	250	WHOW	Clinton, Ill.	1520	D-1,000	WISC	Madison, Wis.	1490	1,000
WFTC	Kinston, N. C.	960	LS-5,000	WHA	Madison, Wis.	970	D-5,000	WHPE	Harrisburg, Pa.	580	5,000	WISW	Asheville, N. C.	1310	LS-5,000
WFTG	London, Ky.	1400	250	WHAB	Baxley, Ga.	1260	D-5,000	WHRR	Ann Arbor, Mich.	1600	1,000	WISH	Indianapolis, Ind.	1310	LS-5,000
WFTL	Fort Lauderdale, Fla.	1400	250	WHAI	Greenfield, Mass.	1240	250	WHSA	Hartsville, S. C.	1450	250	WISL	Shamokin, Pa.	1480	1,000
WFTM	Maysville, Ky.	1240	250	WHAL	Rogers City, Mich.	960	D-5,000	WHSA	Hartsville, S. C.	1450	250	WISN	Milwaukee, Wis.	1150	5,000
WFTN	Front Royal, Va.	1450	250	WHAL	Shelbyville, Tenn.	1400	250	WHSC	Hartsville, S. C.	1450	250	WISO	Ponce, P. R.	1260	1,000
WFTW	Port Walton, Fla.	1280	D-1,000	WHAM	Rochester, N. Y.	1180	50,000	WHSY	Hattiesburg, Miss.	1230	250	WISP	Kinston, N. C.	1230	250
WFUL	Fulton, Ky.	1270	D-1,000	WHAN	Charleston, S. C.	1340	250	WHTB	Tallahassee, Fla.	1230	250	WISR	Butler, Pa.	680	D-250
WFUN	Huntsville, Ala.	1450	250	WHAP	Hopewell, Va.	1340	250	WHTC	Holland, Mich.	1450	250	WIST	Charlotte, N. C.	930	LS-5,000
WFUR	Grand Rapids, Mich.	1570	D-1,000	WHAR	Clarksville, Va.	1340	250	WHTN	Huntington, W. Va.	800	D-1,000	WITA	San Juan, P. R.	1140	5,000
WFVA	Fredericksburg, Va.	1230	250	WHAS	Louisville, Ky.	840	50,000	WHUB	Cookeville, Tenn.	1400	250	WITB	Baltimore, Md.	1230	250
WFGV	Fuquay Springs, N. C.	1460	D-1,000	WHAT	Philadelphia, Pa.	1340	250	WHUC	Hudson, N. Y.	1230	250	WITY	Danville, Ill.	980	1,000
WFYC	Alma, Mich.	1280	D-1,000	WHAV	Haverhill, Mass.	1490	250	WHUM	Reading, Pa.	1240	250	WITZ	Jasper, Ind.	990	D-1,000
WGAA	Cedartown, Ga.	1340	250	WHAY	Weston, W. Va.	1450	250	WHUN	Huntingdon, Pa.	1150	D-1,000	WIVI	Christiansted, St. Croix, V. I.	1230	250
WGAC	Augusta, Ga.	580	LS-5,000	WHB	New Britain, Conn.	910	5,000	WHV	Reading, Pa.	1240	250	WIVK	Knoxville, Tenn.	860	D-1,000
WGAD	Gadsden, Ala.	1350	LS-5,000	WHB	Troy, N. Y.	1330	1,000	WHV	Wausau, Wis.	1230	250	WIVY	Jacksonville, Fla.	1050	D-1,000
WGAF	Valdosta, Ga.	910	5,000	WHB	Kansas City, Mo.	710	LS-10,000	WHV	Henderson, N. C.	1450	250	WIZ	Springfield, O.	1340	250
WGAI	Eliz. City, N. C.	560	LS-1,000	WHB	Kansas City, Mo.	710	LS-10,000	WHV	Henderson, N. C.	1450	250	WIZZ	Streator, Ill.	1250	D-500
WGAL	Lancaster, Pa.	1490	250	WHB	Kansas City, Mo.	710	LS-10,000	WHV	Henderson, N. C.	1450	250	WJAC	Johnstown, Pa.	1400	250
WGAN	Portland, Me.	560	5,000	WHBB	Selma, Ala.	1490	250	WHV	Henderson, N. C.	1450	250	WJAG	Norfolk, Nebr.	780	LS-1,000
WGAP	Maryville, Tenn.	1400	250	WHBC	Canton, Ohio	1480	5,000	WHV	Henderson, N. C.	1450	250	WJAK	Jackson, Tenn.	1460	D-1,000
WGAR	Cleveland, Ohio	1220	50,000	WHBF	Rock Island, Ill.	1270	5,000	WHV	Henderson, N. C.	1450	250	WJAM	Marion, Ala.	1310	D-1,000
WGAT	Utica, N. Y.	1310	LS-1,000	WHBI	Newark, N. J.	1280	LS-2,500	WHV	Henderson, N. C.	1450	2				

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
WJHJ	Gallipolis, O.	990	D-250	WKIP	Poughkeepsie, N. Y.	1450	250	WLBK	De Kalb, Ill.	1360	D-500	WMFC	Monroeville, Ala.	1220	D-250
WJEB	Hagerstown, Md.	1240	250	WKJB	Mayaguez, P. R.	710	LS-1,000	WLBL	Auburndale, Wis.	930	D-5,000	WMFD	Wilmington, N. C.	630	1,000
WJEM	Valdosta, Ga.	1150	D-1,000	WKJG	Ft. Wayne, Ind.	1380	5,000	WLBH	Lebanon, Ky.	1590	D-1,000	WMFG	Hibbing, Minn.	1240	250
WJER	Dover, Ohio	1450	250	WKJL	Cocoa, Fla.	860	D-1,000	WLBK	Lebanon, Pa.	1270	1,000	WMFJ	Daytona Beach, Fla.	1450	250
WJET	Erle, Pa.	1400	250	WKKA	Ludington, Mich.	1450	250	WLBZ	Birmingham, Ala.	900	D-1,000	WMFR	High Point, N. C.	1230	250
WJHL	Johnson City, Tenn.	910	LS-5,000	WKLC	St. Albans, Vt.	1300	D-1,000	WLCK	Bangor, Me.	620	5,000	WMFS	Chattanooga, Tenn.	1260	D-1,000
WJHO	Opelika, Ala.	1400	250	WKLE	Washington, Ga.	1370	D-1,000	WLCO	Lancaster, S. C.	1360	D-1,000	WMGA	Moultrie, Ga.	1400	250
WJHP	Jacksonville, Fla.	1320	5,000	WKLF	Clanton, Ala.	960	D-1,000	WLCS	Eustis, Fla.	1240	250	WMGM	Madison, Ga.	1250	D-1,000
WJIG	Tulahoma, Tenn.	740	D-250	WKLJ	Sparta, Wis.	1290	D-1,000	WLDB	Torrington, Conn.	990	D-1,000	WMGR	New York, N. Y.	1050	50,000
WJIM	Lansing, Mich.	1240	250	WKLK	Cloquet, Minn.	1230	250	WLFX	Baton Rouge, La.	910	1,000	WMGW	Bainbridge, Ga.	930	D-5,000
WJIV	Savannah, Ga.	900	D-1,000	WKLO	Louisville, Ky.	1080	LS-5,000	WLGB	La Crosse, Wis.	1490	250	WMGY	Meadville, Pa.	1490	250
WJJD	Chicago, Ill.	1160	LS-50,000	WKLV	Blackstone, Va.	1490	250	WLIC	Atlantic City, N. J.	1490	250	WMHC	Monroe, Mich.	560	D-500
WJL	Niagara Falls, N. Y.	1440	D-1,000	WKLY	Paris, Ky.	1440	D-1,000	WLID	Jacksonville, Ill.	1180	D-1,000	WMID	Atlantic City, N. J.	1340	250
WJLM	Lewisburg, Tenn.	1490	250	WKLY	Hartwell, Ga.	980	D-1,000	WLJ	Ladysmith, Wis.	1340	250	WMIE	Miami, Fla.	1140	LS-10,000
WJL	Springfield, Mass.	1600	D-5,000	WKMC	Kalamazoo, Mich.	1470	D-500	WLEA	Hornell, N. Y.	1480	D-1,000	WMIK	Middlesboro, Ky.	560	D-500
WJL	Detroit, Mich.	1400	250	WKMC	Roaring Spring, Pa.	1370	D-500	WLEC	Sandusky, Ohio	1450	250	WMIL	Milwaukee, Wis.	1290	D-1,000
WJLD	Homewood, Ala.	1400	250	WKMF	Flint, Mich.	1470	1,000	WLEF	Richmond, Va.	1480	5,000	WMIN	St. Paul, Minn.	1400	250
WJLK	Asbury Park, N. J.	1310	250	WKMH	Dearborn, Mich.	1310	LS-5,000	WLET	Toccoa, Ga.	1420	D-5,000	WMIS	Iron Mt., Mich.	1450	250
WJLS	Beckley, W. Va.	560	LS-5,000	WKMI	Kalamazoo, Mich.	1360	LS-5,000	WLEW	Bad Axe, Mich.	1340	250	WMIS	Natchez, Miss.	1240	250
WJMA	Orange, Va.	1340	N-500	WKMT	Kings Mountain, N. C.	1220	D-1,000	WLEX	Lexington, Ky.	1360	1,000	WMJM	Mt. Vernon, Ill.	940	D-1,000
WJMB	Brookhaven, Miss.	1340	250	WKNA	Charleston, W. Va.	950	LS-5,000	WLFA	Lafayette, Ga.	1590	D-5,000	WMJL	Cordele, Ga.	1490	250
WJMC	Rice Lake, Wis.	1240	250	WKNB	New Britain, Conn.	840	D-1,000	WLFB	Little Falls, N. Y.	1230	250	WMJL	Milton, Pa.	1570	D-1,000
WJMD	Philadelphia, Pa.	1540	D-1,000	WKNE	Keene, N. H.	1290	5,000	WLIC	New York, N. Y.	1190	LS-1,000	WMJL	Sylacauga, Ala.	1280	D-1,000
WJMO	Cleveland, Ohio	1540	D-1,000	WKNG	Muskegon, Mich.	1600	5,000	WLIL	Lenoir City, Tenn.	730	D-1,000	WMJL	Dublin, Ga.	1330	D-1,000
WJMR	New Orleans, La.	890	D-250	WKNY	Saginaw, Mich.	1210	D-1,000	WLIP	Kenosha, Wis.	1050	D-250	WMJL	Milville, N. J.	1440	D-1,000
WJMS	Ironwood, Mich.	630	1,000	WKOA	Hopkinsville, Ky.	1480	D-1,000	WLJH	Lowell, Mass.	1400	250	WMJL	Milbourne, Fla.	1240	250
WJMW	Athens, Ala.	730	D-1,000	WKOP	Binghamton, N. Y.	1360	LS-5,000	WLJL	Richmond, Va.	1320	D-1,000	WMJL	Fairmont, W. Va.	920	5,000
WJMX	Florence, S. C.	970	LS-5,000	WKOW	Wellston, Ohio	1570	N-500	WLJM	Jackson, Ohio	1280	D-1,000	WMJL	McMinville, Tenn.	1230	250
WJNC	Jacksonville, N. C.	1240	250	WKOW	Madison, Wis.	1070	LS-10,000	WLJN	Lincoln, N. C.	1050	D-500	WMJL	Meriden, Conn.	1470	D-1,000
WJNO	W. Palm Beach, Fla.	1230	250	WKOX	Framingham, Mass.	1190	D-1,000	WLO	Lincolnton, N. C.	1380	LS-5,000	WMJL	N. Adams, Mass.	1230	250
WJOB	Hammond, Ind.	1230	250	WKOZ	Bluefield, W. Va.	1240	250	WLOA	Asheville, N. C.	1380	N-1,000	WMJL	Morgantown, N. C.	1430	D-5,000
WJOC	Jamestown, N. Y.	1340	250	WKPA	New Kensington, Pa.	1150	D-250	WLOE	Leaksville, N. C.	1490	250	WMJL	Memomomie, Wis.	1360	D-1,000
WJOI	Florence, Ala.	1340	250	WKRC	Kingsport, Tenn.	1400	250	WLOF	Orlando, Fla.	850	5,000	WMJL	Menomonia, Wis.	1360	D-1,000
WJOL	Joliet, Ill.	1340	250	WKRG	Mobile, Ala.	710	LS-1,000	WLOG	Logan, W. Va.	1230	250	WMOG	Monroeville, Ala.	1370	D-1,000
WJON	St. Cloud, Minn.	1240	250	WKRO	Columbia, Tenn.	1340	250	WLOH	Princeton, W. Va.	1490	250	WMOG	Brunswick, Ga.	1490	250
WJOT	Lake City, S. C.	1260	D-1,000	WKRT	Cortland, N. Y.	920	D-1,000	WLOI	La Porte, Ind.	1540	D-250	WMOG	Hamilton, Ohio	1450	250
WJOY	Burlington, Vt.	1230	250	WKRW	Columbia, Tenn.	1340	250	WLOL	Minneapolis, Minn.	1330	5,000	WMOG	Metropolis, Ill.	920	D-1,000
WJPA	Washington, Pa.	1450	250	WKSA	Oil City, Pa.	1340	250	WLOS	Lincolnton, N. C.	1050	LS-5,000	WMON	Montgomery, W. Va.	1340	250
WJPD	Ishpeming, Mich.	1240	250	WKSB	Milford, Del.	930	D-500	WLOU	Louisville, Ky.	1350	D-500	WMOG	Ocala, Fla.	900	D-1,000
WJPF	Herrin, Ill.	1340	250	WKSC	Pulaski, Tenn.	1420	1,000	WLOW	Portsmouth, Va.	1400	250	WMOG	Morehead, Ky.	1330	D-1,000
WJPG	Green Bay, Wis.	1440	LS-5,000	WKST	New Castle, Pa.	1280	1,000	WLOX	Biloxi, Miss.	1490	250	WMOG	Berlin, N. H.	1230	250
WJPR	Greenville, Miss.	1330	LS-1,000	WKTL	Kendallville, Ind.	1570	D-250	WLP	Suffolk, Va.	1450	250	WMOG	Meridian, Miss.	1240	250
WJPS	Evansville, Ind.	1330	LS-5,000	WKTM	Mayfield, Ind.	1050	D-250	WLPO	La Salle, Ill.	1220	D-250	WMOG	Mobile, Ala.	960	D-1,000
WJQS	Jackson, Miss.	1400	250	WKTK	S. Paris, Me.	1450	250	WLP	New Albany, Ind.	1570	D-1,000	WMPA	Aberdeen, Miss.	1240	250
WJR	Detroit, Mich.	780	50,000	WKTL	Kendallville, Ind.	1570	D-250	WLR	Chicago, Ill.	890	50,000	WMPA	Lapeer, Mich.	1230	SH-250
WJRD	Tuscaloosa, Ala.	1150	LS-5,000	WKTM	Mayfield, Ind.	1050	D-250	WLR	Chicago, Ill.	890	50,000	WMPM	Smithfield, N. C.	1270	D-1,000
WJRI	Lenoir, N. C.	1340	250	WKTK	S. Paris, Me.	1450	250	WLR	Chicago, Ill.	890	50,000	WMPM	Memphis, Tenn.	680	LS-10,000
WJSE	Crestview, Fla.	1490	250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Greenville, S. C.	1490	N-5,000
WJTN	Jamestown, N. Y.	1240	250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Monroe, Ga.	1490	250
WJUN	Mexico, Pa.	1220	D-250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Lewistown, Pa.	1490	250
WJVA	South Bend, Ind.	1580	D-250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Marion, Ind.	860	D-250
WJVB	Jacksonville Beach, Fla.	1010	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Marion, Ohio	1490	250
WJV	Cleveland, Ohio	850	5,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Aurora, Ill.	1280	D-250
WJWG	Conway, N. H.	1050	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Flint, Mich.	1570	D-500
WJWL	Georgetown, Del.	900	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	New Orleans, La.	800	D-500
WJWS	South Hill, Va.	1370	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Massena, N. Y.	1340	250
WJXN	Jackson, Miss.	1450	250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Columbia, S. C.	1320	1,000
WJXM	Clarksville, Tenn.	1400	250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Decatur, Ala.	1400	250
WKAB	Mobile, Ala.	840	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Raleigh, N. C.	850	LS-10,000
WKAI	Macomb, Ill.	1510	D-250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Central City, Ky.	1380	D-500
WKAL	Rome, N. Y.	1450	250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Van Cleve, Ky.	730	D-1,000
WKAM	Goshen, Ind.	1460	D-500	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Manistee, Mich.	1340	250
WKAN	Kankakee, Ill.	1320	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Moultrie, Ga.	1300	D-5,000
WKAP	Alentown, Pa.	1320	1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Murfreesboro, Tenn.	860	D-250
WKAQ	San Juan, P. R.	580	5,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Manchester, N. H.	610	LS-5,000
WKAR	E. Lansing, Mich.	870	D-5,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Manchester, N. H.	610	LS-5,000
WKAT	Miami Beach, Fla.	1360	LS-5,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Muskegon, Mich.	1090	D-1,000
WKAY	Glasgow, Ky.	1490	250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Greenville, S. C.	1280	D-1,000
WKBC	N. Wilkesboro, N. C.	810	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Martinsville, Va.	1450	250
WKBI	La Crosse, Wis.	1410	5,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Milledgeville, Ga.	1450	250
WKBJ	Milan, Tenn.	1600	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Mt. Vernon, Ohio	1300	D-500
WKBL	Covington, Tenn.	1250	D-1,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Myrtle Beach, S. C.	1450	250
WKBN	Youngstown, Ohio	570	5,000	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Myrtle Beach, S. C.	1450	250
WKBO	Harrisburg, Pa.	1230	250	WKTK	S. Paris, Me.	1450	250	WLS	Big Stone Gap, Va.	1220	D-1,000	WMPM	Myrtle Beach, S. C.	1450	

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
WNBZ	Saranac Lake, N. Y.	1450	250	WOTR	Corry, Pa.	1370	D-500	WRCD	Dalton, Ga.	1430	D-1,000	WSIG	Mount Jackson, Va.	790	D-1,000
WNCA	Siler City, N. C.	1570	D-1,000	WOTW	Nashua, N. H.	900	D-1,000	WRCS	Richland Center, Wis.	1450	250	WSIP	Paintsville, Ky.	1490	250
WNCC	Barnesboro, Pa.	950	D-500	WOV	New York, N. Y.	1280	5,000	WRCS	Ahoscie, N. C.	970	D-1,000	WSIR	Winter Haven, Fla.	1490	250
WNDB	Daytona Beach, Fla.	1150	1,000	WOWL	Florence, Ala.	1240	250	WRDB	Reedsburg, Wis.	1400	250	WSIV	Pekin, Ill.	1140	D-1,000
WNDR	Syracuse, N. Y.	1260	5,000	WOXF	Ft. Wayne, Ind.	1190	50,000	WRDQ	Augusta, Ga.	1400	250	WSIX	Nashville, Tenn.	980	5,000
WNDU	South Bend, Ind.	1490	250	WOZF	Oxford, N. C.	1340	D-250	WRDW	Augusta, Ga.	1480	5,000	WSJS	Winston-Salem, N. C.	600	5,000
WNEB	Worcester, Mass.	1230	250	WOZK	Ozark, Ala.	900	D-1,000	WREB	Holyoke, Mass.	930	D-500	WSKN	Montpellier, Vt.	1240	250
WNEL	Caguas, P. R.	1450	250	WPAB	Ponce, P. R.	550	LS-5,000	WREC	Memphis, Tenn.	600	5,000	WSKY	Ashville, N. C.	920	D-1,000
WNER	Live Oak, Fla.	1390	D-1,000	WPAC	Patchogue, N. Y.	1580	D-1,000	WREL	Lexington, Va.	1450	250	WSLB	Ogdensburg, N. Y.	1400	250
WNES	Central City, Ky.	1800	D-500	WPAD	Paducah, Ky.	1450	250	WREN	Topeka, Kans.	1250	5,000	WSLM	Jackson, Miss.	930	5,000
WNEW	New York, N. Y.	1130	50,000	WPAG	Ann Arbor, Mich.	1050	D-1,000	WREV	Reidsville, N. C.	1220	D-250	WSLS	Salem, Ind.	1220	D-250
WNEX	Macon, Ga.	1400	250	WPAM	Charleston, S. C.	730	D-1,000	WRFC	Athens, Ga.	960	LS-1,000	WSLS	Roanoke, Va.	610	1,000
WNGO	Mayfield, Ky.	1320	D-1,000	WPAN	Pottsville, Pa.	1450	250	WRFD	Worthington, O.	880	D-5,000	WSMB	Nashville, Tenn.	650	50,000
WNHC	New Haven, Conn.	1340	250	WPAQ	Mt. Airy, N. C.	740	D-10,000	WRFG	Alexander City, Ala.	1050	D-1,000	WSMT	New Orleans, La.	1350	5,000
†WNIA	Cheektowaga, N. Y.	1230	250	WPAR	Parkersburg, W. Va.	1450	250	WRFW	Eau Claire, Wis.	1050	D-1,000	WSMT	Litchfield, Ill.	1540	D-1,000
WNJ	Springfield, Vt.	1480	D-1,000	WPAT	Paterson, N. J.	930	5,000	WRGA	Rome, Ga.	1470	5,000	WSMT	Sparta, Tenn.	1050	D-1,000
WNJR	Newark, N. J.	1430	5,000	WPAW	Patuxent, R. I.	550	D-1,000	WRGS	Rogersville, Tenn.	1370	D-1,000	WSMT	Bridgeton, N. J.	1240	250
WNLA	Indianola, Miss.	1380	D-500	WPAX	Thomasville, Ga.	1240	250	WRHC	Jacksonville, Fla.	1400	250	WSMT	Seneca, S. C.	1150	D-1,000
WNLC	New London, Conn.	1490	250	WPAY	Portsmouth, O.	1400	250	WRHI	Rock Hill, S. C.	1340	250	WSMT	Schenectady, N. Y.	1240	250
WNLK	Norwalk, Conn.	1350	500	WPBZ	Jackson, Ala.	1290	D-1,000	WRIB	Providence, R. I.	1220	D-1,000	WSOC	Charlotte, N. C.	1240	250
WNMP	Newport, Ill.	1590	D-1,000	WPBC	Minneapolis, Minn.	980	D-1,000	WRIC	Richlands, Va.	540	D-1,000	WSOC	Nashville, Tenn.	1470	D-1,000
WNMC	Newton, N. C.	1230	250	WPCF	Panama City, Fla.	1400	250	WRIO	Rio Piedras, P. R.	1320	LS-5,000	WSOC	Henderson, Ky.	860	D-500
WNND	Newton, N. J.	1360	D-500	WPCO	Mt. Vernon, Ind.	1590	D-500	WRIS	Roanoke, Va.	1410	D-5,000	WSOO	Sault Ste. Marie, Mich.	1230	250
WNNT	Warsaw, Va.	690	D-250	WPCT	Putnam, Conn.	1350	D-1,000	WRIT	Milwaukee, Wis.	1340	250	WSOO	Decatur, Ill.	1340	250
WNOE	New Orleans, La.	1060	LS-50,000	WPDA	Putnam, N. Y.	1470	D-1,000	WRIV	Riverhead, N. Y.	1390	D-500	WSOO	Spartanburg, S. C.	950	5,000
WNOG	Naples, Fla.	1270	D-500	WPDR	Portage, Wis.	1350	D-1,000	WRJN	Racine, Wis.	1400	250	WSOO	Aniston, Ala.	1390	LS-5,000
WNOK	Columbus, S. C.	740	D-1,000	WPDJ	Jacksonville, Fla.	800	5,000	WRJW	Raynham, Mass.	1320	D-5,000	WSOO	St. Thomas, V. I.	1340	250
WNOU	Norfolk, Va.	1230	250	WPDZ	Clarksburg, W. Va.	750	D-1,000	WRKD	Rockland, Me.	1450	250	WSOO	Stamford, Conn.	1400	250
WNOS	High Point, N. C.	1590	D-1,000	WPEL	Montrose, Pa.	1250	D-1,000	WRLD	Lanett, Ala.	1490	250	WSOO	Stamford, Conn.	1400	250
WNOW	York, Pa.	1250	D-1,000	WPEN	Philadelphia, Pa.	950	5,000	WRMA	Montgomery, Ga.	950	D-1,000	WSOO	Stamford, Conn.	1400	250
WNOX	Knoxville, Tenn.	990	10,000	WPEO	Peoria, Ill.	1020	D-1,000	WRMF	Indianapolis, Ind.	1050	D-500	WSOO	Stamford, Conn.	1400	250
WNPT	Tuscaloosa, Ala.	1280	LS-1,000	WPEP	Taunton, Mass.	1570	D-1,000	WRMN	Elgin, Ill.	1410	D-500	WSOO	Stamford, Conn.	1400	250
WNRC	New Rochelle, N. Y.	1480	D-500	WPEP	Greensboro, N. C.	950	D-500	WRNL	Richmond, Va.	910	5,000	WSOO	Stamford, Conn.	1400	250
WNRJ	Grundy, Va.	1250	D-1,000	WPF	Pensacola, Fla.	790	D-1,000	WRNY	Rochester, N. Y.	680	D-250	WSOO	Stamford, Conn.	1400	250
WNRK	Woonsocket, R. I.	1380	D-1,000	WPF	Middletown, Ohio	910	LS-1,000	WROB	West Point, Miss.	1450	250	WSOO	Stamford, Conn.	1400	250
WNRV	Narrows, Va.	990	D-1,000	WPGA	West Point, Ga.	910	D-250	WROD	Daytona Beach, Fla.	1340	250	WSOO	Stamford, Conn.	1400	250
WNTM	Vero Beach, Fla.	1370	D-1,000	WPGC	Morningside, Md.	1580	D-1,000	WROK	Rockford, Ill.	1440	LS-1,000	WSOO	Stamford, Conn.	1400	250
WNVA	Norton, Va.	1050	D-1,000	WPGW	Portland, Ind.	1440	D-500	WROL	Knoxville, Tenn.	620	5,000	WSOO	Stamford, Conn.	1400	250
WNXT	Portsmouth, O.	1260	LS-5,000	WPIC	Sharon, Pa.	790	D-1,000	WROM	Rome, Ga.	710	D-1,000	WSOO	Stamford, Conn.	1400	250
WNYC	New York, N. Y.	830	LS-1,000	WPID	Piedmont, Ala.	1280	D-1,000	WRON	Ronceverte, W. Va.	1400	250	WSOO	Stamford, Conn.	1400	250
WOAI	San Antonio, Tex.	1200	50,000	WPIK	Alexandria, Va.	730	D-1,000	WROS	Scottsboro, Ala.	1330	D-1,000	WSOO	Stamford, Conn.	1400	250
WOAP	Owaso, Mich.	1080	D-250	WPIN	St. Petersburg, Fla.	680	D-1,000	WROV	Roanoke, Va.	1240	250	WSOO	Stamford, Conn.	1400	250
WOAY	Oak Hill, W. Va.	860	D-1,000	WPKB	Pittsburgh, Pa.	730	D-1,000	WROW	Albany, N. Y.	590	LS-5,000	WSOO	Stamford, Conn.	1400	250
WOBS	Jacksonville, Fla.	1360	D-1,000	WPKC	Pittsburgh, Pa.	730	D-1,000	WROX	Clarksdale, Miss.	1450	250	WSOO	Stamford, Conn.	1400	250
WOBT	Rhineland, Wis.	1240	250	WPKD	Pittsburgh, Pa.	730	D-1,000	WROY	Carni, Ill.	1480	D-1,000	WSOO	Stamford, Conn.	1400	250
WOC	Davenport, Ia.	1420	5,000	WPKL	Pittsburgh, Pa.	730	D-1,000	WRBP	Warner Robbins, Ga.	1350	D-1,000	WSOO	Stamford, Conn.	1400	250
WOCB	W. Yarmouth, Mass.	1240	250	WPKM	Pittsburgh, Pa.	730	D-1,000	WRR	Dallas, Tex.	1310	5,000	WSOO	Stamford, Conn.	1400	250
WOCH	North Vernon, Ind.	1460	D-500	WPKN	Pittsburgh, Pa.	730	D-1,000	WRRF	Washington, N. C.	930	LS-5,000	WSOO	Stamford, Conn.	1400	250
WOHI	East Liverpool, Ohio	1490	250	WPLH	Huntington, W. Va.	1470	D-5,000	WRRR	Rockford, Ill.	1330	D-1,000	WSOO	Stamford, Conn.	1400	250
WOHO	Toledo, Ohio	1470	1,000	WPLM	Plymouth, Mass.	1390	D-500	WRRZ	Clinton, N. C.	880	D-1,000	WSOO	Stamford, Conn.	1400	250
WOHP	Bellefontaine, O.	1390	D-500	WPLY	Plymouth, Wis.	1420	D-500	WRSW	Warsaw, Ind.	1480	500	WSOO	Stamford, Conn.	1400	250
WOHS	Shelby, N. C.	730	D-1,000	WPME	Punxsutawney, Pa.	1540	D-1,000	WRTA	Altoona, Pa.	1240	250	WSOO	Stamford, Conn.	1400	250
WOI	Ames, Iowa	640	D-5,000	WPMP	Pascagoula, Miss.	1580	D-250	WRUF	Gainesville, Fla.	850	5,000	WSOO	Stamford, Conn.	1400	250
WOIC	Columbia, S. C.	1470	D-1,000	WPNF	Brevard, N. C.	1240	250	WRUM	Rumford, Me.	790	D-1,000	WSOO	Stamford, Conn.	1400	250
WOKE	Oak Ridge, Tenn.	1290	LS-1,000	WPNX	Phenix City, Ala.	1460	1,000	WRUN	Utica, N. Y.	1150	LS-5,000	WSOO	Stamford, Conn.	1400	250
WOKJ	Jackson, Miss.	1590	D-500	WPON	Pontiac, Mich.	1460	500	WRUS	Russellville, Ky.	800	D-1,000	WSOO	Stamford, Conn.	1400	250
WOKO	Albany, N. Y.	1460	5,000	WPPA	Pottsville, Pa.	1360	LS-1,000	WRVA	Richmond, Va.	1140	50,000	WSOO	Stamford, Conn.	1400	250
WOKW	Sturgeon Bay, Wis.	1260	D-1,000	WPR	Portland, Me.	1490	250	WRWB	Wichitmaa, Fla.	1220	D-250	WSOO	Stamford, Conn.	1400	250
WOKY	Milwaukee, Wis.	920	1,000	WPPA	Pottsville, Pa.	1360	LS-1,000	†WRWJ	Seima, Ala.	1570	D-1,000	WSOO	Stamford, Conn.	1400	250
WOKZ	Alton, Ill.	1570	D-1,000	WPRC	Lincoln, Ill.	1370	D-500	WRXO	Roxboro, N. C.	1430	D-1,000	WSOO	Stamford, Conn.	1400	250
WOL	Washington, D. C.	1450	250	WPRE	Prairie Du Chien, Wis.	1280	D-500	WSAC	Radcliff, Ky.	1470	5,000	WSOO	Stamford, Conn.	1400	250
WOLF	Syracuse, N. Y.	1480	250	WPRO	Providence, R. I.	630	5,000	WSAJ	Grove City, Pa.	1340	SH-100	WSOO	Stamford, Conn.	1400	250
WOLS	Florence, S. C.	1230	250	WPRP	Ponce, P. R.	910	5,000	WSAL	Logansport, Ind.	1230	250	WSOO	Stamford, Conn.	1400	250
WOMI	Owensboro, Ky.	1490	250	WPRS	Paris, Ill.	1440	D-500	WSAM	Saginaw, Mich.	1400	250	WSOO	Stamford, Conn.	1400	250
WOMT	Manitowoc, Wis.	1240	250	WPRT	Prestonburg, Ky.	980	D-1,000	WSAN	Allentown, Pa.	1470	5,000	WSOO	Stamford, Conn.	1400	250
WOND	Pleasantville, N. J.	1400	250	†WPRY	Perry, Fla.	1400	250	WSAR	Fall River, Mass.	1480	5,000	WSOO	Stamford, Conn.	1400	250
WONE	Dayton, Ohio	980	5,000	WPTA	Pittsburgh, Pa.	730	D-1,000	WSAT	Salisbury, N. C.	1280	1,000	WSOO	Stamford, Conn.	1400	250
WONN	Lakeland, Fla.	1230	250	WPTB	Pittsburgh, Pa.	730	D-1,000	WSAV	Wausau, Wis.	1400	250	WSOO	Stamford, Conn.	1400	250
WONW	Grand Rapids, Mich.	1300	5,000	WPTC	Pittsburgh, Pa.	730	D-1,000	WSAV	Savannah, Ga.	630	5,000	WSOO	Stamford, Conn.	1400	250
WOOF	Dothan, Ala.	560	D-5,000	WPTD	Pittsburgh, Pa.	730	D-1,000	WSAY	Rochester, N. Y.	1370	5,000	WSOO	Stamford, Conn.	1400	250
WOOK	Washington, D. C.	1340	250	WPTW	Piqua, Ohio	1570	D-250	WSAZ	Huntington, W. Va.	930	LS-5,000	WSOO	Stamford, Conn.	1400	250
WOOW	New Bern, N. C.	1490	250	WPTX	Lexington Park, Md.	920	D-500	WSB	Atlanta, Ga.	750	50,000	WSOO	Stamford, Conn.	1400	250
WOPA	Oak Park, Ill.	1490	250	WPUV	Pulaski, Va.	1580	D-500	WSBA	York, Pa.	910	1,000	WSOO	Stamford, Conn.	1400	250
WOPJ	Bristol, Tenn.	1480	250	†WPWR	Laurel, Miss.	1430	D-1,000	WSBB	New Smyrna Beach, Fla.	1230	250	WSOO	Stamford, Conn.	1400	250

Table listing AM call letters, cities, frequencies, and power ratings. Columns include Call Letters, City, Frequency in KC, Power in Watts, and Call Letters, City, Frequency in KC, Power in Watts.

U. S. AM BROADCASTING STATIONS BY FREQUENCIES (Licensed or Authorized by FCC as of Dec. 15, 1955)

* 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.

Table listing AM broadcasting stations by frequencies, including call letters, cities, frequencies, and power ratings. Columns include Call Letters, City, Frequency, Power, Call Letters, City, Frequency, Power, Call Letters, City, Frequency, Power.

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
KVNU	Logan, Utah (III-B)	DA-N-1,000	KGPH	Flagstaff, Ariz. (II)	LS-1,000	WCPB	Tarboro, N. C. (II)	D-1,000	WKAB	840 KC. CLEAR Mobile, Ala. (II)	D-1,000
WSLS	Roanoke, Va. (III-B)	DA-1,000	KEVT	Tucson, Ariz. (II)	D-250	KGU	Honolulu, T. H. (II)	2,500	WKBN	New Britain, Conn. (II)	D-1,000
KWIE	Kennewick, Wash. (III)	DA-5,000	KBBA	Benton, Ark. (II)	D-250				WHAS	Louisville, Ky. (I-A)	50,000
KUAM	Agana, Guam. (III)	1,000	WADS	Ansonia, Conn. (II)	DA-D-500	KUOM	770 KC. CLEAR Minneapolis, Minn. (II)	D-5,000	WVPO	St. Louis, Mo. (II)	D-250
	620 KC. REGIONAL Phoenix, Ariz. (III-A)	DA-N-5,000	KGGF	Coffeyville, Kan. (II)	LS-10,000	WCAL	Northfield, Minn. (II)	D-5,000			
KTAR	Phoenix, Ariz. (III-A)	DA-N-5,000	WWEZ	New Orleans, La. (II)	DA-U-N-5,000	WEW	St. Louis, Mo. (II)	D-1,000	WILD	850 KC. CLEAR Birmingham, Ala. (II)	LS-10,000
KNGS	Hanford, Cal. (III-B)	DA-N-1,000	KSTL	St. Louis, Mo. (II)	DA-5,000	†KOB	Albuquerque, N. M. (II)	LS-50,000			DA-N-1,000
WSUN	St. Petersburg, Fla. (III-A)	DA-N-1,000	KRCO	Prineville, Ore.	D-1,000			N-25,000	KOA	Denver, Colo. (I-B)	50,000
		DA-N-5,000	KUSD	Vermillion, S. D. (II)	D-1,000	WABC	New York, N. Y. (I-A)	50,000	WRUF	Gainesville, Fla. (II)	DA-N-5,000
WTRP	La Grange, Ga. (III)	D-1,000	KEPO	El Paso, Tex. (II)	DA-D-1,000	KXA	Seattle, Wash. (II)	LS-1,000	WEAT	West Palm Beach, Fla. (II)	DA-1,000
KWAL	Wallace, Idaho (III-B)	DA-N-1,000	KPET	Lamesa, Tex. (II)	250			N-L-1,000	WHDH	Boston, Mass. (II)	DA-50,000
KMNS	Sioux City, Ia. (III-B)	DA-1,000	WCYB	Bristol, Va. (II)	D-10,000	WBBM	780 KC. CLEAR Chicago, Ill. (I-A)	50,000	WKQB	Muskegon, Mich. (II)	DA-1,000
WLBZ	Bangor, Me. (III-A)	DA-N-5,000	WNNT	Warsaw, Va. (II)	D-250	WJAG	Norfolk, Neb. (II)	LS-1,000	KFUO	Clayton, Mo. (II)	LS-5,000
WJDZ	Jackson, Miss. (III-B)	LS-5,000	KULA	Honolulu, T. H. (II)	10,000	WCKB	Dunn, N. C. (II)	D-1,000	WNAO	Raleigh, N. C. (II)	LS-10,000
WVJN	Newark, N. J. (III-A)	DA-5,000	WLW	700 KC. CLEAR Cincinnati, Ohio (I-A)	50,000	WBBO	Forest City, N. C. (II)	D-1,000	WJW	Cleveland, O. (II)	DA-5,000
WHEN	Syracuse, N. Y. (III-B)	LS-5,000	WKRG	710 KC. CLEAR Mobile, Ala. (II)	LS-1,000	KSPI	Stillwater, Okla. (II)	D-250	WEUU	Reading, Pa. (II)	DA-N-1,000
WDNC	Durham, N. C. (III-B)	LS-5,000	KMPK	Los Angeles, Cal. (II)	DA-N-5,000	WARL	Arlington, Va. (II)	D-1,000	WRAP	Norfolk, Va. (II)	DA-1,000
KGW	Portland, Ore. (III-A)	DA-5,000	KMYR	Denver, Colo. (II)	DA-N-10,000	KOSY	790 KC. REGIONAL Tarkana, Ark. (II)	LS-1,000	KTAC	Tacoma, Wash. (II)	DA-N-1,000
WJFB	Greensburg, Pa. (III-B)	LS-1,000	WGBS	Miami, Fla. (II)	DA-U-N-10,000	KABC	Los Angeles, Cal. (III-A)	DA-N-5,000	KILA	Hilo, T. H. (II)	1,000
		DA-U-N-500	WROM	Rome, Ga. (II)	D-1,000	WLBE	Leesburg, Fla. (III-B)	DA-1,000	WABA	Aguadilla, P. R. (II)	500
WROL	Knoxville, Tenn. (III-A)	DA-5,000	KTBS	Shreveport, La. (II)	D-1,000	WPFA	Pensacola, Fla. (III)	D-1,000			
KWFT	Wichita Falls, Tex. (III-A)	DA-N-5,000	WHB	Kansas City, Mo. (II)	DA-U-N-5,000	WQXI	Atlanta, Ga. (III)	LS-5,000	WAMI	Opp, Ala. (II)	D-1,000
WCAX	Burlington, Vt. (III-A)	DA-5,000	WOR	New York, N. Y. (I-B)	DA-5,000	WGRA	Cairo, Ga. (III)	D-1,000	KIFN	Phoenix, Ariz. (II)	D-1,000
WWNR	Beckley, W. Va. (III)	LS-1,000	WTPR	Paris, Tenn. (II)	D-250	KXXX	Colby, Kan. (III)	D-5,000	KOSE	Osceola, Ark. (II)	D-1,000
WTMJ	Milwaukee, Wis. (III-A)	DA-N-5,000	KURV	Edinburg, Tex. (II)	D-250	WGRG	Louisville, Ky. (III-B)	LS-5,000	KWRF	Warren, Ark. (II)	D-250
	630 KC. REGIONAL Albertville, Ala. (III)	D-500	KIRO	Seattle, Wash. (I-B)	DA-N-50,000	WRUM	Rumford, Me. (III)	DA-U-N-1,000	KTRB	Modesto, Cal. (II)	LS-10,000
KVMA	Magnolia, Ark. (III)	D-1,000	WDSM	Superior, Wis. (II)	DA-N-5,000	WRSW	Saginaw, Mich. (III-B)	DA-1,000	WKKO	Cocoa, Fla. (II)	DA-U-N-1,000
KXKL	Monterey, Cal. (III)	DA-1,000	KWJB	Mayaguez, P. R. (II)	LS-1,000	KGHL	Billings, Mont. (III-A)	DA-N-5,000	WERD	Atlanta, Ga. (II)	D-1,000
KVOD	Denver, Colo. (III-A)	DA-5,000			N-500	WWSN	Watertown, N. Y. (III-B)	DA-N-1,000	WDMG	Douglas, Ga. (II)	D-1,000
WMAL	Washington, D. C. (III-A)	DA-5,000				WWSV	Wellsville, N. Y. (III)	D-500	WMRI	Marion, Ind. (II)	DA-D-250
WSAV	Savannah, Ga. (III-A)	DA-5,000				WFTN	Thomasville, N. C. (III)	D-1,000	KWPC	Muscatine, Ia. (II)	D-250
KIDO	Boise, Idaho (III)	DA-5,000				KFGO	Fargo, N. D. (III-A)	DA-N-5,000	KOAM	Pittsburg, Kans. (II)	LS-10,000
WLAP	Lexington, Ky. (III)	LS-5,000				KWIL	Albany, Ore. (III)	DA-1,000	WSON	Henderson, Ky. (II)	D-500
KTIB	Thibodaux, La. (III)	D-500				WABE	Allentown, Pa. (III-B)	DA-U-N-1,000	WAYE	Wendell, Md. (II)	DA-D-500
WJMS	Ironwood, Mich. (III-B)	DA-N-1,000				WPEC	Sharon, Pa. (III)	D-1,000	WNAW	New Adams, Mass. (II)	D-250
KXOK	St. Louis, Mo. (III-A)	DA-5,000				WEAN	Providence, R. I. (III-A)	DA-5,000	WNEW	New York, N. Y. (II)	D-1,000
KOH	Reno, Nev. (III-A)	LS-5,000				WETB	Johnson City, Tenn. (III)	D-1,000	WQAG	Forest, Miss. (II)	D-500
KLEA	Livingston, N. M. (III)	D-500				WMC	Memphis, Tenn. (III-A)	DA-N-5,000	KQUE	Albuquerque, N. M. (II)	LS-1,000
WIRC	Hickory, N. C. (III)	D-1,000				KTHT	Houston, Tex. (III-A)	DA-N-5,000			DA-N-500
WMFD	Wilmington, N. C. (III-B)	DA-1,000				KFYO	Lubbock, Tex. (III)	LS-5,000	WFMO	Fairmont, N. C. (II)	D-1,000
KWRO	Coquille, Ore. (III)	D-1,000				WSIG	Mt. Jackson, Va. (II)	D-1,000	WHOD	Pittsburgh, Pa. (II)	D-250
WEJL	Seranton, Pa.	D-500				WTAR	Norfolk, Va. (III-A)	DA-N-5,000	WTEL	Philadelphia, Pa. (II)	D-250
WPRO	Providence, R. I. (III-A)	DA-N-5,000				KVOS	Bellingham, Wash. (III-B)	DA-N-1,000	WLBB	Laurens, S. C. (II)	D-250
KGFV	Pierre, S. D. (IV)	D-200				KNEW	Spokane, Wash. (III)	DA-N-1,000	WLBG	Knoxville, Tenn. (II)	D-1,000
KMAC	San Antonio, Tex. (III-A)	DA-5,000				WEAU	Eau Claire, Wis. (III-A)	DA-N-5,000	WMTS	Murfreesboro, Tenn. (II)	D-250
KGDN	Edmonds, Wash. (III)	D-1,000							KFST	Ft. Stockton, Tex. (II)	D-250
KJNO	Juneau, Alaska (III)	LS-1,000							KPAN	Hereford, Tex. (II)	D-250
KPOA	Honolulu, T. H. (III-A)	5,000							KSFA	Nacogdoches, Tex. (II)	D-1,000
	640 KC. CLEAR Los Angeles, Cal. (I-A)	50,000							KONO	San Antonio, Tex. (II)	LS-5,000
W01	Ames, Iowa (II)	D-5,000									DA-N-1,000
WHKK	Akron, Ohio (II)	LS-1,000							KWHO	Salt Lake City, Utah (II)	D-1,000
WNAD	Norman, Okla. (II)	D-1,000							WEVA	Emporia, Va. (II)	D-1,000
	650 KC. CLEAR Nashville, Tenn. (I-A)	50,000							WOAY	Oak Hill, W. Va. (II)	D-1,000
WSM	Nashville, Tenn. (I-A)	50,000							WFOU	Milwaukee, Wis. (II)	D-250
KRCT	Baytown, Tex. (II)	D-250							KIKI	Honolulu, T. H. (II)	250
	660 KC. CLEAR Omaha, Neb. (II)	D-500									
KOWH	Omaha, Neb. (II)	D-500									
WRCA	New York, N. Y. (I-A)	DA-5,000									
WESC	Greenville, S. C. (II)	DA-5,000									
KSKY	Dallas, Tex. (II)	D-1,000									
KFAR	Fairbanks, Alaska (III-A)	10,000									
	870 KC. CLEAR Chicago, Ill. (I-A)	50,000									
WMAQ	Chicago, Ill. (I-A)	50,000									
	880 KC. CLEAR San Francisco, Cal. (I-B)	50,000									
KNBC	San Francisco, Cal. (I-B)	50,000									
WPIN	St. Petersburg, Fla. (II)	D-1,000									
WCTT	Corbin, Ky. (II)	DA-N-1,000									
WCBM	Baltimore, Md. (II)	LS-10,000									
	890 KC. CLEAR Boston, Mass. (II)	DA-5,000									
WNAC	Boston, Mass. (II)	DA-5,000									
WDEC	Escanaba, Mich.	DA-1,000									
KFEQ	St. Joseph, Mo. (II)	DA-5,000									
WINR	Binghamton, N. Y.	LS-1,000									
	900 KC. CLEAR Rochester, N. Y. (II)	D-250									
WRNY	Rochester, N. Y. (II)	D-250									
WPTF	Raleigh, N. C. (II)	DA-N-50,000									
WISR	Butler, Pa. (II)	D-250									
WMPB	Memphis, Tenn. (II)	LS-10,000									
	910 KC. CLEAR San Antonio, Tex. (II)	LS-5,000									
KENS	San Antonio, Tex. (II)	LS-5,000									
	920 KC. CLEAR Omaha, Wash. (II)	D-1,000									
KOMW	Omaha, Wash. (II)	D-1,000									
WAPA	San Juan, P. R. (II)	10,000									
	930 KC. (Canadian) CLEAR Birmingham, Ala. (II)	DA-D-50,000									
WVOK	Birmingham, Ala. (II)	DA-D-50,000									

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
WHO	Des Moines, Iowa (I-A)	50,000	KBND	Bend, Ore.	DA-N-1,000	KSL	Salt Lake City, Utah (I-A)	50,000	KBAR	Burley, Idaho (IV)	250
KIXL	Dallas, Tex. (II)	D-1,000	WNAR	Norristown, Pa. (II)	D-500		1170 KC. CLEAR		KORT	Grangeville, Idaho (IV)	250
			WHIM	Providence, R. I.	D-1,000	WCOV	Montgomery, Ala. (II)	LS-10,000	KRXK	Rexburg, Idaho (IV)	250
			KIPA	Hilo, T. H. (II)	1,000		DA-U-N-1,000		WJBC	Bloomington, Ill. (IV)	250
			WVJP	Caguas, P. R. (II)	250	KCBQ	San Diego, Cal. (II)	LS-5,000	WQUA	Moline, Ill. (IV)	250
							DA-N-1,000		WICO	Hannam, Ind. (IV)	250
							LS-5,000		WJOB	Sparta, Ill. (IV)	250
							DA-N-1,000		WSAL	Logansport, Ind. (IV)	250
							LS-5,000		WTCJ	Tell City, Ind. (IV)	250
							DA-N-1,000		WBOW	Terre Haute, Ind. (IV)	250
							D-250		KFJB	Marshalltown, Iowa (IV)	250
							DA-1,000		WHIR	Danville, Ky. (IV)	250
							DA-N-50,000		WHOP	Hopkinsville, Ky. (IV)	250
							DA-1,000		KLIC	Monroe, La. (IV)	250
							DA-N-50,000		WJWB	New Orleans, La. (IV)	250
									KSLO	Oplousas, La. (IV)	250
									WGUW	Bangor, Me. (IV)	250
									WTHB	Baltimore, Md. (IV)	250
									WDYK	Cumberland, Md. (IV)	250
									WBSM	New Bedford, Mass. (IV)	250
									WMNB	North Adams, Mass. (IV)	250
									WESX	Salem, Mass. (IV)	250
									WNEB	Worcester, Mass. (IV)	250
									WJEF	Grand Rapids, Mich. (IV)	250
									WKIB	Iron River, Mich. (IV)	250
									WMFC	Lapeer, Mich. (IV)	SH-250
									WSCO	Sault Ste. Marie, Mich. (IV)	250
									WSTR	Sturgis, Mich. (IV)	250
									WKLC	Cloquet, Minn. (IV)	250
									KYSM	Mankato, Minn. (IV)	250
									KTRF	Thief River Falls, Minn. (IV)	250
									KWMO	Winona, Minn. (IV)	250
									WCMA	Corinth, Miss. (IV)	250
									WHSY	Hattiesburg, Miss. (IV)	250
									WSSO	Starkville, Miss. (IV)	250
									WAZF	Yazoo City, Miss. (IV)	250
									KSWM	Joplin, Mo. (IV)	250
									KLWT	Lebanon, Mo. (IV)	250
									KCMC	Moberly, Mo. (IV)	250
									KALC	Camden, Mo. (IV)	250
									KANA	Anacostia, Mont. (IV)	250
									KBMN	Bozeman, Mont. (IV)	250
									KKLO	Lewistown, Mont. (IV)	250
									KLBC	Libby, Mont. (IV)	250
									KHAS	Hastings, Neb. (IV)	250
									KELY	Ely, Nev. (IV)	250
									KLAS	Las Vegas, Nev. (IV)	250
									KWRN	Reno, Nev. (IV)	250
									WMOU	Berlin, N. H. (IV)	250
									WTSV	Claremont, N. H. (IV)	250
									WCMT	Wildwood, N. J. (IV)	100
									WALM	Alamogordo, N. M. (IV)	250
									KOTS	Deming, N. M. (IV)	D-250
									KFUN	Las Vegas, N. M. (IV)	250
									KSWS	Roswell, N. M. (IV)	250
									1WNIA	Cheektowaga, N. Y. (IV)	250
									WENY	Elmira, N. Y. (IV)	250
									WHUC	Hudson, N. Y. (IV)	250
									WLHF	Little Falls, N. Y. (IV)	250
									WFAS	White Plains, N. Y. (IV)	250
									WSKY	Asheville, N. C. (IV)	250
									WFAY	Fayetteville, N. C. (IV)	250
									WMBR	High Point, N. C. (IV)	250
									WSPB	Astoria, Ore. (IV)	250
									KOOS	Coos Bay, Ore. (IV)	250
									KVJC	Medford, Ore. (IV)	250
									KGON	Oregon City, Ore. (IV)	250
										(CP from 1520 kc)	
									WHOL	Allentown, Pa. (IV)	250
									WBVP	Beaver Falls, Pa. (IV)	250
									WCDL	Carbondale, Pa. (IV)	250
										(CP for 1440 kc)	
									WCED	DuBois, Pa. (IV)	250
										(CP for 1420 kc)	
									1WEEEX	Easton, Pa. (IV)	250
									WKBO	Waco, Tex. (IV)	250
									WCRO	Johnstown, Pa. (IV)	250
									WBPP	Lock Haven, Pa. (IV)	250
									WERI	Westerly, R. I. (IV)	250
									WAIM	Anderson, S. C. (IV)	250
									WNOK	Columbia, S. C. (IV)	250
									WOLS	Florence, S. C. (IV)	250
									KISD	Sioux Falls, S. D. (IV)	250
									WHBT	Harrison, Tenn. (IV)	250
									WMHT	McMinnville, Tenn. (IV)	250
									KSIX	Corpus Christi, Tex. (IV)	250
									KDLK	Del Rio, Tex. (IV)	250
									KNUZ	Houston, Tex. (IV)	250
									KERV	Kerrville, Tex. (IV)	250
									KLVT	Lvelland, Tex. (IV)	250
									KOSF	Nacogdoches, Tex. (IV)	250
									KOSA	Odessa, Tex. (IV)	250
									KPAT	Pampa, Tex. (IV)	250
									KSEY	Seymour, Tex. (IV)	250
									KSST	Sulphur Springs, Tex. (IV)	250
									KCMC	Texarkana, Tex. (IV)	250
									KWXT	Waco, Tex. (IV)	250
									KMUR	Murray, Utah (IV)	250
									KOAL	Price, Utah (IV)	250
									WJOY	Burlington, Vt. (IV)	250
									WCFV	Clifton Forge, Va. (IV)	250
									WFVA	Fredricksburg, Va. (IV)	250
									WNOR	Norfolk, Va. (IV)	250
									KLAN	Renton, Wash. (IV)	250
									KREW	Sunnyside, Wash. (IV)	250
									WLOG	Logan, W. Va. (IV)	250
									WJAJ	Morgantown, W. Va. (IV)	250
									WCOM	Parkersburg, W. Va. (IV)	250
									WBMY	Appleton, Wis. (IV)	250
									WCLO	Janesville, Wis. (IV)	250

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WHVF	Warsaw, Wis. (IV)	250	WRTA	Altoona, Pa. (IV)	250	KDUZ	Hutchinson, Minn. (III)	D-1,000	KCNI	Broken Bow, Nebr. (III)	D-1,000
KVOC	Casper, Wyo. (IV)	250	WHUM	Reading, Pa. (IV)	250	WGVW	Greenville, Miss. (III)	D-1,000	WHBI	Newark, N. J. (III-B)	LS-2,500
KIFW	Sitka, Alaska (IV)	250	WKOK	Sunbury, Pa. (IV)	250	KGBX	Springfield, Mo. (III-A)	DA-N-5,000	KDEF	Albuquerque, N. M. (III)	N-1,000
WIVI	Christiansted, St. Croix, V. I. (IV)	250	WBAX	Wilkes-Barre, Pa. (IV)	250	WBUD	Trenton, N. J. (III)	DA-N-5,000	KHOB	Hobbs, N. M. (III)	D-1,000
WEEL	Bretton, Ala. (IV)	250	WBON	Woonsokel, R. I. (IV)	250	KVSE	Santa Fe, N. M. (III-A)	1,000	WVOV	New York, N. Y. (III-A)	DA-5,000
WULA	Eufaula, Ala. (IV)	250	WKDK	Newberry, S. C. (IV)	250	WNDR	Syracuse, N. Y. (III-A)	DA-N-5,000	WVET	Rochester, N. Y. (III-A)	DA-N-5,000
WOWL	Florence, Ala. (IV)	250	WBEJ	Elizabethtown, Tenn. (IV)	250	WGWR	Asheboro, N. C. (III)	D-1,070	WSAT	Salisbury, N. C. (III)	DA-N-1,000
KWJB	Globe, Ariz. (IV)	250	WKER	Fayetteville, Tenn. (IV)	250	WCJD	Edenton, N. C. (III)	D-1,000	WONW	Defiance, Ohio (III)	DA-N-500
KOLD	Yuma, Ariz. (IV)	250	WBIR	Knoxville, Tenn. (IV)	250	WDOK	Cleveland, O. (III)	DA-5,000	WLMJ	Jackson, Ohio (III)	D-1,000
KVRC	Arkadelphia, Ark. (IV)	250	WKDA	Nashville, Tenn. (IV)	250	WNXT	Portsmouth, Ohio	LS-5,000	WLVN	PotEAU, Okla. (III)	D-1,000
KHOZ	Harrison, Ark. (IV)	250	WENK	Union City, Tenn. (IV)	250	KWSH	Wewoka, Okla. (III)	DA-1,000	KERG	Eugene, Ore. (III-B)	LS-5,000
KWAK	Stuttgart, Ark. (IV)	250	KVLF	Alpine, Tex. (IV)	250	KMCM	McMinnville, Ore. (III-A)	DA-N-1,000	WHVR	Hanover, Pa. (III)	LS-1,000
KRDU	Dinuba, Cal. (IV)	250	KEAN	Brownwood, Tex. (IV)	250	WERC	Erie, Pa. (III-B)	DA-5,000	WKST	New Castle, Pa. (III-A)	DA-N-1,000
KHUM	Eureka, Cal. (IV)	250	KORA	Bryan, Tex. (IV)	250	WUUU	Greenville, S. C. (III)	D-1,000	WANS	Anderson, S. C. (III)	DA-N-1,000
	(CP for 980 kc)		KOCA	Kilgore, Tex. (IV)	250	WJOT	Lake City, S. C. (III)	D-1,000	WJAY	Mullins, S. C. (III)	D-1,000
KMBY	Monterey, Cal. (IV)	250	WSKI	Montpelier, Vt. (IV)	250	WMFS	Chattanooga, Tenn. (III)	D-1,000	KWHI	Brenham, Tex. (III)	D-1,000
KPPC	Pasadena, Cal. (IV)	SH-100	WSSV	Petersburg, Va. (IV)	250	WMCH	Church Hill, Tenn. (III)	D-1,000	KWHI	Brenham, Tex. (III)	D-1,000
KROY	Sacramento, Cal. (IV)	250	WROV	Roanoke, Va. (IV)	250	WDKN	Dickson, Tenn. (III)	D-1,000	KWTI	Wrightsville, N. C. (III)	D-1,000
KRNO	San Bernardino, Cal. (IV)	250	WTON	Staunton, Va. (IV)	250	KBLP	Falfurrias, Tex. (III)	D-500	KLTI	Longview, Tex. (III)	D-1,000
KSON	San Diego, Cal. (IV)	250		(CP from 1400 kc)		KWFR	San Angelo, Tex. (III)	D-1,000	KNAX	Salt Lake City, Utah (III-B)	LS-1,000
KSMA	Santa Maria, Cal. (IV)	250	KXLE	Ellensburg, Wash. (IV)	250	KTAE	Taylor, Tex. (III)	D-1,000			
KSUE	Susanville, Cal. (IV)	250	KGY	Olympia, Wash. (IV)	250	KTUE	Tulia, Tex. (III)	D-1,000			
KRDO	Colorado Springs, Colo. (IV)	250	WKQY	Bluefield, W. Va. (IV)	250	WBCR	Charlottesville, Va. (III)	D-1,000	WYVE	Wytheville, Va. (III)	D-1,000
KSLV	Monte Vista, Colo. (IV)	250	WTIP	Charleston, W. Va. (IV)	250	WEKZ	Monroe, Wis. (III)	D-1,000	KIT	Yakima, Wash. (III-A)	LS-5,000
KCRT	Trinidad, Colo. (IV)	250	WDNE	Elkins, W. Va. (IV)	250	WOKW	Sturgeon Bay, Wis. (III)	D-1,000	WNAM	Neenah, Wis. (III)	DA-N-1,000
WWCO	Waterbury, Conn. (IV)	250	WOMT	Manitowoc, Wis. (IV)	250	KPOW	Powell, Wyo. (III-B)	DA-N-1,000	WPRE	Prairie du Chien, Wis. (III)	D-500
WBGC	Chimney, Fla. (IV)	250	WIBU	Poynette, Wis. (IV)	250	WISO	Ponce, P. R. (III)	1,000	WCMN	Arecibo, P. R. (III-A)	1,000
WLCO	Eustis, Fla. (IV)	250	WOBT	Rhineland, Wis. (IV)	250						
WINK	Ft. Myers, Fla. (IV)	250	WJMC	Rice Lake, Wis. (IV)	250						
WMMB	Melbourne, Fla. (IV)	250	KFCB	Cheyenne, Wyo. (IV)	250	WGSV	Guntersville, Ala. (III)	D-1,000	WPBD	Jackson, Ala. (III)	D-1,000
WFOY	St. Augustine, Fla. (IV)	250	KLUK	Clarksburg, Wyo. (IV)	250	WAIP	Prichard, Ala. (III)	D-1,000	WMLS	Sylacauga, Ala. (III)	D-1,000
WBHB	Fitzgerald, Ga. (IV)	250	KASL	Newcastle, Wyo. (IV)	250	KDJI	Hulbrook, Ariz. (III)	D-1,000	WVLA	Vadon, Ariz. (III)	1,000
WDUN	Gainesville, Ga. (IV)	250	KRAL	Rawlins, Wyo. (IV)	250	KCKK	Tulare, Cal. (III-B)	DA-N-1,000	KDMS	El Dorado, Ark.	D-1,000
WLAG	Macon, Ga. (IV)	250	KBYR	Anchorage, Alaska (IV)	250	WNWG	Naples, Fla. (III)	D-500	KUOA	Siloam Springs, Ark. (III)	D-5,000
WMMI	Statesboro, Ga. (IV)	250	WABA	Aqueduct, P. R. (IV)	250	WTAL	Tallahassee, Fla. (III-A)	DA-N-5,000	KHSL	Chico, Cal. (III-A)	DA-N-5,000
WNWS	Thomasville, Ga. (IV)	250		(CP for 850 kc)					KITO	San Bernardino, Cal. (III-A)	DA-5,000
WPAX	Thomasville, Ga. (IV)	250	WZOB	Ft. Payne, Ala. (III)	D-1,000	WGSV	Guntersville, Ala. (III)	D-1,000	WCCC	Hartford, Conn. (III)	D-500
WTWA	Thomson, Ga. (IV)	250	WETU	Wetumpka, Ala. (III)	D-1,000	WAIP	Prichard, Ala. (III)	D-1,000	WTUX	Wilmington, Del. (III)	D-500
KVNI	Coeur D'Alene, Ida. (IV)	250		(CP from 1570 kc)		KDJI	Hulbrook, Ariz. (III)	D-1,000	WTMC	Ocala, Fla. (III-B)	DA-N-1,000
KWIK	Pocatello, Ida. (IV)	250	KGHI	Little Rock, Ark. (III-B)	LS-1,000	KCKK	Tulare, Cal. (III-B)	DA-N-1,000	WIRK	W, Palm Beach, Fla. (III-B)	LS-5,000
KWEI	Weiser, Ida. (IV)	250				WNWG	Naples, Fla. (III)	D-500	WCHK	Canton, Ga. (III)	D-1,000
WCRW	Chicago, Ill. (IV)	SH-100	KTMS	Santa Barbara, Cal. (III-B)	DA-1,000	WTAL	Tallahassee, Fla. (III-A)	DA-N-5,000	WTOC	Savannah, Ga. (III-A)	DA-N-5,000
WEDC	Chicago, Ill. (IV)	SH-250				WGBA	Columbus, Ga. (III)	D-5,000	WIRL	Peoria, Ill. (III-A)	DA-5,000
WBSB	Chicago, Ill. (IV)	SH-250	WNER	Live Oak, Fla. (III)	D-1,000	KTFI	Twin Falls, Ida. (III-A)	LS-5,000	WCBL	Benton, Ky. (III)	D-1,000
WBEQ	Harrisburg, Ill. (IV)	250		(CP from 1390 kc)		WEIC	Charleston, Ill.	DA-D-1,000	KJEF	Jennings, La. (III)	DA-N-500
WBAX	Springfield, Ill. (IV)	250	WDAE	Tampa, Fla. (III-A)	DA-5,000	WHBF	Rock Island, Ill. (III-A)	DA-N-5,000	WHGR	Houghton Lake, Mich. (III)	D-1,000
WSDR	Sterling, Ill. (IV)	100	WMGE	Madison, Ga. (III)	D-1,000	WCMR	Elkhart, Ind. (III)	DA-D-500	WBLE	Batesville, Miss. (III)	D-1,000
WBHU	Anderson, Ind. (IV)	250	WZZZ	Streator, Ill. (III)	DA-D-500	WVCA	Gary, Ind. (III-B)	DA-1,000	KALM	Thayer, Mo. (III)	D-1,000
KDEC	Decorah, Iowa (IV)	SH-250	WGL	Ft. Wayne, Ind. (II-B)	DA-1,000	WVCA	Smithfield, N. C. (III)	D-1,000	KGVO	Missoula, Mont. (III-A)	DA-5,000
KWLC	Decorah, Iowa (IV)	SH-250	WRAY	Princeton, Ind. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	KOIL	Omaha, Neb. (III-A)	DA-N-5,000
KBIZ	Ottumwa, Iowa (IV)	250	KFKU	Lawrence, Kan. (III-A)	DA-N-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WKNE	Keene, N. H. (III-A)	DA-5,000
KICD	Spencer, Iowa (IV)	250	WREN	Topeka, Kan. (III-A)	DA-N-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WNBF	Binghamton, N. Y. (III-A)	DA-N-5,000
KIUL	Garden City, Kan. (IV)	250	WARE	Ware, Mass. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WHKY	Hickory, N. C. (III-B)	DA-N-1,000
KAKE	Wichita, Kan. (IV)	250	KGDE	Fergus Falls, Minn. (III)	LS-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WEYE	Sanford, N. C. (III)	D-1,000
WINN	Louisville, Ky. (IV)	250				WVCA	Mandan, N. D. (III-B)	LS-5,000	WTRX	Bellaire, Ohio (III)	D-1,000
WFTM	Maysville, Ky. (IV)	250	KVUE	Red Wing, Minn. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WHIO	Dayton, O. (III-A)	DA-N-5,000
WPKE	Pikeville, Ky. (IV)	250	WHNY	McComb, Miss. (III-B)	LS-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WKLIQ	Portland, Ore. (III)	D-1,000
WSFC	Somersel, Ky. (IV)	250				WVCA	Mandan, N. D. (III-B)	LS-5,000	WTVT	Titusville, Pa. (III)	D-500
KSPK	Minden, La. (IV)	100	WMTR	Morristown, N. J. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WTRN	Tyronne, Pa. (III)	D-500
KANE	New Iberia, La. (IV)	250	WIPS	Ticonderoga, N. Y. (III)	D-500	WVCA	Mandan, N. D. (III-B)	LS-5,000	WICE	Providencia, R. I. (III)	D-500
WCOU	Lewiston, Me. (IV)	250	WBRM	Marion, N. C. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WFIG	Sumter, S. C. (III)	DA-1,000
WCEM	Cambridge, Md. (IV)	100	WCHO	Washington Court House, O. (III)	D-500	WVCA	Mandan, N. D. (III-B)	LS-5,000	WOKO	Oak Ridge, Tenn. (III)	LS-1,000
WJEG	Hagerstown, Md. (IV)	250	WPEL	Montrose, Pa. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	KIVY	Crockett, Tex. (III)	D-500
WHAI	Greenfield, Mass. (IV)	250	WCAE	Pittsburgh, Pa. (III-A)	DA-N-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	KRGV	Weslaco, Tex. (III-A)	DA-N-5,000
WOCB	West Yarmouth, Mass. (IV)	250	WNOW	York, Pa. (II)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	KTRN	Wichita Falls, Tex. (III-B)	LS-5,000
WATT	Cadillac, Mich. (IV)	250	WTMA	Charleston, S. C. (III-B)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
WBCY	Cheboygan, Mich. (IV)	250				WVCA	Mandan, N. D. (III-B)	LS-5,000	WCLA	Colonial Heights-Petersburg, Va. (III)	D-1,000
WJPD	Ishpeming, Mich. (IV)	250	WKBL	Covington, Tenn. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WVOW	Logan, W. Va. (III-B)	LS-5,000
WJIM	Lansing, Mich. (IV)	250	KFTV	Paris, Tex. (III)	D-500	WVCA	Mandan, N. D. (III-B)	LS-5,000	WMIL	Milwaukee, Wis. (III)	DA-U-N-1,000
WFMG	Hibbing, Minn. (IV)	250	KPAC	Port Arthur, Tex. (III-B)	LS-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000	WKLJ	Sparta, Wis. (III)	D-1,000
WJON	St. Cloud, Minn. (IV)	250				WVCA	Mandan, N. D. (III-B)	LS-5,000			
WMPA	Aberdeen, Miss. (IV)	250	KEXX	San Antonio, Tex. (III)	DA-N-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
WGRM	Greenwood, Miss. (IV)	250	KSNL	San Jose, Tex. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
WGCM	Culpeper, Miss. (IV)	250	WDVA	Danville, Va. (III-B)	DA-N-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
WMOX	Meridian, Miss. (IV)	250	WNRG	Grundy, Va. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
WMIS	Natchez, Miss. (IV)	250	KWSC	Pullman, Wash. (III)	5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KFMO	Flat River, Mo. (IV)	250	KTW	Seattle, Wash. (III-A)	1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KWOS	Jefferson City, Mo. (IV)	250	WEMP	Milwaukee, Wis. (III-A)	DA-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KNEM	Nevers, Mo. (IV)	250				WVCA	Mandan, N. D. (III-B)	LS-5,000			
KBMY	Billings, Mont. (IV)	250	WCRS	Birmingham, Ala. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KLTZ	Glasgow, Mont. (IV)	250	KGIL	San Fernando, Cal. (III-B)	DA-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KXLJ	Helena, Mont. (IV)	250				WVCA	Mandan, N. D. (III-B)	LS-5,000			
KIYI	Shelby, Mont. (IV)	250	KYA	San Francisco, Cal. (III-A)	LS-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KFOR	Lincoln, Neb. (IV)	250				WVCA	Mandan, N. D. (III-B)	LS-5,000			
KODY	N. Platte, Neb. (IV)	250	KFTM	Ft. Morgan, Colo. (III)	D-500	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KELK	Elko, Nev. (IV)	250	KUBC	Montrose, Colo. (III)	LS-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
WBRB	Manchester, N. H. (IV)	250	WAVZ	New Haven, Conn. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
WNSJ	Eridgeton, N. J. (IV)	250	WWDC	Washington, D. C. (III-A)	DA-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KQUE	Albuquerque, N. M. (IV)	250				WVCA	Mandan, N. D. (III-B)	LS-5,000			
	(CP for 860 kc)		WFTW	Ft. Walton, Fla. (III)	D-1,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KAVE	Carlsbad, N. M. (IV)	250	WVWF	Palatka, Fla. (III)	DA-N-500	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KCLV	Clovis, N. M. (IV)	250	WHAB	Baxley, Ga. (III)	D-5,000	WVCA	Mandan, N. D. (III-B)	LS-5,000			
KVBC	Farmington, N. M. (IV)	250	WTJH	East Point, Ga. (III)	D-5,000	WVCA	Mandan, N. D. (III-B)	LS-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
WFBR	Baltimore, Md. (III-A)	DA-5,000	KXLW	Clayton, Mo. (III)	D-1,000	WWGS	Tifton, Ga. (IV)	250	KWOR	Worland, Wyo. (IV)	250
WJDA	Quincy, Mass. (III)	D-1,000	KOLT	Scottsbluff, Neb. (III-B)	LS-5,000	KPST	Preston, Ida. (IV)	250	KIBH	Seward, Alaska (IV)	SH-250
WOOD	Grand Rapids, Mich. (III-A)	DA-N-5,000			DA-U-N-1,000	WSOY	Decatur, Ill. (IV)	250	†WGRF	Aguadilla, P. R. (IV)	250
WRBC	Jackson, Miss. (III-A)	LS-5,000	WWHG	Hornell, N. Y. (III)	D-1,000	WJPF	Herrin, Ill. (IV)	250	WSTA	Charlotte Amalie, V. I. (IV)	250
KMMO	Marshall, Mo. (III)	D-1,000	WCOG	Greensboro, N. C. (III-B)	DA-1,000	WGL	Wells, Ill. (IV)	250		1350 KC. REGIONAL	
KBRK	McCook, Neb. (III)	D-1,000	WHOK	Lancaster, Ohio (III)	D-500	WBW	Bedford, Ind. (IV)	250	WGAD	Gadsden, Ala. (III-B)	LS-5,000
WTNJ	Trenton, N. J. (IV)	D-250	KWOE	Clinton, Okla. (III)	D-1,000	WLRC	Muncie, Ind. (IV)	250		DA-N-1,000	
WOSC	Fulton, N. Y. (III)	D-1,000	WKAP	Allentown, Pa.	DA-N-1,000	KROS	Clinton, Ia. (IV)	250	KWFC	Hot Springs, Ark. (III)	LS-1,000
WGOL	Goldsboro, N. C. (III)	D-1,000	WJAS	Pittsburgh, Pa. (III-A)	DA-N-1,000	KLIL	Estherville, Ia. (IV)	250		DA-N-500	
WSYD	Mt. Airy, N. C. (III)	LS-5,000	WSCR	Scranton, Pa. (III)	DA-N-5,000	KCKN	Kansas City, Kan. (IV)	250		(CP from 1340 kc)	
	(CP from 1240 kc)	DA-N-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-500	KSEK	Pittsburg, Kan. (IV)	250	KCSB	San Bernardino, Cal. (III-B)	DA-N-500
WERE	Cleveland, O. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WCMI	Ashland, Ky. (IV)	250	KSRO	Santa Rosa, Cal. (III-B)	DA-N-1,000
WMVO	Mt. Vernon, O. (III)	DA-D-500	KELO	Sioux Falls, S. D. (III-A)	DA-N-1,000	WKBY	Richmond, Ky. (IV)	250	KGHF	Pueblo, Colo. (III-B)	LS-5,000
KOME	Tulsa, Okla. (III-B)	LS-5,000	WKIN	Kingsport, Tenn. (III)	D-5,000	KRMD	Shreveport, La. (IV)	250		DA-N-1,000	
KRMW	The Dalles, Ore. (III)	D-1,000	KVMC	Colorado City, Tex.	D-500	WFAU	Augusta, Me. (IV)	250	WNLK	Norwalk, Conn. (III-B)	DA-N-500
WKCI	Greer, S. C. (III)	D-1,000	KXYZ	Houston, Tex. (III-A)	DA-N-5,000	WABM	Houlton, Me. (IV)	250	WPCT	Putnam, Conn. (III)	D-1,000
WMAK	Nashville, Tenn. (III-A)	DA-N-5,000	KDYL	Salt Lake City, Utah (III-A)	DA-5,000	WGAW	Gardner, Mass. (IV)	250	WDCP	Dade City, Fla. (III)	D-1,000
KVET	Austin, Tex. (III-B)	DA-N-3,000	WLLY	Richmond, Va. (III)	DA-1,000	WNBH	New Bedford, Mass. (IV)	250	WRPB	Warner Robbins, Ga. (III)	D-1,000
KTFY	Brownfield, Tex. (III)	D-1,000	KXRO	Aberdeen, Wash. (III-B)	DA-N-1,000	WBRK	Pittsfield, Mass. (IV)	250		D-1,000	
KOL	Seattle, Wash. (III-A)	DA-N-5,000	†WAPC	Waupaca, Wis. (III)	D-1,000	WLEW	Bad Axe, Mich. (IV)	250	KRLC	Lewiston, Ida. (III-B)	D-1,000
WCLG	Morgantown, W. Va. (III)	D-1,000	WRIO	Rio Piedras, P. R. (III)	LS-5,000	WLVAV	Grand Rapids, Mich. (IV)	250		DA-N-1,000	
†WKLC	St. Albans, W. Va. (III)	D-1,000			N-1,000	WBSE	Hillsdale, Mich. (IV)	250	WEEK	Peoria, Ill. (III-B)	DA-1,000
WTIL	Mayaguez, P. R. (III)	1,000				WMTE	Manistee, Mich. (IV)	250	WIOU	Kokomo, Ind. (III-B)	DA-1,000
	1310 KC. REGIONAL					WMBN	Potosky, Mich. (IV)	250	KRNT	Des Moines, Ia. (III-A)	DA-N-5,000
WHEP	Foley, Ala. (III)	D-1,000	WROS	Scottsboro, Ala. (III-A)	D-1,000	WEXL	Royal Oak, Mich. (IV)	250	KMAN	Manhattan, Kan. (III)	D-500
WJAM	Marion, Ala. (III)	D-1,000	KFAC	Los Angeles, Cal. (III-A)	DA-N-5,000	WEVE	Eveleth, Minn. (IV)	250	WLOU	Louisville, Ky. (III)	D-1,000
	*D-5,000					KROC	Rochester, Minn. (IV)	250	WSMB	New Orleans, La. (III-A)	DA-N-5,000
KTYL	Mesa, Ariz. (III)	LS-1,000	WARN	Ft. Pierce, Fla. (III)	D-1,000	KWML	Willmar, Minn. (IV)	250		DA-N-5,000	
	DA-N-500		WEBY	Milton, Fla. (III)	D-1,000	WJMB	Brookhaven, Miss. (IV)	250	WKOZ	Kosciusko, Miss. (III)	D-5,000
	*LS-5,000		WMEN	Tallahassee, Fla. (III)	D-1,000	WAML	Laurel, Miss. (IV)	250	KCHR	Charleston, Mo. (III)	D-1,000
	*DA-N-500		WMLT	Dublin, Ga. (III)	D-1,000	KXEO	Mexico, Mo. (IV)	250	WLNH	Laconia, N. H. (III)	D-800
KWBK	Oakland, Cal. (III-A)	1,000	WEAW	Evanston, Ill. (III)	DA-D-500	KSMO	Salem, Mo. (IV)	250	WCBA	Corning, N. Y. (III)	D-1,000
KTKR	Taft, Cal. (III)	D-500	WRRR	Rockford, Ill. (III)	DA-D-1,000	KICK	Springfield, Mo. (IV)	250	WHIP	Mooresville, N. C.	D-1,000
KFKA	Greeley, Colo. (III-B)	DA-N-1,000	WJPS	Evansville, Ind. (III-B)	LS-5,000	KVAP	Kingsport, Mont. (IV)	250	WADC	Akron, O. (III-A)	DA-5,000
	DA-N-1,000					KATL	Miles City, Mont. (IV)	250	KRHD	Duncan, Okla. (IV)	LS-250
WICH	Norwich, Conn. (III)	DA-1,000	KWLL	Waterloo, Iowa (III-B)	LS-5,000	KBTG	Missoula, Mont. (IV)	250	WORK	York, Pa. (III-B)	LS-5,000
WBRO	Waynesboro, Ga. (III)	D-1,000				KFTG	Freemont, Neb. (IV)	250	WPFD	Darlington, S. C. (III)	D-500
KLIX	Twin Falls, Ida. (III)	DA-1,000	KFH	Wichita, Kan. (III-A)	DA-N-5,000	KGFW	Kearney, Neb. (IV)	250	WGSW	Greenwood, S. C. (III)	D-1,000
WISH	Indianapolis, Ind. (III-B)	LS-5,000				KSID	Sidney, Neb. (IV)	250	KCAR	Clarksville, Tex. (III)	D-500
	DA-N-1,000		WMOR	Morehead, Ky. (III)	D-1,000	KORK	Las Vegas, Nev. (IV)	250	KTJX	Jasper, Tex. (III)	D-1,000
KOKX	Keokuk, Iowa (III)	LS-1,000	KVOL	Lafayette, La. (III)	DA-N-1,000	KATO	Reno, Nev. (IV)	250	KCOR	San Antonio, Tex. (III-B)	LS-5,000
	DA-U-N-500		WASA	Havre de Grace, Md. (III)	D-1,000	WMID	Atlantic City, N. J. (IV)	250		DA-N-1,000	
KSUL	Sulphur, La. (III)	DA-D-500				KABQ	Albuquerque, N. M. (IV)	250	WBLT	Bedford, Va. (III)	D-1,000
KUZN	W. Monroe, La. (III)	D-1,000	WCRB	Waltham, Mass. (III)	DA-1,000	KSBH	Auburn, N. Y. (IV)	250	WAVY	Portsmouth, Va.	DA-5,000
WORC	Worcester, Mass. (III-B)	DA-1,000	WBBC	Flint, Mich. (III-A)	DA-1,000	WBMO	Wilkes-Barre, Pa. (IV)	250	WPDR	Portage, Wis. (III)	D-1,000
	DA-1,000		WLOR	Minneapolis, Minn. (III-A)	DA-5,000	WENT	Groversville, N. Y. (IV)	250		1360 KC. REGIONAL	
WKMH	Dearborn, Mich. (III-B)	LS-5,000	WJPR	Greenville, Miss.	LS-1,000	WJOC	Jamestown, N. Y. (IV)	250	WVWF	Jasper, Ala. (III)	D-1,000
	DA-U-N-1,000					WUSJ	Lockport, N. Y. (IV)	250	WELR	Rosnoke, Ala. (III)	D-1,000
KFSB	Joplin, Mo. (III-B)	LS-5,000	KGAK	Gallup, N. M. (III)	LS-5,000	WMSA	Massena, N. Y. (IV)	250	KFFA	Helena, Ark. (III-B)	DA-N-1,000
	DA-U-N-1,000					WALL	Middletown, N. Y. (IV)	250	KMOD	Modesto, Cal. (III-B)	DA-N-1,000
KFBB	Great Falls, Mont. (III-A)	DA-N-5,000	WBBR	Brooklyn, N. Y. (III-A)	DA-5,000	WIRY	Plattsburg, N. Y. (IV)	250		DA-N-1,000	
WLK	Asbury Park, N. J. (IV)	250	WEVD	New York, N. Y. (III-A)	DA-5,000	WJRI	Lenoir, N. C. (IV)	250	KGB	San Diego, Cal. (III-A)	1,000
WCAM	Camden, N. J. (IV)	250				WTSE	Lumberton, N. C. (IV)	250	WDRC	Hartford, Conn. (III-A)	DA-5,000
WGAT	Utica, N. Y. (III-B)	LS-1,000	WHAZ	Troy, N. Y. (III-A)	1,000	WOFX	Luxford, N. C. (IV)	250	WOB	Jacksonville, Fla. (III-B)	D-1,000
WISE	Asheville, N. C. (III)	LS-5,000	WFIN	Findlay, O. (III)	D-1,000	WGNV	Washington, N. C. (IV)	250	WKAT	Miami Beach, Fla. (III-B)	LS-5,000
	DA-N-1,000		KPOJ	Portland, Ore. (III-A)	DA-5,000	WGNW	Wilmington, N. C. (IV)	250		DA-N-1,000	
WTIK	Durham, N. C. (III-B)	LS-1,000	WKKK	Erie, Pa. (III-A)	DA-5,000	WATR	Winston-Salem, N. C. (IV)	250		LS-5,000	
	DA-N-1,000		WFBC	Greenville, S. C. (III-A)	DA-N-5,000	WATG	Ashland, O. (IV)	250		N-1,000	
KNOX	Grand Forks, N. D. (III)	DA-N-5,000				WIZE	Springfield, O. (IV)	250	WLBK	DeKalb, Ill. (III)	D-500
WFAH	Alliance, Ohio (III)	DA-D-1,000	WAEW	Crossville, Tenn. (III)	D-1,000	WSTV	Steuubenville, O. (IV)	250	WVMC	Mt. Carmel, Ill. (III)	D-500
KNPT	Newport, Ore. (III)	DA-N-1,000	KMIL	Cameron, Tex. (III)	D-500	KHNV	Hugo, Okla. (IV)	250	KXGI	Ft. Madison, Iowa (III)	D-500
WBFD	Bedford, Pa. (III)	D-1,000	KSWA	Graham, Tex. (III)	D-500	KOCY	Oklahoma City, Okla. (IV)	250	KSCJ	Sioux City, Iowa (III-A)	DA-N-5,000
WGSA	Ephrata, Pa. (III)	DA-D-500	KINE	Kingsville, Tex. (III)	D-1,000	KRUL	Corvallis, Ore. (IV)	250		DA-N-5,000	
WNAE	Warren, Pa. (III)	D-1,000	WBTM	Danville, Va. (III-B)	LS-5,000	†KFOR	Enterprise, Ore. (IV)	250	KBTO	Eldorado, Kan. (III)	D-500
WDKD	Kingstree, S. C. (III)	D-5,000	WETZ	New Martinsville, W. V. (III)	D-1,000	KIHR	Hood River, Ore. (IV)	250	KDBC	Mansfield, La. (III)	D-1,000
WDOD	Chattanooga, Tenn. (III-A)	DA-N-5,000	WHBL	Sheboygan, Wis. (III-B)	LS-1,000	KFTN	North Bend, Ore. (IV)	250	KVIM	New Iberia, La. (III)	D-1,000
	DA-N-1,000					WFBG	Altoona, Pa. (IV)	250	KTLB	Tullulah, La. (III)	D-500
WDXI	Jackson, Tenn. (III-B)	LS-5,000	KOVE	Lander, Wyo. (III)	DA-N-1,000	WCVI	Connellsville, Pa. (IV)	250	WUEB	Dundalk, Md. (III)	DA-D-1,000
	DA-N-1,000					WEMR	Emporium, Pa. (IV)	100	WLYN	Lynn, Mass. (III)	D-1,000
KZIP	Amarillo, Tex. (III)	D-1,000				WSAJ	Grove City, Pa. (IV)	SH-100	WKMI	Kalamazoo, Mich. (III-B)	LS-5,000
WRR	Dallas, Tex. (III-A)	DA-N-5,000				WKRZ	Oil City, Pa. (IV)	250		DA-N-1,000	
WFCR	Fairfax, Va. (III)	D-500				WHAT	Philadelphia, Pa. (IV)	250	KDLM	Detroit Lakes, Minn. (III)	D-1,000
WGH	Newport News, Va. (III-A)	DA-5,000				WRAW	Reading, Pa. (IV)	250	KLRS	Mountain Grove, Mo. (III)	D-1,000
WIBA	Madison, Wis. (III-A)	DA-N-5,000				WBRE	Wilkes-Barre, Pa. (IV)	250	WNNJ	Newton, N. J. (III)	D-500
	DA-N-5,000					WVPA	Williamsport, Pa. (IV)	250	WVBF	Vineland, N. J. (III-B)	D-1,000
WAGF	Dothan, Ala. (III-B)	DA-N-1,000				WVBN	Charlottesville, S. C. (IV)	250		DA-N-1,000	
	DA-N-1,000					WRHH	Rock Hill, S. C. (IV)	250	WKOP	Binghamton, N. Y. (III)	LS-5,000
WEZE	Homewood, Ala. (III)	D-1,000				WSSC	Sumter, S. C. (IV)	250	WCHI	Chapel Hill, N. C. (III)	D-1,000
KWHN	Ft. Smith, Ark. (III-A)	DA-N-5,000				WVTV	Huron, S. D. (IV)	250	WSAI	Cincinnati, Ohio (III-A)	DA-N-5,000
	DA-N-5,000					KJIV	Rapid City, S. D. (IV)	250	KRTV	Hillsboro, Ore. (III)	D-1,000
KRLW	Walnut Ridge, Ark.	D-1,000				KRSD	Rapid City, S. D. (IV)	250	WVCK	Mckeesport, Pa. (III-B)	DA-N-1,000
†KSLR	Oceanside, Cal. (III)	DA-500				WBAC	Cleveland, Tenn. (IV)	250		DA-N-1,000	
	DA-N-1,000					WCRM	Columbia, Tenn. (IV)	250	WPPA	Pottsville, Pa. (III-B)	DA-N-500
WKRC	Sacramento, Cal. (III-B)	LS-5,000				WGRV	Greenville, Tenn. (IV)	250		DA-N-500	
	DA-U-N-1,000					WKGN	Knoxville, Tenn. (IV)	250	WELP	Easley, S. C. (III)	D-1,000
†KRFC	Rocky Ford, Colo. (III)	D-1,000				WVHM	Memphis, Tenn. (IV)	250	WLCM	Lancaster, S. C. (III)	D-1,000
WATR	Waterbury, Conn. (III-B)	DA-1,000				WCDT	Winchester, Tenn. (IV)	250	WNAH	Nashville, Tenn. (III)	D-1,000
	DA-1,000					KAND	Corsicana, Tex. (IV)	250	KRAY	Amarillo, Tex. (III)	D-500
WGMA	Hollywood, Fla.	D-500				KSST	El Paso, Tex. (IV)	250	KACT	Andrews, Tex. (III)	D-500
WJHP	Jacksonville, Fla. (III-A)	DA-N-5,000				KNAF	Fredericksburg, Tex. (IV)	250	KREL	Baytown, Tex. (III-B)	DA-1,000
	DA-N-5,000					KDUB	Lubbock, Tex. (IV)	250	KRIS	Corpus Christi, Tex. (III-A)	1,000
WHIE	Griffin, Ga. (III)	D-1,000				KRBA	Lufkin, Tex. (IV)	250		DA-N-5,000	
WKAN	Kankakee, Ill. (III)	D-1,000				KVKM	Monahans, Tex. (IV)	250	KXOL	Ft. Worth, Tex. (III-B)	LS-5,000
KLWN	Lawrence, Kan. (III)	D-500				KPDN	Pampa, Tex. (IV)	250		DA-N-1,000	
WBRT	Bardonia, Ky. (III)	D-1,000				KOLE	Port Arthur, Tex. (IV)	250	WBOB	Galax, Va. (III)	D-1,000
WNGO	Mayfield, Ky. (III)	D-1,000				KTXL	San Angelo,				

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
KEEN	San Jose, Cal. (III-B)	DA-1,000	WSPC	1390 KC. REGIONAL Anniston, Ala. (III-B)	LS-5,000	WBIP	Booneville, Miss. (IV)	250	WLBJ	Bowling Green, Ky.	LS-5,000
WCOA	Pensacola, Fla. (III-A)	DA-N-5,000				WBNAG	Grenada, Miss. (IV)	250			DA-U-N-1,000
WNTM	Vero Beach, Fla. (III)	D-1,000	KAMO	Rogers, Ark. (III)	DA-N-1,000	WFOR	Hattiesburg, Miss. (IV)	250	†WKYV	Harlan, Ky. (III)	D-1,000
WBGR	Jesup, Ga. (III)	D-1,000	KGER	Long Beach, Cal. (III-A)	D-500	WJQS	Jackson, Miss. (IV)	250	KDBS	Alexandria, La. (III)	D-1,000
WKLE	Washington, Ga. (III)	D-1,000				WMBG	Macon, Miss. (IV)	250	WGRD	Grand Rapids, Mich. (III)	D-1,000
WPRC	Lincoln, Ill. (III)	D-500	KTUR	Turlock, Cal. (III-B)	DA-N-5,000	KFRU	Columbia, Mo. (IV)	250			D-1,000
WTTT	Bloomington, Ind. (III-B)	LS-5,000				KLSM	Stikeston, Mo. (IV)	250	†WEGA	Newton, Miss. (III)	D-500
		DA-U-N-500	†KFML	Denver, Colo. (III)	D-1,000	KTTT	Springfield, Mo. (IV)	250	WFCB	Dunkirk, N. Y. (III-B)	DA-500
WGRY	Gary, Ind. (III)	D-500	WNER	Live Oak, Fla. (III)	D-1,000	KXGN	Glendive, Mont. (IV)	250	WECO	Concord, N. C. (III)	D-1,000
WDTH	Dubuque, Iowa (III-B)	DA-N-1,000				KXKL	Great Falls, Mont. (IV)	250	WSRC	Durham, N. C. (III)	D-1,000
KGNO	Dodge City, Kan. (III-B)	LS-5,000	WGES	(CP for 1250 kc)	DA-5,000	KCOL	Alliance, Neb. (IV)	250	WING	Dayton, O. (III-A)	DA-N-5,000
		DA-N-1,000	WRFW	Chicago, Ill. (III-A)	D-5,000	KOLN	Lincoln, Neb. (IV)	250	KPAM	Portland, Ore. (III)	D-1,800
KAPB	Marksville, La. (III)	D-1,000	WJCD	Fairmont, Ind. (II)	D-500	KBEM	Carson City, Nev. (IV)	250	WLSE	Lansford, Pa. (III)	D-1,000
WKIK	Leonardtown, Md. (III)	D-1,000	KCBC	Des Moines, Ia. (III-B)	*D-1,000	KWNA	Winnemucca, Nev. (IV)	250	†WBUR	Batesburg, S. C. (III)	D-1,000
KSUM	Fairmont, Minn. (III-B)	DA-N-1,000				WWSL	Hanover, N. H. (IV)	250	KBLD	Athens, Tex. (IV)	D-250
		DA-1,000	KNCK	Concordia, Kan. (III)	D-500	WOND	Pleasantville, N. J. (IV)	250	KVLB	Cleveland, Tex. (III)	DA-5,000
WDOB	Canton, Miss. (III)	D-1,000	KNOE	Monroe, La. (III-A)	DA-N-5,000	KGFL	Roswell, N. M. (IV)	250	KXIT	Dalhart, Tex. (III)	D-500
KWRT	Boonville, Mo. (III)	D-1,000	WPLM	Plymouth, Mass. (III)	D-500	KTRC	Santa Fe, N. M. (IV)	250	KRIG	Odessa, Tex. (III-B)	DA-N-1,000
KCRV	Caruthersville, Mo.	D-1,000	KOBK	Owatonna, Minn. (III)	D-500	KCHS	Truth or Consequences, N. M. (IV)	250	KNAL	Victoria, Tex. (III)	DA-N-500
KXLF	Butte, Mont. (III-A)	5,000	WDEB	Burlport, Miss. (III)	D-1,000				WRIS	Roanoke, Va. (III)	D-5,000
KAWL	York, Neb. (III)	D-500	WEOK	Poughkeepsie, N. Y. (III)	D-1,000				WKBH	Lacrosse, Wis. (III-A)	DA-N-5,000
WFEA	Manchester, N. H. (III-A)	DA-5,000	WRIV	Riverhead, N. Y. (III)	D-500	KTNM	Tucumcari, N. M. (IV)	250			N-500
		DA-N-1,000	WFBL	Syracuse, N. Y. (III-A)	DA-N-5,000	WABY	Albany, N. Y. (IV)	250	KWYO	Sheridan, Wyo. (III-B)	LS-1,000
WALK	Patchogue, N. Y. (III)	D-500				WBNY	Buffalo, N. Y. (IV)	250			
WSAY	Rochester, N. Y. (III-A)	DA-N-5,000	WFNC	Fayetteville, N. C. (III)	LS-5,000	WELM	Elmira, N. Y. (IV)	250			
		DA-N-1,000				WDSO	Oneonta, N. Y. (IV)	250	1420 KC. REGIONAL		
WLTC	Gastonville, N. C. (III)	D-1,000	WEED	Rocky Mount, N. C. (III)	LS-5,000	WBMA	Beaufort, N. C. (IV)	250	KDAS	Malvern, Ark. (III)	D-1,000
WTAB	Tabor City, N. C. (III)	D-1,000				WGBG	Greensboro, N. C. (IV)	250	KPOC	Pocahontas, Ark. (III)	D-1,000
WSPD	Toledo, O. (III-A)	DA-N-5,000	KLPM	Minot, N. D. (III-A)	DA-U-N-1,000	WSIC	Statesville, N. C. (IV)	250	KSTN	Stockton, Cal. (III-B)	DA-1,000
KAST	Astoria, Ore. (III-B)	DA-N-1,000				WLSE	Wallace, N. C. (IV)	250	WDBF	Delray, Fla. (III)	D-500
		DA-N-1,000	WOHP	Bellefontaine, Ohio (III)	D-500	WHCC	Waynesville, N. C. (IV)	250	WRBL	St. Augustine, Fla. (III)	D-1,000
KUMA	Pendleton, Ore. (III)	D-1,000	WFMJ	Youngstown, Ohio (III-A)	DA-N-5,000	KEYJ	Jamesstown, N. D. (IV)	250			
WOTR	Corry, Pa. (III)	D-500				WMAN	Mansfield, O. (IV)	250	WLET	Toccoa, Ga. (III)	D-5,000
WPZA	Pottstown, Pa. (III)	D-1,000	KCRC	Enid, Okla. (III-B)	DA-1,000	WMOU	Mount Pleasant, S. C. (IV)	250	WINI	Murphyboro, Ill. (III)	D-500
WKMC	Roaring Spring, Pa. (III)	D-500	KSLM	Salem, Ore. (III-A)	1,000	KWON	Bartlesville, Okla. (IV)	250	WIMS	Michigan City, Ind. (III)	LS-1,000
WDEF	Chattanooga, Tenn. (III-A)	DA-N-5,000	WLAN	Lancaster, Pa. (III-B)	DA-N-1,000	KTMC	McAlester, Okla. (IV)	250			
		DA-N-1,000				KNOR	Norman, Okla. (IV)	250	WOC	Davenport, Ia. (III-A)	DA-5,000
WDXE	Lawrenceburg, Tenn. (III)	D-1,000	†WHPB	Belton, S. C. (III)	D-500	KWIN	Ashland, Ore. (IV)	250	KJCK	Junction City, Kan. (III)	D-1,000
		D-1,000	WCSC	Charleston, S. C. (III-A)	DA-N-5,000	KOMB	Cottage Grove, Ore. (IV)	250	WTKR	Ashland, Ky. (III)	D-1,000
WRGS	Rogersville, Tenn. (III)	D-1,000				KBCH	Oceanlake, Ore. (IV)	250	WHBN	Harrodsburg, Ky. (III)	D-1,000
KTXN	Austin, Tex. (III)	D-1,000	WTJS	Jackson, Tenn. (III-B)	DA-N-1,000	WEST	Easton, Pa. (IV)	250	WVJS	Owensboro, Ky. (III-B)	DA-1,000
KTFR	Longview, Tex. (III-B)	DA-N-1,000				WJET	Erie, Pa. (IV)	250			
		D-500	KULP	El Campo, Tex. (III)	D-500	WHGB	Harrisburg, Pa. (IV)	250	KLFY	Lafayette, La. (III)	LS-1,000
KRWS	Post, Tex. (III)	D-500	KBEC	Waxahachie, Tex. (III)	DA-D-500	WJAA	Johnstown, Pa. (IV)	250			
KSOP	Salt Lake City, Utah (III)	D-1,000				WBFI	Scranton, Pa. (IV)	250	†WAMF	Flint, Mich. (III)	DA-D-500
		D-1,000	KLGN	Logan, Utah (III)	D-1,000	WRAK	Williamsport, Pa. (IV)	250	KOTM	Mankato, Minn. (III-A)	LS-5,000
WBTN	Bennington, Vt. (III)	D-500	WEAM	Arlington, Va. (III-A)	DA-5,000	WCOS	Columbia, S. C. (IV)	250			
WHEE	Martinsville, Va. (III)	D-500	WWOD	Lynchburg, Va. (III-B)	DA-N-1,000	WGTN	Georgetown, S. C. (IV)	250	WSUH	Oxford, Miss. (III)	D-1,000
WJWS	South Hill, Va. (III)	D-1,000	KYAK	Yakima, Wash. (III)	LS-1,000	WJAN	Spartanburg, S. C. (IV)	250	WQBC	Vicksburg, Miss. (III-B)	D-1,000
WMOD	Moundsville, W. Va. (III)	D-1,000				WZJM	Clarksville, Tenn. (IV)	250			
KVWO	Cheyenne, Wyo. (III)	D-1,000				WHUB	Cookeville, Tenn. (IV)	250			
		D-1,000	WMSL	1400 KC. LOCAL Decatur, Ala. (IV)	250	WKPT	Kingsport, Tenn. (IV)	250	KBTN	Neosho, Mo. (III)	D-500
			WXAL	Demopolis, Ala. (IV)	250	WGAP	Maryville, Tenn. (IV)	250	WLNA	Peekskill, N. Y. (III)	D-1,000
			WFPA	Fort Payne, Ala. (IV)	250	WHAY	Shelbyville, Tenn. (IV)	250	†WMYN	Mayodan, N. C. (III)	D-500
			WGYV	Greenville, Ala. (IV)	250	KRIN	Ballinger, Tex. (IV)	250	WVOT	Wilson, N. C. (III)	LS-1,000
			WHHO	Homewood, Ala. (IV)	250	KTXC	Big Spring, Tex. (IV)	100			
			WHLD	Opelika, Ala. (IV)	250	KXNC	Corpus Christi, Tex. (IV)	250	WHK	Cleveland, O. (III-A)	DA-N-5,000
			WHLO	Clifton, Ariz. (IV)	250	KLUF	Galveston, Tex. (IV)	250	KTJS	Hobart, Okla. (IV)	D-250
			KONI	Phoenix, Ariz. (IV)	250	KGLV	Greenville, Tex. (IV)	250	WCOJ	Coatesville, Pa. (IV)	D-1,000
			KTUC	Tucson, Ariz. (IV)	250	KEBE	Jacksonville, Tex. (IV)	250			
			KYMA	Yuma, Ariz. (IV)	250	KIUN	Pecos, Tex. (IV)	250	WCED	DuBois, Pa. (III)	LS-5,000
			KELD	El Dorado, Ark. (IV)	250	KEYE	Perryton, Tex. (IV)	250			
			KCLA	Pine Bluff, Ark. (IV)	250	KVOP	Plainview, Tex. (IV)	250			
			KRE	Berkeley, Cal. (IV)	250	KDWT	Stamford, Tex. (IV)	250			
			KCRE	Crescent City, Cal. (IV)	250	KTEM	Temple, Tex. (IV)	250	WCRE	Cheraw, S. C. (III)	D-1,000
			KREO	Indio, Cal. (IV)	250	KTRF	Texasarkana, Tex. (IV)	250	†WEMB	Erwin, Tenn. (III)	D-5,000
			KSDA	Redding, Cal. (IV)	250	KVUD	Uvalde, Tex. (IV)	250	WKSR	Pulaski, Tenn. (III)	DA-N-1,000
			KCOY	Santa Maria, Cal. (IV)	250	KIXX	Provo, Utah (IV)	100	KFVN	Bonham, Tex. (IV)	D-250
			KSPA	Santa Paula, Cal. (IV)	250	WDOT	Burlington, Vt. (IV)	250	KTRF	Lufkin, Tex. (III-B)	DA-N-1,000
			KUKI	Ukiah, Cal. (IV)	250	WINA	Charlottesville, Va. (IV)	250	KGNB	New Braunfels, Tex. (III)	D-1,000
			KONG	Visalia, Cal. (IV)	250	WLOW	Portsmouth, Va. (IV)	250			
			KRLN	Canon City, Colo. (IV)	SH-250	WHLF	South Boston, Va. (IV)	250	KPEP	San Angelo, Tex. (III)	D-1,000
			KDTA	Delta, Colo. (IV)	250	WTON	Staunton, Va. (IV)	250	WWSR	St. Albans, Vt. (III)	D-1,000
			KBNZ	La Junta, Colo. (IV)	250	WINC	Winchester, Va. (IV)	250	†WKTF	Warrenton, Va. (III)	D-5,000
			WSTC	Stamford, Conn. (IV)	250	KFDR	Grand Coulee, Wash. (IV)	250	KITI	Chehalis, Wash. (III)	D-1,000
			WJLD	Jacksonville, Fla. (IV)	250	KWLC	Longview, Wash. (IV)	250	KUJ	Walla Walla, Wash. (III-A)	DA-N-5,000
			WIRA	Pi. Pierce, Fla. (IV)	250	KTNT	Tacoma, Wash. (IV)	250	WPLY	Plymouth, Wis. (III)	D-500
			WRHC	Jacksonville, Fla. (IV)	250	WCVA	Charleston, W. Va. (IV)	250			
			WPCF	Panama City, Fla. (IV)	250	WBLK	Clarksburg, W. Va. (IV)	250	1430 KC. REGIONAL		
			WPRY	Perry, Fla. (IV)	250	WRON	Ronceverte, W. Va. (IV)	250	†WFHK	Pell City, Ala. (III)	D-1,000
			WTRR	Sanford, Fla. (IV)	250	WKWK	Wheeling, W. Va. (IV)	250	KHBM	Monticello, Ark. (III)	D-1,000
			WSSG	Elberton, Ga. (IV)	250	WBTH	Williamson, W. Va. (IV)	250	KARM	Fresno, Cal. (III-A)	DA-5,000
			WNEK	Macon, Ga. (IV)	250	WATW	Arlington, Wis. (IV)	250	KALI	Fasadena, Cal. (III)	DA-D-5,000
			WNGA	Moultrie, Ga. (IV)	250	WBIZ	Eau Claire, Wis. (IV)	250	KCSI	Aurora, Colo. (III)	D-5,000
			WCOH	Newnan, Ga. (IV)	250	WDUZ	Green Bay, Wis. (IV)	250	WLAK	Lakeland, Fla. (III-B)	LS-5,000
			WDAR	Savannah, Ga. (IV)	250	WRJN	Racine, Wis. (IV)	250			
			KIDR	Idaho Falls, Idaho (IV)	250	WRDE	Reedsburg, Wis. (IV)	250	WGFS	Covington, Ga. (III)	D-1,000
			KRPL	Moscow, Idaho (IV)	250	WSAU	Wausau, Wis. (IV)	250	WRCD	Dalton, Ga. (III)	D-1,000
			KSPT	Sandpoint, Idaho (IV)	250	†KATI	Casper, Wyo. (IV)	250	WCMY	Ottawa, Ill. (III)	D-500
			WDWS	Champaign, Ill. (IV)	250	KODI	Cody, Wyo. (IV)	250	WIRE	Indianapolis, Ind. (III-A)	DA-N-5,000
			WGIL	Galesburg, Ill. (IV)	250	KSEW	Sitka, Alaska (IV)	SH-250			
			WEOA	Evansville, Ind. (IV)	250	WABL	Mayaguez, P. R. (IV)	250	KASI	Ames, Ia. (III)	D-1,000
			WEAT	Marion, Ind. (IV)	250				WKIC	Hazard, Ky. (III)	D-1,000
			KCOG	Centerville, Iowa (IV)	250				KMRC	Morgan City, La. (III)	D-500
			KVFD	Ft. Dodge, Iowa (IV)	250				WNAV	Annapolis, Md. (III-B)	DA-N-1,000
			KVOE	Emporia, Kan. (IV)	250						
			KAYS	Hays, Kan. (IV)	250				WHIL	Medford, Mass. (III)	D-1,000
			WIEL	Elizabethtown, Ky. (IV)	250				WION	Ionian, Mich. (III)	D-500
			WFTG	London, Ky. (IV)	250				†WPRW	Laurel, Miss. (III)	D-1,000
			WFPF	Hammond, La. (IV)	250				WLP	St. Louis, Mo. (III-A)	DA-5,000
			KAOK	Lake Charles, La. (IV)	250				KRGI	Grand Island, Neb. (III)	DA-N-1,000
			WRDO	Augusta, Me. (IV)	250						
			WIDE	Biddeford, Me. (IV)	250				WNJR	Newark, N. J. (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
KCOH	Houston, Tex. (III)	D-1,000	WMAS	Springfield, Mass. (IV)	250	WMBR	Jacksonville, Fla. (III-A)	DA-N-5,000	WWOK	Charlotte, N. C. (III)	D-1,000
KLO	Ogden, Utah (III-A)	DA-5,000	WATZ	Alpena, Mich. (IV)	250	WROY	Carmi, Ill. (III)	D-1,000	WAGR	Lumberton, N. C. (III)	DA-1,000
KBRC	Mt. Vernon, Wash. (III)	LS-1,000	WHTC	Holland, Mich. (IV)	250	WKAM	Goshen, Ind. (III)	D-500	WHBC	Canton, O. (III-A)	DA-N-5,000
WEIR	Weirton, W. Va. (III)	DA-N-5,000	WIBM	Jackson, Mich. (IV)	250	WCHN	North Vernon, Ind. (III)	D-500	WCIN	Cincinnati, O. (III)	DA-D-1,000
WBEV	Beaver Dam, Wis. (III)	D-1,000	WKLA	Ludington, Mich. (IV)	250	KSO	Des Moines, Iowa (III-B)	DA-N-5,000	1WTRFA	Latrobe, Pa. (III)	D-500
	1440 KC. REGIONAL		WHLS	Port Huron, Mich. (IV)	250	KCRB	Chanute, Kan. (III)	D-1,000	WDSL	Philadelphia, Pa. (III)	DA-1,000
WSFA	Montgomery, Ala. (III-B)	LS-5,000	KATE	Albert Lea, Minn. (IV)	250	WAFB	Baton Rouge, La. (III-B)	LS-5,000	WISL	Shamokin, Pa. (III-B)	DA-N-1,000
		DA-N-1,000	KBUN	Bemidji, Minn. (IV)	250			DA-N-1,000	WCBR	Memphis, Tenn. (III)	D-1,000
†	Scottsdale, Ariz. (III)	D-1,000	KBWM	Breckenridge, Minn. (IV)	250			LS-5,000	KGKO	Dallas, Tex. (III)	LS-1,000
KVON	Napa, Cal. (III-B)	D-1,000	WELY	Ely, Minn. (IV)	250	KBSF	Springhill, La. (III)	D-1,000			DA-U-N-500
KPRO	Riverside, Cal. (III-B)	1,000	KDMA	Montevideo, Minn. (IV)	100	WBET	Brockton, Mass. (III)	D-1,000			*DA-U-N-500
WBIS	Bristol, Conn. (III)	D-500	KFAM	St. Cloud, Minn. (IV)	250			DA-N-1,000	KLVL	Pasadena, Tex.	DA-N-500
WABR	Winter Park, Fla. (III)	D-1,000	WROK	Clarksdale, Miss. (IV)	250	WBNN	Big Rapids, Mich. (III)	D-1,000			DA-N-500
†WVGS	Bremen, Ga. (III)	D-500	WCJU	Columbia, Miss. (IV)	250	WPN	Pontiac, Mich. (III)	DA-N-500	WNIX	Springfield, Vt. (III)	D-1,000
WGIC	Brunswick, Ga. (III-B)	DA-N-1,000	WJXN	Jackson, Miss. (IV)	250	KENO	Las Vegas, Nev. (III)	DA-N-1,000	WBBL	Richmond, Va. (III)	SH-DA-5,000
		D-500	WTOK	Meridian, Miss. (IV)	250			DA-N-5,000	WLEE	Richmond, Va. (III-A)	DA-5,000
WPRS	Paris, Ill.	D-500	WNAT	Natchez, Miss. (IV)	250			DA-N-5,000	†WBLU	Salem, Va. (III)	D-1,000
WGEM	Quincy, Ill. (III-B)	DA-1,000	WROB	West Point, Miss. (IV)	250			DA-N-5,000	†KRIU	Camas, Wash. (III)	D-1,000
WROK	Rockford, Ill. (III-B)	LS-1,000	WMBH	Joplin, Mo. (IV)	250			DA-N-5,000	KCVL	Colville, Wash. (III)	D-1,000
		N-500	KIRX	Kirksville, Mo. (IV)	250			DA-N-5,000	WISC	Madison, Wis. (III-B)	DA-1,000
WPGW	Portland, Ind. (III)	DA-D-500	KOKO	Warrensburg, Mo. (IV)	250			DA-N-5,000			
KCHE	Cherokee, Ia. (III)	D-500	KWPM	West Plains, Mo. (IV)	250			DA-N-5,000			
KJAY	Topeka, Kan. (III-B)	LS-5,000	KXLL	Great Falls, Mont. (IV)	250			DA-N-5,000			
		DA-U-N-1,000	KXLB	Missoula, Mont. (IV)	250			DA-N-1,000			
WKLX	Paris, Ky. (III)	D-1,000	KWBE	Beatrice, Neb. (IV)	250			DA-N-1,000			
KMLB	Monroe, La. (III-B)	LS-5,000	KCSR	Chadron, Neb. (IV)	250			DA-N-1,000			
		DA-N-1,000	KONE	Reno, Nev. (IV)	250			DA-N-1,000			
WAAB	Worcester, Mass. (III-A)	DA-5,000	WKXL	Concord, N. H. (IV)	250			DA-N-1,000			
		LS-1,000	WFPG	Atlantic City, N. J. (IV)	250			DA-N-1,000			
WBCM	Bay City, Mich. (III-B)	LS-1,000	WCCT	New Brunswick, N. J. (IV)	250			DA-N-1,000			
		N-500	KLMX	Clayton, N. M. (IV)	250			DA-N-1,000			
†	Dowagiac, Mich. (III)	D-500	KOBE	Las Cruces, N. M. (IV)	250			DA-N-1,000			
KEYD	Minneapolis, Minn. (III)	D-5,000	KENM	Portales, N. M. (IV)	250			DA-N-1,000			
WMLV	Millville, N. J. (III)	DA-D-1,000	WHDL	Allegany, N. Y. (IV)	250			DA-N-5,000			
WJLL	Niagara Falls, N. Y. (III)	D-1,000	WCLJ	Corning, N. Y. (IV)	250			DA-N-5,000			
WBUY	Lexington, N. C. (III)	D-5,000	WWSC	Glens Falls, N. Y. (IV)	250			DA-N-5,000			
KFJM	Grand Forks, N. D. (III-B)	LS-1,000	WKIP	Poughkeepsie, N. Y. (IV)	250			DA-N-5,000			
	(ST-KILO)	N-500	WKAL	Rome, N. Y. (IV)	250			DA-N-5,000			
KILO	Grand Forks, N. D. (III-B)	LS-1,000	WNEB	Saranac Lake, N. Y. (IV)	250			DA-N-1,000			
	(ST-KFJM)	N-500	WATA	Boone, N. C. (IV)	250			DA-N-1,000			
		N-500	†WBBT	Elizabeth, N. C. (IV)	100			DA-N-1,000			
WHHH	Warren, O. (III-A)	DA-5,000	WGNC	Gastonia, N. C. (IV)	250			DA-N-1,000			
KODL	The Dalles, Ore. (III)	DA-N-1,000	WVHV	Henderson, N. C. (IV)	250			DA-N-1,000			
		LS-5,000	WHKP	Hendersonville, N. C. (IV)	250			DA-N-1,000			
KMED	Medford, Ore. (III-A)	LS-1,000	WHIT	New Bern, N. C. (IV)	250			DA-N-1,000			
		N-1,000	KEYZ	Williston, N. D. (IV)	250			DA-N-1,000			
WCDL	Carbondale, Pa. (III)	D-500	WJER	Dover, O. (IV)	250			DA-N-1,000			
	(CP from 1230 kc)	D-500	WMOH	Hamilton, O. (IV)	250			DA-N-1,000			
WGCE	Red Lion, Pa. (III)	D-1,000	WLEC	Samdusky, O. (IV)	250			DA-N-1,000			
WQOK	Greenville, S. C. (III-A)	DA-5,000	KGFW	Ahush, Okla. (IV)	250			DA-N-1,000			
		D-500	KSIW	Woodward, Okla. (IV)	250			DA-N-1,000			
WHDM	McKenzie, Tenn. (III)	D-500	KWRO	Coquille, Ore. (IV)	250			DA-N-1,000			
KFDA	Amarillo, Tex. (III-B)	LS-5,000		(CP for 630 kc)				DA-N-1,000			
		DA-N-1,000	KORE	Eugene, Ore. (IV)	250			DA-N-1,000			
KEYS	Corpus Christi, Tex. (III-B)	LS-1,000	KFLW	Klamath Falls, Ore. (IV)	250	WLAM	Lewiston, Me. (III-A)	DA-5,000			
		DA-N-500	KLBM	La Grande, Ore. (IV)	250	WTRT	Westminster, Md. (III)	D-1,000			
KDNT	Denton, Tex. (III)	LS-1,000	KBPS	Portland, Ore. (IV)	250	WKMF	Flint, Mich. (III)	DA-1,000			
		DA-N-500	WLEU	Erie, Pa. (IV)	250	†WKLU	Kalamazoo, Mich. (III)	D-500			
WHIS	Bluefield, W. Va. (III-A)	DA-N-5,000	WGET	Gettysburg, Pa. (IV)	250	†KANL	Anoka, Minn. (III)	D-1,000			
		LS-5,000	WAD	Indiana, Pa. (IV)	250	WCHJ	Brookhaven, Miss. (III)	D-1,000			
WJPG	Green Bay, Wis. (III)	DA-U-N-500	WPAW	Potsdam, Pa. (IV)	250	WNAU	New Albany, Miss. (III)	D-500			
		DA-N-5,000	WMAJ	State College, Pa. (IV)	250	†KGHM	Brookfield, Mo. (III)	DA-D-500			
		DA-N-5,000	WJPA	Washington, Pa. (IV)	250	KTCB	Malden, Mo. (III)	D-1,000			
		DA-N-5,000	†WWRJ	W. Warwick, R. I. (IV)	250	WPDW	Potsdam, N. Y. (III)	D-1,000			
		DA-N-5,000	WQSN	Charleston, S. C. (IV)	250	WBGW	Greensboro, N. C. (III-A)	DA-N-5,000			
WHMA	Anniston, Ala. (IV)	250	WCRS	Greenwood, S. C. (IV)	250			DA-N-5,000			
WBCO	Bessemer, Ala. (IV)	250	WHSC	Hartsville, S. C. (IV)	250	†WTOE	Spruce Hill, N. C. (III)	D-1,000			
WDIG	Dothan, Ala. (IV)	250	WMYB	Myrtle Beach, S. C. (IV)	250	WOHO	Toledo, Ohio (II)	DA-1,000			
WFUN	Huntsville, Ala. (IV)	250	KYNT	Yankton, S. D. (IV)	250	KVLH	Pauls Valley, Okla. (IV)	D-250			
WLAJ	Muscle Shoals City, Ala. (IV)	250	WLAR	Athens, Tenn. (IV)	250	KVIN	Vinita, Okla. (III)	D-500			
†KCHD	Clifton, Ariz. (IV)	250	WLAG	Chattanooga, Tenn. (IV)	250	WSAN	Allentown, Pa. (III-A)	DA-N-5,000			
KAOT	Douglas, Ariz. (IV)	250	WDSG	Dyersburg, Tenn. (IV)	250			DA-N-5,000			
KOPO	Tucson, Ariz. (IV)	250	WDLF	La Follette, Tenn. (IV)	100	WFAR	Farrell, Pa. (III)	D-500			
KAMD	Camden, Ark. (IV)	250	WCRK	Morristown, Tenn. (IV)	250			DA-N-5,000			
KGRH	Fayetteville, Ark. (IV)	250	WGNS	Murfreesboro, Tenn. (IV)	250	WOIC	Columbia, S. C. (III)	D-1,000			
KENA	Mena, Ark. (IV)	250	KRIC	Beaumont, Tex. (IV)	250			DA-N-1,000			
KYOR	Blythe, Cal. (IV)	250	KBEN	Carrizo Springs, Tex. (IV)	250	WSOK	Nashville, Tenn. (III)	D-1,000			
KPAL	Palm Springs, Cal. (IV)	250	KCTI	Gonzales, Tex. (IV)	250	KRBC	Abilene, Tex. (III-B)	LS-5,000			
KTRP	Porterville, Cal. (IV)	250	KMBL	Junction, Tex. (IV)	250	†KWRD	Henderson, Tex. (III)	DA-N-1,000			
KSAN	San Francisco, Cal. (IV)	250	KCVL	Lampasas, Tex. (IV)	250	KCNV	San Marcos, Tex. (IV)	D-250			
KROG	Sonora, Cal. (IV)	250	KMHT	Marshall, Tex. (IV)	250	KELA	Centralla, Wash. (III-A)	1,000			
KVEN	Ventura, Cal. (IV)	250	KCMR	McCombs, Tex. (IV)	250	KSEM	Moses Lake, Wash. (III)	DA-N-1,000			
KAGR	Yuba City, Cal. (IV)	100	KNET	Palestine, Tex. (IV)	250			DA-N-1,000			
KGIW	Alamosa, Colo. (IV)	250	KSNV	Snyder, Tex. (IV)	250	WPLH	Huntington, W. Va. (III)	D-5,000			
KYOU	Greeley, Colo. (IV)	250	†KURA	Moab, Utah (IV)	250	WBKV	West Bend, Wis. (III)	D-500			
WNAW	Bridgeport, Conn. (IV)	250	KEYV	Provo, Utah (IV)	250	KSPR	Casper, Wyo. (III-B)	LS-5,000			
WILM	Wilmington, Del. (IV)	250	WTSA	Brattleboro, Vt. (IV)	250			N-1,000			
WOL	Washington, D. C. (IV)	250	WINA	Charlottesville, Va. (IV)	250			DA-N-5,000			
WMEJ	Daytona Beach, Fla. (IV)	250		(CP for 1470 kc)				DA-N-5,000			
WBPB	Miami, Fla. (IV)	250	WFTR	Front Royal, Va. (IV)	250			DA-N-5,000			
WBRS	Penacola, Fla. (IV)	250	WREL	Lexington, Va. (IV)	250	WABB	Mobile, Ala. (III-A)	DA-N-5,000			
WSPB	Sarasota, Fla. (IV)	250	WMVA	Martinsville, Va. (IV)	250	KGLU	Safford, Ariz. (III-A)	1,000			
WSTU	Stuart, Fla. (IV)	100	WLPW	Suffolk, Va. (IV)	250	KIEM	Eureka, Cal. (III-A)	DA-5,000			
WTNT	Tallahassee, Fla. (IV)	250	KBKW	Aberdeen, Wash. (IV)	250	KYOS	Merced, Cal. (III-A)	DA-N-5,000			
WGPC	Albany, Ga. (IV)	250	KCLX	Colfax, Wash. (IV)	250	KWIZ	Santa Ana Cal. (III-B)	DA-N-1,000			
WBHF	Cartersville, Ga. (IV)	250	KSEM	Moses Lake, Wash. (IV)	250			DA-N-1,000			
WCQN	Cornelia, Ga. (IV)	250		(CP for 1470 kc)		WAPG	Arcadia, Fla. (III)	D-1,000			
WKUW	Griffin, Ga. (IV)	250	†KADM	Othello, Wash. (IV)	250	WRDW	Augusta, Ga. (III-A)	DA-N-5,000			
WVVG	Milledgeville, Ga. (IV)	250	KONI	Port Angeles, Wash. (IV)	250			DA-N-5,000			
WPCP	Savannah, Ga. (IV)	250	KAYE	Puyallup, Wash. (IV)	250	WTHI	Terre Haute, Ind. (III-B)	DA-1,000			
KEEP	Twin Falls, Ida. (IV)	250	WPAP	Parkersburg, W. Va. (IV)	250			DA-1,000			
WHFC	Cicero, Ill. (IV)	250	WHAW	Weston, W. Va. (IV)	250	WRSW	Warsaw, Ind. (III)	DA-500			
WKEL	Kewanee, Ill. (IV)	100	KFIZ	Fon du Lac, Wis. (IV)	250	KLEE	Ottumwa, Iowa (III)	D-500			
WCVS	Springfield, Ill. (IV)	250	WDLB	Marshfield, Wis. (IV)	250	KANS	Wichita, Kan. (III-B)	LS-5,000			
WANE	Ft. Wayne, Ind. (IV)	250	WDFF	Park Falls, Wis. (IV)	100			DA-U-N-1,000			
WASK	La Fayette, Ind. (IV)	250	WRCO	Richland Center, Wis. (IV)	250	WKOA	Hopkinsville, Ky. (III)	D-1,000			

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WOOW	New Bern, N. C. (IV)	250	KSIB	Creston, Iowa (II)	D-1,000	WKTL	Kendallville, Ind. (II)	DA-D-250	KVGB	Great Bend, Kan. (III-A)	DA-N-5,000
WOSP	Salisbury, N. C. (IV)	250	WKBW	Buffalo, N. Y. (I-B)	DA-50,000	WLRP	New Albany, Ind. (II)	D-1,000	WLBK	Lebanon, Ky. (III)	D-1,000
KNBC	Hettinger, N. D. (IV)	250	WKBS	Mineola, N. Y. (I-B)	D-250	KFAD	Fairfield, Ia. (II)	D-250	WVBN	White Castle, La. (III)	D-1,000
KOVC	Valley City, N. D. (IV)	250	KOMA	Oklahoma City (I-B)	DA-N-50,000	KJFJ	Webster City, Ia. (II)	D-250	WTVL	Coldwater, Mich. (III)	LS-5,000
WBEX	Chillicothe, Ohio (IV)	250				KWSK	Pratt, Kan. (II)	D-250	WDOG	Marine City, Mich. (III)	DA-U-N-500
WSRS	Cleveland Hts., Ohio (IV)	250	KGON	Oregon City, Ore. (II)	DA-10,000	WFLW	Monticello, Ky. (II)	D-250	WCOW	S. St. Paul, Minn.	D-5,000
WOHI	East Liverpool, Ohio (IV)	250				WVAB	Amite, La. (II)	D-500	WOKJ	Jackson, Miss. (III)	D-1,000
WMOA	Marletta, Ohio (IV)	250	WVWW	Rio Piedras, P. R. (II)	250	WTOU	Towson, Md. (II)	D-1,000	KDEX	Dexter, Mo. (III)	D-1,000
WMRN	Marion, Ohio (IV)	250				WPEP	Taunton, Mass. (II)	D-1,000	KPRS	Kansas City, Mo. (III)	D-1,000
KWRW	Guthrie, Okla. (IV)	100				WMRP	Flint, Mich. (II)	D-500	WVER	Elmira Hts.-Horseheads, N. Y.	(III) D-500
KBIX	Muskogee, Okla. (IV)	250				WFUR	Grand Rapids, Mich. (II)	D-1,000	WGTC	Greenville, N. C. (III)	LS-5,000
KBKR	Baker, Ore. (IV)	250				WNCA	Siler City, N. C. (II)	D-1,000	WNOS	High Point, N. C. (III)	D-1,000
KRRR	Roseburg, Ore. (IV)	250	WCKY	Cincinnati, Ohio (I-B)	DA-N-50,000	WHOT	Campbell, O. (II)	D-250	WAKR	Akron, O. (III-A)	DA-N-5,000
KOCO	West Salem, Ore. (IV)	250				WPTW	Piqua, O. (II)	D-250	KTIL	Tillamook, Ore. (IV)	250
WESB	Bradford, Pa. (IV)	250				WKOY	Wellston, O. (II)	D-250	WDRF	Chester, Pa. (III)	DA-N-1,000
WAZL	Hazleton, Pa. (IV)	250	KGBC	Harlingen, Tex. (II)	DA-U-N-10,000	KTAT	Frederick, Okla. (II)	D-250	WABV	Abbeville, S. C. (III)	D-1,000
WARD	Johnstown, Pa. (IV)	250				KOLS	Pryor, Okla. (II)	D-1,000	WACA	Camden, S. C. (III)	D-1,000
WGAL	Lancaster, Pa. (IV)	250				WVLA	Forest Grove, Ore. (II)	D-1,000	KGAS	Carthage, Tex. (III)	D-1,000
WMRF	Lewistown, Pa. (IV)	250				KRWC	Doylestown, Pa. (II)	D-250	KERC	Eastland, Tex. (III)	D-500
WMGW	Meadville, Pa. (IV)	250				WBUX	Laurens, S. C. (II)	D-1,000	KYOK	Houston, Tex. (III-A)	DA-N-5,000
WNBT	Wellsville, Pa. (IV)	250	KPOL	Los Angeles, Cal. (II)	D-10,000	WAKU	Lafayette, Pa. (II)	D-1,000	KCBD	Lubbock, Tex. (III-B)	DA-1,000
WGCD	Chester, S. C. (IV)	250				WMLP	Milton, Pa. (II)	D-1,000	KANN	Sinton, Tex. (III)	DA-D-1,000
WLA T	Conway, S. C. (IV)	250	WKXY	Sarasota, Fla. (II)	D-1,000	WNLP	Gaffney, S. C. (II)	D-250	KTIX	Seattle, Wash. (III)	D-5,000
WGRB	Greenville, S. C. (IV)	250				WFGN	Centerville, Tenn. (II)	D-1,000	WSWV	Platteville, Wis. (III)	D-1,000
KORN	Mitchell, S. D. (IV)	250	WSMI	Litchfield, Ill. (II)	D-1,000	WHLP	Cleveland, Tenn. (II)	D-1,000	WTRW	Two Rivers, Wis. (III)	D-1,000
WOPI	Bristol, Tenn. (IV)	250	WBNI	Boonville, Ind.	D-250	WCLC	Ripley, Tenn. (II)	D-250	WXRJ	Guayama, P. R. (III-A)	1,000
WDXB	Chattanooga, Tenn. (IV)	250	WLOI	La Porte, Ind. (II)	D-250	WTRB	Ripley, Tenn. (II)	D-250			
WJMJ	Lewisburg, Tenn. (IV)	250	KXEL	Waterloo, Ia. (II)	DA-N-50,000	KTER	Terrell, Tex. (II)	D-250			
WDXL	Lexington, Tenn. (IV)	250	KNEX	McPherson, Kan. (II)	D-250	WAPL	Appleton, Wis. (II)	D-1,000			
WATO	Oak Ridge, Tenn. (IV)	250	KLKC	Parsons, Kan. (II)	D-250						
KNOW	Austin, Tex. (IV)	250	WDON	Wheaton, Md. (II)	D-250						
KIBL	Beeville, Tex. (IV)	250	WPTR	Albany, N. Y. (II)	DA-50,000						
KBST	Big Spring, Tex. (IV)	250	WFPM	Elkin, N. C. (II)	D-250	WATM	Altmore, Ala. (II)	D-250			
KHUV	Borger, Tex. (IV)	250	WJMO	Cleveland, Ohio (II)	D-1,000	TKTML	Trumann, Ark. (II)	D-250			
KNEL	Brady, Tex. (IV)	250	WJMJ	Philadelphia, Pa. (II)	D-1,000	TKWP	Merced, Cal. (II)	D-500			
KSAM	Huntsville, Tex. (IV)	250	WPTS	Pittsboro, Pa. (II)	D-1,000	KOWL	Santa Monica, Cal. (II)	D-10,000			
KVOZ	Laredo, Tex.	250	WPME	Punxsutawney, Pa.	D-1,000	KLAK	Lakewood, Colo. (II)	D-250			
KVOW	Littlefield, Tex. (IV)	250	WADK	Newport, R. I. (II)	D-1,000	WFLT	Fort Lauderdale, Fla. (II)	D-250			
KPLT	Paris, Tex. (IV)	250	KCUL	Fort Worth, Tex. (II)	LS-10,000						
KGKB	Tyler, Tex. (IV)	250				WCLS	Columbus, Ga. (II)	D-1,000			
KVVC	Vernon, Tex. (IV)	250	KGBC	Galveston, Tex. (II)	LS-1,000	WDQN	Duquoin, Ill. (II)	D-250			
KVOG	Ogden, Utah (IV)	250				WBBA	Pittsburg, Mo. (II)	D-250			
WIKE	Newport, Vt. (IV)	250	K1WW	San Antonio, Tex.	D-250	WKID	Urbana, Ill. (II)	D-250			
WKLV	Blackstone, Va. (IV)	250	WTKM	Hartford, Wis. (II)	D-500	WCNB	Connersville, Ind. (II)	D-250			
WCVA	Culpeper, Va. (IV)	250				WJVA	South Bend, Ind. (II)	D-250			
WVBC	Hampden, Va. (IV)	250				WAMW	Washington, Ind. (II)	D-250			
WAYB	Waynesboro, Va. (IV)	250	WHBS	Huntsville, Ala. (II)	LS-5,000	KCHA	Charles City, Ia. (II)	D-250			
KBRO	Bremerton, Wash. (IV)	250	WFEM	Elkin, N. C. (II)	D-250	KFMA	Davenport, Ia. (II)	D-250			
KLOG	Kelso, Wash. (IV)	250	KEAR	San Mateo, Cal. (II)	DA-10,000	WPKY	Princeton, Ky. (II)	D-250			
KENE	Toppish, Wash. (IV)	250	KENT	Shreveport, La. (II)	LS-1,000	KLKO	Lake Charles, La. (II)	DA-1,000			
KTEL	Walla Walla, Wash. (IV)	250	KRES	St. Joseph, Mo. (II)	DA-N-5,000	WPGC	Morningside, Md. (II)	DA-D-10,000			
WGKV	Charleston, W. Va. (IV)	250	WLOA	Bradock, Pa. (II)	D-1,000	WFGM	Fitchburg, Mass. (II)	D-1,000			
WCTS	Fairmont, W. Va. (IV)	250	WBSC	Bennettsville, S. C. (II)	LS-10,000	WAMY	Amory, Miss. (II)	D-250			
WLOH	Princeton, W. Va. (IV)	250				WGLC	Centerville, Miss. (II)	D-250			
WGEZ	Beloit, Wis. (IV)	250				WPMP	Pascagoula, Miss. (II)	D-250			
WLXC	La Cross, Wis. (IV)	250				KBIA	Columbia, Mo. (II)	D-250			
WIGM	Medford, Wis. (IV)	250				KNIM	Maryville, Mo. (II)	D-250			
WOSH	Oshkosh, Wis. (IV)	250	KPMC	Bakersfield, Cal. (I-B)	1,000	WCRV	Washington, N. J. (II)	D-250			
KRTB	Thermopolis, Wyo. (IV)	250				WPAC	Patchogue, N. Y. (II)	D-1,000			
KGOS	Torrington, Wyo. (IV)	250	WBYS	Canton, Ill. (II)	DA-10,000	WTRN	Tryon, N. C. (II)	D-250			
KTOH	Lihue, T. H. (IV)	250	KSWI	Council Bluffs, Iowa (II)	D-250	WKYO	Columbus, O. (II)	DA-D-1,000			
WMDD	Fajardo, P. R. (IV)	250	WQXR	New York, N. Y. (II)	10,000	KBWL	Blackwell, Okla. (II)	D-250			
	1500 KC. CLEAR					WTRN	Tyrene, Pa. (II)	D-250			
KXRX	San Jose, Cal. (I)	DA-1,000	WTNS	Coshocton, Ohio (II)	D-1,000						
WTOP	Washington, D. C. (I-B)	DA-50,000	WTOD	Toledo, Ohio (II)	D-1,000	WYCL	York, S. C. (II)	D-250			
			KWCO	Chickasha, Okla. (II)	LS-1,000	WVMS	Union City, Tenn. (II)	D-250			
WJBK	Detroit, Mich. (II)	DA-U-N-1,000				KGAF	Gainesville, Tex. (II)	D-250			
KSTP	St. Paul, Minn. (I-B)	DA-50,000	KHBR	Hillsboro, Tex. (II)	D-250	KTLU	Rusk, Tex. (II)	D-500			
KTAN	Sherman, Tex. (II)	D-250	WENA	Bayamon, P. R. (II)	D-250	KQED	Seguin, Tex. (II)	D-1,000			
	1510 KC. CLEAR					KEVA	Shamrock, Tex. (II)	D-250			
KQCS	Ontario, Cal. (II)	D-250				WPUV	Pulaski, Va. (II)	D-5,000			
KTIM	San Rafael, Cal. (II)	D-1,000				WTTN	Watertown, Wis.	D-250			
WKAI	Macomb, Ill. (II)	D-250									
WMEX	Boston, Mass. (II)	DA-5,000									
KIMO	Independence, Mo. (II)	D-1,000									
WLAC	Nashville, Tenn. (I-B)	DA-N-50,000									
KCTX	Childress, Tex. (II)	D-250									
KSTV	Stephenville, Tex. (II)	D-250									
KGA	Spokane, Wash. (I-B)	DA-N-50,000									
WAUX	Waukesha, Wis. (II)	D-250									
WHOW	Clinton, Ill. (II)	D-1,000									

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 procured 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

WHMA-AM-FM Anniston—Licensed to Anniston Bcstg. Co. Harry M. Ayers, principal owner of Anniston Star, a principal stockholder.
 WAPI, WAFM (FM), WABT (TV) Birmingham—Licensed to Alabama Broadcasting System Inc., owned by Birmingham News Co. (Birmingham News-S. I. Newhouse). Same company owns Huntsville (Ala.) Times (WHBS). See WSYR Syracuse, N. Y., for Newhouse holdings.
 WBRAC-AM-FM Birmingham—Licensed to Storer Broadcasting Co., same ownership (George B. Storer) as Miami Beach (Fla.) Sun. See WGBS Miami, Fla.

WEBJ Brewton—Licensed to Brewton Broadcasting Co., under same ownership as Brewton Standard.
 WHOS Decatur—Licensed to Northern Alabama Broadcasting Co. Barret C. Shelton, 50% owner, publisher of Decatur Daily.
 WCAS Gadsden—Licensed to Etowah Broadcasters Inc. Charles Smithgall, controlling stockholder, is president-publisher of Gainesville (Ga.) Times (WGGG). See also WRGA Rome, Ga.
 WGEA Geneva—Licensed to Geneva County Reaper, weekly publication.
 WHBS Huntsville—Licensed to Huntsville Times Co., Inc., publisher of Huntsville Times. See also WAPI Birmingham.
 WRLD-AM-FM Lanett—Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher of weekly Alexander City Outlook.
 WABB-AM-FM Mobile—Licensed to Mobile Press Register Inc., publisher of Mobile Register and Press.
 WMFC Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholders, publishers of weekly Monroe Journal and Baldwin Times.
 WSFA-AM-FM Montgomery—Licensed to WKY Radiophone Co. (WKY-AM-TV Oklahoma City). Same ownership as Oklahoma City Oklahoman and Times, Farmer Stockman. See WKY Oklahoma City.

WHTB-AM-FM Talladega—Licensed to Voice of Talladega Inc., 80% owned by Talladega News Pub. Co., publisher of weekly Talladega News.

ARIZONA

KGAN Kingman—Licensed to J. James Glancy, owner of weekly Mohave County Miner.
 KOOL-AM-TV Phoenix—Licensed to Maricopa Broadcasters Inc. Gene Autry, 56.4% owner, is 12.5% owner of Phoenix Republic and Gazette. Tom Kerney, 19.5% owner, is 12.5% owner of Phoenix Republic and Gazette.
 KPHO-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., WWO Omaha, Neb., and KCMO Kansas City, Mo.
 KOPO-AM-TV Tucson—Licensed to Old Pueblo Broadcasting Co. Gene Autry, 48% owner, is 12.5% owner of Phoenix Republic and Gazette.
 KVOA-AM-TV Tucson—Licensed to Arizona Broadcasting Co., 20% owned by Clinton D. McKinnon, publisher of weekly San Diego North Shores Sentinel and Coronado Journal, both Calif.

ARKANSAS

KFSA-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* (New) *Review Journal*, (KORK and KLRJ-TV), *Ely* (Nev.) *Times*. See also KBRS Springdale, Ark.; KHEG Okmulgee, Okla., KOLO and KZTV-TV Reno, Nev.
 KXAR Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of *Hope Star*.
 KLRA Little Rock—Licensed to Arkansas Broadcasting Co. which is controlled by *Gazette Publishing Co.*, publishers of *Arkansas Gazette*.
 KTHV (TV) Little Rock—Licensed to Arkansas Television Co., 42% owned by Radio Broadcasting Inc. (KTHS) and 32% owned by Arkansas Democrat Co. (*Arkansas Democrat*). Principal owners of KTHS identified with *Times Public Co.*, publisher of *Shreveport* (La.) *Times* (KWKH). See also KTHS Little Rock and KWKH Shreveport, La.
 KTHS 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 Bestg. Corp.* (KWKH). Same ownership as *Monroe* (La.) *World and News-Star*.
 KWCB Searcy—Licensed to White County Broadcasting Co. Inc. Minority stockholder M. P. Jones Jr. is publisher of *Searcy Citizen*.
 KERS Springdale—Licensed to N.W. Arkansas Bestg. & TV Co. subsidiary of Southwestern Publishing Co. President is Donald W. Reynolds (see KFSA Ft. Smith).

CALIFORNIA

KBK-TV Bakersfield—Licensed to Bakersfield Bestg. Co., 97½% owned by San Francisco Chronicle (KRON-TV).
 KERN-AM-FM Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, Fresno *Bea Modesto Bee* (McClatchy Newspapers). Also KMJ-AM-TV Fresno, KBEE (FM) Modesto, KFBC Sacramento, KOH Reno.
 KCOA (TV) Corona—Licensed to KOWL Broadcasting Co., owned by J. D. Funk and Robert E. McClure and families. Same interests control *Santa Monica Outlook* (KOWL).
 KMJ-AM-FM-TV Fresno—Licensed to McClatchy Broadcasting Co. (see KERN Bakersfield).
 KNCS Hanford—Licensed to Hanford Bestg. Co. Earl J. Fenston is president of licensee and of Hanford Pub. Co., publisher of the *Hanford Journal and Sentinel*.
 KCOF (TV) Los Angeles—Licensed to Copley Press Inc. Copley Press owns *Aurora Beacon-Press*, *Elgin Courier-News*, *Joliet Herald-News* and *Springfield Illinois State Journal and 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 60% of *San Pedro News-Pilot*.
 KLAC Los Angeles—Licensed to KMTR Radio Corp., owned by Dorothy Schiff, publisher *New York Post*.
 KMPC Los Angeles—Licensed to KMPC The Station of the Stars. Gene Autry, 51% owner, is 12.5% owner of *Phoenix* (Ariz.) *Republic and Gazette*.
 KTTV (TV) Los Angeles—Licensed to KTTV Inc., same ownership as *Los Angeles Times and Mirror-News*.
 KBEE (FM) Modesto—Licensed to McClatchy Broadcasting Co. (see KERN Bakersfield).
 KLX 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*.
 KFBK-AM-FM Sacramento—Licensed to McClatchy Broadcasting Co. (see KERN Bakersfield).
 KRON-TV San Francisco—Licensed to Chronicle Publishing Co., publisher of *San Francisco Chronicle*. See also KBK Bakersfield, Calif.
 KSJO-AM-FM San Jose—Licensed to Santa Clara Broadcasting Co. Owner Patrick H. Peabody is co-publisher *Gilroy Dispatch*, *Los Gatos Times* and weekly *Pleasanton 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).
 KSCO Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of *Santa Cruz Sentinel News*, is a partner.
 KOWL Santa Monica—Licensed to KOWL Bestg. Co., 37% owned by Robert E. McClure and 25% by J. D. and R. D. Funk who own controlling interest in *Santa Monica Outlook*.
 KSRO Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with *Santa Rosa Press-Democrat*. Operated independently of newspaper.
 KTVU (TV) Stockton—Licensed to San Joaquin Telecasters, principally owned by Brown Industries Inc., whose principal owners own *Richmond Independent*, *Fontana Herald-News* and the weekly *La Mesa Scout*, all Calif.

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 half by James D. and Betty Z. Russell.
 KVFC Cortez—Licensed to Jack W. Hawkins and Barney H. Hubbs. Mr. Hubbs is 68½% 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 *Opden* (Utah) *Standard-Examiner* (see CO). See also KMOM Great Falls, Mont. and KALL Salt Lake City, Utah.
 KLZ-AM-TV Denver—Licensed to Aladdin Bestg. 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*.
 KOLR Sterling—Licensed to High Plains Broadcasting Corp., one-third owned by Mrs. Anna C. Petters and son Robert Petters. Latter is president-publisher of *Sterling Journal-Advocate*.

CONNECTICUT

WSTC-AM-FM Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of *Stamford Advocate*, is president.
 WERY Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican and American*.

DELAWARE

WDEL-AM-FM Wilmington—Licensed to Delmarva Broadcasting 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

WNDS-AM-FM Daytona Beach—Licensed to the News-Journal Corp., publisher of *Daytona Beach Journal and News* (40% owned by Perry interests). See WJHF Jacksonville.
 WFTL Fort Lauderdale—Licensed to Gore Publishing Co., publisher of *Fort Lauderdale News*.
 WHP-AM-FM-TV Jacksonville—Licensed to The Jacksonville Journal Co. (*Jacksonville Journal*). Owned by Perry interests. Other Perry newspapers are *Pensacola Journal and News* (WCOA), *Deland Sun-News*, *Ocala Star-Banner* (WTMC), *Panama City News-Herald* (WDLF), *Palm Beach News*, 40% of *Daytona Beach Journal and News* (WNDS) and various weekly newspapers in Florida. Perry also owns *Frankfort* (Ky.) *State Journal and Western Newspaper Union*, a newspaper syndicate.
 WGTO Haines City—Licensed to KWK Inc. (KWK St. Louis, Mo.), 23% owned by *St. Louis Globe-Democrat* (S. I. Newhouse). For Newhouse properties see WSyr-Syracuse, N. Y.
 WMBR-AM-FM-TV Jacksonville—Licensed to Washington Post Co., publisher of *Washington* (D. C.) & *Times Herald*. See also WTOP Washington, D. C.
 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, WBER Birmingham, WWSA Wheeling, WJW and WBXL (TV) Cleveland, KPTV (TV) Portland, Ore.
 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 WIND Chicago.
 WTMC Ocala—Licensed to Ocala Broadcasting Co. Inc.; affiliate of *Ocala Star-Banner* (Perry Newspapers). See WJHF Jacksonville.
 WHOO-AM-FM Orlando—Licensed to WHOO Inc. Owned by Edward Lamb Enterprises. Mr. Lamb owns WTOP and WTRT (FM) Toledo, WIKK and WICU (TV) Erie, Pa. (*Erie Dispatch*) and WMAC-TV Massillon, Ohio.
 WDLF-AM-FM Panama City—Licensed to Panama City Bestg. Co. Same ownership as *Panama City News-Herald*. See WJHF Jacksonville.
 WCOA Pensacola—Licensed to WCOA Inc. (*Pensacola Journal and News-Perry*). For other Perry interests see WJHF Jacksonville, Fla.
 WTSP-AM-FM St. Petersburg—Licensed to Pinellas Broadcasting Co., 81% 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 WDAE 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*). Interlocking ownership with *Richmond Times-Dispatch and News-Leader WRNL-AM-FM Richmond*.

GEORGIA

WALB-AM-TV Albany—Licensed to Herald Publishing Co. (*Albany Herald*).
 WGAU-AM-FM Athens—Licensed to J. K. Patrick Bestg. 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, WBER Birmingham, WJW Cleveland, WWSA Wheeling, WGBS Miami, and KPFT (TV) Portland, Ore.
 WSB-AM-FM-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of *Atlanta Journal and Constitution*. Same interests (James M. Cox) publish *Dayton* (Ohio) *News and Journal-Herald* (WHIO), *Miami News* (WIOD), *Springfield* (Ohio) *News and Sun*.
 WBHF Cartersville—Licensed to W. R. Frier, owner of weekly *Bartow Herald*. See also WEAB Greer, S.C.

WRBL-AM-FM Columbus—Licensed to Columbus Broadcasting Co., 51% owned by R. W. Page Corp. (*Columbus Enquirer and Ledger and Bradenton* (Fla.) *Herald*).
 WGGG Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Daily Times*, is president and majority stockholder. See also WRGA Rome, Ga., and WCAS Gadsden, Ala.
 WKLY Hartwell—Licensed to Louie L. Morris, partner in weekly *Hartwell Sun*.
 WLAC-AM-FM La Grange—Licensed to La Grange Broadcasting Co. 33¼% of stock owned by Roy C. Swank, publisher of *La Grange News*.
 WNEK Macon—Licensed to Macon Broadcasting Co.; 16% held by the *Telegraph Publishing Co.*, publisher of *Macon Telegraph and News*.
 WMVG Milledgeville—Licensed to Jere N. Moore editor, weekly *Union-Recorder and Baldwin News*.
 WLAQ Rome—Licensed to News Publishing Co., publisher of *Rome News-Tribune*.
 WRGA-AM-FM Rome—Licensed to Rome Bestg. Corp., controlling stockholder Charles Smithgall, owner of *Gainesville* (Ga.) *Daily Times*. See also WGGG Gainesville, Ga., and WCAS Gadsden, Ala.
 WSTP 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.
 WTWA Thomson—Licensed to Hickory Hill Broadcasting Co. Inc. Owners Edgar Kobak and Frank Hash, jointly own weekly *McDuffie Progress and Columbia News*.
 WVOP 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. Elmer* (Ore.) *Sentinel*. See also KPUG Bellingham, KSEM Moses Lake and KAYO Seattle, Wash.
 KIFI Idaho Falls—Licensed to Eastern Idaho Bestg. & TV Co., 50% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*. See also KWIK Pocatello, Ida.
 KWK 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*, *Kalispell* (Mont.) *Daily Interlake and The Dalles* (Ore.) *Chronicle*, and with *Burl* (Idagorn), the *Coeur d'Alene* (Idaho) *Press and North Idaho* (Wallace-Kellogg) *Press*. See also KIFI Idaho Falls.
 KLIX-AM-TV Twin Falls—Licensed to Southern Idaho Bestg. & Television Co., 50% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*.

ILLINOIS

WBBC-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* (WDWS) and *Lindsay-Schaub Newspapers Inc.* (WSOY Decatur, Ill.).
 WDWS-AM-FM Champaign—Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.
 WAF Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal Division*).
 WFMF (FM) Chicago—Licensed to Functional Music Inc., owned by Field Enterprises Inc., which owns *Chicago Sun-Times*.
 WGN-AM-TV Chicago—Licensed to WGN Inc., same ownership as *Chicago Tribune*, *New York News* (WLX) (TV).
 WICP-AM-TV WEHS (FM) Chicago—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.), publisher of tri-weeklies *Cicero Life*, *Beryon 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., publisher of *Prairie Farmer Publishing Co.*, publisher of *Prairie Farmer*, bi-weekly, and 50% by American Bestg.-Paramount Theatres Inc. (WBKB [TV] Chicago).
 WDAN-AM-TV Danville—Licensed to Northwestern Publishing Co. (*Danville Commercial News-Garrett*). For other Gannett newspapers, see WHE Rochester, N. Y.
 WGLS Decatur—Licensed to DeKalb Broadcasters Co. Owner Guy W. Rutland owns one-sixth interest in *DeKalb New Era*.
 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.
 WCRA Effingham—Licensed to the Effingham Bestg. Co. Ownership (Joseph E. and William D. McNaughton) identified with *Effingham News and Pekin Times*, both Ill. See also WRMN Elgin, Ill., and KXGI Fort Madison, Iowa.
 WRMM Elgin—Licensed to Elgin Bestg. Co. Ownership (Joseph E. and William D. McNaughton) identified with *Effingham News and Pekin Times*, both Illinois. See also WCRA Effingham, Ill., and KXGI Fort Madison, Iowa.

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 Bcstg. Corp., 90% owned by Jacksonville Journal and Courier Co., publisher of Jacksonville Journal and Courier.

WLAN 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.

WTVH-TV Peoria—Licensed to Hilltop Bcstg. Co., 91% owned by the Peoria Star and Journal.

WGEM-AM-FM-TV Quincy—Licensed to Quincy Bcstg. Co., 92% owned by Quincy Herald Whip.

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. (Rock Island Argus) principals are also principal stockholders of WHBF.

WKRS Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of Waukegan News-Sun.

WFRX West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co., 20% of stock owned by E. J. Paxton Jr., vice president of Paducah Newspapers. See WKCY 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.

WLFt Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co. (Fort Wayne News-Sentinel).

WIRE Indianapolis—Licensed to Indianapolis Bcstg. Inc., 100% owned by Central Newspapers Inc. (Eugene C. Pulliam, 84% 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 newspapers.

WIOU Kokomo—Licensed to North Central Indiana Broadcasting Corp. 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.

WJVA South Bend—Licensed to Booth Radio & TV Stations Inc., See WJLB Detroit, Mich.

WSBT-AM-TV South Bend—Licensed to South Bend Tribune.

WAOV Vincennes—Licensed to Vincennes Sun Co. (Vincennes Sun-Commercial). Vincennes Sun Co. is owned by Central Newspapers Inc. See WIRE Indianapolis.

WRSW-AM-FM Warsaw—Licensed to Reub Williams & Sons Inc., publisher of Warsaw Times-Union.

WAMW, WFML(FM) Washington—Licensed to Washington Radio 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.

KRC-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. Kelly and family, who also have minority interest in Sioux City Journal and Journal-Tribune. See also KTRI Sioux City, Iowa.

KSWI Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the Nonpareil Co., publisher Council Bluffs Nonpareil.

KGTV (TV) Des Moines—Licensed to Rib Mt. Television Inc., 100% owned by Central Bcstg. Co. (Eau Claire [Wis.] Leader and Telegram, 25%; Morgan Murphy-Walter C. Bridges, 75%). For Murphy-Bridges newspaper ownership, see WERC Duluth, Minn.

KRNT-AM-FM Des Moines—Licensed to Cowles Broadcasting Co. Same ownership (Cowles family) as Des Moines Register and Tribune, Minneapolis Tribune and Star, and Look Magazine. See also WNAK Yankton, S. D.; KVTV (TV) Sioux City, Iowa; KRNT-TV Des Moines, Iowa, and KTVH (TV) Hutchinson, Kan.

KRNT-TV Des Moines—Licensed to KRNT-TV Inc. Controlled by Cowles Broadcasting Co. See KRNT Des Moines.

KDTH Dubuque—Licensed to Dubuque Telegraph-Herald.

KXGI Ft. Madison—Licensed to KXGI Inc., 77% owned by Joseph E. and William D. McNaughton, owners of Pekin (Ill.) Times and Effingham (Ill.) News. See also WRMN Elgin and WCRA Effingham, both Ill.

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. Other Lee newspapers

are Hannibal (Mo.) Courier-Post (KHQA-TV); La Crosse (Wis.) Tribune (WKBT [TV]); Davenport (Iowa) Democrat and Times, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal (WIBA), Kewanee (Ill.) Star-Courier and Lincoln (Neb.) Star.

KSCJ Sioux City—Licensed to Perkins Brothers Co. Interlocking ownership through individual stockholders in Sioux City Journal and Journal-Tribune. See also KTTV (TV) Sioux City, Iowa.

KTVI (TV) Sioux City—Licensed to KTTV Television Co. 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 Lennie 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 Bcstg. Co. See KRNT Des Moines.

KANSAS

KSOK Arkansas City—Licensed to KSOK Broadcasting Co. Beneficial owner of stock is Stauffer Publications Inc., publisher of Arkansas City Traveler, Pittsburg (Kans.) Headlight and Sun (KSEK), Shawnee (Okla.) News and Star (KGFF), Ottawa Island (Neb.) Independent, Maryville (Mo.) Forum, Topeka (Kans.) State Journal, Nevada (Mo.) Mail, York (Neb.) News-Times, Santa Maria (Calif.) Times, Pauls Valley (Okla.) Democrat, Independence (Mo.) Examiner. See also KSEK Pittsburg, Kan., and KGFF Shawnee, Okla.

KGGF Coffeyville—Licensed to Midwest Broadcasting Co. Same majority ownership as Coffeyville Journal. See KHAS Hastings, Neb.

KDGO Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious Jr. and other stockholders also own Dodge City Globe.

KSTW Emporia—Licensed to Lyon Co. Broadcasting Co., 46% owned by Will L. and Russell T. Townsley, owners of Great Bend (Kan.) Tribune (KVGB) and Russell (Kan.) News.

KIUL Garden City—Licensed to KIUL Inc., owned by John P. and estate of Sidney Harris, owners of Garden City Telegram, Hutchinson News-Herald, Ottawa Herald, Chanute Tribune, Salina Journal (KSAL), all Kansas, and Burlington (Iowa) Hawk-eye-Gazette. See also KFBI Wichita, Kan.

KVGB Great Bend—Licensed to KVGB Inc., 46% owned by Will L. and Russell T. Townsley, owners of Great Bend Tribune and Russell (Kan.) News. See also KSTW Emporia, Kan.

KAYS Hays—Licensed to KAYS Inc., 45% stock owned by Hays News.

KTVH (TV) Hutchinson—Licensed to Wichita-Hutchinson Co., 80% owned by Minneapolis Tribune and Star (Cowles). See KRNT Des Moines, Iowa.

KCKN Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of Kansas City Kansan and Topeka Capital (WIBW).

KMAN Manhattan—Licensed to Manhattan Mercury. See KHAS Hastings, Neb.

KNEK McPherson—Licensed to K. R. Krehbiel, publisher of McPherson Republican.

KOAM-TV Pittsburg—Licensed to Mid-Continent Telecasting Inc., 86% owned by KOAM and 33% by Joplin (Mo.) Globe and News-Herald.

KSEK Pittsburg—Licensed to the KSEK Broadcasting Co., owned by Stauffer Publications; also see KSOK Arkansas City, Kan.; KGFF Shawnee, Okla.

KSAL Salina—Licensed to KSAL Inc., owned by John P. and estate of Sidney Harris, owners of Salina Journal for other newspaper holdings, see KIUL Garden City, Kan.

WIBW-AM-TV Topeka—Licensed to Topeka Bcstg. Assn., owned by Capper Publications Inc., publisher of Topeka Capital and Kansas City (Kan.) Kansan (KCKN).

KEDD (TV) Wichita—Licensed to KEDD Inc., 5% owned by principals of Wichita Beacon (KWBB).

KFBI Wichita—Licensed to KFBI Inc., 24% owned by John P. and estate of Sidney Harris (for newspaper holdings, see KIUL Garden City, Kan.).

KFH-AM-FM Wichita—Licensed to Radio Station 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 Bcstg. Co., 70% owned by Charles Sawyer, publisher of Lancaster (Ohio) Eagle-Gazette and Waverly (Ohio) News. See also WCOL Columbus, WIZL Springfield and WING Dayton, all Ohio.

WKCT Bowling Green—Licensed to Daily News Broadcasting Co. controlled by Park City News.

WMT-TV Central City—Licensed to Central City Greenville Broadcasting Co., owned by L. L. and A. E. Stone and R. G. Utley, owners of weekly Central City Messenger & Times-Argus.

WCTT Corbin—Licensed to Corbin Times-Tribune Inc., Publisher Corbin Tribune and Times and 50% owner of Harlan (Ky.) Enterprise.

WFKN Franklin—Licensed to Franklin Broadcasting Co., 66% owned by Lowell L. Valentine and 33% owned by Howard H. Ogles, who own weekly Franklin Favorite.

WFUL Fulton—Licensed to Ken-Tenn Broadcasting Corp. Robert Paul Westpheling Jr. and wife own 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 Pennyrile Broadcasting Co. Same ownership as Hopkinsville News Era.

WHAS-AM-TV Louisville—Licensed to WHAS Inc.,

same ownership as Louisville Courier-Journal and Times.

WKLO-AM-TV Louisville—Licensed to Mid-America Broadcasting Corp., owned by Charles Sawyer, publisher of Lancaster (Ohio) Eagle-Gazette and Waverly (Ohio) News and Watchman (weekly). See WIZE Springfield, WCOL Columbus, and WING Dayton, Ohio, and WCMI Ashland, Ky.

WFMW-AM-FM Madisonville—Licensed to Messenger Broadcasting Co., owned 50% by Madisonville Messenger.

WMIK Middlesboro—Licensed to Cumberland Gap Broadcasting Co. Some stockholders also own stock in Middlesboro News.

WOMI-AM-FM Owensboro—Licensed to Owensboro Broadcasting Co. Stock owned by principal stockholders of Owensboro Publishing Co., publisher of Owensboro Messenger and Inquirer.

WKYB-AM-FM Paducah—Licensed to WKYB Inc. Interlocking ownership with Paducah Newspapers Inc., publisher of Paducah Sun-Democrat. See also WFRX W. Frankfort, Ill.

WLSI Pikeville—Licensed to Cumberland Pub. Co., publisher of weekly Pike County News.

LOUISIANA

KTRY Bastrop—Licensed to Morehouse Broadcasting Co. Co-owner Nathan Balton is publisher of Bastrop Enterprise.

WJBO WBRL(FM) Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc. same ownership as Baton Rouge Advocate and State-Times.

WBRZ (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.

KVOL-AM-FM Lafayette—Licensed to Evangeline Bcstg. Co., 50% owned by Evangeline Advertiser (Morgan Murphy-Walter C. Bridges). For Murphy-Bridges newspaper ownership, see WEBC Duluth, Minn.

WTPS New Orleans—Licensed to Times Picaune Publishing Co., publisher of New Orleans Times-Picaune and States.

KRUS, Ruston—Licensed to C. E. Faulk Jr., publisher Ruston Leader.

KWKH-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

WGAM-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.

WRUM Rumford—Licensed to Rumford Bcstg. Co., same ownership as Rumford Pub. Co., publisher of Rumford Times.

MARYLAND

WBAL-AM-TV Baltimore—Licensed to The Hearst Corp., affiliated with Baltimore News-Post, New York Journal-American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, Pittsburgh Sun-Telegraph (WCAR), 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.

WMAR-TV Baltimore—Licensed to A. S. Abell Co., publisher of Baltimore Sunpapers.

MASSACHUSETTS

WCOP-AM-FM Boston—Licensed to Post Publishing Co. (Boston Post).

WHDH-AM-FM Boston—Licensed to WHDH Inc. owned by Boston Herald-Traveler Corp., publisher Boston Herald and Traveler.

WBET-AM-FM Brockton—Licensed to Enterprise Pub. Co., publisher, Brockton Enterprise & Times.

WSAR-AM-FM Fall River—Licensed to Fall River Broadcasting Co., owned by Fall River Herald News Publishing Co., publisher of Fall River Herald News.

WNBH-AM-FM New Bedford—Licensed to E. Anthony & Sons Inc., publisher of New Bedford Standard Times and Hyannis (Mass.) Cape Cod Standard-Times.

WBEC-AM-FM Pittsfield—Licensed to Western Mass. Broadcasting Co. owned by Berkshire Eagle.

WHYN-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.

WPEF Taunton—Licensed to Silver City Broadcasting Corp. J. Milton Hammond, 50% owner and general manager, owns 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 WTAG 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 (WOPAP).

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.

WJFK-AM-TV Detroit—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) own Miami Beach Sun. See WGBS Miami, Fla.

WJLB, WBRI(FM) Detroit—Licensed to Booth Radio & Television Stations Inc. 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.

WWJ-AM-FM-TV Detroit—Licensed to Evening News Association, publisher of *Detroit News*. WBCC Flint—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally owns 4.2% of Booth Newspapers Inc. See WJLB Detroit.

WMIQ Iron Mountain—Licensed to the Iron Mountain-Kingsford Bcstg. Co. President Frank J. Russell (principal owner *Marquette* (Mich.) *Mining Journal*) is publisher of *Iron Mountain News*. See also WDMJ Marquette, Mich.

WIBM Jackson—Licensed to Booth Radio & Television Stations Inc. J. L. Booth personally owns 4.2% of Booth Newspapers Inc. See WJLB Detroit.

WDMJ-AM-TV Marquette—Licensed to Lake Superior Broadcasting Co. Inc. wholly owned by the *Mining Journal Co. Ltd.* publisher *Marquette Mining Journal*. See also WMIQ Iron Mt., Mich. WMDN Midland—Licensed to Rich Publishing House Inc., publisher of *Midland News*.

WOAP 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 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, Head of the Lakes Bcstg. Co. Mr. Murphy is also interested in WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WISC Madison; WEAT Eau Claire, Wis.; KYOL Lafayette, La.; KCTV (TV) Des Moines, Iowa, and the *Manitowish* (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*.

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 Minneapolis Tribune and Star (Cowles). 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 *Herold*, *New York Journal of Commerce*, *Aberdeen* (S. D.) *American* and *News* (KSDN), *Grand Forks* (N. D.) *Herald* (KILCO), *San Jose* (Calif.) *Mercury and News*, *Long Beach* (Calif.) *Independent* and *Press-Telegram*, minority interest in *Seattle Times*. See also WEMP Milwaukee, Wis. Cowles owns *Des Moines Register* and *Tribune* (KRNT-AM-FM-TV), *Minneapolis Tribune* and *Star* (which owns 80% of KTVH (TV) Hutchinson, Kan.), and *Look Magazine*. Cowles also owns KTVI (TV) Sioux City, Iowa, and WMAX Yankton, S. D.

KNUJ New Ulm—Licensed to KNUJ Inc., affiliated with *New Ulm Journal*.

KFAM-AM-FM St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Times*.

WJON St. Cloud—Licensed to Granite City Broadcasting Co. William T. Comstock, 49.5% owner, is publisher of *Portage* (Wis.) *Register Democrat* (WJDR) a weekly *Oconto* (Wis.) Reporter.

WHLB Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC Duluth.

KWNO-AM-FM Winona—Licensed to Winona Radio Service, 80% owned by M. H. White, Publisher of *Winona News*.

MISSISSIPPI

WMPA Aberdeen—Licensed to Prairie Broadcasting Co., 50% owned by E. O. Roden, owner of weekly *Walker County Times* and *Booneville* (Miss.) *Independent*. See also WBIP Booneville, WAZF Yazoo City, WTUP Tupelo and WSUH Oxford, all Miss.

WBIP Booneville—Licensed to Booneville Broadcasting Co. E. O. Roden, sole owner, owns weekly *Walker County Times* and *Booneville Independent*. See also WAZF Yazoo City, WTUP Tupelo, WSUH Oxford, and WMPA Aberdeen, all Miss.

WJMB Brookhaven—Licensed to Brookhaven Broadcasting Co. Stockholder Daiton Brady is editor of *Brookhaven Leader Times*.

WROX Clarkdale—Licensed to Mrs. Eunice T. Ines, mother of Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch*. See WCBI Columbus, Miss.

WCJU Columbia—Licensed to WCJU Inc. Lester Williams, president, is editor and publisher of weekly *Columbian Progress* and *Sunday Mirror*.

WCBI-AM-TV Columbus—Licensed to Birney Imes Jr., owner of *Columbus Commercial Dispatch*. See also WELO Tupelo; WROX Clarkdale; WNAG Grenada; WMOX Meridian, all Miss.

WDDT Grenville—Licensed to Delta-Democrat Publishing Co. (*Greenville Delta Democrat-Times*).

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.

WSLJ, WJTV (TV) Jackson—Licensed to Capitol Broadcasting Co., 40% owned by Mississippi Publishing Co. (*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. Skewes, 6.5% owner of licensee, publisher of *Meridian Star*.

WSUH Oxford—Licensed to Ole Miss. Broadcasting Co., 50% owned by E. O. Roden, owner of weekly *Walker County Times* and *Booneville* (Miss.) *Independent*. See also WBIP Booneville, WAZF Yazoo City, WTUP Tupelo and WMPA Aberdeen, all Miss.

WELO Tupelo—Licensed to Tupelo Broadcasting Co. Inc. President Birney Imes Jr. is owner of *Columbus* (Miss.) *Commercial Dispatch*. See WCBI Columbus, Miss.

WTUP Tupelo—Licensed to Lee Broadcasting Co., 30% owned by E. O. Roden, owner of weekly *Walker County Times* and *Booneville* (Miss.) *Independent*. See also WBIP Booneville, WAZF Yazoo City, WSUH Oxford and WMPA Aberdeen, all Miss.

WQBC Vicksburg—Licensed to Delta Broadcasting Co. Inc. President L. P. Cashman is publisher of the *Vicksburg Herald* and *Post*.

WAZF Yazoo City—Licensed to WAZF Inc., 50% owned by E. O. Roden, owner of weekly *Walker County Times* and *Booneville* (Miss.) *Independent*. See also WBIP Booneville, WTUP Tupelo, WSUH Oxford, and WMPA Aberdeen, all Miss.

MISSOURI

KGHM Brookfield—Licensed to Green Hills Broadcasting Co., 33 1/3% owned by Ira J. Williams, publisher *Brookfield News-Bulletin*.

KOL Columbia—Licensed to KFRR Inc.; controlled by H. J. Waters Jr., publisher of *Columbia Tribune*.

KHQA-TV Hannibal—Licensed to Lee Bcstg. Inc., which is also licensee of WTAD-AM-FM Quincy, Ill., 20% owned by *Hannibal Courier-Post*, and 52% owned by Lee Radio Inc., licensee KGLO-AM-FM-TV Mason City, Iowa. For other Lee holdings see KGLO Mason City, Iowa.

KIMO Independence—Licensed to Craig Siegfried, owner of *Independence News* and *Pictorial Shopper*.

KRCG (TV) Jefferson City—Licensed to Jefferson Television Co. Mrs. Frank Handy, president and general manager of licensee, is also vice president and stockholder of *Jefferson City Capital News* and *Post-Tribune*.

KWOS-AM-FM Jefferson City—Licensed to the Capital Broadcasting Co. Mrs. R. C. 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*.

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. treasurer of licensee and vice president of Springfield Newspapers Inc., is president and 40% owner of *Muskogee* (Okla.) *Phoenix* and *Times-Democrat* (KBLX).

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*, *Anaconda Standard*, *Livingston Enterprise*, *Helena Independent Record* (72.5% ownership), *Billings Gazette* (66.67% ownership) and weekly *Libby Western News* (33 1/3% ownership).

KMON 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) *Springfield-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

KFGT 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).

WJAG Norfolk—Licensed to Huse Pub. Co., publisher of the *Norfolk News*.

KFAB Omaha—Licensed to KFAB Broadcasting Co., 47.35% of stock owned by Sides Co., 47.35% of stock owned by Lincoln Nebraska State Journal.

WOW-AM-TV Omaha—Licensed to 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 H. Sheerin, 50% owner of *Elko Free Press* is president and 16% 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 27%. Licensee is 49% owned by R. G. Jolley, who owns 100% of KLAS.

KORK Las Vegas—Licensed to Southwestern Broadcasting Co. (Donald W. Reynolds). For Reynolds' newspaper interests see KFSA Fort Smith, Ark. See also KOLO Reno and KLRJ-TV Henderson, Nev.

NEW (TV) Las Vegas—Licensed to Moritz Zenoff, owner of weekly *Boulder City* (Nev.) *Home News* and *Henderson* (Nev.) *Home News* (KBMI).

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, Cal.

KOLO, KZTV (TV) Reno—Licensed to Western Broadcasting Co., owned by Donald W. Reynolds, publisher of *Las Vegas* (Nev.) *Review Journal*, *Ely* (Nev.) *Times*, *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.; KLRJ-TV Henderson, Nev.; KORK Las Vegas, Nev.; KHGB Okmulgee, Okla.; KBRS Springdale, Ark.

NEW JERSEY

WJLK-AM-FM Asbury Park—Licensed to Asbury Park Press Inc., publisher of *Asbury Park Press*.

WFPG-AM-FM-TV Atlantic City—Licensed to Neptune Broadcasting Corp., affiliated with *Atlantic City Reporter*.

WVNI Newark—Licensed to Evening News Publishing Co. (*Newark News*).

WOPD Pleasantville—Licensed to Pioneer Broadcasters Inc. Interlocking ownership with *Reno* (Pa.) *Record* and weekly *Ocean City* (N. J.) *Sentinel-Ledger* and *Cape May* (N. J.) *Courthouse Gazette*.

WTOA (FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of *Trenton Times*.

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.

NEW YORK

WMBO-AM-FM Auburn—Licensed to Auburn Publishing Co. (*Auburn Citizen-Advertiser*).

WBYF-AM-TV Binghamton—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer-WFLI*). See WFLI Philadelphia.

WBEN-AM-FM-TV Buffalo—Licensed to WBEN Inc., same ownership as *Buffalo News*.

WEBR Buffalo—Licensed to WEBR Inc. Owned by *Buffalo Courier-Express*.

WCNY-TV Carthage—Licensed to The Brockway Co., publisher of *Watertown* (N. Y.) *Times* (WWNY-AM-FM). Also owns WMSA-AM-FM Massena, N. Y. WEND 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 stockholder James H. Ottaway is president-publisher and controlling stockholder of *Endicott Bulletin* and *Oneonta* (N. Y.) *Star* (WDSO), *Watburg* (N. Y.) *Press-Republican*, *Stroudsburg* (Pa.) *Record* (WVPO). See also WDSO Oneonta, N. Y., and WVPO Stroudsburg, Pa.

WWSC Glens 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 F. 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 WWNY Watertown, N. Y., and WCNY-TV Carthage, N. Y.

WVU 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-AM-FM New York—Licensed to Progress Broadcasting Corp., same ownership as *Il Progresso Italo Americano*.

WPIX (TV) New York—Licensed to WPIX Inc., same ownership 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 *Ottaway Newspapers-Radio* Inc., publisher of *Oneonta Star*, *Endicott* (N. Y.) *Bulletin* (WENE), *Pittsburg* (N. Y.) *Press-Republican*, *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 W. Kingsland Macy

who is publisher of weekly newspapers in Long Island. See WRIV Riverhead, N. Y.

WRIV Riverhead—Licensed to Suffolk Broadcasting Co., owned by W. Kingsland Macy who is publisher of weekly newspapers in Long Island. See WALK Patchogue, N. Y.

WHCC-AM-TV Rochester—Licensed to WHCC 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; Harford (Conn.) Times, Plainfield (N. J.) Courier-News, Danville (Ill.) Commercial News (WDAN).

WHEN-AM-TV Syracuse—Licensed to Meredith Syracuse Radio 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, Jersey City (N. J.) Jersey Journal, Long Island Press and Star-Journal, Staten Island (N. Y.) Advance, Nassau (N. Y.) Review Star, Harrisburg (Pa.) Patriot and News (WPTA (TV)), Portland (Ore.) Oregonian (50% of KOIN) and St. Louis Globe-Democrat (23% of KWKF St. Louis, which owns WGTV Haines City, Fla.), Birmingham (Ala.) News (WAFB) and Huntsville (Ala.) Times (WHBS).

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.

WWNY-AM-FM Watertown—Licensed to the Brockway Co., owned and operated by the Watertown Times. See WMSA Massena, and WCNY-TV Carthage, N. Y.

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, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, all N. Y.

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 WFBG Greenville, S. C.

WPNF Brevard—Licensed to Pisgah Broadcasting Co., same newspaper ownership association as WBBO Forest City, below.

WBT, WBTW (TV) Charlotte—Licensed to Jefferson Standard Bcstg. 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.

WDNC-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 Bcstg. Enterprises Inc., 25% owned by Durham Radio Corp. (Durham Herald and Sun-WDNC-AM-FM).

WFPM-AM-FM Elkin—Licensed to Tri-County Broadcasting Co., owned one-third each by Harvey F. Laffoon, publisher of weekly Elkin Tribune; Edward M. Anderson, publisher of weeklies West Jefferson Skyland Post, Sparta Allegheny News, Brevard Transylvania Times and Forest City Courier, and W. P. Erwin.

WBBO-AM-FM Forest City—Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: Forest City Courier, Spindale Sun, see WFNJ Brevard.

WFMY-TV Greensboro—Licensed to Greensboro News Co. (Greensboro News and Record).

WNCT (TV) Greenville—Licensed to Carolina Broadcasting System Inc., 10% owned by Josh Horne, principal in Rocky Mt. (N. C.) Telegram, and 10% by Wilson (N. C.) Times.

WHKY 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.

WREV-AM-FM Reidsville—Licensed to Reidsville Broadcasting Co. W. M. and W. M. Oliver Jr., owners, also own stock in Reidsville Review.

WCEC, WFMA(FM) Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with Rocky Mount Telegram.

WSTP-AM-FM Salisbury—Licensed to Piedmont Broadcasting Corp.; 37% of stock owned by Salisbury Post stockholders.

WSJS-AM-FM Winston-Salem—Licensed to Piedmont Publishing Co., publisher of Winston-Salem Journal and Twin City Sentinel. See also WSJS-TV Winston-Salem.

WSJS-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. See also WSJS-AM-FM Winston-Salem.

NORTH DAKOTA

WDAY-AM-TV Fargo—Licensed to WDAY Inc. N. D. Black Jr., who with family owns 35.5%, is president-publisher of Fargo Forum and Moorhead (Minn.) News.

KILO Grand Forks—Licensed to Grand Forks

Herald Inc., publisher of Grand Forks Herald which is 80% 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.

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), Ironton Tribune and Salem News, all in Ohio; Salisbury (Md.) Times.

WCPO-AM-FM-TV Cincinnati—Licensed to Scripps-Howard Radio Inc., affiliated with Cincinnati 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 WCPO Cincinnati, Ohio; WMC Memphis and WNOX Knoxville, Tenn.

WHK-AM-FM-TV Cleveland—Licensed to United Edg. 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 Storer Broadcasting Co. Same ownership (George B. Storer) as Miami Beach Sun. See WGBS Miami, Fla.

WXEL (TV) Cleveland—Licensed to Empire Coil Co., owned by Storer Broadcasting Co. Same ownership (George B. Storer) as Miami Beach Sun. 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 WING Dayton, Ohio, WCMI Ashland and WKLO Louisville, Ky.

WTVN-AM-TV Columbus—Licensed to WTVN Inc. Same ownership as Cincinnati Times-Star (WKRC).

WTNS Coshocton—Licensed to Coshocton Broadcasting Co. Bob, Bill and Bruce Wallace control 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 (WWS), 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 and WKLO Louisville, Ky.

WJER Dover—Licensed to Dover Broadcasting Co. See WJAZ Morgantown, W. Va.

WFAN-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 WKKK, 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 Scioto 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, Ironton Tribune (all in Ohio); and Salisbury Times, Maryland. See WHCC 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 and WKLO Louisville, Ky.

WSPD-AM-FM-TV Toledo—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as Miami Beach Sun. See WGBS Miami, Fla.

WTOD, WTRT(FM) Toledo—Licensed to Unity 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.

WHHH Warren—Licensed to Warren Tribune Radio Station Inc., owned by Tribune Co., publisher of Warren Tribune-Chronicle.

WWST-AM-FM Wooster—Licensed to Wooster Republican Printing Co., publisher of the Wooster Record. Interlocking ownership with WTRF-TV Wheeling, W. Va.

WFMJ-AM-TV Youngstown—Licensed to Vindicator Printing Co. (Youngstown Vindicator).

WKBN-AM-FM-TV Youngstown—Licensed to WKBN Broadcasting Corp. 40% owned by Forest City Publishing Co., publisher of Cleveland Plain-Dealer and News (WHK).

WHIZ-AM-TV Zanesville—Licensed to Southeastern Ohio Television System. Majority ownership also owned by Zanesville Signal News-Recorder. See WTAP (TV) Parkersburg, W. Va.

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. Easley, publisher of Ardmore Ardmoreite.

KWHP Cushing—Licensed to Cimarron Broadcasters Inc., two-thirds owned by Lou S. Allard and Gordon R. Rockett, owners of weekly Drumwright (Okla.) Derrick and Rockett.

KSEO Durant—Licensed to Democrat Printing Co., publisher Durant Democrat, Durant Weekly News.

KCRC 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 Times-Democrat.

KTOK Oklahoma City—Licensed to KTOK Inc., 50% owned by W. C. Woodson, owner of Greenwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Warahachie Daily Light, all Texas, and Miami (Okla.) News-Record. See also KKOL Fort Worth, Tex.

WKY-AM-TV Oklahoma City—Licensed to WKY Radiophone Co., same ownership as Oklahoma City Oklahoma and Times, Farmer-Stockman. See also WFCA Montgomery, Ala.

KHBG Okmulgee—Licensed to Okmulgee Broadcasting Corp., subsidiary of Okmulgee Times. See also KFSFA Fort Smith, Ark.

WBBZ 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, Kan.

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

KWL-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.

KAST Astoria—Licensed to Astoria Broadcasting Co. Interlocking ownership (Dorothy Engle, Daphne Chessman, estate of E. B. Aldrich) with Astoria Astorian-Budget and Pendleton (Ore.) East Oregonian.

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 Bcstg. Co., 50% owned by A. E. Voorhies, publisher of Grants Pass Courier.

KFLW Klamath Falls—Licensed to Southern Oregon Publishing Co., publisher of Klamath Falls Herald & News. Same interests also own 75% of Roseburg News-Review (KRNR) also 19% of Medford Mail Tribune (KYJC). See also KRNR Roseburg and KYJC Medford, both Oregon.

KMCM McMinnville—Licensed to Yamhill Broadcasters Inc. Same ownership as McMinnville News-Register.

KBES-TV Medford—Licensed to Southern Oregon Bcstg. Co., 18 2/3% owned by Amos Voorhies, publisher of Grants Pass (Ore.) Courier.

KYJC Medford—Licensed to Medford Printing Co., publisher of Medford Mail Tribune. See also KFLW Klamath Falls and KRNR Roseburg, both Oregon.

KOIN-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.

KPOJ-AM-FM Portland—Licensed to KPOJ Inc.; stock owned by Portland Oregon Journal.

KPTV (TV) Portland—Licensed to Empire Coil Co., publisher of Storer Broadcasting Co. Same ownership (George B. Storer) as Miami Beach Sun. See WGBS Miami, Fla.

KRNR Roseburg—Licensed to News-Review Co., publisher of Roseburg News-Review. See also KFLW Klamath Falls and KYJC Medford, both Oregon.

PENNSYLVANIA

WFBG-AM-TV Altoona—Licensed to Gable Broadcasting Co., owned by Triangle Publications Inc. (Philadelphia Inquirer-WFII).

WGPA-AM-FM Bethlehem—Licensed to Globe Pub. Co., publisher Bethlehem Globe-Times.

WLEV-TV Bethlehem—Licensed to Associated Broadcasters Inc. Ownership same as Lancaster New Era and Intelligencer. Operated independently. See also WGAL Lancaster, Pa.

WCNR Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the Bloomsburg Press.

WBUT-AM-FM Butler—Licensed to Beacom Enterprises, owned by J. Patrick Beacom, owner of weekly Martinsburg (W. Va.) Times. See also WJPB-TV Fairmont, WETZ New Martinsville and WVVV Fairmont, all W. Va.

WCFA Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of Clearfield Progress. See also WAKU Latrobe, WDAD Indiana, both Pa., and WJCM Sebring, Fla.

WBUX Doylestown—Licensed to Charles M. Meredith, publisher Quakerstown Free Press.

WCED-AM-FM DuBois—Licensed to the Tri-County Bcstg. Co. Inc. owned by Jason and Harold Gray, publishers of the DuBois Courier Express. See WILK Wilkes-Barre.

WEEK-AM-FM WGLV (TV) Easton—Licensed to Easton Publishing Co., publisher of *Easton Express*.

WEST-AM-FM Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See (Lancaster *Intelligencer-Journal and New Era*). WGLA Lancaster.

WIKK, WICU (TV) Erie—Licensed to Community Service Broadcasting Co. and Dispatch Inc. (*Erie Dispatch*) respectively. Both owned by Edward Lamb, who also owns WTOD and WIRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. and WMAC-TV Massillon, Ohio.

WSEE (TV) Erie—Licensed to Great Lakes Television Co., 24.66% owned by George J. Meade and John T. Meade Jr., co-publishers of *Erie Times*.

WGTT Gettysburg—Licensed to Times & News Publishing Co. (*Gettysburg Times*).

WHGB Harrisburg—Licensed to Kendrick Bcstg. Co. Half-owned by Triangle Publications Inc., publisher of *Philadelphia Inquirer* (WFIL-AM-FM-TV Philadelphia).

WKBO Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal and New Era*). See WGLA Lancaster.

WTPA-TV Harrisburg—Licensed to Patriot-News Co., publisher of *Harrisburg Patriot and News* (Newhouse newspapers). For other Newhouse newspapers see WSYR Syracuse, N. Y.

WHUN Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News*.

WDAD Indiana—Licensed to WDAD Inc., 50% owned by Clearfield Broadcasters Inc. (*Clearfield* (Pa.) *Progress*). See also WCPA Clearfield and WAKU Latrobe, both Pa., and WJCM Sebring, Fla.

WJAC-AM-FM-TV Johnstown—Licensed to WJAC Inc., same ownership as *Johnstown Tribune*.

WGLA-AM-FM-TV Lancaster—Licensed to WGLA 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, WDAD Indiana, both in Pa., and WJCM Sebring, Fla.

WLBR-TV Lebanon—Licensed to Lebanon Television Corp. owned by Triangle Publications Inc. (*Philadelphia Inquirer-WFII*).

WMRF Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel*.

WCTW(FM) New Castle—Licensed to Courier-Times Inc., publisher of *New Castle Courier-Times*.

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*, *Tv Guide*, *Morning Telegraph* and *Daily Racing Form*. See also WBNF Binghamton, N. Y.; WHGB Harrisburg, WLBR-TV Lebanon and WFBG Altoona, all Pa.

WCAE 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 *Morgantown* (W. Va.) *Dominion News* and *Post* (WAJR) and weekly *New Martinsville* (W. Va.) *Wetzel Republican*.

WVIC (TV) Pittsburgh—Licensed to WWSW Inc. When merger agreement is effected, will be 50% owned by *Pittsburgh Post-Gazette* (Same ownership [Paul Block] as Toledo [Ohio] *Blade*). and 50% by Pittsburgh Radio Supply House.

WWSW-AM-FM Pittsburgh—Licensed to WWSW Radio Inc. owned by the *Pittsburgh Post-Gazette*. (Same ownership [Paul Block] as Toledo [Ohio] *Blade*).

WWEU 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 WGLA Lancaster.

WEJL 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*.

WPO 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.

WKOC-AM-FM-TV Sunbury—Licensed to Sunbury Broadcasting Corp., owned by Harry H. Haddon, Basse A. Beck and others. Messrs Haddon and Beck own *Sunbury Daily Item*.

WILK-AM-TV Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. 12.5% owned by Harold Gray, who owns 25% of *DuBois* (Pa.) *Courier-Express* (WCED), and 25% owned by Vernon and Gerald Wise, who with family own *Butler* (Pa.) *Eagle*.

WWPA Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Klesling, Grit Publishing Co. executive, is president and owns 32%.

WORK York—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal and New Era*). See WGLA Lancaster.

RHODE ISLAND

WEAN, WPJB-FM Providence—Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin*.

WWON-AM-FM Woonsocket—Licensed to Woon-

socket 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-TV Charleston—Licensed to Southern Bcstg. Co. 30% owned by Evening Post Publishing Co. (*Charleston News & Courier* and *Post*).

WGCD Chester—Licensed to Dispatch Publishing Co. (Leopold N. C.) *Dispatch*.

WBTW (TV) Florence—Licensed to Jefferson Standard Bcstg. Co., subsidiary of Jefferson Standard Life Insurance Co., 16 2/3% owner of *Greensboro* (N. C.) *News and Record*. See also WBT Charlotte and WFMV-TV Greensboro, N. C.

WFBC-AM-FM-TV Greenville—Licensed to WMRC Inc., 46% owned by *Greenville News-Piedmont*.

WEAR Greer—Licensed to Greer Bcstg. Co. Partner E. Church is publisher of the weekly *Greer Citizen*. Partner W. R. Frier is owner of weekly *Barrow Herald* (WBHF Cartersville, Ga.).

WTND Orangeburg—Licensed to the WTND Inc. Same ownership as 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. interlocking ownership with *Dyersburg State Gazette*.

WTJS-AM-FM Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WETB Johnson City—Licensed to Press Inc., publisher of *Johnson City Press-Chronicle*.

WKPT-AM-FM Kingsport—Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport News and Times*.

WNOC Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of Scripps-Howard Newspapers (*Knoxville News-Sentinel*). See WCPO Cincinnati.

WMC, WMCB (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.

WHAL Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as weekly *Bedford County News*.

TEXAS

KVLF Alpine—Licensed to Big Bend Broadcasters, 40% owned by Barney H. Hubbs, 66 2/3% owner of semi-weekly *Pecos* (Tex.) *Enterprise*. See KIUN Pecos, Tex.

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.

KRIC-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*.

KMIL Cameron—Licensed to Milam County Broadcasting Services, owned by Milton F. Brown Jr., owner of weekly *Cameron Herald*.

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*).

KXOL Fort Worth—Licensed to KXOL Inc., 50% owned by C. C. Woodson, owner of *Brownwood Bulletin*, *Lamesa Reporter*, *Del Rio News-Herald*, *Waco Daily Light*, all Texas, and *Miami* (Okla.) *News-Record*. See also KTOK Oklahoma City.

WBAP-AM-FM-TV Fort Worth—Licensed to Carter Publications Inc. (*Fort Worth Star-Telegram*).

KGAF Gainesville—Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is part owner of *Gainesville Register*.

KCLW Hamilton—Licensed to Hamilton Broadcasting Co. owned 51% by Coy Perry and 49% by C. M. Hatch, who own weekly *Hamilton Herald News*. Mr. Perry also owns controlling interest in weekly *Dubin* (Tex.) *Progress*.

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*.

KLVT Levelland—Licensed to Herald Broadcasting Co. Co-pres. Weimholdt owner, also owns weeklies *Levelland Sun-News* and *Hockley County Herald* (Levelland).

KFYO Lubbock—Licensed to Pisis 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.

KCMR McComery—Licensed to Sprayberry Broadcasting Co., 40% owned by Barney H. Hubbs, 66 2/3% owner of semi-weekly *Pecos* (Tex.) *Enterprise*. See also KIUN Pecos, Tex.

KGNT 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 2/3% 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 2/3% owner of semi-weekly *Pecos Enterprise*. See also KVLF Al-

pine, KCMR McCamey, KRIG Odessa, all Tex., and KVFC Cortez, Colo.

KTLU Rusk—Licensed to E. H. Whitehead, publisher of the weekly *Rusk Cherokee* and monthly *Citizen*.

KENS-AM-TV San Antonio—Licensed to Express Publishing Co. (*San Antonio Express and News*).

KEVA Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 60% stockholder of station, owns 52% of weekly *Shamrock Texan* and 44% of *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 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., 50% owned by W. E. Hussman-Camden News Publishing Co. (*Camden* [Ark.] *News*), and 32% by C. E. Palmer and family (*Texarkana Gazette and News*, *Hot Springs Sentinel Record and News Era*, *Eldorado Times and News*, *Hope Star* [50%], *Magnolia Banner News* [50%], all Ark., 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*.

UTAH

KLO Ogden—Licensed to Interstate Broadcasting Corp.; owned by A. L. Glasman, publisher of *Ogden Standard-Examiner*. See also KIMN Denver, Colo.; KMON 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*. See also KLO Ogden, Utah.

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.

KTV (TV) Salt Lake City—Licensed to Utah Broadcasting & Television Corp., 50% owned by Kearns-Triun Corp., publisher of *Salt Lake Tribune* 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 11.2% stockholder.

WDVA Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* is stockholder.

WGHN-AM-FM Newport News—Licensed to Hampton Roads Broadcasting Corp.; 80% of stock owned by Daily Press Inc. publisher of *Newport News Press* and *Times-Herald*; 20% by Edward E. Bishop.

WTAR-AM-TV Norfolk—Licensed to WTAR Radio Corp., same ownership as *Norfolk Virginian-Pilot and Ledger-Dispatch* and *Portsmouth* (Va.) *Star*. Principal owners S. L. Slover and Frederick Lewis own 30% of *Richmond Newspapers Inc.* (*Richmond Times-Dispatch* and *News-Leader*—WRNL—AM-FM Richmond, Va.).

WRNL-AM-FM Richmond—Licensed to Richmond Newspapers Inc. (*Richmond Times Dispatch and News-Leader*). Owned 30% by S. L. Slover and Frederick Lewis of *Norfolk Virginian-Pilot and Ledger-Dispatch* (WTAR-AM-TV Norfolk, Va.).

WDBJ-AM-FM-TV Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times and World-News*.

WASHINGTON

KPUG Bellingham—Licensed to KPUG Inc., owned 50% by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin*, *Othello* (Wash.) *Outlook* and *St. Helens* (Ore.) *Sentinel Mist*. See KBAR *Burley*, Ida.; KAYO Seattle, KSEM Moses Lake, Wash.

KITI Chehalis—Licensed to KITI Corp., 25% owned by Centralia Printing Co., publisher of *Centralia Chronicle*.

KWLK 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 58% by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin*, *Othello* (Wash.) *Outlook*, and *St. Helens* (Ore.) *Sentinel Mist*. See KBAR *Burley*, Ida.; KPUG Bellingham, KAYO Seattle, Wash.

KOPF 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*, *Othello* (Wash.) *Outlook* and *St. Helens* (Ore.) *Sentinel Mist*. See KPUG Bellingham, KSEM Moses Lake, 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 Burt C. Hagadone, 40% by Scripps Newspapers Inc. and 20% by Harry Henke Jr. For Mr. Hagadone's and Scripps Newspapers' newspaper interests, see KNEW Pocatello, Ida.

KTNT-TV Tacoma—Licensed to Tribune Publishing Co., publisher of *Tacoma News-Tribune*. Alton F. Baker, 12.46% owner, owns *Eugene* (Ore.) *Register-Guard* (KERG).

KVAN Vancouver—Licensed to KVAN Inc., controlled by Sheldon F. Sackett, publisher of *Cooz Bay* (Ore.) *Times* (KOOS), and owner of *KROW Oakland*, Calif.

WEST VIRGINIA

WHIS-AM-TV Bluefield—Licensed to Daily Tele-

graph 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., 89% owned by News Publishing Co., publisher of *Wheeling Intelligencer* and *News-Register* and other W. Va. newspapers. See also WTRF-TV Wheeling and WPAR Parkersburg, W. Va. Sale to WSTV Steubenville, Ohio, pending FCC approval.
 WDNE Elkins—Licensed to West Virginia Radio Corp. See WAJR Morgantown, W. Va.
 WJPB-TV Fairmont—Licensed to WJPB-TV Inc., owned by J. Patrick Beacom, publisher of weekly *Mannington (W. Va.) Times*. See WVVW Fairmont.
 WVVW, WJPB (FM) Fairmont—Licensed to Fairmont Broadcasting Co., 5% owned by J. Patrick Beacom, publisher of weekly *Mannington (W. Va.) Times*. See WJPB-TV Fairmont.
 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.
 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 *Dominion News*; *New Martinsville Wetzel Republican*. (See WJER Dover, Ohio; WDNE Elkins, W. Va., and WKJF (FM) Pittsburgh, Pa.)
 WETZ New Martinsville—Licensed to Magnolia Broadcasting Co., 10% owned by J. Patrick Beacom, owner of weekly *Mannington (W. Va.) Times*. See WJPB-TV Fairmont, WVVW Fairmont, both W. Va., and WBUT Butler, Pa.
 WTAP (TV) Parkersburg—Licensed to Zanesville Publishing Co., publisher of *Zanesville (Ohio) Signal* and *Times-Recorder*. See also WHIZ Zanesville, Ohio.
 WLOG-AM-FM Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, partners.
 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. Sale to WSTV Steubenville, Ohio, pending FCC approval.
 WHAW Weston—Licensed to Central W. Virginia Service Corp., 50% owned by Richard H. Raiston, owner of weekly *Buchannon (W. Va.) Record*.

WTRF-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 Virginia Point Register* and *Williamson News*, all West Virginia, and 30% owned by A. V. G. C. R. E. and R. L. Dix, publishers of *Martins Ferry-Bellaire Times-Leader*, *Wooster Record (WWSST) & Courier-Tribune*, all Ohio. 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-W. C. Bridges (see WEEC Duluth, Minn.)
 KPFI Fond du Lac—Licensed to KPFI Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter*.
 WPJG 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) LaCrosse—Licensed to WKBH TV Inc., 41% owned by *La Crosse Tribune* (a Lee newspaper, see KGLO Mason City, Iowa, for other Lee holdings) and 40% owned by WKBH Inc. (WKBH La Crosse).
 WIBA-AM-FM Madison—Licensed to Badger Broadcasting Co. Inc., 66% owned by the *Capital Times Co.*, publishers 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-TV Madison—Licensed to Radio Wisconsin, Inc., 50% owned by Morgan Murphy, publisher of *Superior (Wis.) Telegram*. See WEEC Duluth, Minn.
 WGM 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.
 WISN-AM-TV 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* and *Oconto (Wis.) Reporter*. See also WJON St. Cloud, Minn.
 WRJN-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. A. Matt Werner, publisher of *Sheboygan Press*, owns 100% of preferred stock.
 WOKW Sturgeon Bay—Licensed to Door County Radio Co. Vice President Chandler F. Harris is publisher of semi-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 (WFHR)* and 4.18% by *Antigo Journal (WATK)* and 25% by Charles Lemke.
 WFHR-AM-FM Wisconsin Rapids—Licensed to Wm. F. Huffman Radio Inc. Mrs. Louise H. Huffman is principal owner Wisconsin Rapids Tribune Co., publishers *Wisconsin Rapids Tribune*.

WYOMING

KVOC Casper—Licensed to KVOC Broadcasting Co. Affiliated through stockholders with *Casper Star and Tribune-Herald*.
 KFBC-AM-TV Cheyenne—Licensed to Frontier Broadcasting Co. Cheyenne Newspapers Inc. (*Wyoming Eagle* and *State Tribune*) is minority owner. President Robert S. McCracken and family controls Cheyenne Newspapers Inc. Mr. McCracken and associates also publish *Laramie Republican Boomerang* and *Bulletin, Rawlins Times (KRAL)*, *Rock Springs Rocket (KVR)*, *World and Northern Wyoming News*. See also KSTF (TV) Scottsbluff, Neb. (Continued on page 450.)

RADIO STATION OPERATING COSTS

WHERE MONEY GOES

Salaries and wages consumed 52.9% of the expense dollar at radio broadcasting stations during 1954—almost exactly the same percentage that was consumed in 1953—according to an analysis by Charles H. Tower, manager of the NARTB Employer-Employee Relations Department.

Program salaries (excluding talent) comprised 17.0% of total expense, general administrative 12.8%, technical 12.6% and sales (including commissions) 9.8%. Promotion salaries, included for the first time, comprised only 0.7%.

Salaries and wages comprised a higher share of the expense dollar in medium-sized stations (revenues of \$100,000 to \$349,999) than in either high revenue or low revenue stations. The largest income stations reported the lowest share (43.7%) of the expense dollar going to wages and salaries.

Breaking down the general categories of expenses, Mr. Tower found that large stations (\$1 million and over) devoted a considerably larger share of the expense dollar to programming than any other category, but maintained general administrative figures considerably lower than any other division.

DISTRIBUTION OF THE BROADCASTER'S EXPENSE DOLLAR—1954

Total Broadcast Expenses—100%; major items of operating cost shown as percentage of total station expenses, for each class of station revenue.

	EXPENSE DOLLAR—1954									
	Below \$50,000	\$50,000 to \$99,999	\$100,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$349,999	\$350,000 to \$999,999	\$1,000,000 & over	Total	
Total Operating Expenses	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
General Categories of Expenses:										
Technical expenses	16.9	15.8	15.4	15.4	14.7	15.4	17.8	19.1	16.9	17.3
Program expenses	35.9	33.1	33.3	31.1	32.3	32.0	31.3	33.4	37.6	33.2
Selling expenses (including all promotion; excluding agency & rep. comm.)	13.0	14.1	14.7	18.0	17.1	16.4	16.1	16.5	16.4	16.3
General and administrative expenses	34.2	37.0	36.6	35.5	35.9	36.2	34.8	31.0	29.1	33.2
Selected Expense Items:										
Salaries and wages, including supervision	51.4	55.3	55.5	57.5	57.2	56.7	57.3	50.3	43.7	52.9
a. Technical salaries (combo employees are classed as announcers)	9.9	10.8	10.6	11.1	10.6	11.2	13.1	14.0	12.7	12.6
b. Program salaries (excluding talent)	19.8	17.7	18.8	18.0	19.1	18.4	18.7	15.8	13.9	17.0
c. Sales salaries (including commissions to employees)	10.3	10.0	10.7	13.9	13.0	11.3	10.9	8.3	6.4	9.8
d. Promotion salaries (for those employees working full-time on promotion)	...	0.5	*	...	0.2	0.3	0.5	1.2	0.9	0.7
e. General administrative salaries	11.4	16.3	15.4	14.5	14.3	15.5	14.1	11.0	9.8	12.8
Transcriptions and recordings	3.3	2.9	2.3	2.7	1.5	1.4	1.1	0.9	0.5	1.3
All advertising and promotion (excluding salaries)	1.5	1.3	2.1	2.0	2.5	2.8	2.9	5.3	6.0	3.9
Cost of news services (other than salaries)	5.4	4.0	3.3	2.8	2.7	2.3	2.2	2.3	2.1	2.5
Talent expenses (musicians, artists, and other talent, both comm. & sustaining)	2.0	1.5	2.2	2.6	2.6	3.4	3.6	7.8	14.4	6.1
Royalties and license fees relating to program material	3.8	3.7	3.9	3.6	3.7	3.6	3.8	3.8	3.6	3.7
Entertainment and travel	2.2	1.8	2.1	1.9	1.9	1.8	1.7	1.7	1.6	1.7

* Less than 1/10 of 1%

(Continued from page 449)
 KOVE Lander—Licensed to Edward J. Breece, publisher of semi-weekly Wyoming State Journal.
 KRAL Rawlins—Licensed to Rawlins Broadcasting Co., affiliated with Rawlins Times. See KFBC Cheyenne, Wyo.
 KVRB Rock Springs—Licensed to Wyoming Broadcasting Co., owned by Robert S. McCracken and associates, who publish Rock Springs Rocket. For other McCracken holdings see KFBC Cheyenne, Wyo.

HAWAII
 KHBC Hilo—Licensed to Hawaiian Broadcasting System Ltd. See KGMB Honolulu.
 KGMB-AM-TV Honolulu—Licensed to Hawaiian Broadcasting System Ltd., 24.55% owned by Honolulu Star-Bulletin.
 KGU Honolulu—Licensed to Advertiser Publishing Co. Ltd., publisher of Honolulu Advertiser. See also KONA (TV) Honolulu.
 KONA (TV) Honolulu—Licensed to Radio Honolulu Ltd., 50% owned by Honolulu Advertiser. See also KGU Honolulu.

KTOH Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of Garden Island (weekly), KOWI Los Angeles. Headquarters: 1110 Chapel St., New Haven. Telephone: Spruce 7-3611. Pat Stanton, gen. mgr.
PUERTO RICO
 WKAQ-AM-TV San Juan—Licensed to El Mundo Inc., publisher of San Juan El Mundo.

REGIONAL RADIO NETWORKS AND GROUPS OF THE UNITED STATES

AIR TRAILS NETWORK—Comprising WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio, WCMI Ashland, Ky.—Huntington, W. Va.—Ironton, Ohio, and WKLO Louisville, Ky. J. P. Williams, exec vp. WING Dayton, Ohio.

ALABAMA COMMUNITY NETWORK—Comprising WAVU Albertville, WCRI Scottsboro, both Alabama. Pat M. Courington, gen. mgr., WAVU Albertville, Ala.
ALABAMA KEY MARKET NETWORK—Comprising WILD Birmingham; WABB Mobile; WAPX Montgomery; WGAD Gadsden; WOWL Muscle Shoals (Florence); WTBC Tuscaloosa; WBHP Huntsville; WAGF Dothan; WHMA Anniston; WHBB Selma; WHOS Decatur; WMLS Sylacauga; WCTA Andalusia; WRFS Alexander City. Richard B. Biddle, mgr., P. O. Box 634, Florence, Ala. Represented nationally by William G. Rambeau Co., Jim Ayers Co. regionally.

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 gen. mgr. Represented nationally by Alaska Radio-TV Sales Inc.

ALL ISLANDS NETWORK—Comprising KGU Honolulu, KTOH Kauai, KMVI Maui, KIPA Hilo. William O. Paine, mgr., KGU Honolulu, T. H.
ABC WESTERN DIVISION RADIO NETWORK—Comprising California stations: KABC Los Angeles; KGO San Francisco; KCBQ San Diego; KTMS Santa Barbara; KITO San Bernardino; KWTC Barstow; KYOR Blythe; KREO Indio; KROP Brawley; KPMC Bakersfield; KTOP Porterville; KARF Fresno; KFCB Sacramento; KSYC Yreka; KBLF Red Bluff; KMOD Modesto; KWG Stockton. Coast stations: KWRN Reno; KENO Las Vegas; KFLW Klamath Falls; KASH Eugene; KYJC Medford; KEX Portland; KJUN Redmond; KODL The Dalles; KWRC Pendleton; KING Seattle; KVOS Bellingham; KPQ Wenatchee; KIT Yakima; KGA Spokane; KPKW Pasco; KTEL Walla Walla. Mountain states: KVOG Denver; KUTA Salt Lake City; KLDX Provo; KFBC Cheyenne; KASL Newcastle; KRAL Rawlins; KSID Sidney; KVOC Casper; KPBO Phoenix; KCNA Tucson; KGPH Flagstaff; KBAR Burley; KLLX Twin Falls; KCEM Boise; KFI Idaho Falls; KOPR Butte; KMON Great Falls; KGHF Pueblo; KQUE Albuquerque; KRNS Los Alamos; KFUN Las Vegas; KRTN Raton; KEPO El Paso; KTRC Santa Fe. Plus KULA Honolulu; KENI Anchorage; KFAR Fairbanks; KJUN Juneau; KABI Ketchikan. Headquarters: 1539 North Vine St., Hollywood 28, Calif. Represented by Edward Petry Co.

ARIZONA BROADCASTING SYSTEM—Comprising KTAR Phoenix; KVQA Tucson; KYUM Yuma; KGLU Safford; KWJB Globe; KYCA Prescott. Executive officers: Dick Lewis, KTAR, mgr.; Bill Harvey, KTAR, com. mgr.; Bill Peterson, KTAR, prog. mgr.; Ted Edwards, KTAR, prom. mgr.; John Harrington, KTAR, news dir. 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. Exec. officers: John L. Hogg, KOY; Lee Little, KTUC; Arlo Woolery, KSUN; William L. Lindsey, KYMA; Charles J. Saunders, KCLS; Ed Whelan, KVNC; Ed Williams, 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 out-of-state cities with multiple stations. Cost are combined station time and line charge. General Office: 1001 Spring St., Little Rock, Ark. T. K. Barton, gen. mgr.; A. C. Dowden, com. mgr.

ARROWHEAD NETWORK—Comprising WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, Wis.; WJMC Rice Lake, Wis.; WISC Madison, Wis. Available as a hookup. Headquarters: Walter C. Eridges, mgr. Executive officer: Walter C. Eridges, mgr. Represented nationally by George P. Hollingbery Co., regionally by Bulmer and Johnson.

BOOTH MICHIGAN GROUP—Comprising WBBC Flint, WSGW Saginaw, WIBM Jackson, all Michigan. Headquarters: 700 Buhl Bldg., Detroit. John L. Booth, pres. Represented by Weed & Co. (WBBC and WIBM) and John E. Pearson Co. (WSGW).

BROADCASTING CORP. OF AMERICA'S CALIF. NETWORK—Comprising KPRO Riverside and San Bernardino; KROP Brawley and El Centro; KREO Indio; KYOR Blythe. Office: 3401 Russell St., Riverside. Dale R. Peterson, gen. mgr.

PAUL BUNYAN NETWORK—Michigan regional network comprising WTCM Traverse City; WATF Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord. Headquarters: Paul Bunyan Bldg., Traverse City.

CACTUS STATE NETWORK—Comprising KIUN Pecos, KRIG Odessa, KCMR McCamey, KVKM Monahans, KVLV Alpine, all Texas. Jack Hawkins, pres., KRIG Odessa, Tex.

CALIFORNIA FARM NETWORK—Comprising KFI Los Angeles, KFCB Sacramento, KMJ Fresno, KLX Oakland, KERN Bakersfield, KFXM San Bernardino,

KMOD Modesto, KXOB Stockton, KDB Santa Barbara, KXO El Centro. Headquarters: 2223 Fulton St., Berkeley, Calif. Milton L. Levy, mgr.; Bert Buzzini producer.

CALIFORNIA NORTHERN GROUP—Comprising KSYC Yreka; KBLF Red Bluff; KSUE Susanville. Jack A. Mitchell, KSYC, mgr. West Coast Representative: Tracy Moore & Assoc.

COLUMBIA RURAL NETWORK—Comprising KPAS Banning, KBMX Coalinga, KDAC Fort Bragg, KOCB Ontario, KMOR Oroville, KAFF Petaluma, KBLF Red Bluff, KRNO San Bernardino, KROG Sonora, KTKR Taft, KTUR Turlock, and KWSO Wasco, all California. Headquarters: 111 N. LaCienega Blvd., Beverly Hills, Calif. Arthur W. Chipman.

COLUMBIA PACIFIC RADIO NETWORK—Comprising KNX Los Angeles; KCBS San Francisco; KPMB San Diego; KFBE Fresno; KCDM Stockton; KMBY Monterey; KROY Sacramento; KCMJ Palm Springs; KHUM Eureka; KERN Bakersfield; KHSL Chico; KVCV Redding, all Calif.; KOIN Portland; KFIR 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. Bert S. West, gen. mgr.

COLUMBINE NETWORK—Comprising KVOD Denver; KYOU Greeley; KVOR Colorado Springs; KGHF Pueblo; KSLV Monte Vista; KUBC Montrose & Delta; KFXJ Grand Junction; KGLN Glenwood Springs; KRAI Craig, all Colorado. Business office, studio: 1022 Midland Savings Bldg., Denver. E. E. Koepke, gen. mgr.; John R. Bailey Jr., sls. mgr.

COMMUNITY NETWORK—Comprising KRAI Craig; KSLV Monte Vista; KUBC Montrose; KVOD Denver, all Colo. George E. Cory, KUBC Montrose, Colo.
CONNECTICUT STATE NETWORK—Regional network comprising WSTC Stamford; WNAE Bridgeport; WNHC New Haven; WNLC New London; WATR Waterbury; WTOR Torrington; WHAY New Britain; WICH Norwich. Headquarters: WATR Waterbury. Samuel R. Elman, pres.

DAIRYLAND NETWORK—Comprising KWLM Willmar; KTOE Mankato; KDMA Montevideo; KILGR Redwood Falls; KMHL Marshall; KWNO Winona; KFAM St. Cloud, all Minn. Represented by John E. Pearson Co., Minneapolis.

DIXIE BROADCASTING SYSTEM—Comprising WHSY Hattiesburg, Miss., key station; WHNY Comb, WAML Laurel, WABO Waynesboro, all in Mississippi, and WHXY Bogalusa, La. Headquarters: WHSY Hattiesburg, Miss., P. O. Box 1008. 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, pres.; Jack Murphy, sls. mgr. Represented nationally by Burn-Smith Co.

DON LEE BROADCASTING SYSTEM—Comprising KHJ Los Angeles, KGB San Diego, KDB Santa Barbara, KFPM San Bernardino, KFRC San Francisco, KMYC Marysville, KYNO Fresno, KSBW Salinas-Monterey, KVEN Ventura, CKOK Tulare-Visalia, KXO El Centro, KAFY Bakersfield, KVEC San Luis Obispo, KPRL Paso Robles, KIEM Eureka, KXOC Chico, KYOS Merced, KXOA Sacramento, KXOB Stockton, all in California. KRXL Roseburg, KROJ Portland, KFII Klamath Falls, KORE Eugene, KBNB Bend, KOOS Coos Bay, KWIL Albany, KAST Astoria, KUIN Grants Pass, KSLM Salem, KWIN Ashland, all in Oregon. KATO Reno, Nevada. KVI Seattle-Tacoma, KYAK Yakima, KNEW Spokane, KKRO Aberdeen, KGY Olympia, KELA Centralia-Chehalis, KRKO Everett, KWKL Longview, KUJ Walla Walla, KPUG Bellingham, KWNW Wenatchee, all in Washington. KRCL Lewiston, KWAL Wallace-Kellogg, KVNI Coeur d'Alene, all in Idaho. Following additional groups available: The Arizona Network, KOY Phoenix, KTUC Tucson, KSUN Bisbee, KYMA Yuma, KCLS Flagstaff, KAWT Douglas, KVNC Winslow; Canada, CKWX Vancouver; Alaska, KFAR Fairbanks, KENI Anchorage, KJNO Juneau, KABI Ketchikan; Hawaii, KPOA Honolulu, KILA Hilo. Headquarters: 1313 North Vine Street, Hollywood 28, California. Represented nationally by H-R Representatives Inc.

EAST TEXAS NETWORK—Comprising KDTE Center; KIVY Crockett; KRBA Lufkin; KOSF Nacogdoches; KSAM Huntsville; KMET Palestine; KEEB Jacksonville; KOC A Gilgore; KSLF Cladewater; KMHT Marshall; KTXJ Jasper, all Texas. Represented nationally by Gill-Perna Inc., regionally by Clarke Brown Co.

FLAMBEAU NETWORK—Comprising WLDY Ladysmith, WIGM Medford, WFPF Park Falls, WCHF Chippewa Falls, all Wisconsin. Headquarters: WLDY Ladysmith, Wis. Charles H. Nelson, pres.; Harold R. Murphy, secy-treas. Represented by Thomas F. Clark Co. (Chicago).

FLORIDA SELECT LIST—Comprising WKKO Cocoa, WTRL Bradenton, WBRD Fort Lauderdale, WGGG Gainesville, WJVB Jacksonville Beach, WLBE Lees-

burg, 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; WSCB Chicago; WRSR Cleveland; WHOD Pittsburgh; KRSN San Francisco; WACE Springfield, Mass.; WTEL Philadelphia, and KOWI Los Angeles. Headquarters: 1110 Chapel St., New Haven. Telephone: Spruce 7-3611. Pat Stanton, gen. mgr.

GEORGIA ASSN. OF LOCAL STATIONS—Comprising WGAU Athens; WBBQ Augusta; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMMJ Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WKEU Griffin; WFOM Marietta; WFRP Savannah; WUNS Statesboro; WWSG Tifton; WLET Toccoa; WPOP Vidalia; WAYX Waycross; WRLL West Point; WMVG Milledgeville; WMGA Moultrie; WDWD Dawson; WBHB Fitzgerald; WDUN Gainesville; WSFT Thomaston; WKTG Thomasville; WIBB Macon; WGGW Brunswick. Tom Carr, sls. dir., Box 66, Atlanta.

GEORGIA MAJOR MARKET TRIO—Comprising WAGA Atlanta; WTOG Savannah; WMAZ Macon. Available individually and in group. National representative: The Katz Agency Inc.

GOOD COAL NETWORK—Comprising WHLN Harlan, WCPM Cumberland, both Kentucky, and WVA Norton, Va. R. B. Helms, WHLN Harlan, Ky. Represented nationally by Burn-Smith Co.

GRANITE STATE NETWORK—Comprising WKBR Manchester; WLNH Laconia; WTSV Claremont, WMOU Berlin, and WTSL Hanover, all in New Hampshire. Also WTSA Brattleboro, Vt. Headquarters: 155 Front St., Manchester. W. J. Barkley, pres.; W. R. Rust Jr., treas.; Ralph Gottlieb, gen. mgr.; Warren H. Journa, com. mgr.

GREAT NORTHERN BCSTG. SYSTEM—Comprising KVOX Moorhead, Minn.; KGDE Fergus Falls, Minn.; KLFM Minot, N. D.; KGCU Mandan, N. D.; KOVC Valley City, N. D.; KDLR Devils Lake, N. D.; KGCC Sidney, Mont.; KNOK Grand Forks, N. D. Headquarters: 107 First Ave., N.W., Mandan, N. D. M. J. Reichert, secy.

GREAT WESTERN NETWORK combined with Sky-Line Radio Group—Comprising KDYL Salt Lake City; KIZ Denver; TBOB Albuquerque; in Idaho: KIDO Boise, KTFI Twin Falls; in Colorado: KGHJ Billings, Mont.; in Utah: KLGJ Pocatello; KGHJ Ogden, KEYY Provo, KVEL Vernal. Network Stations (Montana) KXLF Butte, KXLJ Helena, KXLK Great Falls, KXLL Missoula, KXLQ Bozeman; (Nevada) KLAS Las Vegas, KELY Ely. Headquarters: 130 Social Hall Ave., Salt Lake City 11, Utah. Gen. mgr. Glenn Shaw; sls. mgr. Chet Kreidler. Represented by Weed & Co.

HOOSIER NETWORK—Comprising WCNB Connersville; WCTW New Castle; WMRI Marion; WFML Washington; WRSW Warsaw, all Indiana. Business office: Colonial Bldg., New Castle, Ind.

INTERMOUNTAIN NETWORK—Utah Group: KALI Salt Lake City; KLO Ogden; KOVO Provo; KOAL Price; KVNU Logan; KSCV Richfield. Idaho Group: KWIK Pocatello; KIFI Idaho Falls; KLIX Twin Falls; KBAR Burley; KGBM Boise; KFXD Nampa. Falls Group: KRAM Las Vegas; KELK Elk, Wyoming Group: KJUC Evanston; KVRB Rock Springs; KOVE Lander; KVOC Casper; KPWL Powell; KWYO Sheridan; KFBC Cheyenne; KOWE Laramie; KWRL Riverton; KWOR Worland; KRTR Thermopole; KGOS Torrington; KRAL Rawlins, Montana Group: KBMY Billings; KATL Miles City; KPRK Livingston; KOPR Butte; KCAP Helena; KXLO Lewistown; KYJ Shelby; KOJM Havre; KMON Great Falls; KGEZ Kalispell; KBTK Missoula. Colorado Group: KIMN Denver; KCSJ Grand Junction; KJWA La Junta; KRCT Trinidad; KEXO Grand Junction; KGW Alamosa; KVRH Salida; KLMR Lamar; KOLR Sterling. Nebraska Group: KNEB Scottsbluff; KSID Sidney. South Mountain Group: KQUE Albuquerque; KTNM Tucuman; KICA Clovis; KSVP Artesia; KGFL Roswell; KALG Alamogordo; KBE Las Cruces in New Mexico. Main Office: 146 S. Main St., Salt Lake City, with branch office at Box 1408 Edgewater Branch, Denver 14, Colorado. Exec. officers: George C. Hatch, chmn.; Lynn L. Meyer, pres.; Jack Paige, vp.; W. D'Orr Cozzens, eng. dir.

LOBSTER NETWORK—Comprising WFOR 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, mgng. dir., P. O. Box 1391, Bay City.

MAGIC CIRCLE NETWORK—Comprising, in Missouri: KICK Springfield, WMBH-AM-FM Joplin, KDMO Carthage, KNEM Nevada, KRMO Monett, KTRR Rolla, KWPM West Plains, KLWT Lebanon, KRMS Osage Beach, KALM Thayer, KSMO Salem, KBTN Neosho, KLRN Mountain Grove, in Arkansas: KUOA Siloam Springs, KPCC Pochontas, KBRN Springdale, KHOZ Harrison, KTLO Mountain Home,

KBTA Batesville, KGRH Fayetteville, KAMO Rogers. In Kansas: **KSEK Pittsburg, KLKC Parsons, KMDO Ft. Scott, and KGCL Miami, Okla.** Thad M. Sandstrom, Pittsburg, Kan.

MAINE BROADCASTING SYSTEM—Comprising **WCBS Portland, WLBZ Bangor, WRDO Augusta.** Headquarters: 187 High St., WBSH Portland. S. Mc McClatchy, BEELINE—Comprising **KFBK, KFBC, FM Sacramento; KMJ and KMJ-FM Fresno; KERN and KERN-FM Bakersfield; KOH Reno, Nev., and KBEE (FM) Modesto.** Headquarters: 21st & Q. Sacramento, Calif. Eleanor McClatchy, pres.; Leo O. Ricketts, sis. dir.

MICHIGAN RADIO NETWORK—Comprising **WXYZ Detroit** (key station) and network of radio stations in major Michigan markets. Sold as unit of ABC Network. Headquarters: Mutual Bldg., Detroit. Executive: James G. Riddell, pres.

MID-AMERICA BROADCASTING CO.—Comprising **KUDL Kansas City, KOSI Denver, KDKD Clinton, Mo., KLEE, Ottumwa, Iowa, and WGVW Greenville, Miss.** Headquarters: 1012 Baltimore Bldg., Kansas City. David M. Segal, gen. mgr. Represented nationally by Forjoe & Co.

MID-SOUTH NETWORK—Comprising **WCBI Columbus; WLEO Tupelo; WMOX Meridian; WROX Clarksdale; WNAG Grenada; WROB West Point; all in Mississippi.** Headquarters: WCBI Columbus. Bob McRaney, gen. mgr.

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, sis. mgr. Represented nationally by Avery-Knodel Inc.

NBC WESTERN NETWORK—Comprising Pacific Coast Group: **KERO Bakersfield, KUGN Eugene, KMJ Fresno, KFI Los Angeles, KMED Medford, KGW Portland, KOH Reno, KCRA Sacramento, KFSD San Diego, NBC San Francisco, KIST Santa Barbara, KOMO Seattle, KHQ Spokane, KIT Yankima, Arizona Group: KWJB Globe, KTAR Phoenix, KYCA Prescott, KGLU Safford, KVOA Tucson, KYUM Yuma, Mountain Group: **KOB Albuquerque, KDNV Las Vegas, KOA Denver, KTSM El Paso, KDYL Salt Lake City, KORK Las Vegas, KGHL Billings, KIDO Boise, KXLF Butte, KXLL Bozeman, KXKL Great Falls, KXJL Helena, KXLL Missoula, KSEI Pocatello, KTFI Twin Falls.** John K. West, vp., Western Division, NBC.**

NATIONAL NEGRO NETWORK INC.—Comprising **WBGO Birmingham, WMOZ Mobile, WRMA Montgomery, all Ala.; KGHJ Little Rock, Ark.; KWKK Pasadena, KWBK Oakland, both Calif.; WOOK Washington, D. C.; WOBK Jacksonville, WMBM Miami Beach, WBEK Tampa, all Fla.; WERD Atlanta, WAUG Augusta, WPNX Columbus, WJIV Savannah, all Ga.; WGES Chicago; WLOU Louisville, Ky.; WMRY New Orleans, KENT Shreveport; WSID Baltimore; WBMS Boston; WJLB Detroit; WRBC Jackson, Miss.; KPRS Kansas City, KSTL St. Louis, both Mo.; WOV New York; WGVF Charlotte, WAAA Winston-Salem, both N. C.; WCIN Cincinnati, WJMO Cleveland; KBYE Oklahoma City; WHAT Philadelphia, WHOD Pittsburgh; WFAL Charleston, WCOG Columbia, WESC Greenville, all S. C.; WMFS Chattanooga, WIVK Knoxville, WDMA Memphis, WSOB Nashville, all Tenn.; KWBE Dallas-Ft. Worth, KCOH Houston; WRAP Norfolk, WANT Richmond, both Va. Headquarters: 203 N. Wabash Ave., Chicago 1. Leonard Evans, p. gm.**

NEGRO RADIO SOUTH—Comprising **WMRY New Orleans, KCOH Houston and KNOK Fort Worth.** Represented nationally by Gill-Perna Inc. (Lee F. O'Connell, west coast).

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising **WTIC Hartford; WLB Boston; WJAR Providence; WCSH Portland; WLBZ Bangor; WRDO Augusta, Me.** Oper. dir.: Paul W. Morency, WTIC. Represented nationally by Weed & Co.

NORTH COUNTRY STATIONS—Comprising **WTWN St. Johnsbury, WIKE Newport, and WNIX Springfield, all Vermont.** Headquarters: Concord Ave., St. Johnsbury, Vt. E. Dean Finney, gen. mgr.; Donald Thurston, asst. Represented nationally by Joseph Hersey McGillivra Inc. (The Walker Representation Co., Boston).

NORTH DAKOTA RADIO TRIO NETWORK—Comprising **KFGO Fargo, KGCU Bismarck, KLPM Minot, all North Dakota.** Represented nationally by Gill-Perna Inc.

OK GROUP—Comprising **WBOK New Orleans, KYOK Houston, KAOX Keene Charles, WXOK Baton Rouge.** Headquarters: 505 Baronne St., New Orleans. Jules J. Paglin, pres.; Stanley W. Ray Jr., vp. and gen. mgr. Represented by Forjoe & Co. and John E. Pearson Co.

OKLAHOMA BIG FIVE NETWORK—Comprising **KOCY Oklahoma City, KFMJ Tulsa, KCRC Enid, KSWO Lawton, KMUS Muskogee, Leo R. Morris, pres. (KSWO Lawton, Okla.).** Supplemental stations: **KSEO Durand, KSIW Woodward, KWHW Altus, KNED McAlester, WBBZ Ponca City.** Represented nationally by John E. Pearson Co.

OKLAHOMA NETWORK—Comprising **KADA Ada, KBIX Muskogee, KGWA Enid, KRHO Duncan, KTMK McAlester, KVSO Ardmore, KWSH Seminole-Wewoka-Holdenville, all Oklahoma.** Bill Hoover, Ada, Okla., pres. Represented nationally by Venable, Rintoul & McConnell.

OREGON TRAIL NETWORK—Owned and operated by Inland Radio Inc. **KSRV Ontario; KBKR Baker, and KLBW LaGrande.** Gordon Capps, gen. mgr., Baker, Ore.

PERSONALITY STATIONS—Comprising **WKNA Charleston, WJLS Beckley, WKWK Wheeling, all West Virginia.** Headquarters: **WJLS Bldg., Beckley, W. Va. Joe Smith, pres., Virginia N. Cooper, bus. mgr.** 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, gen. mgr.; Kenneth W. Stowman, gen. sis. mgr.

QUALITY RADIO GROUP—Comprising **KOB Albuquerque, WSB Atlanta, WBZ-WBZA Boston-Springfield, WBT Charlotte, WGN Chicago, WLW Cincinnati, WFAA Dallas, WGO Des Moines, WBAP Fort Worth, KPRC Houston, KCMO Kansas City, WGBS Miami, WSM Nashville, WNL New Orleans, WOR New York, WOW Omaha, WCAU Philadelphia, KDKA Pittsburgh, KEX Portland (Ore.), WPTF Raleigh, WRVA Richmond, KSL Salt Lake City, WQAI San Antonio, KIRO Seattle, and KVOO Tulsa.** Headquarters: 509 Madison Ave., New York City. Ward Quaak, pres.; William B. Ryan, exec. vp.

RAZORBACK NETWORK—Comprising **KLXR N. Little Rock** and all other stations in Arkansas. Headquarters: Cotton Belt Bldg., N. Little Rock.

REBEL NETWORK—Mississippi regional network comprising **WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOP Meridian; WCGM Gulfport.** Headquarters: **WJDX Jackson, Miss.** Frank Gentry, bus. mgr. Represented nationally by George P. Hollingbery Co.

RURAL RADIO NETWORK—Northeast Radio Corp. owns and operates fm stations **WRRL Wethersfield, WRRE Bristol Center, WRRR Ithaca; WRRD DeRuyter; WRRC Cherry Valley; all New York.** Fm affiliates: **WHLD-FM Niagara Falls; WMSA-FM Massena; WNNY-FM Watertown; WRUN-FM Utica-Rome; WHDL-FM Olean; and WFLY (FM) Troy; all New York.** An associated station: **WHLD Niagara Falls; WKBW Buffalo; WJTN Jamestown; WHAM Rochester; WHEN Syracuse; WHCU Ithaca; WELM Elmira; WBNF Binghamton; WDLA Walton; WRUN Utica-Rome; WNNY Watertown; WMSA Massena; WGY Schenectady; WKIP Poughkeepsie; WGNV Newburgh, all New York, and WEJL Scranton, Pa.** Headquarters: 306 E. State St., Ithaca, N. Y. Officer: D. K. deNeuf, gen. mgr.

SOUTHEASTERN KENTUCKY NETWORK—Comprising **WSFC Somerset, WKTM Maysfield, WSIP Paintsville, all Kentucky.** Mike Layman, WSFC, Michael Freeland, WKTM; Ted A. Silvert, WSIP. Represented by Hill F. Best Co.

SOUTHERN MASSACHUSETTS TRIO—Comprising **WVFA Fall River, WNBW New Bedford, WOCH W. Yarmouth, all Mass.** George L. Sisson, WALE; Henry M. Solomon, WNBH; Paul W. Stiles, WOCH. Represented by Walker Representation Co.

SOUTHERN MINNESOTA NETWORK—Comprising **KYSM Mankato; KROC Rochester and KATE Albert Lea, all in Minnesota.** Represented nationally by Robert Meeker.

SPANISH LANGUAGE NETWORK—Comprising **KWKK Pasadena, KGMS Sacramento, KRNO San Bernardino, KVEN Ventura, KGST Fresno, KSAN San Francisco, KPAC Bakersfield, KSJO San Jose, KSCO Santa Cruz, KCOK Tulare, KMODO Modesto, all Calif., and XEBB Rosarito Beach, Mex., and KOLD Yuma, Ariz.** Represented by Broadcast Times Sales. (See Station Reps.)

STEINMAN STATIONS—Comprising **WDEL Wilmington, Del.; WORK York, Pa.; WGAL Lancaster, Pa.; WRAV 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, WENY Topeka, KCGF Coffeyville, KOAM Pittsburg, KSAL Salina, and KVGJ Great Bend, all Kansas.** Archie J. Taylor, KANS, chmn. Represented nationally by John E. Pearson Co.

TALL CORN NETWORK—An Iowa network comprising **KPIG Cedar Rapids; KROS Clinton; KSIB Creston; KENF Shenandoah; KDEC Decorah; KDTH Dubuque; KVFD Fort Dodge; KEJB Marshalltown; KWP Muscatine; KWBG Boone; KICD Council Bluffs; KCB Mason City; KCFB 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 **KRLD Dallas; KENS San Antonio and KTRH Houston.** Headquarters: **KRLD, Herald Square, Dallas.** Clyde W. Rembert, gen. mgr.

TEXAS QUALITY NETWORK—Comprising **WFAA Dallas, WOAI San Antonio, KPRC Houston, Edward Petry Co. natl. representatives.** Stations sold under one rate, one contract, one bill.

TEXAS STATE NETWORK—Regional network comprising **KFJZ Fort Worth; WRR Dallas; KENS 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, sis. mgr. Headquarters: 1201 W. Lancaster, Fort Worth 1.

TOBACCO NETWORK INC.—Eastern North Carolina regional network comprising **WRAL Raleigh; WTIC Durham; WFNC Fayetteville; WGNJ Wilmington; WCCE Rocky Mount; WLAS Jacksonville; WRSB Jacksonville; WFCG Kingston.** Headquarters: 710 Odd Fellows Bldg., Raleigh. Represented nationally by Weed & Co. Victor Dawson, WFNC, pres.; K. C. Willson, exec. vp. and gen. mgr. Phone: Raleigh 8885.

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Walker, Paul A., 4301 43rd St., N.W., Washington 16, D. C. Tel.: Emerson 3-6655.

Walker, Ralph L., Pierson, Ball & Dowd, Ring Bldg., Washington 6, D. C. Tel.: Republic 7-2566.

Wal, Thomas H., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.

Wallace, Harold E., Judge Bldg., Salt Lake City, Utah.

Walrath, Laurence K., Barnett Bank Bldg., Jacksonville, Fla.

Walton, Frederick H. Jr., Dempsey & Koplovitz, Bowen Bldg., Washington 5, D. C. Tel.: Republic 7-6363.

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Webster, Bethuel M., 15 Broad St., New York.

Webster, Edward, 3419 Nimitz Rd., Kensington, Md.

Welch, Francis X., Munsey Bldg., Washington 4, D. C. Tel.: National 8-3080.

Welch, Vincent B., Welch, Mott & Morgan, 710 14th St., N.W., Washington 5, D. C. Tel.: Executive 3-4600.

Wellisch, Kurt, Congress Bldg., Miami Beach, Fla.

Wells, John A., Dwight, Royall, Harris, Koegel & Caskey, 1000 Vermont Ave., Washington, D. C. Tel.: Republic 7-8191.

Wendt, William, Western Union Telegraph Co., 60 Hudson St., New York.

Werner, Jack, Wyatt Bldg., Washington 5, D. C. Tel.: Republic 7-5102.

Werner, Robert L., RCA, 30 Rockefeller Plaza, New York 20. Tel.: Columbus 5-5900.

Wheat, Carl I., 332 Westridge Dr., Menlo Park, Calif.

Wheeler, Burton K., Wheeler & Wheeler, 704 Southern Bldg., Washington 5, D. C. Tel.: District 7-7117.

Wheeler, Edward K., Wheeler & Wheeler, Southern Bldg., Washington 5, D. C. Tel.: District 7-7117.

Whissel, George B., Telephone Bldg., St. Louis, Mo.

Whitsett, William, Don Lee, 1313 N. Vine St., Hollywood 28.

Wilkinson, Ernest L., Wilkinson, Boyden, Cragun & Barker, 744 Jackson Place, Washington 6, D. C. Tel.: National 8-1114.
 Wilkinson, Glen A., Wilkinson, Boyden, Cragun & Barker, 744 Jackson Pl., Washington 6, D. C. Tel.: National 8-1114.
 Wilkinson, Vernon L., McKenna & Wilkinson, 1735 DeSales St., N.W., Washington 6, D. C. Tel.: National 8-2931.
 Willis, John W., Fischer, Willis & Panzer, 1735 DeSales St., N.W., Washington 6, D. C. Tel.: Sterling 3-3860.
 Wilner, Morton H., Lyon, Wilner & Bergson, Wyatt Bldg., Washington 5, D. C. Tel.: Metropolitan 8-6900.
 Wilson, George S. Jr., Wilson & Wilson, Masonic Bldg., Owensboro, Ky.
 Wilson, James E., Roberts & McInnis, Continental Bldg., Washington 5, D. C. Tel.: National 8-0032.
 Wilson, Thomas W., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.
 Witherell, Harry E., Davis, Witherell & Sommer, First National Bank Bldg., Peoria, Ill.
 Wittenberg, Ralph K., Hip Bldg., Reno, Nev.

Wolff, Sanford I., Riskind & Wolff, 134 N. LaSalle St., Chicago.
 Wollenberg, J. Roger, Haley, Doty & Wollenberg, 1735 DeSales St., N.W., Washington 6, D. C. Tel.: District 7-2724.
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 Woods, Warren, Roberts & McInnis, Continental Bldg., Washington 5, D. C. Tel.: National 8-0032.
 Wozencraft, Frank H., Southern Bldg., Washington 5, D. C. Tel.: Executive 3-5383.
 Wrape, James W., Sterick Bldg., Memphis, Tenn.
 Wright, Joseph S., Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39.
 Wright, J. Warren, 5504 Grove St., Chevy Chase 15, Md.
 Wyatt, Wilson W., Wyatt, Grafton & Grafton, Marion E. Taylor Bldg., Louisville, Ky. Tel.: Amherst 1881.

Yates, Carlyle E., RCA Labs Div., Princeton, N. J.
 Young, George C., 1109 Barnett Bank Bldg., Jacksonville, Fla.

Young, Verne R., Loucks, Zias, Young & Jansky, The American Bldg., Washington 4, D. C. Tel.: Sterling 3-4004.
 Younger, Donald, P. O. Drawer 1000, Santa Cruz, Calif.: Tel.: Garden 3-3244.
 Yourd, Kenneth L., Educational TV & Radio Center, 1610 Washtenaw Ave., Ann Arbor, Mich.

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STATION AUTHORIZATIONS

FOR comparative purposes, here is the status of commercial broadcast station authorizations at FCC on Dec. 31 of 1951 through 1955:

	1951	1952	1953	1954	1955	1951	1952	1953	1954	1955
Total authorized	2,406	2,524	2,836	2,774	2,835	650	630	580	558	557
Total on the air	2,331	2,391	2,521	2,669	2,824	637	616	560	552	540
Licensed (all on the air)	2,300	2,371	2,500	2,649	2,804	564	576	533	532	521
Construction permits on the air	31	20	21	20	20	73	40	27	20	19
Construction permits not on the air	77	133	115	105	111	13	14	20	7	17
Total construction permits	108	153	136	125	131	86	54	47	27	36
Total applications pending	988	943	990	849	750	215	196	133	79	80
Total applications in hearing	220	162	127	128	152	7	4	2	2	1
Requests for new stations	102	251	172	172	217	2	12	4	8	4
Request to change existing facilities	205	190	149	134	140	16	27	29	12	5
Deletion of licensed stations during year	12	11	6	10	4	40	45	60	36	38
Deletion of construction permits during year	17	12	20	15	14	35	10	16	5	3

FM STATIONS AUTHORIZED IN U. S.

(Based upon records of FCC)

Date	Licensed	Under Construction	Cond'l. Grant	Experimental	Total Authorized	On the Air
June 30, 1940	-----	-----	-----	50	-----	-----
June 30, 1941	-----	-----	-----	69	-----	-----
June 30, 1942	-----	-----	-----	74	-----	-----
June 30, 1943	-----	-----	-----	26	74	74
June 30, 1944	-----	-----	-----	6	80	78
June 30, 1945	-----	-----	-----	3	83	81
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	1	-----	732	691
Jan. 1, 1951	519	183	2	-----	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	27	-----	-----	560	560
Jan. 1, 1955	532	47	-----	-----	559	552
Jan. 1, 1956	521	17	-----	-----	557	540

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	136	2,636
Jan. 1, 1938	689	32	721	Jan. 1, 1955	2,649	125	2,774
				Jan. 1, 1956	2,804	111	2,935

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 RAYMOND E. ROHRER—See Jansky & Bailey Inc.
 HAROLD B. ROTHROCK—5413 Lynnette Dr., Knoxville 16, Tenn. Tel.: 6-4834.
 J. G. ROUNTREE—5622 Dyer St., Dallas 6, Tex. Tel.: Emerson 3266.
 MERL SAXON—622 Hoskins St., P. O. Box 575, Lufkin, Tex. Tel.: 3-242.
 NEIL J. SCHAIRER—See Jansky & Bailey Inc.
 BERNARD R. SEGAL—See James C. McNary.
 NUGENT S. SHARP—See Jansky & Bailey Inc.
 C. I. SHELKOFKY—Route 1, Foley, Ala. Tel.: 129FR
 ROBERT M. SILLIMAN—See Robert M. Silliman & Assoc.
 ROBERT M. SILLIMAN & ASSOC.—1405 G St., N.W., Washington 5, D. C. Tel.: Republic 7-8646. Robert M. Silliman, Associate: John A. Moffet. Staff: Carl L. Kowalski, Gretchen Huff.
 HAROLD C. SINGLETON—4488 S. W. Council Crest Drive, Portland 1, Ore. Tel.: Capitol 3-1201.
 GEORGE M. SKLOM—See Walter F. Kean.
 LYNNE C. SMEBY—1311 G St., N.W., Washington 5, D. C. Tel.: Executive 3-8073.
 CARL E. SMITH—See Carl E. Smith Consulting Radio Engineers.

CARL E. SMITH CONSULTING RADIO ENGINEERS—4900 Euclid Ave., Cleveland 3, Ohio. Tel.: Henderson 2-3177. Carl E. Smith, James S. Hill, William G. Hutton.
 DAVID L. STEEL SR.—See Page, Creutz, Steel & Waldschmitt.
 THEODORE G. STEIMER—See Eichwald Assoc.
 WALTER J. STILES—122 Tulane Dr., S.E., Albuquerque, N. M. Tel.: 5-8716.
 CHARLES E. STRAIN—Strain Engineering Service, 1298 Niles Ave., N.W., Atlanta 16, Ga. Tel.: Sycamore 4-5164.
 ALFRED STOGOFF—See Adier Communications Labs.
 T & T RADIO MEASUREMENTS CO.—2557 Atlantic Ave., Long Beach 6, Calif. Tel.: Garfield 4-2015. Jay E. Tapp.
 JAY E. TAPP—See T & T Radio Measurements Co.
 VANDIVERE, COHEN & WEARN—1420 New York Ave., N.W., Washington 5, D. C. Tel.: National 8-2698. Partners: Jules Cohen, Edgar F. Vandivere Jr. and Wilson C. Wearn.
 EDGAR F. VANDIVERE JR.—See Vandivere, Cohen & Wearn.
 JOHN C. VOGTLE—Exton, Pa.
 JOSEPH A. WALDSCHMITT—See Page, Creutz, Steel & Waldschmitt.
 RAYMOND C. WATSON JR.—See Dixie Service Co.
 WILSON C. WEARN—See Vandivere, Cohen & Wearn.

WELDON & CARR—Lester H. Carr, 1001 Connecticut Ave., N.W., Washington 6, D. C. Tel.: Sterling 3-2550. James O. Weldon, 4212 S. Buckner Blvd., Dallas 27, Tex. Tel.: Evergreen 1137. Staff: Millard F. Alley, Robert E. Ankers, Eugene E. Arnold, David F. Bowman, Robert DeHart, John D. Gilbert, B. G. Haganam, John H. McMahon, Homer A. Ray.
 JAMES O. WELDON—See Weldon & Carr.
 LUTHER WEST—See Fred O. Grimwood & Co.
 SHELDON W. WEYLAND—See Page, Creutz, Steel & Waldschmitt.
 MARTIN R. WILLIAMS—7401 East 14th St., Indianapolis 19, Ind. Tel.: Melrose 2-3326.
 NATHAN WILLIAMS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 885.
 RAYMOND M. WILMOTTE—Warner Bldg., Washington 4, D. C. Tel.: National 8-4619.
 HENRY C. WILSON—See Kear & Kennedy.
 ROBERT WOLFSKILL—See Commercial Radio Equipment Co.
 CHARLES C. WORSLEY—See Commercial Radio Equipment Co.
 GRANT R. WRATHALL—Aptos, Calif. Tel.: (Santa Cruz) Murray 8-3352.
 JOSEPH WRENN—See John J. Keel.
 CHARLES S. WRIGHT—See A. D. Ring & Assoc.
 LOWELL R. WRIGHT—Munsey Bldg., Washington 4, D. C. Tel.: District 7-1740.
 T. A. WRIGHT JR.—See A. Earl Cullum Jr.
 CASIMIR A. ZIELINSKI—See Jansky & Bailey Inc.

MAJOR AWARDS AND CITATIONS

AMERICA'S DEMOCRATIC LEGACY AWARDS for outstanding contributions for a better America, silver medallions given annually to individuals and organizations. For details contact Benjamin R. Epstein, executive director, Anti-Defamation League of B'nai B'rith, 212 Fifth Ave., New York 1, N. Y.

For latest awards, see B.T., May 16, 1955.

BETTER UNDERSTANDING AWARDS for "outstanding contributions to the betterment of British-American relations," engraved silver trophies and citations, presented annually (April-May) to radio-tv commentators (and journalists). Nominations and applications to be sent to Roger Hawthorne, English-Speaking Union, 19 E. 54th St., New York 22, N. Y.

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 tv to producer, director and writer of winning programs (also given in other entertainment fields). For information, write Father James Keller, The Christophers, 18 E. 48th St., New York 17, N. Y.

For latest awards, see B.T., Nov. 28, 1955.

DAR AWARD to tv and radio for programs emphasizing historical appreciation, educational training and patriotic service. Plaque for outstanding national program presented annually. For details, contact Mrs. Edwin E. Lotz, national chairman, radio and television, Daughters of the American Revolution, 1778 D St., N. W., Washington, D. C.

For latest award, see B.T., April 25, 1955.

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 in March. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest award, see B.T., Sept. 19, 1955.

ALFRED 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 latest awards, See B.T., March 28, 1955.

FARM SAFETY AWARDS for outstanding farm safety activities, 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 latest awards, see B.T., Dec. 5, 1955.

FREEDOM 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 details, contact Ken Wells, exec. vp., Freedoms Foundation, Inc., Valley Forge, Pa.

For latest awards, see B.T., Feb. 28, 1955.

GENERAL FEDERATION OF WOMEN'S CLUBS AWARDS for outstanding tv and radio programs in the following activities: news, education, children's, promotion of individual responsibility, meeting the problems of juvenile delinquency, stressing spiritual values; certificates, presented annually

at the federation's national convention. For details contact the federation's communications chmn., Mrs. Dexter O. Arnold, 6 Dearborn Rd., Concord, N. H.

For latest awards, see B.T., May 30, 1955.

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 latest awards, see B.T., April 4, 1955.

GOLDEN MIKE AWARDS for best patriotic program, best all-around family program and most wholesome children's program on tv (also same for radio), golden microphones awarded annually. For details, contact Layton K. Hurst, radio-tv dir., American Legion Auxiliary, Indianapolis 7, Ind.

For latest awards, see B.T., Oct. 17, 1955.

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 chmn. of Radio Pioneers, William S. Hedges, NBC, 30 Rockefeller Plaza, New York 20, N. Y.

For latest awards, see B.T., May 30, 1955.

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 Mall Dodson, exec. sec., Headliners, 2307 Boardwalk, Atlantic City, N. J.

For latest awards, see B. T., April 25, 1955.

SIDNEY HILLMAN FOUNDATION AWARDS presented annually for outstanding work in radio, tv, journalism, magazine and book fields. Each winner receives \$500 cash and a scroll. For details contact Howard D. Samuel, exec. dir., Sidney Hillman Foundation, 15 Union Square, New York 3, N. Y.

For latest awards see B.T., April 25, 1955.

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 Conference of Christians and Jews, 381 Fourth Ave., New York 18, N. Y.

For latest awards, see B.T., Feb. 14, 1955.

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 E. 79th St., New York 21, N. Y.

For latest award, 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 E. 79th St., New York 21, N. Y.

For latest award, see B.T., Sept. 19, 1955.

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 Louis Reed, Life Line of America Trophies, Grocery Manufacturers of America, Inc., 205 East 42nd St., New York 17, N. Y.

For latest awards, see B.T., Nov. 21, 1955.

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 E. 79th St., New York 21, N. Y.

For latest award, see B.T., Sept. 19, 1955.

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, mgr. pub. rel., McCall's Magazine, 230 Park Ave., New York 17, N. Y.

For latest awards, see B.T., Dec. 27, 1954.

NAB COMMERCIALS AWARDS for outstanding broadcast commercials selected by a professional industry committee of broadcasters, producers and advertising executives; shields, to be presented at the annual fall convention of National Audience Board. For details, contact Mrs. Florence Thalheimer, Southern California chapter chmn., Room, 208, 239½ S. Beverly Drive, Beverly Hills, Calif.

NAFBRAAT 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, pres., National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles 5, Calif.

For latest awards, see B.T., Feb. 14, 1955.

NATIONAL MASS MEDIA AWARDS for "improving the quality of the mass media, particularly as they affect juvenile audiences and interest boys and girls in science," scroll presented annually to three network tv programs, three network radio programs, one radio and one tv station, as well as to other media. For details, contact George E. Probst, executive director, Thomas Alva Edison Foundation, 8 W. 40th St., New York 18, N. Y.

For last year's awards, see B.T., Dec. 19, 1955.

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, dir., Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio.

For latest awards, see B.T., April 18, 1955.

OVERSEAS PRESS CLUB OF AMERICA AWARDS for best consistent radio reporting from abroad of foreign affairs; best consistent tv presentation of foreign affairs; best radio interpretation of foreign news; best consistent press reporting from abroad on foreign affairs; best press interpretation of foreign news; best photographic reporting

from abroad on foreign affairs and best consistent reporting of domestic or United Nations origin which has effect on foreign affairs. Plaques, given annually. For further details contact Louis Lochner, pres., Overseas Press Club of America, 35 E. 39th St., New York 17, N. Y.

For latest awards, see B.T., May 2, 1955.

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 latest awards, see B.T., April 11, 1955.

GEORGE POLK MEMORIAL AWARDS for outstanding reporting for radio, television and newspapers, gold plaques, given annually. For details, contact Dr. Theodor E. Kruglak, chmn., Journalism Dept., Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N. Y.

For latest awards, see B. T., March 14, 1955.

PUBLIC INTEREST AWARDS for safety activities, 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 latest awards, see B.T., May 9, 1955.

RTNDA AWARDS for outstanding news operation by a radio station (also tv) and for outstanding news and special events coverage, gold trophies, presented annually at the Radio-Television News Directors Assn. convention banquet. For details, contact Baskett Mosse, Medill School of Journalism, Northwestern U., Evanston, Ill.

For latest awards, see B.T., Nov. 21, 1955.

SATURDAY REVIEW ADVERTISING AWARDS for distinguished examples of institutional advertising in the public interest, citations, given annually (August) to advertisers in the broadcast media (also in print). For details, contact William D. Patterson, assoc. publisher, *The Saturday Review*, 25 W. 45 St., New York 36, N. Y.

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 latest awards, see B.T., April 25, 1955.

ALFRED P. SLOAN AWARDS for the promotion of traffic safety, plaques given annually by the Sloan Foundation to radio and tv stations and networks and sponsors. Only stations that have previously won Public Interest Awards are eligible for Sloan Awards. For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., May 23, 1955.

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 E. 79th St., New York 21, N. Y.

For latest award, see B.T., March 28, 1955.

RADIO-TELEVISION CORRESPONDENTS GALLERIES OF CONGRESS

ASSOCIATION OFFICERS

Eric Sevareid, *pres.*, *chmn. of exec. comm.*
 Joseph F. McCaffrey, *vp.*, *vice chmn. of exec. comm.*
 Gunnar Back, *sec.*
 Robert F. Hurlleigh, *treas.*
 Julian Goodman, *member-at-large*
 Ann M. Corrick, *member-at-large*
 William T. Corrigan, *member-at-large*
 Richard Harkness, *ex-officio*
 Telephone: National 8-3120
SENATE: D. Harold McGrath, *supt.*
 Senate Phone Branches: 1263-1284
HOUSE: Robert Menough, *supt.*
 House Phone Branches: 1410-1411

ACTIVE MEMBERSHIP LIST

AMERICAN BROADCASTING CO.
 4481 Connecticut Ave., N. W.
 Martin Agronsky, J. Gunnar Back, Edward L. Burch,
 Elmer Davis, Florence Davis, John Edwards, Ben-
 jamin A. Franklin, William B. Hatch, John P. Magee,
 Philip A. Meilillo, Edward P. Morgan, Henry A.
 Mustin, Bryson B. Rash, Richard Rendell, Albert L.
 Warner
AMERICAN FORUM OF THE AIR
 1627 K St., N. W.
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 James S. Cannon, William Owen, Harry P. Snyder,
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COLUMBIA BROADCASTING SYSTEM
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 Cheely, Welis Church, Peter Clapper, Charles Lee
 Coney Jr., William T. Corrigan, Thomas J. Craven
 Jr., Harriet P. Culley, Beryl S. Denzer, Nancy
 Hanschman, George E. Herman, Bruce Hoertel, Mac
 R. Johnson, Theodore F. Koop, Michael Joseph Mar-
 low, Donald Richardson, Ralph A. Santos, Daniel L.
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 Shollenberger, Neil Edward Strawser
CORRICK PRODUCTIONS
 House Radio-TV Gallery
 Ann M. Corrick

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 Peg Eck, David H. Willis
HAMILTON-MEANS ASSOC.
 Walker Bldg.
 Roubac Hamilton Jr., Henrietta Means
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 Alfred R. Simonson, George A. Sozio, Ronald T.
 Weston
BILL HENRY ASSOC.
 2480 16th St., N. W.
 William M. (Bill) Henry, Virginia H. Blum
LES HIGBIE ASSOC.
 1627 K St., N. W.
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 6116 Utah Ave., N. W.
 Florence C. Hoff
KOY PHOENIX, ARIZ.
 1641 Madison St., N. W.
 Sam M. Jones
MacFARLANE & ASSOC.
 P. O. Box 1652, Baltimore, Md.
 Ian Ross MacFarlane, Louise Ann MacFarlane
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MCCORMICK ASSOC.
 1627 K St., N. W.
 Stephen J. McCormick
MUTUAL BROADCASTING SYSTEM
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 leigh, Fulton Lewis Jr., C. Russell Turner Jr.,
 Barbara Walker
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 rault, Morgan Beatty, David Brinkley, Ned Brooks,
 Robert C. Doyle, John W. Gerber, Lewie V. Gilpin,
 Earl Godwin, Julian Goodman, Peter Hacks, Rich-
 ard Harkness, Ray Henle, Leo Hershey, Charles O.
 Jones, Herbert E. Kaplow, G. Bradford Kress, Robert
 C. McCormick, Fred Morrison, Ray Scherer, Russell
 C. Tornabene, Henrietta Young
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 Wallace R. Fanning Jr., Cassius M. Keller, Hazel
 Markel, Walter Jay Royen, Bill Sprague, David A.
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 National Press Bldg.
 Peter Von Zahn
CHARLES FARMER ASSOC.
 318 N. Washington St., Alexandria, Va.
 Charles Farmer

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 William Neel
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 301 E. Capitol St.
 Patrick E. Nieburg
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 1641 Madison St., N. W.
 Sam M. Jones
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 8th & I Sts.
 Joseph F. Quinn
UNITED PRESS MOVIE-TONE NEWS
 413 3d St., N. W.
 Thomas J. Craven, H. M. Lambert, Anthony Muto,
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 George J. Marder, Robert J. Serling, Helen Thomas
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 botham
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 Television Hill, Baltimore, Md.
 Ted Jaffee
WABJ ADRIAN, MICH.
 1641 Madison St., N. W.
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 Albert L. Warner, Harriet R. Warner
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 Paul A. Shinkman
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 P. O. Box 508, Annapolis, Md.
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 Kay Halle
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 Raleigh Hotel
 Matthew Warren
WWDC WASHINGTON
 8800 Brookville Rd., Silver Spring, Md.
 Norman H. Baum, Ken Evans

U. S. INFORMATION AGENCY, VOICE OF AMERICA BROADCASTS

U. S. INFORMATION AGENCY
 Headquarters: 1776 Pennsylvania Ave., N.W., Wash-
 ington, D. C.
 Tel.: Republic 7-8340
 Director: Theodore C. Streibert
**BROADCASTING SERVICE (VOICE OF AMER-
 ICA)**
 Health, Education & Welfare Bldg., 4th St. & In-
 dependence Ave., S.W., Washington, D. C.
 Tel.: Republic 7-7500, Ext. 3363.
 J. R. Poppele, Director of Broadcasting
 Robert E. Button, Deputy Director of Broadcasting
 Gene King, Program Manager
 Frederick A. (Ted) Long, Television 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 combating 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 42½ program hours are broadcast via shortwave daily in 39 languages as follows:

VOICE OF AMERICA DAILY BROADCAST SCHEDULE

Language	Total Hrs. Min.
Albanian	2:00
Amoy	2:00
Arabic	3:00
Armenian	2:15
Bengali (weekly)	.45
Bulgarian*	5:30
Burmese	1:30
Cambodian	2:00
Cantonese**	5:00
Czech-Slovak	2:15

English†	7:00
Estonian*	3:45
French	:15
Georgian	2:00
German (to Austria)	:30
German (to Germany)	1:15
Greek	:30
Hindi†	2:30
Hungarian*	3:30
Indonesian	1:30
Italian	:05
Japanese	1:45
Korean	:45
Latvian	1:45
Lithuanian*	3:30
Mandarin†	10:15
Mansian	2:00
Persian	6:00
Polish*	3:00
Rumanian	18:30
Russian*	1:30
Serbo-Croat	1:00
Slovene	:15
Spanish	2:45
Tamil (weekly)	1:30
Thai	:45
Turkish	3:30
Ukrainian	1:45
Urdu (Thurs.-Tues.)	2:30
Vietnamese	112:05
TOTALS	(39 Languages including English)

* These language services include Munich originations.

** Include 15-minute insert produced once a week at Hong Kong and programmed by VOA Washington and relay bases simultaneously.

† Includes a 30-minute English program produced by VOA on Sundays only.

‡ The Hindi service origination figures include 15-minute once a week; 1½ hours Tues./Sun.; 15-minute daily.

§ This includes 15-minute three times weekly, programmed by VOA Washington and relay bases simultaneously; two 15-minute programs are produced at Hong Kong; one 15-minute at Taipei.

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 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 office throughout the free world for local distribution and broadcast.

AUDIENCE INFORMATION

Programs are beamed to areas having a potential 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 broadcast, 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.

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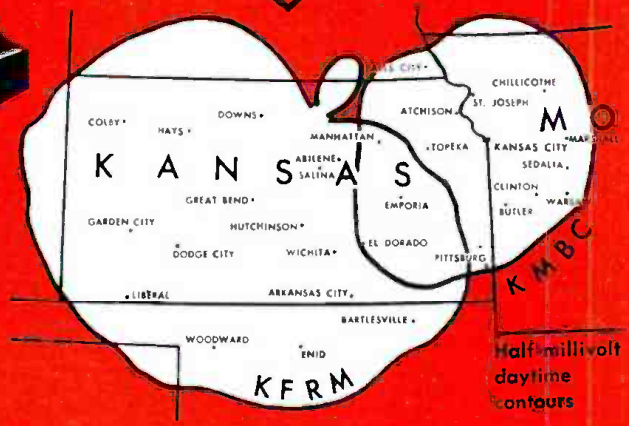
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The New Sound of KMBC-KFRM

1st in the Heart of America!



Jim Leathers
Assistant Farm Service Director



Phil Evons
Farm Service Director



Bea "Happy Home" Johnson
Director of Women's Activities



Jim Burke
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"Dinner Bell Roundup"



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Play-by-Play Baseball
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"The Torcy Southwick Show"



Bucky Walters
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Sam Molen
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"The King of Hearts"



Henry Effertz
Staff Announcer



B. B. Dilson
"The B. B. Dilson Show"



Keith Painton
Staff Announcer



Frank Wiziode
Producer & Emcee
"Cowtown Jubilee"



Jack Layton
Staff Announcer

These are the air personalities who put the KMBC-KFRM Radio Team first in the Heart of America. Some of the best known names in the Midwestern broadcasting world are pictured on this page—people who are known, respected and *followed* throughout the Team's widespread service area.

When you combine the talents of these highly successful *local* personalities with the appeal of such big ABC network names as Don McNeill, Bishop Sheen, Bill Stern and other national

radio figures, it's easy to see why KMBC-KFRM captures such a solid share of the big, responsive Heart of America radio audience.

There's a new sound to Kansas City radio . . . a sound that both listeners and advertisers are finding more and more irresistible. For all the details on the powerful, new concept of KMBC-KFRM radio programming, the man to see is your Free & Peters Colonel. He will prove to you that KMBC-KFRM is the blue ribbon buy in a blue chip market!

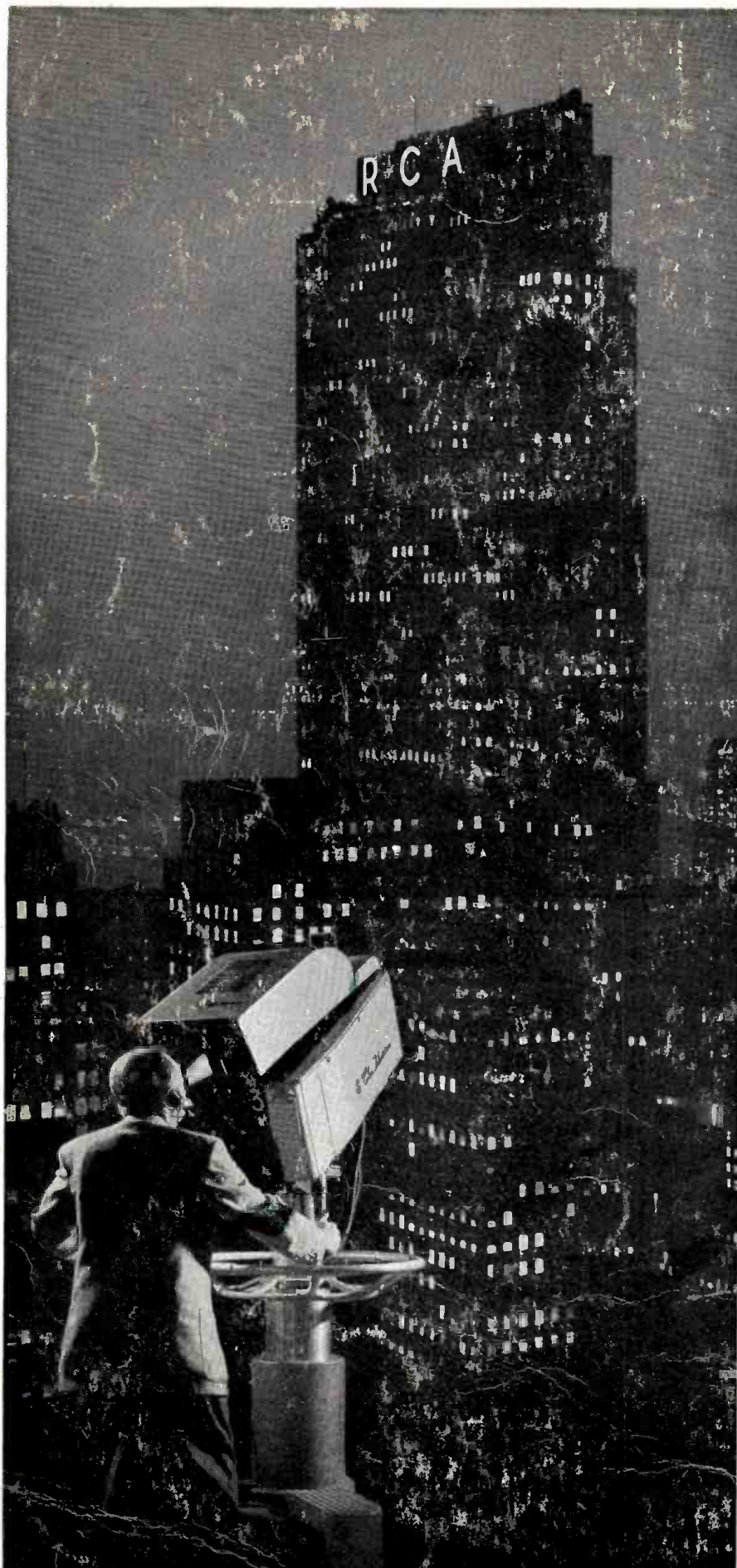
KMBC of Kansas City

Don Davis, First Vice President
John Schilling, Vice Pres. & Gen. Mgr.

George Higgins, Vice Pres. & Sales Mgr.
Dick Smith, Director of Radio

KFRM for the State of Kansas





WHY THIS SIGN IS YOUR GUIDE TO FINER TELEVISION

**RCA's 36 years' experience
is yours to share in TV—
black-and-white or color**

When the time comes for you to purchase a TV set and enjoy the most fabulous medium of entertainment ever created for the home, here are facts that will help you make the right decision.

To pioneer and develop television, in color as well as in black-and-white, called for a special combination of practical experience, great resources and research facilities in the fields of communications and electronics.

RCA was well qualified to do the job:

EXPERIENCE: RCA has been the recognized leader in radio communications since its formation thirty-six years ago. Its world-wide wireless circuits, established in 1919, and its development of electron tubes, laid the groundwork for radio broadcasting in 1920 . . . and the first nationwide radio network in 1926.

Radio broadcasting led to television—and in 1939 RCA made history by introducing black-and-white TV as a service to the public.

Dr. V. K. Zworykin of RCA invented the iconoscope, or television camera tube, and he developed the kinescope, now universally used as the picture tube.

RESOURCES: Pioneering and development of color TV has been one of the most challenging and expensive projects ever undertaken by private industry. To date, RCA has spent \$50,000,000 on color TV research and development, in addition to the \$50,000,000 previously spent in getting black-and-white TV "off the ground" and into service.

RESEARCH FACILITIES: RCA has one of the most complete, up-to-date laboratories in the world—the David Sarnoff Research Center at Princeton, N. J. It is the birthplace of compatible color television and many other notable electronic developments.

No wonder that you can turn to RCA to find all of the essentials of quality and dependability born only of experience.

In addition, the RCA Service Company, manned by a corps of trained technicians, operates service branches in all principal television areas. No other organization is so thoroughly equipped to install and service your television set, as well as any other RCA product.

**RADIO CORPORATION
OF AMERICA**

Electronics for Living

