



# BROADCASTING TELECASTING

**1957  
BROADCASTING  
YEARBOOK-  
MARKETBOOK  
ISSUE**

**QUICK INDEX**

Adv. Analysis .....	9	Stations .....	
Agencies .....	386	Am by States .....	49
Audience in '56 .....	12	Am by Call Letters .....	354
Equipment .....	294	Am Frequencies .....	362
FCC Directory .....	40	Fm by States .....	49
FCC Rules .....	316	Fm by Call Letters .....	371
Networks (Nat'l.) .....	27	Foreign Language .....	341
Networks (Reg'l.) .....	47	Negro Programs .....	342
Program Services .....	323	Newspaper Owners .....	344
Representatives .....	16	Group Owners .....	351

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most people listen to most

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**Wilmington,  
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The state's most powerful (and popular) station—long an overwhelming favorite in the rich Delmarva Peninsula. A skillful combination of tested local programs and top NBC shows produces enthusiastic audience response.


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# The 7 Old-Fashioned Villains of Tape Recording

...and How

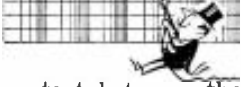
**irish FERRO-SHEEN**  
BRAND

Foiled Them All


Once upon a time, 7 Old-Fashioned Villains like this  were wreaking endless woe on Decent People with Tape Recorders. The 1st Villain was Oxenscheid the Oxide Shedder.

He scraped away at the crumbly oxide coating of old-fashioned tape and gummed up tape recorders with the shedding particles. The 2nd Villain was Wearhead the Head Wearer.  He filed down the magnetic heads


with the abrasive coating of old-fashioned tape. The 3rd Villain was Frickenshaw the Frequency Discriminator.

 He dragged down the high-frequency response of old-fashioned tape through inadequate contact between the "grainy" coating and the head. The 4th Villain was Noysenhiss the Noise Generator.

He generated tape hiss and modulation noise  as a result of the random vibrations and irregular flux variations caused by the uneven magnetic coating of old-fashioned tape. The 5th and 6th Villains

were Dropofsky the Drop-Out Artist and Pringlethorpe the Print-Through Bug.  They put nodules and agglomerates into the oxide emulsion of old-fashioned coated tape, causing "drop-outs" whenever

these trouble spots lost contact with the record or playback head, and inducing "print-through" on the recorded tape when the extra flux at the trouble spots cut through adjacent layers on the reel. The 7th Villain was Brattleby the Embrittler.


 He dried out the plasticizers in old-fashioned coated tape and embrittled irreplaceable recordings. Then: OCTOBER, 1954! That's when a very un-old-fashioned little man by the name of

F. R. O'Sheen  announced that he had developed the revolutionary new **irish FERRO-SHEEN** process of

tape manufacture and presto!  the 7 Old-Fashioned Villains were sent a-scurrying with cries of "Confound it - Foiled again!" Yes, F. R. O'Sheen had made the new

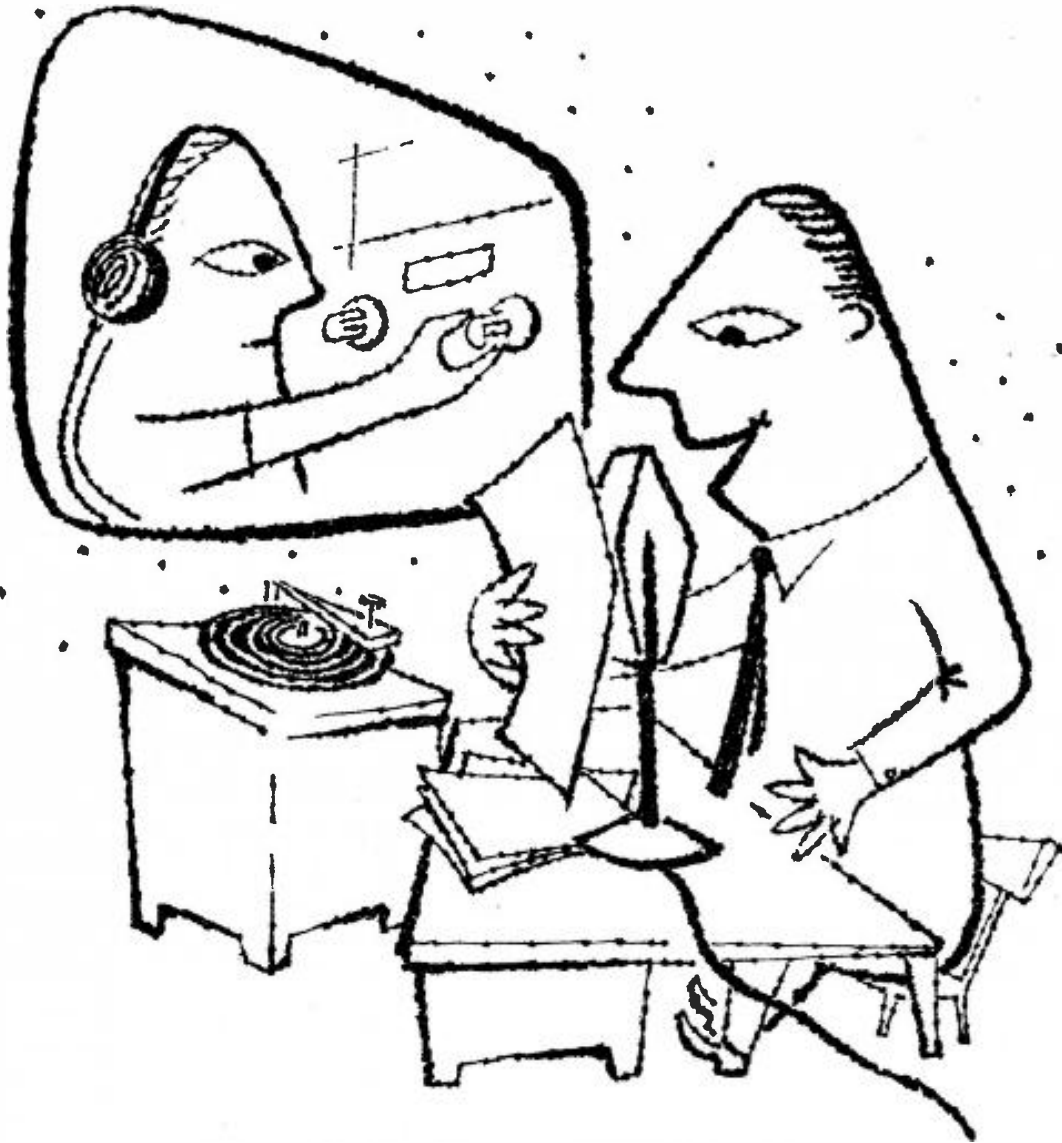
magnetic oxide lamination of **irish FERRO-SHEEN** tape so smooth-surfaced and non-abrasive, so firmly anchored and homogeneously bonded to the base, so free from nodules and agglomerates, that the

7 Villains were evicted - for good! **Moral:** Don't let Old-Fashioned Villains do you out

of your hi-fi rights!  Just say "No, thanks" to ordinary coated tape and

ask for F. R. O'Sheen **irish FERRO-SHEEN**, that is! ORRadio Industries, Inc., Opelika, Alabama.





**A "thank you" to the folks who deliver our "spots"**

Today, more and more BBDO clients are telling their sales stories via versatile "spot" radio. To all the people who get these messages on the air and into the home—to the station managers, technicians, DJ's and announcers at hundreds of stations across the U. S. —thanks from all of us at BBDO.

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ROADCASTING • TELECASTING

1957 BROADCASTING Yearbook-Marketbook • Page

# INDEX TO CONTENTS OF 1957 BROADCASTING YEARBOOK

(For facts on Television See 1956-57 TELECASTING Yearbook & Marketbook)

<b>A</b>	Executives & Staff	31
Advertisers Index	Owned Stations	351
Advertising—	Committees, Related to Radio	333
Agencies	Communications Carriers	335
Associations, Committees	Congress, Radio Galleries	340
Radio Analysis	Connecticut—	
Affiliation, Network, FCC Rules	Am, Fm Stations	74
Agencies—Handling Radio	Market Data by Counties	74
Alabama—	Connecticut Broadcasters' Assn.	42
Am, Fm Stations	Consultants, Allied Arts	335
Market Data by Counties	Consulting Engineers	384
Alabama Broadcasters Assn.	Correspondents Galleries	340
Alaska, Am, Fm Stations	Cuba Stations	374
Alberta, Radio Stations		
Allied Arts, Consultants	<b>D</b>	
Allocations, FCC Rules	Definitions, FCC Rules	316
Am Stations—	Delaware—	
By Call Letters, Canada	Am, Fm Stations	76
By Call Letters, U. S.	Market Data by Counties	76
By Frequencies, Canada	District of Columbia—	
By Frequencies, U. S.	Am, Fm Stations	77
By States	Market Data	77
American Broadcasting Co.—	Dominican Republic Stations	375
Executives & Staff		
Owned & Managed Stations	<b>E</b>	
Analysis, Radio Advertising	Educational, Assns., Committees	334
Arizona—	Educational Stations, Fm	379
Am, Fm Stations	Engineers, Consulting	384
Market Data by Counties	Equipment Manufacturers	294
Arizona Broadcasters Assn.		
Arkansas—	<b>F</b>	
Am, Fm Stations	Facsimile, FCC Rules Governing	318
Market Data by Counties	Fed. Com. Bar Members	380
Arkansas Broadcasters Assn.	Federal Communications Commission—	
Assignments, FCC Rules	Executives & Staff	40
Associations, Committees	Field Offices	42
(Miscellaneous)	Former Members	40
Associations, Related to Radio	How to Apply for Station	315
Associations, State Broadcasters	Rules-Regulations (Selected)	316
Attorneys, Dealing with Radio	Federal Radio Commission, Former Members	40
Audience Analysis, Radio	Florida—	
Authorizations of Sta.	Am, Fm Stations	81
Awards & Citations	Market Data by Counties	81
	Florida Assn. of Broadcasters	42
	Foreign Language Stations	341
	Fm Stations—	
	Authorized in U. S.	383
	By Call Letters	371
	By States	49
	Educational	379
	Equipment Manufacturers	294
	Frequencies, Channels	381
	Frequencies—	
	Canadian Am Stations by	373
	U. S. Am Stations	362
	Frequency Measuring Services	336
	<b>G</b>	
	Galleries, Radio Correspondents	340
	Gates Radio Co.	294
	General Electric Co.	294
	Georgia—	
	Am, Fm Stations	91
	Market Data by Counties	90
	Georgia Assn. of Broadcasters	42
	Government Agencies	43
	Group Ownership	351
	Guam, Am, Fm Stations	284
	<b>H</b>	
	Haiti Stations	375
	Hawaii, Am, Fm Stations	284
	Hawaiian Assn. of Radio & Tv Broadcasters	42
	How to Apply for Station	315
	<b>I</b>	
	Idaho—	
	Am, Fm Stations	98
	Market Data by Counties	97
	Idaho Broadcasters Assn.	42
	Illinois—	
	Market Data by Counties	99
	Am, Fm Stations	99
	Illinois Broadcasters Assn.	42
	Indecent Language, FCC Rules	322
	Index of Advertisers	404
	Indiana—	
	Am, Fm Stations	107
	Market Data by Counties	107
	Indiana Broadcasters Assn.	42
	International Stations in U. S.	403
	Iowa—	
	Am, Fm Stations	111
	Market Data by Counties	111
	Iowa Broadcasters Assn.	43
	<b>J</b>	
	Jamaica Stations	375
	<b>K</b>	
	Kansas—	
	Am, Fm Stations	117
	Market Data by Counties	116
	Kansas Assn. of Radio Broadcasters	43
	Kentucky—	
	Am, Fm Stations	120
	Market Data by Counties	120
	Kentucky Broadcasters Assn.	43
	Keystone Broadcasting System—	
	Executives & Offices	34
	Stations Affiliated with	34
	<b>L</b>	
	Labor Groups in Radio	46
	Lawyers, Radio	380
	License, How to Apply for	315
	License Renewals, FCC Rules	321
	Licensing Groups, Music	336
	Lotteries, FCC Rules Governing	322
	Louisiana—	
	Am, Fm Stations	127
	Market Data by Parishes	127
	Louisiana Assn. of Broadcasters	43
	<b>M</b>	
	Maine—	
	Am, Fm Stations	131
	Market Data by Counties	131
	Maine Radio & Tv Bcstrs. Assn.	43
	Manitoba Radio Stations	288
	Manufacturers Assns., Committees	334
	Manufacturers, Equipment	294
	Maryland—	
	Am, Fm Stations	133
	Market Data by Counties	133
	Maryland-D.C. Radio-Tv Broadcasters Assn.	43
	Massachusetts—	
	Am, Fm Stations	137
	Market Data by Counties	137
	Massachusetts Broadcasters Assn.	43
	Measuring Services, Frequency	336
	Mexican-Caribbean Stations	374
	Mexican Stations	375
	Michigan—	
	Am, Fm Stations	142
	Market Data by Counties	141
	Michigan Assn. Broadcasters	43
	Minnesota—	
	Am, Fm Stations	153
	Market Data by Counties	153
	Minnesota Assn. of Broadcasters	43
	Mississippi—	
	Am, Fm Stations	159
	Market Data by Counties	159
	Mississippi Broadcasters Assn.	43
	Missouri—	
	Am, Fm Stations	162
	Market Data by Counties	162
	Missouri Broadcasters Assn.	43
	Modifications, FCC Rules	322

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## BROADCASTING TELECASTING

# 1957 YEARBOOK-MARKETBOOK ISSUE

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Annual subscription for 52 weekly issues: \$7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): \$8.00, or TELECASTING Yearbook (54th issue): \$9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: \$17.00. Add \$1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: \$3.00 per copy.

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More stations – some 1800 – broadcast them. More sponsors – 200 kinds – buy them.

U. P. delivers 60-odd news and news-feature programs a day – plus scores of seasonal and topical specials throughout the year.

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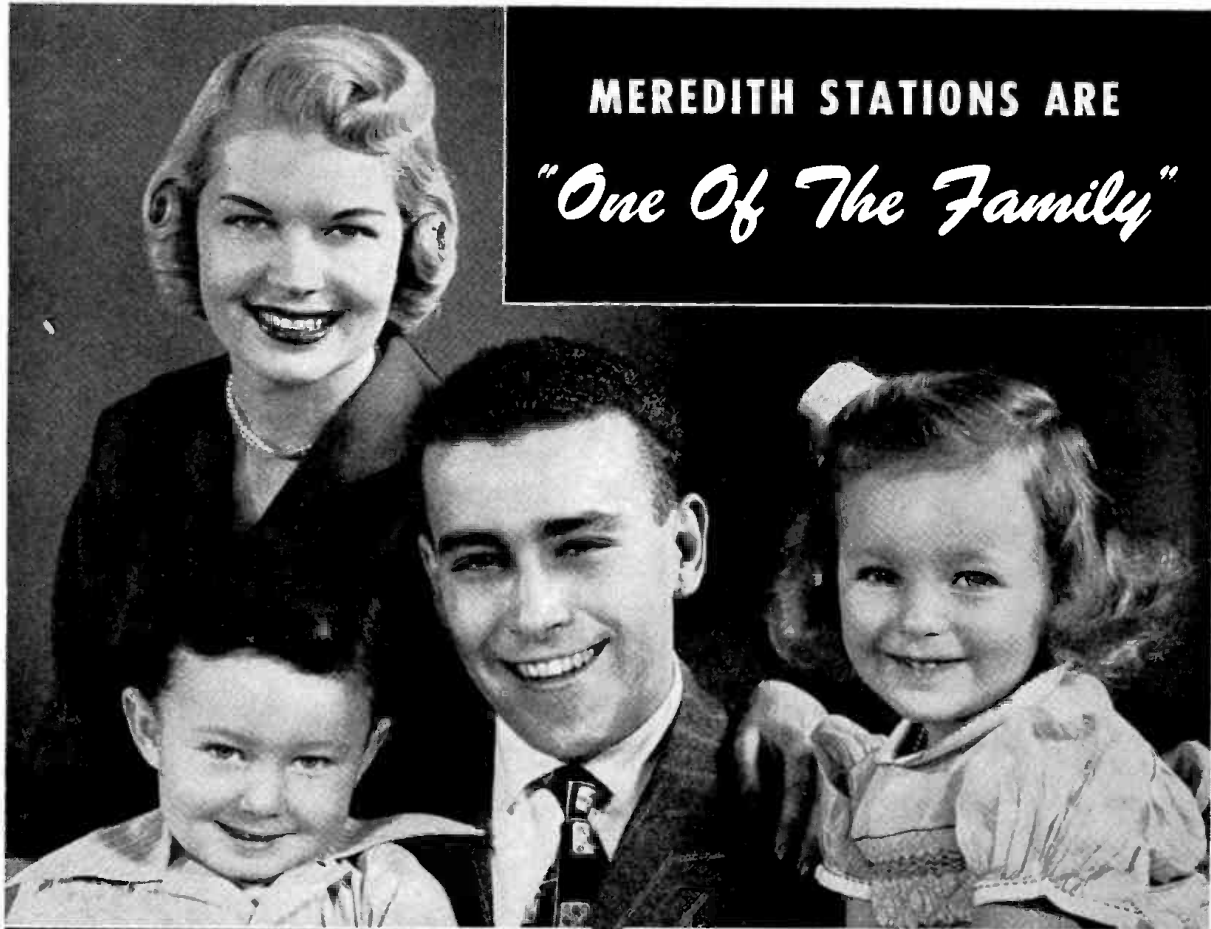
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# U N I T E D P R E S S

**INDEX**

Montana— Am, Fm Stations ..... 169 Market Data by Counties ..... 169 Montana Radio Stations Inc. .... 43 Multiple Ownership, FCC Rules ..... 317 Music Licensing Groups ..... 336 Mutual Broadcasting System— Executives & Staff ..... 36	Originations, FCC Rules ..... 317 Ownership, Group Stations ..... 351 Ownership, Multiple, FCC Rules ..... 317 Ownership, Newspaper ..... 344	Radio Advertising Bureau Inc. 30, 333 Radio Corp. of America ..... 36 Radio Station Brokers ..... 337 Radio Stations— Am Authorized in U. S. .... 383 Am by Call Letters ..... 354 Authorizations, 1954-56 ..... 383 Canadian Am by Call Letters ..... 373 Canadian Am by Frequencies ..... 373 Fm Authorized in U. S. .... 383 Fm by Call Letters ..... 371 Fm Non-Coml. Educ. by States ..... 379 Foreign Language Programming ..... 341 How to Apply for Identified with Newspapers ..... 344 International, in U. S. .... 403 National Representatives ..... 16 Negro Programming ..... 342 Operating Costs ..... 386 Under Group Ownership ..... 351 U. S. Am by Call Letters ..... 354 U. S. Am by Frequencies ..... 362 U. S. by States ..... 49 U. S. Possessions ..... 283 Radio-Television Galleries ..... 340 Rebroadcasts, FCC Rules ..... 321 Recording Equipment Mfrs. .... 294 Recording Services ..... 323 Recordings, FCC Rules ..... 321 Regional Networks & Groups of U. S. .... 47 Regulations Governing Radio ..... 316 Religious, Assns. & Committees ..... 334 Renewals of Licenses, FCC Rules ..... 321 Reports, FCC Rules Governing ..... 320 Representatives of Stations ..... 16 Requirements, Operator, FCC Rules ..... 318 Research, Radio ..... 338 Revocations, FCC Rules ..... 322 Rhode Island— Am, Fm Stations ..... 231 Market Data by Counties ..... 231 Rhode Island Radio & Tv Bcstrs. Assns. .... 43 Rules Governing Radio ..... 316	Set Production 1922-56 ..... 3 Set Production, 1956 ..... 31 South Carolina— Am, Fm Stations ..... 23 Market Data by Counties ..... 23 South Carolina Radio & Television Broadcasters Assn. .... 4 South Dakota— Am, Fm Stations ..... 23 Market Data by Counties ..... 23 South Dakota Broadcasters Assn. .... 4 So. Calif. Broadcasters Assn. .... 4 Sponsored Programs, FCC Rules ..... 32 Standards of Practice, NARTB ..... 4 State Broadcasters Associations ..... 4 Station Brokers ..... 3 Station Authorizations ..... 38 Station Identification, FCC Rules ..... 32 Stations (See Radio Stations) ..... 4 Studio Location, FCC Rules ..... 31 Surveys & Market Research ..... 33 Suspensions, FCC Rules ..... 32	
<b>N</b>				
National Assn. of Radio-Television Broadcasters— Officers & Committees ..... 14, 334 Standards of Practice ..... 44 National Broadcasting Co.— Executives & Staff ..... 37 Owned & Operated Stations ..... 352 Nebraska— Am, Fm Stations ..... 171 Market Data by Counties ..... 171 Nebraska Broadcasting Assn. .... 43 Negro Programming ..... 342 Network Affiliation, FCC Rules ..... 318 Networks— ABC Executives & Staff ..... 27 CBC Executives & Staff ..... 30 CBS Inc. Executives & Staff ..... 31 CBS Radio Executives & Staff ..... 31 KBS Executives & Staff ..... 34 MBS Executives & Staff ..... 36 NBC Executives & Staff ..... 37 U. S. Regionals ..... 47 Nevada— Am, Fm Stations ..... 173 Market Data by Counties ..... 173 Nevada State Broadcasters Assn. .... 43 New Brunswick Radio Stations ..... 288 Newfoundland Radio Stations ..... 288 New Hampshire— Am, Fm Stations ..... 174 Market Data by Counties ..... 174 New Hampshire Assn. of Broadcasting ..... 43 New Jersey— Am, Fm Stations ..... 175 Market Data by Counties ..... 175 New Jersey Broadcasters Assn. .... 43 New Mexico— Am, Fm Stations ..... 177 Market Data by Counties ..... 177 New Mexico Broadcasters Assn. .... 43 New York— Am, Fm Stations ..... 180 Market Data by Counties ..... 178 New York State Assn. of Radio & Tv Broadcasters ..... 43 Newspaper Ownership, Stations ..... 344 News Services ..... 385 A. C. Nielsen Audience Survey ..... 12 Non-Commercial Fm Stations ..... 379 North Carolina— Am, Fm Stations ..... 192 Market Data by Counties ..... 192 North Carolina Assn. of Broadcasters ..... 43 North Dakota— Am, Fm Stations ..... 201 Market Data by Counties ..... 201 North Dakota Broadcasters Assn. .... 43 Nova Scotia Radio Stations ..... 289	Package Programs Firms ..... 323 Pennsylvania— Am, Fm Stations ..... 221 Market Data by Counties ..... 221 Penn. Assn. of Broadcasters ..... 43 Personnel Services ..... 336 Political Broadcasts, FCC Rules ..... 321 Possessions, U. S. Stations ..... 283 Press Associations ..... 385 Prince Edward Island Radio Stations ..... 292 Prizes & Premiums ..... 336 Production of Sets, 1922-56 ..... 30 Production of Sets, 1956 ..... 315 Program Production Firms ..... 323 Promotion Services ..... 336 Public Relations Services ..... 336 Puerto Rico, Am, Fm Stations ..... 284 Puerto Rican Assn. of Bcstrs. .... 43	Quebec Radio Stations ..... 292	<b>Q</b>	
<b>R</b>				
Radio— Advertising Analysis ..... 9 Advertising Bureau Inc. .... 30 Agencies, U. S. .... 386 Attorneys ..... 380 Audience Analysis ..... 12 Awards & Citations ..... 402 Broadcasters Associations ..... 42 Consulting Engineers ..... 384 Correspondents Galleries ..... 340 Equipment Manufacturers ..... 294 Gov. Agencies Dealing With Networks— National ..... 27 Regional ..... 47 News Services ..... 385 Production Firms ..... 323 Representatives of Stations ..... 16 Services Related to ..... 333 Set Production, 1956 ..... 315 Sets, Production of, 1922-56 ..... 30 Time Sales, 1955-56 ..... 9 Unions Dealing with ..... 46	Quebec Radio Stations ..... 292	<b>R</b>		
<b>S</b>				
Saskatchewan Radio Stations ..... 293 Schedules, Operating, FCC Rules ..... 318 Script Services ..... 323 Services to Stations ..... 337 Services, Related to Bcstg ..... 333	<b>ABBREVIATIONS IN 1957 YEARBOOK</b> (See legend in state directory for executive abbreviations used in am and fm stations)			
Account Executive ..... acct. exec. Administrative Assistant ..... adm. asst. Advertising ..... adv. Assistant ..... asst. Associates ..... Assoc. Association ..... Assn. Auxiliary ..... aux. Avenue ..... Ave. Board ..... bd. Bookkeeper ..... bkpr. Boulevard ..... Blvd. Broadcast ..... Bcst. Broadcasting ..... Bcstg. Business ..... bus. Buyer ..... buy. Channel ..... ch. Chairman of the Board ..... chmn. of bd. Charge ..... chrg. Chief ..... ch. Commercial ..... com. Comptroller ..... comp. Continuity ..... cont. Controller ..... controller. Coordinator ..... coor. Co-Owner ..... co-own. Corporation ..... Corp. Director ..... dir. Editor ..... ed. Educational ..... educ. Engineer ..... engr. Equipment ..... equip. Executive ..... exec. Facility ..... fac. General Manager ..... gen. mgr. Government ..... govt. Highway ..... hwy. Kilowatt ..... kw Limited ..... Ltd. Local ..... loc. Manager ..... mgr. Managing ..... mng. Manufacturer ..... mfr.	Manufacturing ..... mfg. Merchandising ..... merc. National ..... natl. Office ..... off. Officer ..... ofcr. Operations ..... ops. Owner ..... own. Partner ..... ptrn. President ..... pres. Producer ..... prodr. Production ..... prod. Program ..... pgm. Promotion ..... prom. Public Affairs Director ..... pub. aff. dir. Public Relations Director ..... pub. rel. dir. Publicity Director ..... publicity dir. Publication ..... publ. Publishing ..... pub. Regional ..... reg. Representative ..... rep. Resident Manager ..... res. mgr. Sales ..... sls. Secretary ..... sec. Service ..... serv. Special Events Director ..... sp. events dir. Sports Director ..... sports dir. Station ..... sta. Street ..... St. Superintendent ..... suptndt. Supervising Engineer ..... sup. engr. Supervisor ..... supvr. Technical ..... tech. Telephone ..... tel. Television ..... tv. Township ..... Twp. Traffic ..... traff. Transmitter Supervisor ..... tras. supvr. Treasurer ..... tres. Vice President ..... vp. Watt ..... w Women's Director ..... women's dir.	Utah— Am, Fm Stations ..... 26 Market Data by Counties ..... 26 Utah Broadcasters Assn. .... 4	<b>V</b>	
<b>W</b>				
Washington— Am, Fm Stations ..... 27 Market Data by Counties ..... 27 Washington State Assn. of Broadcasters ..... 4 Washington, D. C., Am, Fm Stations ..... 7 West Virginia— Am, Fm Stations ..... 27 Market Data by Counties ..... 27 West Virginia Bcstrs. Assn. .... 4 Wisconsin— Am, Fm Stations ..... 27 Market Data by Counties ..... 27 Wisconsin Broadcasters Assn. .... 4 Wyoming— Am, Fm Stations ..... 28 Market Data by Counties ..... 28 Wyoming Assn. of Radio & Tv Broadcasters ..... 43	<b>W</b>			

**MEREDITH STATIONS ARE**  
*"One Of The Family"*



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**15<sup>th</sup>**  
**RANKING**  
**MARKET\***

In a car near **OMAHA**

**55<sup>th</sup>**  
**RANKING**  
**MARKET\***

On a patio in **PHOENIX**

**51<sup>st</sup>**  
**RANKING**  
**MARKET\***

In a kitchen in **SYRACUSE**

**57<sup>th</sup>**  
**RANKING**  
**MARKET\***

\*Total Dollar Volume Retail Sales, Metropolitan County Areas, Sales Management, May 10, 1956

KANSAS CITY  
 SYRACUSE  
 PHOENIX  
 OMAHA

KCMO  
 WHEN  
 KPHO  
 WOW

KCMO-TV  
 WHEN-TV  
 KPHO-TV  
 WOW-TV

The Katz Agency  
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 The Katz Agency  
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**McCann-Erickson, Inc.**

New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

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### NIGHTTIME

#### Special Programs

Cinderella  
Great Sebastians, The  
Meyerling  
Mr. Broadway  
Romeo and Juliet  
Ruggles of Red Gap  
Shower of Stars

#### One Hour

Climax  
Disneyland  
Jackie Gleason Show  
Robert Montgomery Presents  
Studio One  
Warner Brothers Presents  
Wednesday Night Fights

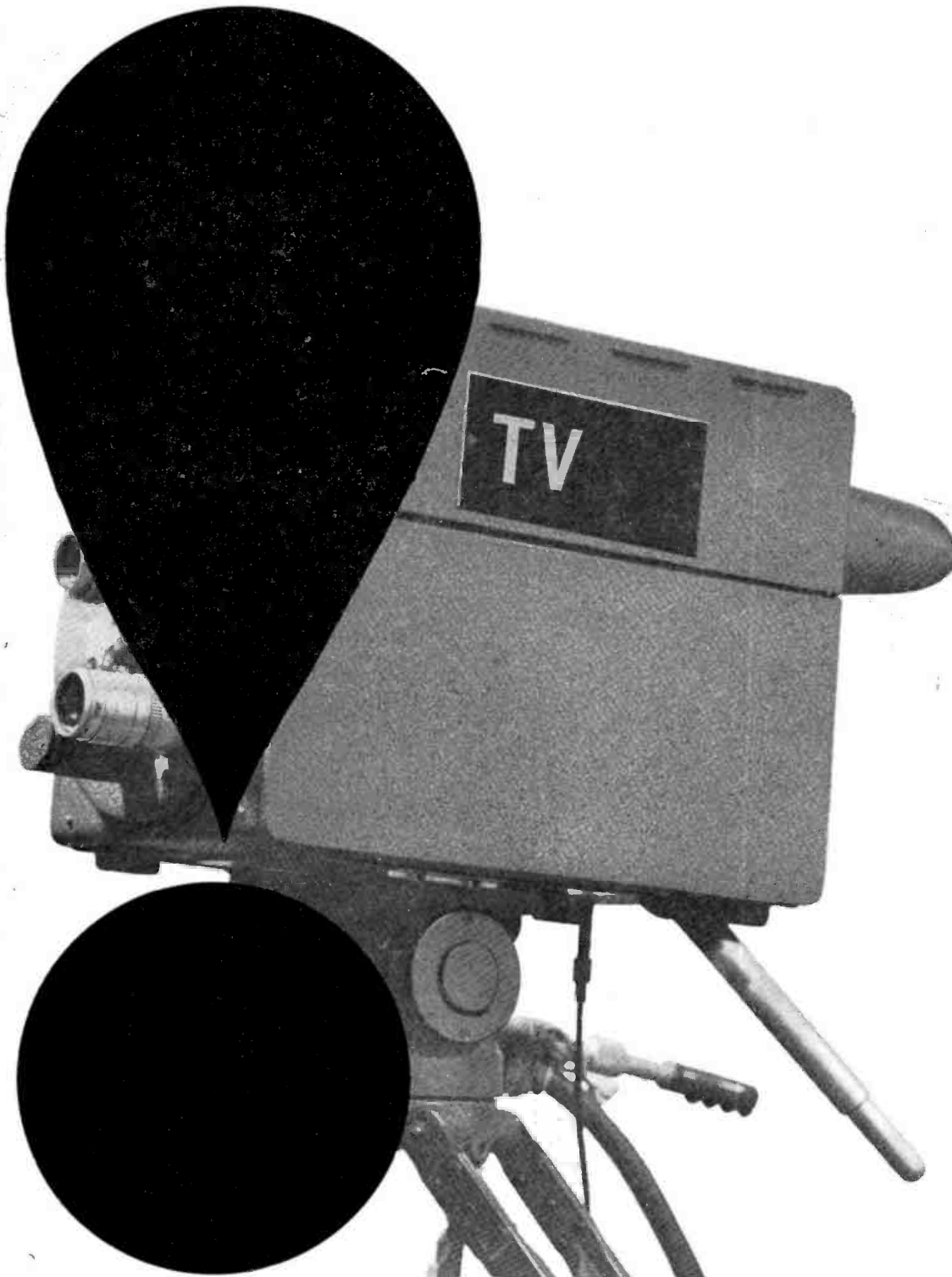
#### Half Hour

Adventures of Jim Bowie  
Crunch and Des  
Death Valley Days  
Dragnet  
Esso Golden Playhouse  
Gale Storm Show, The  
Lone Ranger  
National Biscuit Theatre  
Noah's Ark  
Texas in Review

#### Quarter Hour

Coke Time  
Esso Reporter  
Powerland U.S.A.  
Sohio Reporter





**Clients using other than Network Programs:**

**DAYTIME**

Half Hour  
Lone Ranger  
Sky King  
Quarter Hour  
Bob Crosby  
Don McNeil  
Garry Moore  
Home  
House Party  
It Could Be You  
Mickey Mouse Club  
Ohio Story  
Our Miss Brooks  
Queen For A Day  
Tennessee Ernie Ford  
Today  
Valiant Lady

**TELEVISION**

American Safety Razor Corp.  
American Trust Co.  
Bell Brand Foods, Ltd.  
Bufova Watch Co.  
California Packing Corp.  
California Spray Chemical Corp.  
California Wine Association  
Chesebrough-Pond's Inc.  
Chrysler Division  
Cleveland Electric Illuminating Co.  
Coca-Cola Bottling Companies  
(Various Cities)  
Columbia Records, Inc.  
Cowles Magazines, Inc.  
Columbus & Southern Ohio  
Electric Co.  
Esso Standard Oil Company

Gray Drug Stores, Inc.  
Liggett & Myers  
Lincoln Bank & Trust Co.  
Lucky Lager Brewing Company  
Mead-Johnson & Co.  
The Mennen Company  
Milk Foundation, Inc.  
National Biscuit Company  
(Various Products)  
National Lead Co.  
The Nestlé Company, Inc.  
(Various Products)  
Ohio Bell Telephone Company  
Pacific Power & Light Company  
Rival Packing Co.  
S. O. S. Company  
Southern California and Southern  
Counties Gas Companies

Standard Oil Company (Ohio)  
Stegmaier Brewing Co.  
Swift & Company  
(Various Products)

**RADIO**

Allied Chemical & Dye Corp.  
Barrett Division  
American Safety Razor Corp.  
American Trust Co.  
Bufova Watch Co.  
California Packing Corp.  
(Del Monte)  
California Spray Chemical Corp.  
California Wine Association  
Central Vermont Railway  
Chesebrough-Pond's Inc.  
Chrysler Division  
Cleveland Electric Illuminating Co.  
Coca-Cola Bottling Companies  
(Various Cities)

Columbia Records, Inc.  
Esso Standard Oil Co.  
Gray Drug Stores, Inc.  
The Halle Bros. Co.  
Hampden Brewing Co.  
Humble Oil Co.  
Liggett & Myers  
Lucky Lager Brewing Company  
Lyon Tailoring Inc.  
Manufacturers Trust Company  
Mead-Johnson & Co.  
The Mennen Company  
The Milk Foundation  
The Milnot Co.  
National Biscuit Company  
(Various Products)  
National City Bank of Cleveland  
The Nestlé Company, Inc.  
(Various Products)  
Norwegian Cannery Assoc.  
Ohio Bell Telephone Company

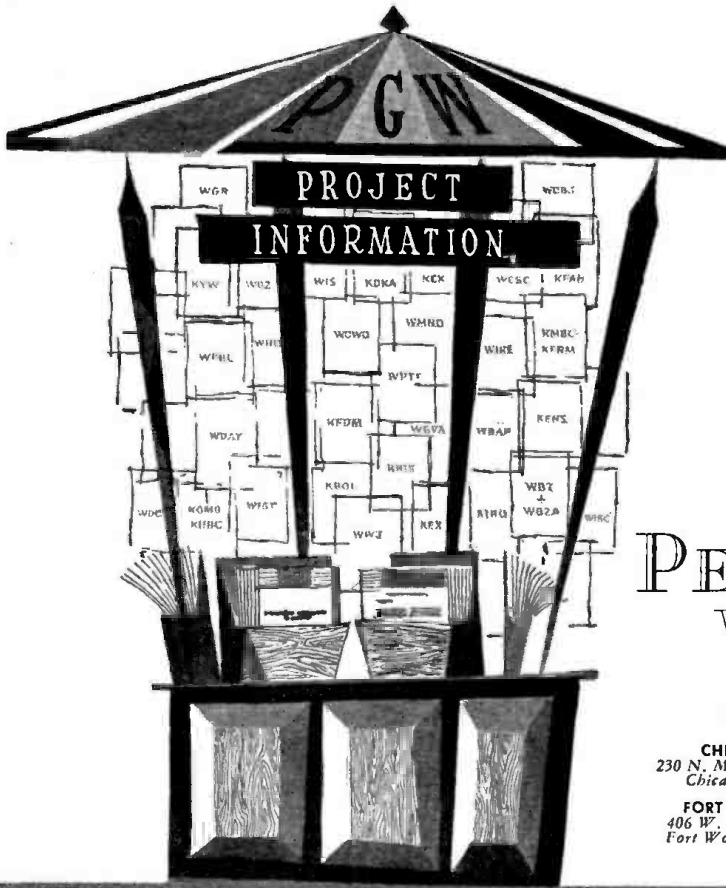
Pacific Power & Light Company  
Rival Packing Co.  
Seeck & Kade, Inc.  
S. O. S. Company  
Southern California and Southern  
Counties Gas Companies  
Standard Oil Company (Ohio)  
Stegmaier Brewing Co.  
Swift & Company  
Tidy House Products Co.

# spot radio information

Here it is—to help you plan marketing and advertising campaigns

For many years agencies and advertisers have asked for complete spot radio market information. Now, for the first time, it is available in one concise reference for radio markets across the nation shown in the list on this page—with stations that cover over 46% of all the radio sets in the United States.

A busy advertising or sales executive can have at his finger tips—a history of the market, retail outlets, radio and television facilities, newspaper circulations and rates, and economic factors that prevail. All yours for the asking.



## PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Radio Station Representatives Since 1932

250 PARK AVENUE • NEW YORK 17, NEW YORK

CHICAGO  
230 N. Michigan Ave.  
Chicago 1, Ill.

FORT WORTH  
406 W. Seventh St.  
Fort Worth 2, Tex.

DETROIT  
Penobscot Bldg.  
Detroit 26, Mich.

HOLLYWOOD  
1750 N. Vine St.  
Hollywood 28, Cal.

ATLANTA  
Glenn Bldg.  
Atlanta 3, Ga.

SAN FRANCISCO  
Russ Building  
San Francisco 4, Cal.

### EAST—SOUTHEAST

WBZ+WBZA	Boston + Springfield	51,000
WGR	Buffalo	5,000
KYW	Cleveland	50,000
WWJ	Detroit	5,000
WJIM	Lansing	250
KDKA	Pittsburgh	50,000
.....		
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WSVA	Harrisonburg, Va.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000

### MIDWEST—SOUTHWEST

WHO	Des Moines	50,000
WOC	Davenport	5,000
WDZ	Decatur	1,000

WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
WISC	Madison, Wis.	1,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
.....		
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Fl. Worth—Dallas	50,000
KENS	San Antonio	50,000

### MOUNTAIN AND WEST

KBOI	Boise	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000



# Analysis of 1956 Radio Advertising

ANY lingering shadows from radio's recession year, 1954, were definitely removed last year as 1956 net time sales spurred to an estimated \$486,889,000.

In reaching an alltime high for the medium, last year's tally was a 6.7% increase over the net time total for 1955—the year when a 1954 dip was arrested and a slight percentage improvement recorded.

The \$486,889,000 estimate for 1956 put radio well ahead of 1953's \$477,206,000, the medium's previous best year. Also, the 6.7% rise last year was the healthiest percent increase since 1948's 11.4% gain for radio.

Principle contributors to 1956's year of complete recovery were local radio and spot (national non-network). Local radio climbed well over \$21 million (a 7.9% gain) to an alltime high of \$293,564,000.

Spot radio went up more than \$19 million (17.6% rise) for a record \$141,592,000 for 1956.

Combined local and spot radio represented almost 80% of 1956 net time sales, continuing the trend of recent years.

National network time for the eighth consecutive year declined. This time it was a drop of 22.1% to \$46,926,000—the lowest ebb for networks since the mid-thirties.

Regional network time sales, though proportionately a minor contributor to the overall radio totals, tacked on about \$1 million during 1956. This 26.2% gain bolstered its final count to \$4,807,000.

The ever-continuing growth of radio over the past 22 years, marred only by the slight dip in 1954, is shown in Table II.

Estimated radio net time sales for 1956 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.

Prior to Dr. Hettinger's formula, which was utilized in the first B.T. YEARBOOK in 1935, industry records had divided gross sales into just two classes, network and other revenues.

TABLE I  
RADIO NET TIME SALES 1955-1956

Class of Business	1955	% Total	1956 (Estimated)	% Total
National Network	\$ 60,268,000	13.2	\$ 46,926,000	9.6
Regional & Misc. Network	3,809,000	0.8	4,807,000	1.0
National & Regional Non-Network	120,393,000	26.4	141,592,000	29.1
Local	272,011,000	59.6	293,564,000	60.3
<b>Total</b>	<b>\$456,481,000</b>	<b>100.0</b>	<b>\$486,889,000</b>	<b>100.0</b>

TABLE II  
RADIO NET TIME SALES—1935-1956  
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 <sup>1</sup>	\$ 39,737,867	-----	1	-----	\$ 13,805,200	-----	\$ 26,074,476	-----	\$ 79,617,543	-----
1936 <sup>2</sup>	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
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	2	-----	28,109,185	21.6	32,657,349	-8.7	117,379,459	-0.6
1939	62,621,689	10.6	2	-----	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	53,898,916	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	228,102,164	20.0
1944*	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
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	7,012,689	-12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	-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	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	-8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
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	60,268,000	-23.6	3,809,000	-20.1	120,393,000	+0.2	272,011,000	+9.9	456,481,000	+0.7
1956†	46,926,000	-22.1	4,807,000	+26.2	141,592,000	+17.6	293,564,000	+7.9	486,889,000	+6.7

<sup>1</sup> Nation-wide and regional networks combined.  
<sup>2</sup> Data not available.  
 \* Figures prior to this date not comparable in all categories.  
 † 1956 figures estimated.

# *Famous on the local scene...*

George Washington turned an unknown farmhouse at Valley Forge into a national shrine.

Storer stations, too, were scarcely known outside their local communities until their affiliation with Storer. Today they are nationally known, yet the warm personal touch of the home-town community has never been closer.

A Storer station is a *local* station

## **STORER BROADCASTING COMPANY**



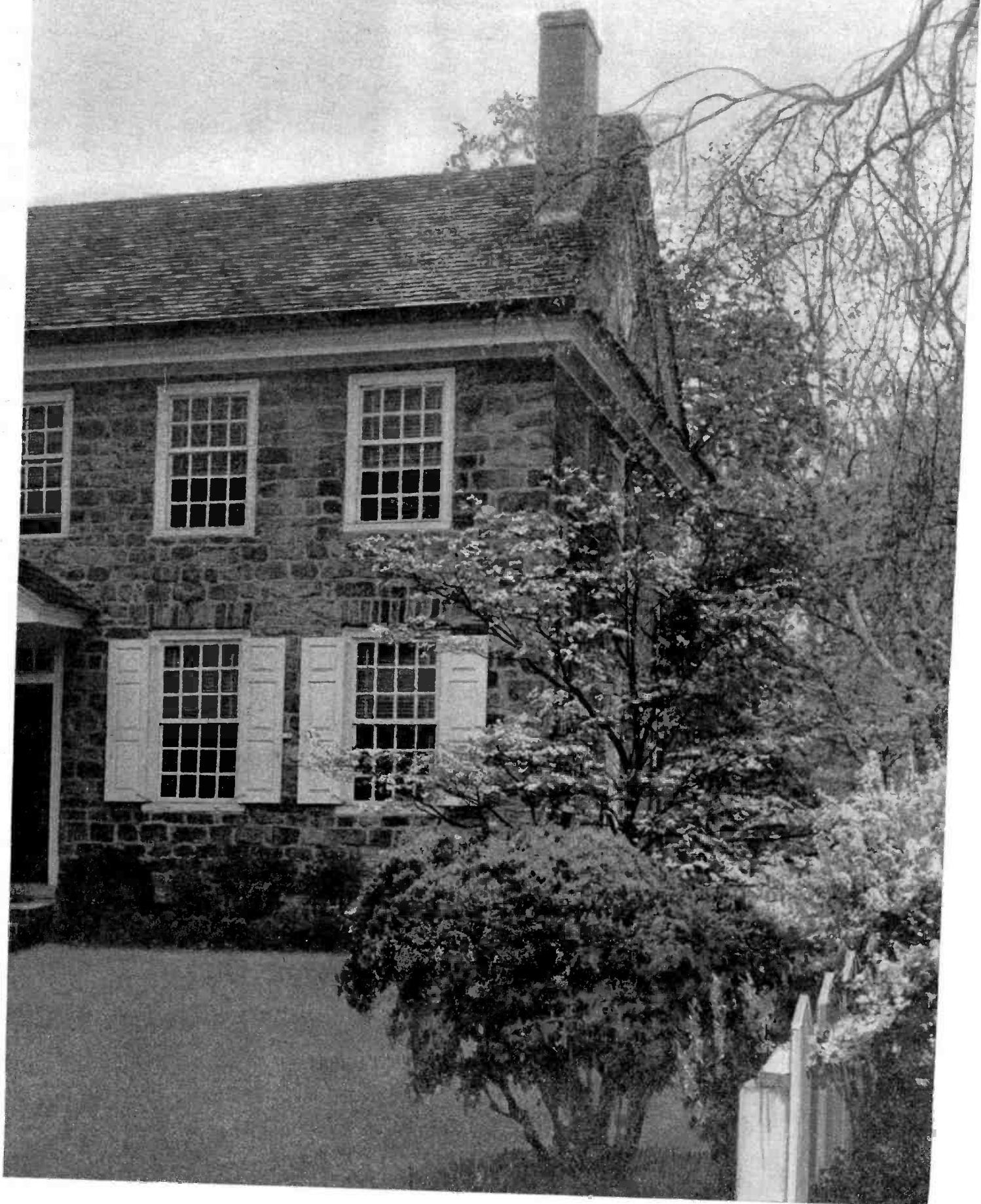
SALES OFFICES

625 Madison Avenue, New York 22

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

*yet known throughout the nation.*



# THE RADIO AUDIENCE IN 1956

(based on Nielsen Radio Index data)

WHEN we are able to look back on it, 1956 in radio may well turn out to be the year when sober optimism took over. The foundations were solid enough:

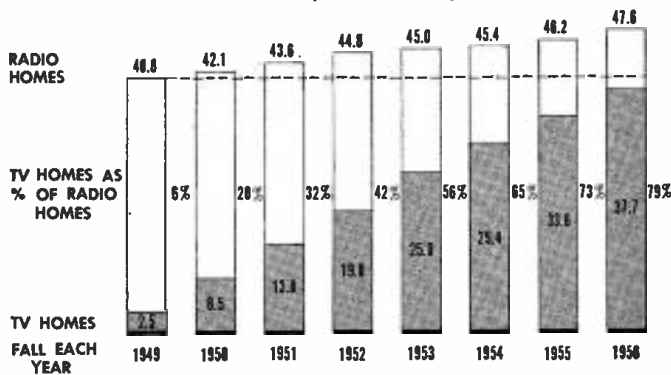
1. Continuance of steady volume of set sales, keeping radio ownership at the virtual saturation point even as the population expands.
2. Stabilizing of set usage at little change in level from year ago, with morning measurably up, evening at practically the same level as year ago, and only the afternoon hours falling off.
3. Realistic and aggressive time-selling methods resulting in

encouraging dollar volumes, as recently reported in the trade press.

4. And, underscoring all three, the increasing use of complete measurement techniques which can continuously report the full dimensions of the medium in terms of *total homes reached*, *times heard*, *number of people listening* and who they are, as well as *out-of-home* and *Auto Plus*, which make up radio's bonus audience.

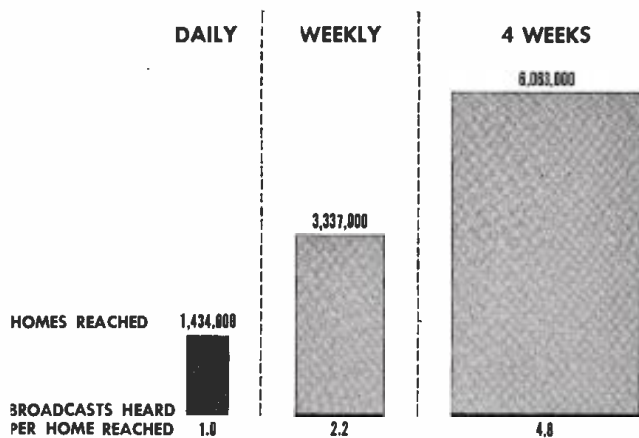
A. C. Nielsen Co. data which document these radio trends in more detail follow.

**TREND OF OWNERSHIP - RADIO AND TV HOMES (IN MILLIONS)**



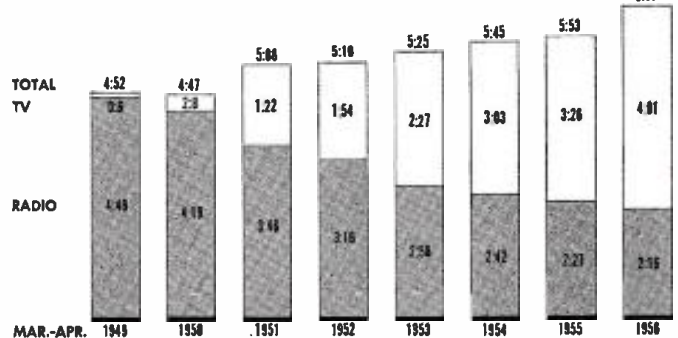
**Trend of Ownership:** As radio set sales continue in steady volume, the number of homes having at least one radio set has now increased to 47.6 million. Television ownership within these radio homes show an increase of over four million to the present level of 37.7 million.

**CUMULATIVE AUDIENCE - TYPICAL RADIO DAYTIME PROGRAM MARCH-APRIL 1956**



**Cumulative Audience:** A single network program reaches far more homes than its per-broadcast ratings indicate. Even larger audiences are produced by multi-time period network operations.

**TREND OF RADIO & TV USAGE AMONG ALL RADIO HOMES (HOURS PER HOME PER DAY)**



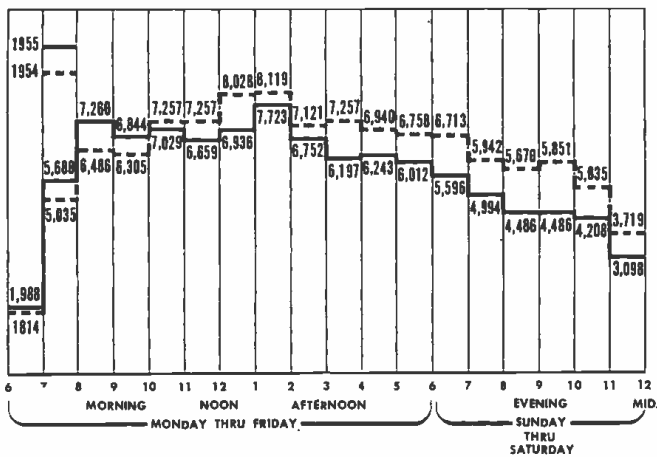
**Radio and Television Usage:** In the four years to 1952, daily radio usage declined an hour and a half per home, per day under the impact of television. Since then, however, radio has been stubbornly holding the line at something better than two hours per home, per day.

**NETWORK AUDIENCE COMPOSITION - SELECTED PROGRAMS FEBRUARY 1956**

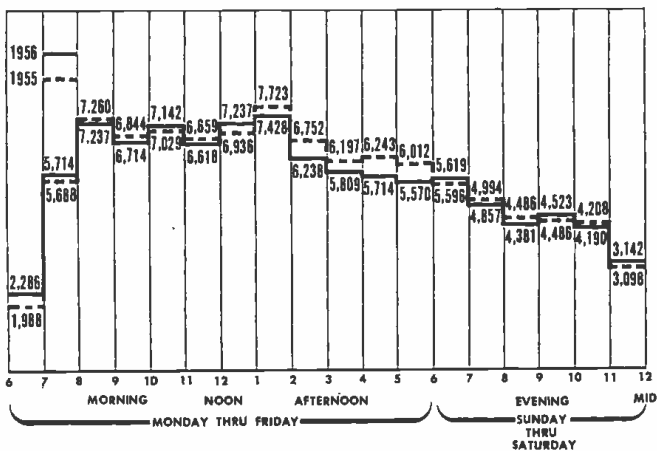
PROGRAM	LISTENERS PER HOME	% TOTAL LISTENERS WHO ARE:			
		MEN	WOMEN	TEENS	CHILDREN
DRAGNET	2.4	38	40	10	12
BRIGHTER DAY	1.5	18	73	1	8
EDGAR BERGEN	2.8	24	46	19	11
GANGBUSTERS	2.5	25	38	9	28

**Audience Composition:** This material adds two important dimensions to the basic Nielsen measurements of the number of different homes reached and the times they listen: the number of listeners per home and the breakdown of those listeners by age and sex. Edgar Bergen, for example, gets a "family audience" by comparison with BRIGHTER DAY. Against the overwhelming dominance of women in the BRIGHTER DAY audience, DRAGNET obviously appeals strongly to men. Data such as these provide the advertiser and his time buyer with the additional dimensions they need in maintaining the efficiency of their operation in broadcasting.

**TOTAL U.S. RADIO HOMES USING RADIO—1955**  
(IN THOUSANDS - BY HOURS OF DAY - SEPTEMBER)

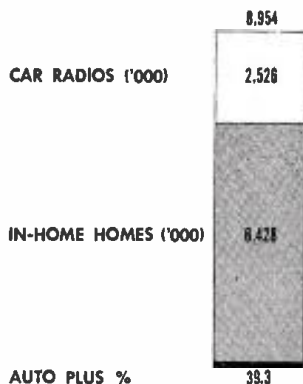


**TOTAL U.S. RADIO HOMES USING RADIO—1956**  
(IN THOUSANDS - BY HOURS OF DAY - SEPTEMBER)



**Total Homes Using Radio:** As these twin charts reveal, radio's losses during 1954-55 levelled off in 1955-56. Radio continues its gains in early morning. The situation appears to be stabilizing.

**AUTO PLUS**  
(EXAMPLE: JULY SUNDAY 2-2:15 PM)



**Auto Plus:** The increasing importance of the automobile bonus audience is emphasized by a gain of over 30% against a similar Sunday afternoon last year when 1,852,000 autos were using their radios. The Auto Plus percent of the radio in-home audience as shown at 39.3% here is up from last year's 30.8%. At certain times of the year Auto Plus may run as high as 70% or more of the in-home audience.

# Hamilton, Stubblefield, Twining & Associates

*Nationwide Brokerage service in*

**RADIO  
TELEVISION  
NEWSPAPER**

*Experienced specialists in*

- Negotiations
- Financing
- Appraisals

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Tribune Tower  
DElaware 7-2755

**WASHINGTON, D.C.:**

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1737 DeSales St., N.W.  
EXecutive 3-3456

**SAN FRANCISCO:**

W. R. Twining  
111 Sutter Street  
EXbrook 2-5671

**ATLANTA:**

Healey Bldg.  
JACKson 5-1576

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OFFICERS, DIRECTORS AND COMMITTEES**

Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone Decatur 2-9300

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Payson Hall, Meredith Pub. Co. Radio and Television Div. Des Moines, Iowa 1958  
Howard Lane, KOIN-TV Portland, Ore. 1958  
W. D. Rogers, KDUB-TV Lubbock, Tex. 1958  
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KATI Casper, Wyo.
WRT Mayaguez, P. R.
WISO Ponce, P. R.

DONALD COOKE INC.

New York 17—331 Madison Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—228 N. LaSalle St. Tel.: State 2-5096. Mgr.: Hooper Jones.
Los Angeles 36—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.
San Francisco—233 Sansome St. Tel.: Douglas 2-4588. Mgr.: William Ayres.

Represents:

- KBOW Butte, Mont.
KASH Eugene, Ore.
KFRO Longview, Tex.
KWTC Barstow, Calif.
WINK Fort Myers, Fla.
KSEK Pittsburg, Kan.
WGVV Geneva, N. Y.
KCTI Gonzales, Tex.
KISD Sioux Falls, S. D.
WONN Lakeland, Fla.
KOJM Havre, Mont.
WCDL Scranton-Carbondale, Pa.
WJBS De Land, Fla.
WKAL Rome-Utica, N. Y.
WGTN Georgetown, S. C.
MAGIC CIRCLE NETWORK
WAYB Waynesboro, Va.
KROX Crookston, Minn.
KGEZ KallsPELL, Mont.
WCLJ Corning, N. Y.
WVCP Pittsburg-Hickman, Pa.
WMBR Greenville, S. C.
WJOT Lake City, S. C.
WMVY Myrtle Beach, S. C.
WBLR Batesburg-Leesville, S. C.
WLYC Williamsport, Pa.

Canadian Stations:

- CJAY Port Alberni, B. C.
CJOY Guelph, Ont.
CJRL Kenora, Ont.
CHOK Sarnia, Ont.
CKEY Toronto
CKVL Montreal
CJDC Dawson Creek, B. C.
CHUB Mainmair, B. C.
CHVC Niagara Falls, Ont.
Quebec French Radio Group
CJSO Sorel, Que.
CKLG Vancouver, B. C.
CJJB Vernon, B. C.
CKOK Penticton, B. C.
CKBW Bridgewater, N. S.
CROY Ottawa, Ont.
CFOB Fort Frances, Ont.
CFJD Brampton, Ont.
CKTR Three Rivers, Que.

H QUENTON COX & ASSOC.

(Associated with Hugh Feltis & Assoc., Seattle)
Portland 5—Terminal Sales Bldg. Tel.: Capital 8-5191. Mgr.: H Quenton Cox.
(For station list see Hugh Feltis & Assoc.)

CROSLY BROADCASTING SALES

Chicago—360 N. Michigan Ave. Tel.: State 2-6893. Vp. in chg. of Central Div.: Harry F. Albrecht.
New York—630 Fifth Ave. Tel.: Circle 6-1616. Vp. in Chg Sls., Crosley Bcstg. Corp.: H. Peter Lasker; Mgr.: Eastern Div.: P. Scott McLean.

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: Elgin 6-5770. Mgr.: Harry E. Cummings.

Southeastern Representative:

- WAPI Birmingham, Ala.
WJAX Jacksonville, Fla.
WQAM Miami, Fla.
WDBO Orlando, Fla.
WSAV Savannah, Ga.
WTAL Tallahassee, Fla.
WFLA Tampa, Fla.

DEL DAY

Seattle—308 White-Henry-Stuart Bldg. Tel.: Seneca 6882.

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KFAH Fairbanks
KENI Anchorage
Northern Light Broadcasting Co., Alaska
KJNO Juneau
KABI Ketchikan
KLAM Cordova

**DEVNEY & CO.**

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 Chicago—84 E. Lake St., Tel.: Franklin 2-0016. Mgr.: Hal Holman.  
 Los Angeles 57—111 N. La Cienega Blvd. Tel.: Crestview 5-2022. Lee F. O'Connell.  
 San Francisco 3—233 Sansome St. Tel.: Yukon 6-2981. William A. Ayres.

**Represents:**

WCNX Middletown, Conn.	WKOY Bluefield, W. Va.
WSIR Winter Haven, Fla.	WFHR Wisconsin Rapids, Wis.
WATN Watertown, N. Y.	KDAS Malvern-Hot Springs, Ark.
WONW Defiance, Ohio	WGVM Greenville, Miss.
WANS Anderson, S. C.	KLIN Lincoln, Neb.
WDIX Orangeburg, S. C.	KPIG Cedar Rapids, Iowa
WVNA Tusculumbia, Ala.	KWBW Hutchinson, Kan.
WKEY Covington, Va.	

**Wisconsin Network**

WGTC Greenville, N. C. KLEE Ottumwa, Iowa  
 WVOT Wilson, N. C. WPKL Painesville, Ohio  
 KPIG Cedar Rapids, Iowa

**DIXIELAND STATIONS INC.**

Atlanta—Glenn Bldg. Tel.: Jackson 2-3872. Pres-Gen. Mgr.: Gene Tibbett.  
 (Stations represented not listed.)

**DORA-CLAYTON AGENCY INC.**

**Southern Regional Representatives**

Atlanta 3—Mortgage Guarantee Bldg. Tel.: Jackson 5-7841. Operated by Dora C. Cosse and Clayton J. Cosse.  
 (Stations represented not listed.)

**DWIGHT & ASSOC. INC.**

Chicago—75 E. Wacker Dr. Tel.: Andover 3-3788. Mgr.: John E. Hopkinson.  
 (Stations represented not listed.)

**EVERETT-McKINNEY INC.**

New York 17—40 E. 49th St. Tel.: Plaza 3-9332.  
 Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052.  
 Beverly Hills—111 N. La Cienega Blvd. Tel.: Olympia 2-1313.  
 San Francisco—233 Sansome St. Tel.: Yukon 6-2396.

**Represents:**

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WFRP Savannah, Ga.	WKST New Castle, Pa.
KCRG Cedar Rapids, Iowa	WPAM Pottsville, Pa.
WDAN Danville, Ill.	KUNO Corpus Christi, Tex.
KWHK Hutchinson, Kan.	KGA Spokane, Wash.
KSYL Alexandria, La.	WLPK Kenosha, Wis.
WLAM Lewiston, Me.	WKTY LaCrosse, Wis.
WPAG Ann Arbor, Mich.	WCLO Janesville, Wis.
WBEC Pittsfield, Mass.	WGEZ Beloit, Wis.
KSTL St. Louis, Mo.	WBBQ Augusta, Ga.
WENY Elmira, N. Y.	KQUE Albuquerque, N. M.
WHDL Olean, N. Y.	KTRI Sioux City, Iowa
WEOK Poughkeepsie, N. Y.	KEOK Fort Dodge, Iowa
WHBC Rochester, N. Y.	WJOY Burlington, Vt.
KLO Grand Forks, N. D.	WDEV Waterbury, Vt.
WNXT Portsmouth, Ohio	WBAT Marion, Ind.
KCOV Corvallis, Ore.	KWBV Richmond, Ind.
KORE Eugene, Ore.	
KFLW Klamath Falls, Ore.	

**HUGH FELTIS & ASSOC.**

Seattle 1—Tower Bldg. Tel.: Elliott 1868.  
 Portland 5—Terminal Sales Bldg. Tel.: Atwater 5191. Mgr.: H Quenton Cox.

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KBRO Bremerton, Wash.	KUGN Eugene, Ore.
KLOG Longview-Kelso, Wash.	KFLW Klamath Falls, Ore.
KHQ Spokane, Wash.	KGAL Lebanon, Ore.
KWNW Wenatchee, Wash.	KMCM McMinnville, Ore.
KIT Yakima, Wash.	KFIR North Bend, Ore.
KOPR Butte, Mont.	KWRC Pendleton, Ore.
KCVO Missoula, Mont.	KPOJ Portland, Ore.
KOMW Omak, Wash.	KGAE Salem, Ore.
KMO Tacoma, Wash.	KODL The Dalles, Ore.
KUTA Salt Lake City	KCMJ Palm Springs, Calif.
KRXL Roseburg, Ore.	KTLN Denver, Colo.
KVAS Astoria, Ore.	KGEM Boise, Idaho
KYJC Medford, Ore.	KSEI Pocatello, Idaho
KJUN Redmond, Ore.	KTFI Twin Falls, Idaho
KSDO San Diego	CKWX Vancouver, B. C.
KITI Chehalis, Wash.	CJVI Victoria, B. C.
KPKW Pasco, Wash.	KULA Honolulu
KREW Sunnyside, Wash.	
KANA Anacanda, Wash.	

Montana Internountain Network  
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 Chicago 11—435 N. Michigan Ave. Tel.: Delaware 7-1874. Mgr.: Thomas Cinquina.  
 Los Angeles 48—451 N. La Cienega Blvd. Tel.: Oleander 5-7755. Vp. & Gen. Mgr.: Lawrence Krasner.  
 San Francisco 5—593 Market St. Tel.: Sutter 1-7569. Charles E. Haddix.  
 Atlanta 3—Glenn Bldg. Tel.: Jackson 3-0518.  
 Seattle—Times Square Bldg. Tel.: Mutual 1088. Mgr.: Robert L. Swanson.  
 (Stations represented not listed.)

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 WELI New Haven, Conn. WGAN Portland, Me.  
 WMAS Springfield, Mass. WICH Norwich, Conn.  
 WHEB Portsmouth, N. H.

**GILL-PERNA INC.**

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 Chicago—75 E. Wacker Dr. Tel.: Franklin 2-8665. Midwest Mgr.: Walter Beadell.  
 Los Angeles—2330 W. Third St. Tel.: Dunkirk 7-4388.  
 San Francisco—57 Post St. Tel.: Sutter 1-5568.  
 (Stations represented not listed.)

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 New York 16—52 Vanderbilt Ave. Tel.: Murray

Hill 3-2295. Natl. Sls. Mgr.: Roy H. Holmes; Bus. Mgr.: Dorothy J. Wall.

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WFLN Philadelphia	WFMZ Allentown-Easton, Pa.
KFAC Los Angeles	WFMQ Hartford, Conn.
WLDM Detroit	WITH-FM Baltimore
WCRB Boston	WSNJ Bridgeton, N. J.
WVCG Miami, Fla.	

**W. S. GRANT CO. INC.**

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 (Stations represented not listed.)

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 New York 17—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.  
 Omaha 5—3222 Center St. Tel.: Jackson 2620. Mgr.: Howard W. Harvey.  
 Minneapolis 9—4748 Harriet Ave. Tel.: Plaza 0251. Mgr.: Jan E. Woll.  
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 Chicago—230 N. Michigan Ave. Tel.: Franklin 2-4686. Exec. Vp.: John H. Wrath.  
 Atlanta—800 Peachtree St. Tel.: Cypress 4311. Mgr.: E. W. Sweatman, Jr.  
 San Francisco—110 Sutter St. Tel.: Yukon 2-4912. Mgr.: Fred Adair Jr.  
 Hollywood—Taft Bldg. Tel.: Hollywood 4-7738. Mgr.: Clark Barnes.  
 Philadelphia—Philadelphia National Bank Bldg. Tel.: Locust 4-8027. Mgr.: Robert S. Dome.  
 Seattle—Jones Bldg. Tel.: Elliott 2566. Mgr. Frank Kincaid.

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WORL Boston	WEEU Reading, Pa.
WCOS Columbia, S. C.	WSAM Saginaw, Mich.
WDKAK Columbus, Ga.	KSFO San Francisco
WONE Dayton, Ohio.	WSCR Scranton, Pa.
WKMH Detroit	WBRE Wilkes-Barre, Pa.
WSAR Fall River, Mass.	WSJS Winston-Salem, N. C.
WKMF Flint, Mich.	WFMJ Youngstown, Ohio
WGL Fort Wayne, Ind.	WMIN St. Paul, Minn.
WKHM Jackson, Mich.	WFAS White Plains, N. Y.
WLAN Lancaster, Pa.	KAYO Seattle, Wash.
WKOW Madison, Wis.	KPUG Bellingham, Wash.
WKAT Miami Beach, Fla.	WRFL Freeport, Ill.
WEMP Milwaukee	WAIT Chicago
WALA Mobile, Ala.	WRRF Washington, N. C.
WSFA Montgomery, Ala.	WEEK Easton, Pa.
KFOX Long Beach, Calif.	WDXI Jackson, Tenn.
KYOS Merced, Calif.	(Dixie Network)
KMOD Modesto, Calif.	WCAW Charleston, W. Va.
WHLN Niagara Falls-Buffalo, N. Y.	
WEEK Peoria, Ill.	

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New York 36—500 Fifth Ave. Tel.: Oxford 5-5560. Mgr.: Fred Hague.  
 Atlanta 3—134 Peachtree St. Tel.: Jackson 4-5710. Mgr.: Richard N. Hunter.  
 San Francisco 4—417 Montgomery St. Tel.: Douglas 2-2541. Mgr.: George E. Lindman.  
 Los Angeles—3325 Wilshire Blvd. Tel.: Dunkirk 5-2071. Mgr.: Roy Edwards.  
 Minneapolis—Roanoke Bldg. Tel.: Federal 3-0519. Mgr.: Ted Adams.  
 Detroit 26—Guardian Bldg. Tel.: Woodward 1-3555. Mgr.: Joseph D. Payne Jr.  
 Seattle 1—Tower Bldg. Tel.: Elliott 1868. Mgr. Hugh Felts.

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WGPC Albany, Ga.	KITO San Bernardino
WABI Bangor, Me.	KIST Santa Barbara
WJBO Baton Rouge	KSCJ Sioux City, Iowa
WBCM Bay City, Mich.	WSPA Spartanburg
WINR Binghamton	WSPR Springfield, Miss.
KVOR Colorado Springs	KSTN Stockton, Calif.
WRBL Columbus, Ga.	WTMA Charleston, S. C.
WHIO Dayton, Ohio	KROY Sacramento, Calif.
WEBC Duluth, Minn.	KWBB Wichita, Kan.
KTSM El Paso, Tex.	WMGM New York
WEAU Eau Claire	KGEE Bakersfield, Calif.
WJPS Evansville, Ind.	WTAC Flint, Mich.
KYNO Fresno, Calif.	WPOR Portland, Me.
WBIG Greensboro, N. C.	WAVZ New Haven
KPOA Honolulu	KLVB Salt Lake City
WJDX Jackson, Miss.	WORZ Orlando, Fla.
WLVA Lynchburg, Va.	WNTM Vero Beach, Fla.
WQUA Moline, Ill.	WFBL Syracuse, N. Y.

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 New York—535 Fifth Ave. Tel.: Murray Hill 7-5365. Mgr.: Ed Devney.  
 Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 2-2351. Mgr.: Tracy Moore.  
 San Francisco 8—260 Kearney St. Tel.: Exbrook 2-6444. Mgr.: John Funk.

#### Represents:

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KPAL Palm Springs, Calif.	WLOX Biloxi, Miss.
KBOL Boulder, Colo.	KGFW Kearney, Neb.
KIUP Durango, Colo.	KNEB Scottsbluff, Neb.
KGLN Glenwood Springs, Colo.	WEEB Southern Pines, N. C.
KREX Grand Junction, Colo.	KDLR Devils Lake, N. D.
KKFA Greeley, Colo.	KDIX Dickinson, N. D.
KOLR Sterling, Colo.	WLEC Sandusky, Ohio
WAYX Waycross, Ga.	KVAS Astoria, Ore.
KWAL Wallace, Idaho	KGAL Lebanon, Ore.
WHOW Clinton, Ill.	KGAY Salem, Ore.
WLDS Jacksonville, Ill.	KEED Springfield, Eugene, Ore.
WLBH Mattoon, Ill.	WDIX Orangeburg, S. C.*
WMOK Metropolis, Ill.	KDSJ Deadwood, S. D.
WVLN Olney, Ill.	KRSD Rapid City, S. D.
WLBC Muncie, Ind.	WCRK Morristown, Tenn.
KVOE Emporia, Kan.	WGNS Murfreesboro, Tenn.
KIUL Garden City, Kan.	KAYS Hays, Kan.
KAYS Hays, Kan.	WHIR Danville, Ky.
WHFB Benton Harbor, Mich.	WBEV Beaver Dan, Wis.
Paul Bunyan Network:	KFIZ Fond du Lac, Wis.
WATZ Alpena, Mich.	WOMT Manitowoc, Wis.
WATT Cadillac, Mich.	WPRE Prairie du Chien, Wis.
WATC Gaylord, Mich.	WSPT Stevens Point, Wis.
WMBN Petoskey, Mich.	WAUX Waukesha, Wis.

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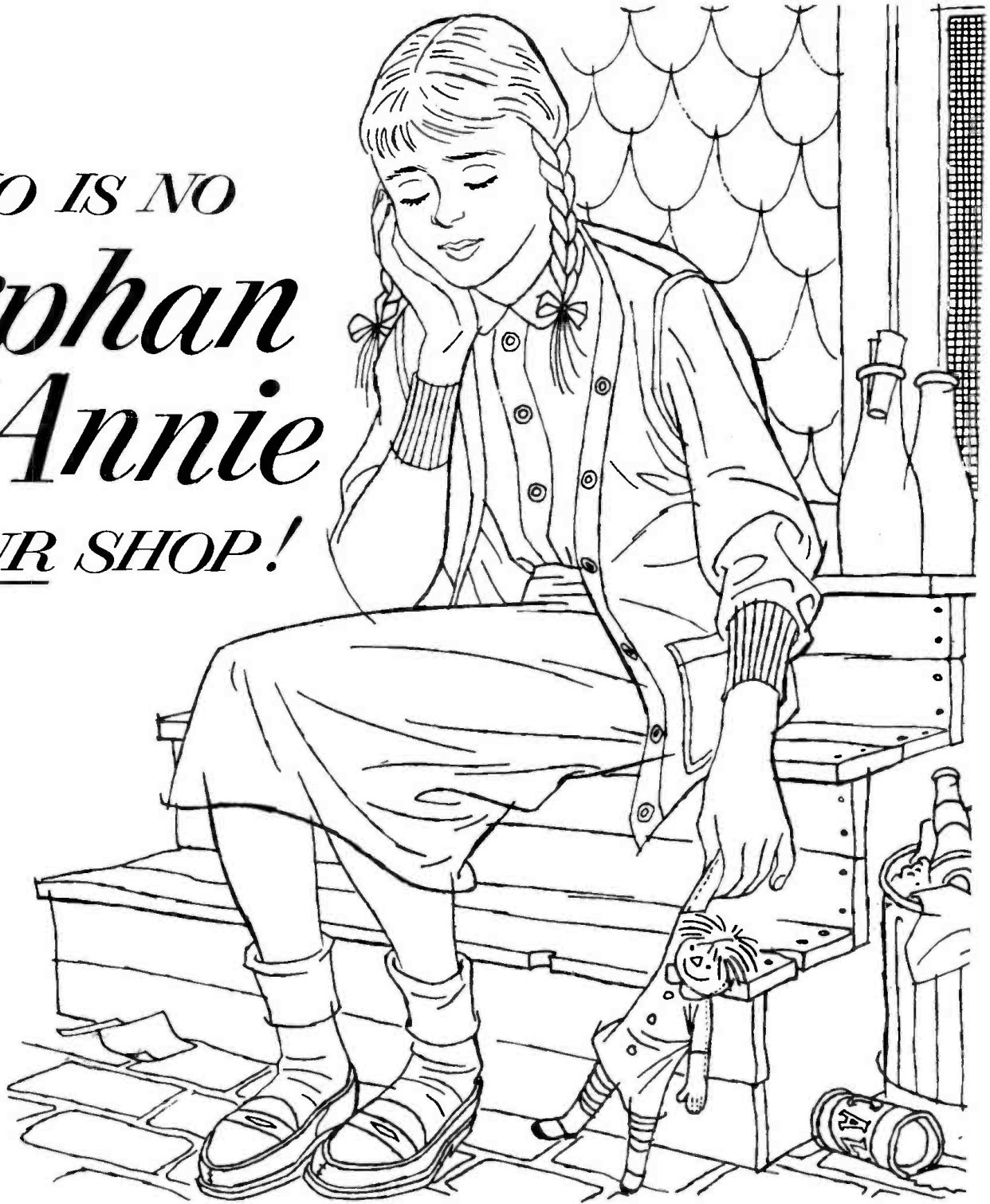
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KXXX Colby, Kan. WKBH LaCrosse, Wis.
WMSC Columbia, S. C. WIRL Peoria, Ill.
WCOL Columbus, Ohio KONO San Antonio, Tex.
WING Dayton, Ohio KEOU Sioux Falls, S. D.
KIOA Des Moines, Iowa WMAS Springfield, Mass.
WMMN Fairmont, W. Va. Don Lee Broadcasting System
KMMJ Grand Island, Neb. The Yankee Network
WPOP Hartford, Conn. The Air Trails Network
KHJ Los Angeles WAPO Chattanooga, Tenn.
KNOE Monroe, La. WANE Fort Wayne, Ind.
WELI New Haven, Conn. WBBQ Memphis, Tenn.
WNOE New Orleans WOR New York (West Coast only)
WJAS Pittsburgh WJVA Norfolk, Va.
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KFRS San Francisco WEAT West Palm Beach, Fla.
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TMV East St. Louis, Ill. WKDK Newberry, S. C.
WRL Woodside, N. Y. WBCU Union, S. C.
BBB Burlington, N. C. KREL Baytown-Houston, Tex.
OOV New Bern, N. C.
REV Reidsville, N. C. WSVS Crew, Va.
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WREC Memphis
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WJBK Detroit
WDFD Flint, Mich.

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WJW Cleveland
WTCN Minneapolis-St. Paul
WTVN Columbus, Ohio
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KABC Los Angeles
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San Francisco 5-605 Market St. Tel.: Yukon 2-3954. Mgr.: A. S. Babcock.
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KRDO Colorado Springs, Colo. KGLN Glenwood Springs, Colo.
KCSJ Pueblo, Colo.
KFBC Cheyenne, Wyo. KRFC Rocky Ford, Colo.

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Chicago 1-228 N. La Salle St. Tel.: State 2-5096.
(Stations represented not listed.)

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WLAM Lewiston, Me. WPAW State Group
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WREC Pittsfield, Mass. WHWB Rutland, Vt.
WITH Baltimore WAAB Worcester, Mass.
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Boston 16-507 Statler Office Bldg. Tel.: Hubbard 2-6117. Pres.: Nona Kirby; Vp.: Kay Chille.

Represents:

WJDA Quincy, Mass. WKXL Concord, N. H.
WESX Salem, Mass. WPAW Pawtucket, R. I.
WHIL Medford-Malden, Mass. WWON Woonsocket, R. I.
WCRB Waltham, Mass. WHAY Hartford-New Britain, Conn.
WEAV Haverhill, Mass. WCC Bridgeport, Conn.
WLLH Lowell-Lawrence, Mass. WPCX Putnam, Conn.
WGAW Gardner, Mass. WNCN Middletown, Conn.
WARE Ware, Mass. WATR Waterbury, Conn.
WCAT Athol, Mass. KEN & CAROLYN SHOW
WREB Holyoke, Mass. WHDH Boston
WMNB North Adams, Mass. WTAG Worcester, Mass.
WEMP Northampton, Mass. WEAN Providence, R. I.
WMOO Milford, Mass. WSPR Springfield, Mass.
WJCO Springfield, Mass. WHAY Hartford-New Britain, Conn.
WBTN Bennington, Vt. WGAN Portland, Me.
WHWB Rutland, Vt. WGUW Bangor, Me.
WSKI Montpelier, Vt.

BOMAR LOWRANCE & ASSOC. INC.

Atlanta-770 Spring St. N.W. Tel.: Trinity 6-3726.
Dallas-Fidelity Union Bldg. Tel.: Randolph 8-2066.
Charlotte-1026 S. Boulevard. Tel.: Franklin 6-6581.

Represents:

NBC Spot Sales (see separate listing).

McGAVREN-QUINN CO.

San Francisco-260 Kearny St. Tel.: Yukon 6-4112. Daren F. McGavren.
Los Angeles-1741 Ivar Ave. Tel.: Hollywood 4-2856. Don Quinn.
New York-33 W. 42nd St. Tel.: Bryant 9-1374.
Chicago-612 N. Michigan Ave. Tel.: Superior 7-8177. Burt Sears.

Represents:

KFWB Los Angeles, Calif. KAFY Bakersfield, Calif.
KYSM San Francisco, Calif. KMAK Fresno, Calif.
KSDO San Diego, Calif. KDON Salinas, Calif.
KXOA Sacramento, Calif. KSRO Santa Rosa, Calif.
KJOY Stockton, Calif. KFXM San Bernardino, Calif.
KXOC Chico, Calif. KJR Seattle, Wash.
KTRB Modesto, Calif. KXL Portland, Ore.
KHUM Eureka, Calif. KONE Reno, Nev.
KXRX San Jose, Calif. KTOO Las Vegas, Nev.

MEDIA REPRESENTATIVES INC.

New York 22-120 E. 56th St. Tel.: Plaza 3-7340. U. S. Office Edwin Seymour.
Manila-Albert C. Capotosto, J. M. Timbol.

Represents:

Manila Broadcasting Co., Manila
DZMB Manila DYBC Cebu
DZRH Manila DYBU Cebu
DZPT Manila

MEDIA SALES & SERVICE

Charlotte, N. C.-521 Central Ave. Tel.: Franklin 6-4773. Pres. & Gen. Mgr.: David C. McSwain.

Represents regionally:

WABZ Albemarle, N. C. WAIR Winston-Salem, N. C.
WGWR Asheville, N. C. WAGR Lumberton, N. C.
WSKY Asheville, N. C. WELS Kinston, N. C.
WATA Boone, N. C. WFNC Fayetteville, N. C.
WPNF Beavert, N. C. WEWO Laurinburg, N. C.
WBBB Burlington, N. C. WEEB Southern Pines, N. C.
WGO Concord, N. C. WMFD Wilmington, N. C.
WCKB Dunn, N. C. WGBR Goldsboro, N. C.
WDMC Durham, N. C. WHT New Bern, N. C.
WBO Forest City, N. C. WRRF Washington, N. C.
WVFG Fuquay Springs, N. C. WRRZ Clinton, N. C.
WGNK Gastonia, N. C. WGTM Wilson, N. C.
WHKY Hickory, N. C. WBUY Lexington, N. C.
WHPE High Point, N. C. WIAM Williamston, N. C.
WKMT Kings Mountain, N. C. WGA1 Elizabeth City, N. C.
WJRI Lenoir, N. C. WMRB Greenville, S. C.
WLOM Lincolnton, N. C. WGSW Greenwood, S. C.
WERM Marion, N. C. WOS Columbia, S. C.
WMAF Monroe, N. C. WFIG Sumter, S. C.
WNNC Newton, N. C. WJAN Spartanburg, S. C.
WKBC North Wilkesboro, N. C. WAKN Aiken, S. C.
WRAL Raleigh, N. C. WBCU Union, S. C.
WREB Reidsville, N. C. WKDK Newberry, S. C.
WSTP Salisbury, N. C. WTYC Rock Hill, S. C.
WNSH Shelby, N. C. WAIM Anderson, S. C.
WNC Ailer City, N. C. WLCM Lancaster, S. C.
WSIC Statesville, N. C. WTND Orangeburg, S. C.
WADE Wadesboro, N. C. WALD Walterboro, S. C.
WHCC Waynesville, N. C. WHSC Hartsville, S. C.
WBSB Bennettsville, S. C.
WAGU Augusta, Ga.

THE MEEKER CO. INC.

New York 17-521 Fifth Ave. Tel.: Murray Hill 2-2170. Pres.: Robert D. C. Meeker; Vp. in Chg. Radio: Louis J. F. Moore; Edgar B. Filion; Charles E. Standard; David A. Grimm; Paul Murray; Vic Plano.
Chicago 11-333 N. Michigan Ave. Tel.: Central 6-1742. Vp.: Carlton F-J Jewett; Lois Thompson; Norman Cissna.
San Francisco 4-Russ Bldg. Tel.: Yukon 6-4940. Mgr. Donald L. Pontius.
Los Angeles 28-6381 Hollywood Blvd. Tel.: Hollywood 2-2351. Mgr.: Tracy Moore; Jerry Moore.

Represents:

WDEL Wilmington, Del. WCLT Newark, Ohio
WKNE Keene, N. H. WSAU Wausau, Wis.
WKNY Kingston, N. Y. WBBY Appleton, Wis.
WEST Easton, Pa. WJNO West Palm Beach, Fla.
WKBO Harrisburg, Pa. KVOL Lafayette, La.
WGAL Lancaster, Pa. KUGN Eugene, Ore.
WRAW Reading, Pa. KMED Medford, Ore.
WMBS Uniontown, Pa. KWE Kennewick, Wash.
WORK York, Pa. KATE Albert Lea, Minn.
WDWS Champaign, Ill. KATY San Luis Obispo, Calif.
WTTB Bloomington, Ind. WKBV Richmond, Ind.
WDBQ Dubuque, Iowa KODY North Platte, Neb.
WKBZ Muskegon, Mich. KSWW Roswell, N. M.
KROC Rochester, Minn. WTAL Tallahassee, Fla.
WELL Battle Creek, Mich. KUMA Pendleton, Ore.
WEJL Scranton, Pa. KXA Seattle, Wash.
KYSM Mankato, Minn. KRKD Los Angeles
KFSB Joplin, Mo. KIHR Hood River, Ore.

CLYDE MELVILLE CO.

Dallas-Melba Bldg. Tel.: Riverside 8-5239. Pres.: Clyde B. Melville.

Represents:

KWKC Abilene, Tex. KHRB Hillsboro, Tex.
KGGM Albuquerque, N. M. KERB Kermit, Tex.
KHOB Hobbs, N. M. KSEL Lubbock, Tex.
KRAY Amarillo, Tex.

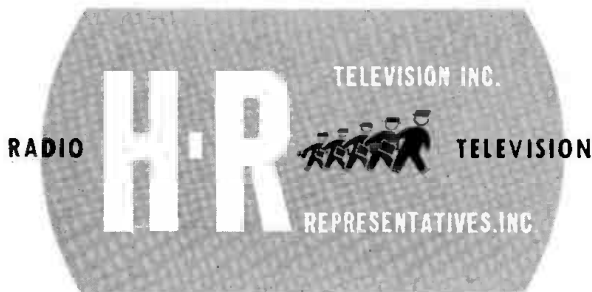




# WORKING PARTNERS

FRANK HEADLEY, President  
 DWIGHT REED, Vice President  
 FRANK PELLEGRIN, Vice President  
 PAUL WEEKS, Vice President

We have always been willing to be judged by the net results we produce. The radio and TV stations we represent, look to us for big hauls of orders. Buyers of time expect us to sail in with the right facts and figures, on the right stations, at the right time. We've recognized this as our job since that day H-R was started by a group of mature working partners. By continuing as working partners and by adding a carefully hand picked staff, we continually live up to our promise to "always send a man to do a man's job."



380 Madison Ave.  
 New York 17, N. Y.  
 OXford 7-3120

35 E. Wacker Drive  
 Chicago 1, Illinois  
 RAndolph 6-6431

6253 Hollywood Boulevard  
 Hollywood 28, Calif.  
 HOllywood 2-6453

155 Montgomery Street  
 San Francisco, Calif.  
 YUkon 2-5701

415 Rio Grande Bldg.  
 Dallas, Texas  
 RAndolph 5149

101 Marietta Street Bldg.  
 Atlanta, Georgia  
 Cypress 7797

520 Lovett Boulevard  
 Room No. 1D  
 Houston, Texas  
 JACkson 8-1601

910 Royal Street  
 Canal 3917  
 New Orleans, La.

**REPRESENTATIVES**

KRUN Ballinger, Tex.  
 KHEM, Big Spring, Tex.  
 KSTB Breckenridge, Tex.  
 KCAR Clarksville, Tex.  
 KSTA Coleman, Tex.  
 KDMS El Dorado, Ark.  
 KSET El Paso, Tex.  
 KGAF Gainesville, Tex.  
 KSWA Graham, Texas  
 WGVW Greenville, Miss.

KTRF Lufkin, Tex.  
 WHHM Memphis, Tenn.  
 KTKL, San Angelo, Tex.  
 KVSF, Santa Fe, N. M.  
 KWSW Rosewell, N. W.  
 KCMC Texarkana, Tex.-Ark.  
 KTKN Tucumcari, N. M.  
 KTBB Tyler, Tex.  
 KBEC Waxahachie, Tex.

**MICHIGAN SPOT SALES INC.**

Dearborn—15001 Michigan Ave. Tel.: Tiffany 6-2362.  
 Pres.: Charles J. Sitta.

**Represents:**

WKMH Detroit-Dearborn, Mich.  
 WKMF Flint, Mich.  
 WGRD Grand Rapids, Mich.  
 WKHM Jackson, Mich.  
 WKMI Kalamazoo, Mich.  
 WKBZ Muskegon, Mich.  
 WLEW Bad Axe, Mich.  
 WHLS Port Huron, Mich.  
 WSAM Saginaw, Mich.

WOHO Toledo, Ohio  
 Paul Bunyan Network:  
 WATZ Alpena, Mich.  
 WATT Cadillac, Mich.  
 WATC Gaylord, Mich.  
 WBNW Iron River, Mich.  
 WTCM Traverse City, Mich.  
 WHRV Ann Arbor, Mich.  
 WABJ Adrian, Mich.  
 WPON Pontiac, Mich.

**ART MOORE & ASSOC. INC.**

Seattle 1—Jones Bldg. Tel.: Mutual 3377. Pres.: Art Moore.  
 Portland 4—Cascade Bldg. Tel.: CA 8-7284. Mgr.: Ed Henry.

**Represents:**

KKRO Aberdeen, Wash.  
 KPUG Bellingham, Wash.  
 KEUA Centralia, Chehalis, Wash.  
 CKLX Colfax, Wash.  
 KCLE Ellensburg, Wash.  
 KRKO Everett, Wash.  
 KFDR Grand Coulee, Wash.  
 KWIE Kennewick, Wash.  
 KNBX Kirkland, Wash.  
 KWLK Longview-Kelso, Wash.  
 CSEM Moses Lake, Wash.  
 CBRC Mt. Vernon, Wash.  
 CGY Olympia, Wash.  
 CONP Port Angeles, Wash.  
 CAPA Raymond, Wash.  
 CAYO Seattle, Wash.  
 CXLY Spokane, Wash.  
 CTVT Tacoma, Wash.  
 UY Walla Walla, Wash.  
 JPA Wenatchee, Wash.  
 JMA Yakima, Wash.  
 Z-BAR Network  
 XLF Butte, Mont.  
 XLQ Bozeman, Mont.  
 XLK Great Falls, Mont.  
 XLJ Helena, Mont.  
 XLL Missoula, Mont.

KWIL Albany, Ore.  
 KAST Astoria, Ore.  
 KBKR Baker, Ore.  
 KBND Bend, Ore.  
 KOOS Coos Bay, Ore.  
 KWRO Coquille, Ore.  
 KCOV Corvallis, Ore.  
 KORE Eugene, Ore.  
 KRTV Hillsboro, Ore.  
 KHRH Hood River, Ore.  
 KFJI Kalamath Falls, Ore.  
 KLBM La Grande, Ore.  
 KMCM McMinnville, Ore.  
 KMED Medford, Ore.  
 KNPT Newport, Ore.  
 KBCH Oceanlake, Ore.  
 KSRV Ontario, Ore.  
 KUMA Pendleton, Ore.  
 KXL Portland, Ore.  
 KRNR Roseburg, Ore.  
 KSLM Salem, Ore.  
 KRMW The Dalles, Ore.  
 KFTL Tillamook, Ore.  
 KBOI Boise, Idaho  
 KBAR Burley, Idaho  
 KID Idaho Falls, Idaho  
 KRLC Lewiston, Idaho  
 KRPL Moscow, Idaho  
 KSPT Sand Point, Idaho  
 KWAL Wallace, Idaho  
 KAGT Anacortes, Wash.  
 KCVL Colville, Wash.

**TRACY MOORE & ASSOC.**

Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 2-2351. Mgr.: Jerome A. Moore.  
 San Francisco 5—Monadnock Bldg. Tel.: Exbrook 2-8444.

(Stations represented not listed.)

**NATIONAL TIME SALES**

New York 17—370 Lexington Ave. Tel.: Murray Hill 5-1300. Sls. Mgr.: Arthur Gordon.  
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes.  
 San Francisco—110 Sutter St. Tel.: Sutter 1-7971. Norman H. Cunningham.

**Represents:**

National Spanish Language Network  
 Texas Spanish Language Network  
 Mexican Quality Network  
 TXN Austin, Tex.  
 WWSW San Antonio, Tex.  
 BO Brownsville, Tex.  
 BOR McAllen, Tex.  
 WJ El Paso, Tex.

KLVL Pasadena, Tex.  
 KVOZ Laredo, Tex.  
 KEMU Eagle Pass, Tex.  
 KAL Los Angeles, Calif.  
 XED Calexico, Calif.  
 XEAC San Diego, Calif.  
 KIFN Phoenix, Ariz.  
 KEVT Tucson, Ariz.  
 KFSC Denver, Colo.

**NBC SPOT SALES**

(National Broadcasting Co.)

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300.  
 Dir. NBC Spot Sales: John H. Reber; Dir., Radio Spot Sales: George Dietrich; Dir., Represented Stations: Richard Close; Dir., New Bus. & Prom.: Art Cuffin; Eastern Div. Mgr., Radio Spot Sales: Harry Surles; Sls. Serv. Mgr.: Caroline Wynkoop.  
 Chicago—Merchandise Mart. Tel.: Superior 7-8300.  
 Central Div. Mgr.: Fred Lyons.  
 Detroit—Penobscot Bldg. Tel.: Woodward 1-1610.  
 Sls. Rep.: Bill Buschgen.  
 Cleveland—815 Superior Ave., N.E. Tel.: Cherry -0942. Sls. Rep.: Jack Tracy.  
 Hollywood—Sunset & Vine. Tel.: Hollywood 9-6181.  
 Sls. Rep.: Doty Edouarde.  
 San Francisco—Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. Western Div. Mgr.: Ed. Macaulay.  
 Atlanta-Charlotte-Dallas—Represented by Bomarowance & Associates (see separate listing).

**Represents:**

CA New York  
 LAQ Chicago  
 BC San Francisco  
 C Washington  
 J St. Louis  
 K Cleveland

KOMO Seattle  
 WAVE Louisville  
 KGU Honolulu, Hawaii  
 KOA Denver  
 WRCV Philadelphia

**HARLAN G. OAKES & ASSOC.**

San Francisco 4—110 Sutter St. Tel.: Sutter 1-7971.  
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200.  
 New York—17 E. 42d St. Tel.: Murray Hill 2-0810.  
 San Antonio—P. O. Box 8194.

**Represents:**

XEO Matamoros-XEOR Reynosa, Tam. (Brownsville-McAllen, Tex.)  
 KIWV San Antonio  
 KTKN Austin, Tex.  
 KIFN Phoenix, Ariz.  
 XED Mexicali, B. C. (Calexico, Calif.)  
 KEXO Grand Junction, Colo.  
 \*CFQC Saskatoon, Sask.  
 \*WJMO Cleveland  
 \*WOK Washington  
 \*WSD Baltimore  
 \*WANT Richmond, Va.  
 \*United Broadcasting Co.  
 \*Represents on West Coast only.

**LEE F. O'CONNELL CO.**

Beverly Hills, Calif.—111 N. La Cienega Blvd. Tel.: Olympia 2-1313. Pres.-Mgr.: Lee F. O'Connell.  
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. William A. Ayres.

(Stations represented not listed.)

**RICHARD O'CONNELL**

New York 17—527 Madison Ave. Tel.: Plaza 5-9751.  
 Pres.: Richard O'Connell; Sec. Grace O'Connell.

**Represents:**

Lobster Network of Maine:  
 WGMH Skowhegan  
 WCOU Lewiston  
 WFAU Augusta  
 WGUY Bangor  
 Spanish Language:  
 Sombro Network  
 KCOR San Antonio, Tex.  
 KABQ Albuquerque, N. M.  
 KWKW Pasadena, Calif.  
 KGBT Harlingen, Tex.  
 XELO Juarez, Mex.-El Paso, Tex.  
 KCCT Corpus Christi, Tex.  
 WHOM New York  
 XEDF Nuevo Laredo, Mex.-Laredo, Tex.

**PACIFIC-NORTHWEST BROADCASTERS**

Portland 22—Box 5886. Tel.: Evergreen 1-6558.  
 Seattle—Jones Bldg. Tel.: Mutual 3377  
 New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830.  
 Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771.  
 Kansas City—1012 Baltimore St. Tel.: Victor 0021.  
 Hollywood 28—6381 Hollywood Blvd. Tel.: Hollywood 2-2351.  
 San Francisco 4—116 New Montgomery St. Tel.: Exbrook 2-8035.  
 Spokane 4—Television Center. Tel.: Madison 1218.  
 Butte—c/o KXLF. Tel.: 2-2344.  
 Minneapolis 22—1687 N.W. National Bank Bldg. Tel.: Geneva 9631.

**Represents:**

KXL Portland, Ore.  
 KXLY Spokane, Wash.  
 KXLL Missoula, Mont.  
 KXLF Butte, Mont.

**KENNETH E. PALMER & CO.**

Denver 14—5350 W. 20th Ave. Tel.: Belmont 7-2734.  
 Pres.: Kenneth E. Palmer.

**Represents:**

KBOL Boulder, Colo.  
 KCOL Ft. Collins, Colo.  
 KFKA Greeley, Colo.  
 KDTA Delta, Colo.  
 KLVC Leadville, Colo.  
 KVCV Cortez, Colo.  
 KVOR Colorado Springs, Colo.  
 KWGB Goodland; Kan.  
 KLMX Clayton, N. M.  
 KBMN Bozeman, Mont.  
 The Intermountain Network.  
 Clarke Brown Co.

**PAN AMERICAN BROADCASTING CO.**

New York—370 Lexington Ave. Tel.: Murray Hill 5-1300. Mgr.: E. Bernald.  
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes.

**Represents stations in:**

AFRICA:  
 South Africa  
 North Africa  
 Liberia  
 Angola  
 Mozambique  
 Senegal  
 Fr. Equatorial Africa  
 ASIA:  
 Formosa  
 Japan  
 India  
 Ceylon  
 SOUTH AMERICA:  
 Bolivia  
 Chile  
 Colombia  
 Dutch Guiana  
 Ecuador  
 Paraguay  
 Peru  
 VENEZUELA  
 EUROPE:  
 France  
 Spain  
 England  
 Germany  
 CENTRAL AMERICA:  
 Costa Rica  
 El Salvador  
 Honduras  
 Nicaragua  
 Panama  
 Guatemala  
 Mexico  
 Dominican Republic  
 Haiti  
 Puerto Rico  
 FLI ISLANDS  
 VIRGIN ISLANDS  
 AUSTRALIA  
 OKINAWA

**JOHN E. PEARSON CO.**

New York—444 Madison Ave. Tel.: Plaza 1-3366.  
 John E. Pearson, Russ Walker, Wm. M. Wilson, Ray Henze, Mike Wurster, Richard Allen.  
 Chicago—333 N. Michigan Ave. Tel.: State 2-7494.  
 Mgr.: James Bowden, Frank M. Reed, Frank Frost, Wally Banck.

Dallas—Fidelity Union Life Bldg. Tel.: Riverside 7-3723. Thomas R. Murphy, Constance Bennington.  
 Minneapolis—Northwestern Bank Bldg. Tel.: Federal 8-5689. C. D. Stitt, Muriel Miller.  
 Atlanta—Glenn Bldg. Tel.: Jackson 5-2912. Robert Baird, Sally Edwards.  
 Los Angeles—3242 W. 8th St. Tel.: Dunkirk 5-5084.  
 Mgr.: David Cassidy; Ann Hoffman.  
 San Francisco—58 Sutter St. Tel.: Douglas 2-7159.  
 Mgr.: Martin Percival; Sue Masterson.  
 (Stations represented not listed.)

**JOHN H. PERRY ASSOC.**

New York 36—19 W. 44th St. Tel.: Murray Hill 7-5047. Gen. Mgr.: William K. Dorman.  
 Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555.  
 Mgr.: Robert Hitchings.  
 Chicago 3—225 N. Michigan Ave. Tel.: Harrison 7-4008. Mgr.: F. W. Thurnau.  
 Detroit 2—General Motors Bldg. Tel.: Trinity 5-1803.  
 Mgr.: John F. Cole.  
 Atlanta 3—Glenn Bldg. Tel.: Murray 8-3988. Mgr.: J. D. Whitehead.  
 Beverly Hills—111 N. La Cienega Blvd. Tel.: Olympia 2-1313. Mgr.: Lee F. O'Connell.  
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981.

**Represents:**

WCOA Pensacola, Fla. WTMC Ocala, Fla.  
 WJHP Jacksonville, Fla. WDLF Panama City, Fla.  
 WNOB Daytona Beach, Fla.

**PETERS, GRIFFIN, WOODWARD INC.**

New York 17—250 Park Ave. Tel.: Yukon 6-7900.  
 Pres.: H. Preston Peters; Exec. Vp. & Dir. of Radio: Russel Woodward; Asst. Sls. Mgr.: Jack Thompson.  
 Chicago 1—Prudential Bldg. Tel.: Franklin 2-6373.  
 Midwest Radio Sls. Mgr.: Arthur Bagge.  
 Atlanta 3—Glenn Bldg. Tel.: Murray 8-5687. Mgr.: James M. Wade.  
 Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4255.  
 Mgr.: W. W. Bryan.  
 Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349.  
 Mgr.: Hal Thompson.  
 Hollywood 28—6331 Hollywood Blvd. Tel.: 9-2151.  
 Mgr.: Hal W. Hoag.  
 San Francisco 4—Russ Bldg. Tel.: Sutter 1-3798.  
 Mgr.: Frank Tessin.

WBZ-WBZA Boston-Springfield  
 WGR Buffalo  
 WWJ Detroit  
 KYW Cleveland  
 KDKA Pittsburgh  
 WFBL Syracuse  
 WCSR Charleston, S. C.  
 WIST Charlotte, N. C.  
 WIS Columbia, S. C.  
 WWSA Harrisonburg  
 WPTF Raleigh-Durham  
 WDEJ Roanoke  
 WHO Des Moines  
 WOC Davenport  
 WIZ Decatur, Ill.  
 WDSM Daulton-Superior  
 WDAY Fargo, N. D.  
 WWOV Fort Wayne, Ind.  
 KMBC-KFRM Kansas City, Kan.  
 WIRE Indianapolis  
 WISC Madison, Wis.  
 KPAB Omaha  
 WMBD Peoria  
 WAOV Vincennes, Ind.  
 KFDM Beaumont  
 KRIS Corpus Christi  
 WBAP Fort Worth-Dallas  
 KENS San Antonio  
 KBOI Boise  
 KGMB-KHBC Honolulu-Hilo  
 KEX Portland, Ore.  
 KIRO Seattle  
 WJIM Lansing, Mich.

**EDWARD PETRY & CO. INC.**

New York—3 E. 54th St. Tel.: Murray Hill 8-0200.  
 Vp. in Chg. Radio: William Maillefert; Eastern Sls. Radio: Jim Estleman.  
 Chicago 11—400 N. Michigan Ave. Tel.: Whitehall 4-0011. Mgr. John Ashenurst.  
 Detroit 26—545 Griswold St. Tel.: Woodward 3-0125.  
 Mgr.: William Cartwright.  
 San Francisco 4—Russ Bldg. Tel.: Yukon 2-3631.  
 Mgr.: Lloyd McGovern.  
 Los Angeles 14—330 W. Sixth St. Tel.: Tucker 3171.  
 Mgr.: Chester G. Matson.  
 St. Louis 3—915 Olive St. Tel.: Chestnut 1-7191.  
 Mgr.: George Kercher.  
 Atlanta—101 Marietta St. Bldg. Tel.: Lamar 8861.  
 Mgr.: Joe Sierer.

**Represents:**

WBS Atlanta  
 WFAA—Dallas-Ft. Worth  
 KPRC—Houston  
 KARK Little Rock, Ark.  
 KSTP Minneapolis-St. Paul  
 WTAR Norfolk  
 WKPK Erie, Pa.  
 WISN Milwaukee  
 WGN Chicago  
 \*Also represented as key stations of the Texas Quality Network.  
 WNDU South Bend, Ind.  
 KCRA Sacramento  
 WRNL Richmond  
 WOAT—San Antonio  
 KVOO Tulsa, Okla.  
 KTBS Shreveport, La.  
 WIP Philadelphia  
 KFMB San Diego  
 KMA Shenandoah, Iowa

**PREFERRED NEGRO MARKETS INC.**

New York 36—580 Fifth Ave. Tel.: Judson 6-3100.  
 Chicago 11—Tribune Tower. Tel.: Delaware 7-1874.  
 San Francisco 5—593 Market St. Tel.: Sutter 1-7569.  
 Los Angeles 48—451 N. La Cienega Blvd. Tel.: Oleander 5-7755.  
 Atlanta 3—Glenn Bldg. Tel.: Jackson 3-0518.  
 Seattle—Times Square Bldg. Tel.: Mutual 1088.  
 (Stations represented not listed.)

**RADIO REPRESENTATIVES INC.**

New York—7 E. 47th St. Tel.: Murray Hill 8-4340.  
 Pres.: Harry S. Goodman; Vp. Chg. New York:  
 Peggy Stone.  
 Chicago—75 E. Wacker Drive. Tel.: Financial 6-0982.  
 Gen. Mgr.: Ed Nickey.  
 Atlanta—Glenn Bldg. Mgr.: Gene Tibbett.

**Represents:**

WVOC Birmingham, Ala. KTUC Tucson, Ariz.  
 WBAM Montgomery, Ala. KWBY Colorado Springs,  
 KTNL Denver Colo.  
 WENE Binghamton-WMPS Memphis, Tenn.  
 Endicott, N. Y. WAEB Allentown, Pa.  
 WDOS Oneonta, N. Y. WJJD Chicago, Ill.  
 WBG Philadelphia WRRR Rockford, Ill.  
 WVPO Stroudsburg, Pa. KVLG Little Rock, Ark.  
 WCOP Boston KBVE Oklahoma City  
 WCAO Baltimore KSKY Dallas, Tex.

**WILLIAM G. RAMBEAU CO.**

New York 17—347 Madison Ave. Tel.: Murray Hill  
 6-5940. Pres.: William G. Rambeau; Vp.: George  
 W. Kupper; Acct. Exec.: George Olsen.  
 Chicago 1—185 N. Wabash Ave. Tel.: Andover 3-5666.  
 Mgr.: Mary Rudd.  
 Hollywood 28—1350 N. Highland Ave. Tel.: Holly-  
 wood 4-8017. Mgr.: Ed Lytle.  
 Minneapolis 2—Roanoke Bldg. Tel.: Lincoln 7017.  
 Mgr.: Vivian Bulmer.  
 San Francisco 4—Mills Bldg. Tel.: Exbrook 2-4073.  
 Mgr.: Evelyn Wiggins.

**(Stations represented not listed.)**

**PAUL H. RAYMER CO. INC.**

New York 22—444 Madison Ave. Tel.: Plaza 9-5570.  
 Pres.: Paul H. Raymer; Exec. Vp.: Fred C.  
 Brokaw; Radio Sls. Mgr. & Dir. Sls. Research &  
 Prom.: Mitchell De Groot.  
 Chicago 11—435 N. Michigan Ave. Tel.: Superior  
 7-4473. Vp.-Mgr.: Clay E. Foraker.  
 Detroit 26—Penobscot Bldg. Tel.: Woodward 3-0764.  
 Mgr.: Robert B. Rains.  
 Atlanta 3—Glenn Bldg. Tel.: Jackson 5-6508. Mgr.:  
 Edward D. Brandt.  
 Dallas 1—Mercantile Securities Bldg. Tel.: Riverside  
 5663. Mgr.: Joan H. Hicks, Jr.  
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Gross Time Charges  
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 1 Hour ½ Hour ¼ Hour  
 Full Network of 327 U. S. Stations \$16,588 \$10,008 \$6,640  
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# PRODUCTION OF CIVILIAN RADIO SETS — 1922 THROUGH 1956

(Compiled for the 1957 BROADCASTING YEARBOOK by B. F. Osbahr, Editor of Electronic Industries & Tele-Tech)

	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					
22.....	1,000,000	\$ 5,000,000	1,000,000	\$ 6,000,000	.....	.....	\$ 80,000,000	.....	260,000	400,000	1922
23.....	550,000	30,000,000	4,500,000	12,000,000	.....	.....	151,000,000	.....	1,000,000	1,100,000	1923
24.....	1,500,000	100,000,000	12,000,000	38,000,000	.....	.....	358,000,000	.....	2,500,000	3,000,000	1924
25.....	2,000,000	165,000,000	20,000,000	48,000,000	.....	.....	430,000,000	.....	3,500,000	4,000,000	1925
26.....	1,750,000	200,000,000	30,000,000	58,000,000	.....	.....	506,000,000	.....	5,000,000	5,700,000	1926
27.....	1,350,000	168,000,000	41,200,000	67,300,000	.....	.....	425,600,000	.....	6,500,000	7,000,000	1927
28.....	3,281,000	490,000,000	50,200,000	119,200,000	.....	.....	690,550,000	.....	7,500,000	8,500,000	1928
29.....	4,428,000	600,000,000	69,000,000	172,800,000	.....	.....	842,548,000	.....	9,000,000	10,500,000	1929
30.....	3,827,000	300,000,000	52,000,000	119,500,000	34,000	\$ 3,000,000	496,432,000	.....	12,048,782	13,000,000	1930
1.....	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
2.....	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	250,000	16,809,562	18,000,000	1932
3.....	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
4.....	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
5.....	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	30,000,000	1935
6.....	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
7.....	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	5,000,000	26,686,500	37,600,000	1937
8.....	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
9.....	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
10.....	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
11.....	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	8,750,000	29,700,000	56,000,000	1941
12.....	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	9,000,000	30,600,000	59,340,000	1942
13.....	.....	.....	17,000,000	19,000,000	.....	.....	75,000,000	8,000,000	32,000,000	58,000,000	1943
14.....	.....	.....	22,000,000	25,000,000	.....	.....	85,000,000	7,000,000	33,000,000	57,000,000	1944
15.....	500,000	20,000,000	30,000,000	35,000,000	.....	.....	105,000,000	6,000,000	34,000,000	56,000,000	1945
16.....	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
17.....	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
18.....	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
19.....	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
20.....	14,600,000	721,000,000	385,000,000	644,000,000	4,760,000	248,000,000	2,800,000,000	17,000,000	45,000,000	90,000,000	1950
21.....	13,000,000	605,000,000	400,000,000	640,000,000	4,450,000	236,000,000	3,000,000,000	20,000,000	45,850,000	107,250,000	1951
22.....	10,000,000	500,000,000	330,000,000	740,000,000	4,500,000	135,000,000	3,300,000,000	25,000,000	46,000,000	114,000,000	1952
23.....	13,400,000	536,000,000	410,000,000	920,000,000	4,800,000	250,000,000	3,700,000,000	29,000,000	48,000,000	120,500,000	1953
24.....	11,200,000	470,000,000	400,000,000	880,000,000	4,300,000	224,000,000	3,100,000,000	32,000,000	50,000,000	127,000,000	1954
25.....	12,500,000	485,000,000	500,000,000	890,000,000	5,500,000	276,000,000	3,500,000,000	35,700,000	52,000,000	138,700,000	1955
26.....	14,400,000	558,000,000	600,000,000	1,170,000,000	6,000,000	310,000,000	3,275,000,000	37,500,000	53,200,000	143,500,000	1956

\*Total tubes include those used in tv. Replacements accounts for about 35% in 1956.

\*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 res are at retail value.

Note: WFB ordered (April, 1942) all civilian radio-set production stopped and factories converted to war production. Reconversion to civilian-radio production in August, 1945.



## CBS RADIO

A DIVISION OF COLUMBIA BROADCASTING SYSTEM INC.  
485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345

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### CBS RADIO NETWORK

Gross Class "A" Time Charges as of January 1, 1957		
1 Hour	½ Hour	¼ Hour
Full Network of 201 U. S. Stations \$14,951 \$8,970.60 \$5,980.40		

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485 Madison Ave., New York 22, N. Y. Tel.: Plaza 1-2345

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



Radio Network

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AFFILIATED STATIONS (914)  
(Revised to November 19, 1956)

ALABAMA—WRFS Alexander City; WCTA Andalusia; WANA Anniston; WEBJ Brewton; WRAG Carrollton; WKLF Clanton; WKRU Cullman; WMSL Decatur; WXAL Demopolis; WULA Eufaula; WWVF Fayette; WOWL Florence-Muscule Shoals; WZOB Fort Payne; WFTO Gadsden; WGSV Greenville; WGSV Guntersville; WJBB Haleyville; WERH Hamilton; WBHP Huntsville; WPBB Jackson; WWBB Jasper; WMOZ Mobile; WMPC Monroeville; WCRL Oneonta; WJHO Opelika; WPID Piedmont; WELR Roanoke; WWWW Russellville; WROS Scottsboro; WHBB Selma; WFEB Sylacauga; WHTB Talladega; WJDB Thomasville; WTBFT Troy; WTCB Tuscaloosa; WTUS Tuskegee; WETU Wetumpka.  
ARIZONA—KCKY Coolidge; KAWT Douglas; KCLS Flagstaff; KDJR Holbrook; KNOG Nogales; KRIZ Phoenix; KOLD Yuma.  
ARKANSAS—KVRG Arkadelphia; KBTA Batesville; KBBA Benton; KAMD Camden; KCON Conway; KAGH Crossett; KQDN De Queen; KDMS El Dorado; KXJK Forrest City; KHOZ Harrison; KFFA Helena; KXAR Hope; KBHS Hot Springs; KBTM Jonesboro; KVLG Little Rock; KBOK Malvern (Formerly KDAS); KVSA McGehee; KENA Mena; KTMJ Marked Tree; KHEM Monticello; KTLO Mountain Home; KOSE Osceola; KDRS Paragould; KOTN Pine Bluff; KPCC Pocahontas; KXRJ Russellville; KWCB Searcy; KUOA Siloam Springs; KBRS Springdale; KWAK Stuttgart.  
CALIFORNIA—KIBS Bishop; KBMX Coalinga; KRDU Dinuba; KBAB El Cajon (San Diego); KICO El Centro; KDAC Fort Bragg; KCVR Lodi; KGER Long Beach; KYOS Merced; KSFN Needles; KMOR Oroville; KPRL Paso Robles; KAPP Petaluma; KTIJ Porterville; KBLF Red Bluff; KVEC San Luis Obispo; KSPA Santa Maria; KSPA Santa Paula; KROG Sonoma; KSUE Susanville; KTKR Taft; KTUR Turlock; KUDU Ventura; KHUB Watsonville; KAGR Yuba City.  
COLORADO—KGIW Alamosa; KRLN Canon City; CVFC Cortez; KRAI Craig; KLIR Denver; KIUP Durango; KHLI Fort Lupton (Brighton); KFTM Fort Morgan; KBZN La Junta; KLMR Lamar; KLVC Leadville; KLOV Loveland; KSLV Monte Vista; KUBC Montrose; KVMY Salida; KCRT Trinidad.  
DELAWARE—WSUX Seaford.  
FLORIDA—WAPG Arcadia; WTRL Bradenton; VTAN Clearwater; WKKO Cocoa; WCNU Crestview; WDFC Dade City; WDBF Delray Beach; WFBF Ferndina Beach; WINK Fort Myers; WARN Fort Pierce; WGGG Gainesville; WGMA Hollywood; VJVB Jacksonville Beach (Jacksonville); WKWF Key West; WRWB Kissimmee; WIFC Lake Wales; VLBE Leesburg; WNER Live Oak; WYTS Marina; WSBF New Smyrna Beach; WVMC Ocala; WVPF Palatka; WDLF Panama City; WFRY Perry; WPLA Plant City; WFOY St. Augustine; WTRR Sanford; WKXY Sarasota; WJCM Sebring; WSTU Taft; WMEN Tallahassee; WEEB Tampa.  
GEORGIA—WAAG Adel; WJAZ Albany; WDEC Mericrus; WGAU Athens; WAUG Augusta; WMGR Ainsbridge; WHAB Baxley; WMOC Brunswick; WJCA Calo; WCLB Camilla; WLBK Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WGF5 Covington; WBLJ Dalton; WDWD Dawson; WTAM Decatur (Formerly WGLS); WDMG Douglas; WMLT Dublin; WSGC Elberton; WBBB Fitzgerald; WFFM Fort Valley; WGGH Gainesville; WKUU Griffin; WCEH Hawkinsville; BGR Jesup; WLFA Lafayette; WLAG La Grange; WGE Madison; WFOM Marietta; WVMG Milledgeville; WMRE Monroe; WMGA Moultrie; WBBN Perry; WRGA Rome; WSNT Sandersville; WFRP Savannah; WWSN Statesboro; WWSL Sylvania; WFT Thomaston; WTTA Thomson; WLET Toxona; WJEM Valdosta; WVOV Vidalia; WAYX Waycross; WBRO Waynesboro; WRLD West Point; IMO Winder.

HAWAII—KILA Hilo.

IDAHO—KGEM Boise; KBAR Burley (Formerly KBIO); KORT Grangeville; KIFI Idaho Falls; KRXL Moscow; KWIK Pocatello; KPST Preston; KRXX Rexburg; KSPST Sandpoint; KLIX Twin Falls.  
ILLINOIS—WORZ Alton; WBYS Canton; WCNT Centralia; WEIC Charleston; WITY Danville; WCRA Effingham; WFIW Fairfield; WEBG Harrisburg; WCFP Herrin; WKBE Kewanee; WERC Lincoln; WSMI Litchfield; WJAC Macomb; WMOK Metroopolis; WVMC Mt. Carmel; WINI Murphysboro; WVLN Olney; WPRS Paris; ..... Rock Island-Moline (See Davenport, Iowa).  
INDIANA—WCBC Anderson; WBNL Boonville; WILQ Frankfort; WKAM Goshe (Formerly Warsaw); WITZ Jasper; WKTL Kendallville; WBTO Linton; WORX Madison; WMRI Marion; WARU Peru; WPGW Portland; WSLM Salem; WJCD Seymour; WJVA South Bend; WTCJ Tell City.  
IOWA—KASI Ames; KJAN Atlantic; KCOG Centerville; KCHA Charles City; KCHE Cherokee; KSIB Creston; KFMA Davenport (Rock Island-Moline, Illinois); KDCC Decorah; KLLI Estherville; KPAD Fairfield; KXGI Fort Madison; KXIC Iowa City; KLEE Ottumwa; KJFJ Webster City.  
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KENTUCKY—WBRT Bardstown; WCBL Benton; WLEJ Bowling Green; WTCO Campbellsville; WAIN Columbia; WCTT Corbin; WZIP Covington (Cincinnati, Ohio); WCPM Cumberland; WHIR Danville; WIEL Elizabethtown; WFKY Frankfort; WFKN Franklin; WKAY Glasgow; WHLN Harlan; WHBN Harrodsburg; WKIC Hazard; WSON Henderson; WKOA Hopkinsville; WLBH Lebanon; WLY Lexington; WMD Madisonville; WEMM Maysville; WMIK Middlesboro; WNKY Neon; WOMI Owensboro; WSP Paintsville; WPKE Pikeville; WPRT Prestonsburg; WPKY Princeton; WEKY Richmond; WRUS Russellville.  
LOUISIANA—KDBS Alexandria; KTRY Bastrop; WIKC Bogalusa; WARB Covington; KDLA De Ridder; WFRP Hammond; KCL Houma; KJEF Jennings; KLEC Jonesville; KAPB Marksville; KMRC Morgan City; KNOC Natchitoches (Formerly KCWJ); KANE New Iberia; KREH Oakdale; KSLO Opelousas; KRUS Ruston; KBSF Springhill; KSUL Sulphur; KVCL Winnfield.  
MAINE—WABM Houlton; WRUM Rumford; WGHM Skowhegan.  
MARYLAND—WCEM Cambridge; WAYE Dundalk (Baltimore); WPTX Lexington Park.  
MASSACHUSETTS—WBOS Brookline (Boston) (Formerly WVOM); WREB Holyoke (Springfield); WHL Medford (Boston); WHMP Northampton.  
MICHIGAN—WALM Albion; WFYC Alma; WATZ Alpena; WLEW Bad Axe; WBRN Big Rapids; WATT Cadillac; WMRP Flint; WFBC Fremont; WATC Gaylord; WIKB Iron River; WJMS Ironwood; WJPD Ishpeming; WKLA Ludington; WMTM Manistee; WMJ Marquette; WCN Menominee (Formerly WMLW); WCCN Mt. Pleasant; WOAP Owsosso; WMBN Petoskey; WHLS Port Huron; WTCM Traverse City.  
MINNESOTA—KASM Albany; KKRA Alexandria; KBUN Bemidji; KBMW Breckenridge; WKLK Clouquet; KROX Crookston; KDLM Detroit Lakes; WELY Ely; WEVE Eveleth; KOZY Grand Rapids; CFOB International Falls; KLTF Little Falls; KNUJ New Ulm; KRFO Owatonna (Formerly KOBK); WAVN Stillwater (Formerly WSHB).  
MISSISSIPPI—WMPA Aberdeen; WBLE Batesville; WBCM Biloxi-Gulfport; WBPB Booneville; WDOB Canton; WGLC Centerville; WROX Clarksdale; WCLE Cleveland; WCJU Columbia; WCBT Columbus; WCMA Crinath; WACA Forest; WJPR Greenwood; WGM Greenwald; WNAG Grenada; WFOR Hattiesburg; WMDH Hazlehurst; WCPK Houston; WNLA Indianola; WKOZ Kosciusko; WAML Laurel; WAFW McComb; WMBK Macon; WMOX Meridian; WMS Natchez; WNAU New Albany; WSUH Oxford; WPMF Pascagoula; WRWJ Pinecraft; WSSO Starkville; WLEO Tupelo; WQBC Vicksburg; WABO Waynesboro; WROB West Point; WAZF Yazoo City.  
MISSOURI—KGMO Cape Girardeau; KDMO Carthage; KCRV Caruthersville; KCHR Charleston; KCHI Chillicothe; KDKD Clinton; KBLA Columbia; KDEX Dexter; KREI Farmington; KJCF Festus; KWOS Jefferson City; KIRY Kirksville; KLWT Lebanon; KTCE Malden; KNIM Maryville; KNMC Moberly; KRMO Monett; KRLS Mountain Grove; KBTN Neesho; KNEM Nevada; KWOC Poplar Bluff; KTRT Rolla; KSGM Ste. Genevieve; KSMO Salem; KDRO Sedalia; KICK Springfield; KALM Thayer; KTTN Trenton; KLPW Union; KOKO Warrensburg; KWRE Warrenton; KWPM West Plains; KWRT Boonville; KBHM Branson; KGHM Brookfield.  
MONTANA—KBMY Billings; KBMN Bozeman; KDBM Dillon; KBGF Great Falls; KOJM Havre; KCAP Helena; KGEZ Kalspell; KXKO Lewistown; KPRK Livingston; KATL Miles City; KBTK Missoula; KIYI Shelby.  
NEBRASKA—KCOW Alliance; KWBE Beatrice; KCSR Chadron; KJSK Columbus; KHAS Hastings; KGFW Kearney; KLMS Lincoln; KBRL McCook; KODY North Platte; KOGA Ogallala; KVHC O'Neill; KSID Sidney; KAWL York.

NEVADA—KPTL Carson City; KRAM Las Vegas; KATO Reno; KWNA Winnemucca.  
NEW HAMPSHIRE—WMOU Berlin; WJWG Conway; WLNH Laconia.  
NEW JERSEY—WLDH Atlantic City; WNNJ New- town; WCMC Wildwood.  
NEW MEXICO—KALG Alamogordo; KSPV Artesia; KAVE Carlsbad; KLMX Clayton; KCLV Clovis; KOTS Deming; KWEW Hobbs; KOBE Las Cruces; KENM Portales; KBIM Roswell; KSIL Silver City; KCHS Truth or Consequences; KTNM Tucumcari.  
NEW YORK—WCSS Amsterdam; WMBO Auburn; WBRV Boonville (Rome-Utica); WFLR Dundee; WOSC Fulton; WJOC Jamestown; WLFH Little Falls; WICY Malone; WALL Middletown; WIRY Plattsburgh; WNBZ Saranac Lake; WIPS Ticonderoga; WDLA Walton.  
NORTH CAROLINA—WRCS Asheville; WABZ Albemarle; WGRV Asheboro; WBBS Burlington; WGO Concord; WCKB Dunn; WCDJ Edenton; WNCN Elizabeth City; WFAI Fayetteville-Fort Bragg; WBEO Forest City; WFVG Fuquay Springs (Raleigh); WLCG Gastonia; WFMG Goldsboro; WENC Henderson; WHKP Hendersonville; WHPE High Point; WJNC Jacksonville; WELS Kinston; WEWQ Laurinburg; WLOE Leaksville; WJRI Lenoir; WBRU Lexington; WTSB Lumberton; WMMH Marshall; WMAP Monroe; WHIP Mooresville; WMBL Morehead City; WPAQ Mount Airy; WOOV New Bern; WNNC Newton; WKBC No. Wilkesboro; WMSN Raleigh; WFRS Reidsville; WCBT Roanoke Rapids; WCBC Rocky Mount; WSTP Salisbury; WWGP Sanford; WOHS Shelby; WADB Wadesboro; WLSE Wallace; WHED Washington; WHCC Waynesville; WENC Whiteville; WAAA Winston-Salem.  
NORTH DAKOTA—KDRL Devils Lake; KDIX Dickinson; KEYJ Jamestown; KBOM Mandan-Bismarck (Formerly KGCU); KOVC Valley City.  
OHIO—WOHP Bellefontaine; WILE Cambridge; WAND Canton; WBEX Chillicothe; ..... Cincinnati (See Covington, Kentucky); WJER Dover; WOHI East Liverpool; WFOB Fostoria; WJEH Gallopis; WSRW Hillsboro; WIO Ironton; WLMJ Jackson; WPTW Piqua; WLEC Sandusky; WMO Washington Court House; WWST Wooster; ..... Youngstown (See Farrell, Pennsylvania).  
OKLAHOMA—KADA Ada; KVSQ Ardmore; KEBWL Blackwell; KWCO Chickasha; KUSH Cushing (Formerly KHPP); KRHD Duncan; KSEO Durant; KASA Elk City; KCRS Enid; KTAT Frederick; KGYN Guymon; KTUS Hobart; KIHN Hugo; KTMK McAlester; KGCL Miami; KNOR Norman; KBYE Oklahoma City; KHEG Okmulgee; KVLE Pauls Valley; KLOCO Poteau; KOLS Fryor; KWSH T. City (Wewoka-Seminole-Holdenville); KVIN Vinita.  
OREGON—KWIN Ashland; KAST Astoria; KBKR Baker; KBND Bend; KWRO Coquille; KASH Eugene; KOHU Hermiston; KRTV Hillsboro (Portland); KLBM La Grande; KQIK Lakeview; KGAL Lebanon; KMCM McMinnville; KBOY Medford; KSRV Ontario; ..... Portland (See Vancouver, Washington); KODL The Dalles.  
PENNSYLVANIA—WNCC Barnesboro; WDFL Bedford; WLOA Braddock (Pittsburgh); WCFL Carbonade (Scranton); WESA Charleroi; WCVI Connelistsville; WCTR Corry; WEMR Emporium; WGS A Ebensburg; WFAF Farrell; Youngstown, Ohio); WHUN Huntingdon; WDAO Indiana; WADP Kane; WACB Kittanning; WAKU Latrobe; WKRZ Oil City; WPAZ Pottstown; WPM Pottsville; WPM Punxsutawney; WKMC Roaring Spring; WKBI St. Marys; WATS Sayre; WMAJ State College; WAYZ Waynesboro; WLYC Williamsport.  
PUERTO RICO—WHAO San Juan.  
RHODE ISLAND—WADK Newport.  
SOUTH CAROLINA—WAKN Aiken; WANS Anderson; WBAW Barnwell; WBEU Beaufort; WAGS Bishopville; WACA Camden; WHAN Charleston; WCEM Cheraw; WGCD Chester; WDSC Dillon; WELP Easley; WOLS Florence; WFGN Gaffney; WGSV Greenwood; WEAB Greer (Greenville); WHSC Hartsville; WLCM Lancaster; WJAY Mullins; WMYE Myrtle Beach; WKDK Newberry; WTDN Orangeburg; WRIH Rock Hill; WSNW Seneca; WJAN Spartanburg; WFIG Sumter; WBCU Union.  
SOUTH DAKOTA—KBRK Brookings; KJLV Huron; KGFY Pierre; KISD Sioux Falls; KWAT Watertown; KYNT Yankton.  
TENNESSEE—WLAR Athens; WFGH Bristol (Bristol, Tenn.-Va.); WMFS Chattanooga; WJXM Clarksville; WKRM Columbia; WHUB Cookeville; WRBL Covington; WAEW Crossville; WDKN Dickson; WDSG Dyersburg; WEMB Erwin; WEKR Fayetteville; WHIN Gallatin; WGRV Greeneville; WHBT Harrison; WIRJ Humboldt; WDXI Jackson; WKXV Knoxville; WLAF La Follette; WDKE Lawrenceburg; WCOR Lebanon; WLLI Lenoir City; WJMJ Lewisburg; WDXL Lexington; WGP Maryville; WMMT McMinnville; WCRK Morristown; WNS Murfreesboro; WNAE Nashville; WLK Newport; WGRV Oneida; WBRP Paris; WTRB Ripley; WORM Savannah; WEPG South Pittsburg; WJTB Springfield; WDEH Sweetwater; WJIG Tullahoma; WENK Union City; WCDD Winchester.  
TEXAS—KVLE Alpine; KZIP Amarillo; KBUD Athens; KTXN Austin; KRUN Ballinger; KIOX Bay City; KRCT Baytown; KTXC Big Spring; KNEL Brady; KSTB Breckenridge; KWHI Brenham; KBOR Brownsville; KBWD Brownwood; WBN Carrizo Springs; KCTX Childress; KSTA Coleman; WTAW College Station; KVMC Colorado City; KAND Corsicana; KIVY Crockett; KKIT Dalhart; KDLC Del Rio; KDNH Denton; KDDD Dumas; KERC Eastland; KBLP Fairburn; KFLD Floydada.  
(Continued on page 46)



## YES! THIS IS A DRIVER'S SEAT!

With overdrive—and power drive and “horsepower” to spare. From behind your media-buying desk you can sit in this driver's seat and cover Hometown and Rural America with the swish of your ball point pen.

Hometown and Rural America is that rich, responsive market of more than 80 Million Americans, tuned regularly to the 911 Keystone Broadcasting Radio station affiliates.

In your driver's seat you can pick your route and the number of towns you wish to **BLANKET** with your sales message. Leave out the side roads and the backroads and the detours. Drive right down **MAIN** street via **KBS** . . . 90 stations or 900 . . . we'll draw your roadmap to suit the sales need that's pressing you most.

Ask us to prove our story. We'll love it.



Send for our new station list

**CHICAGO**

111 W. Washington  
Sta 2-8900

**NEW YORK**

580 Fifth Ave.  
PLaza 7-1460

**LOS ANGELES**

3142 Wilshire Blvd.  
DUnkirk 3-2910

**SAN FRANCISCO**

57 Post St.  
SUtter 1-7440

- **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.

## MUTUAL BROADCASTING SYSTEM

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

### BOARD OF DIRECTORS

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 Willet H. Brown, Don Lee Network, Hollywood  
 Benedict Gimbel Jr., WIP Philadelphia  
 Gordon Gray, WOR-TV Div., New York  
 Ward Ingram, Don Lee Network, Hollywood  
 John B. Poor, New York  
 Robert A. Schmid, New York  
 J. Glen Taylor, New York

### OFFICERS

Thomas F. O'Neil, *chmn. of bd.*  
 John B. Poor, *pres.*  
 George Ruppel, *vp., treas.-controller*  
 Wendell B. Campbell, *vp. in charge sls.*  
 Richard J. Puff, *vp. in charge adv., pub. rel. & research*  
 Robert W. Carpenter, *vp. in charge sta. rel.*  
 J. Glen Taylor, *vp.*  
 Carroll Marts, *vp.*  
 Sidney P. Allen, *vp.*  
 Elisha Goldfarb, *sec.*  
 William M. Regan, *asst. sec.*

### OFFICE MANAGEMENT

Elisha Goldfarb, *sec.*  
 William Regan, *asst. sec.*  
 Patrick Winkler, *dir. of personnel, purchasing & gen. auditor*  
 Ole Morby, *bus. mgr.*  
 Adolph Opfinger, *labor negotiations*  
 Galle Dody, *supvr., central steno*  
 Margaret Lanigan, *supvr. file & reception*  
 Audrey Zelner, *supvr. listeners' serv.*  
 Augusta Hall, *telephone supvr.*  
 Margaret Riordan, *supvr. wire communications*

### LEGAL COUNSEL

Keith Masters, Andrew C. Hamilton, Percy H. Russell Jr., of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. & Chicago  
 Elisha Goldfarb, MBS, New York

### PROGRAM

Brad Simpson, *pgmng. dir.*  
 Harold M. Wagner, *mgr. pgm.*  
 Robert Malley, *dir. radio and tv clearance*  
 Ann Brown, *music copyright sup.*  
 Nathan A. Abramson, *mgr. entertainment bureau*  
 John D. Whitmore, *exec. prod. in charge of news and sp. events*  
 Art Gleeson, *sports dir.*  
 Thomas Duggan, *dir., co-op. pgms.*

### STATION RELATIONS & ENGINEERING

Robert Carpenter, *vp., director of sta. rel.*  
 Charles King, *eastern rep.*  
 Leslie Learned, *mgr. eng. traff.*  
 John Hayes, *dir. recording dept.*

### ADVERTISING, PUBLIC RELATIONS & RESEARCH

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 Harold Gold, *dir. press information & audience prom.*  
 R. Jackson Foster, *mgr. graphic presentations*  
 Nathan Stone, *mgr. research*  
 John McTigue, *sls. presentations*

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 Sidney P. Allen, *vp. eastern div.*  
 Carroll Marts, *vp. western div.*  
 Mrs. Sally Josephs, *mgr. sls. serv.*

### WASHINGTON

Robert F. Hurlleigh, *dir., Washington ops.*  
 Jack Gertz, *asst. dir., White House liaison*

### CHICAGO

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 Virgil Reiter, *midwest sls. mgr.*  
 George Herro, *acct. exec.*  
 Dorothy Reynolds, *mgr., midwest sls. serv.*  
 Myrtle Goulet, *off. mgr. & prog. traff.*  
 Joseph Savage, *mgr. of presentations; pub. rel. rep.*

### LOS ANGELES

Bill Barron, *(pub. rel. rep. for MBS)—Don Lee pub. rel. dir.*

### BOSTON

Phyllis Doherty *(pub. rel. rep. for MBS)—Yankee pub. rel. dir.*

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Sam W. Anderson, KFFA Helena, Ark.  
 Edward Breen, KVFD Ft. Dodge, Iowa  
 Willard Deason, KVET Austin, Tex.  
 Victor C. Diehm, WAZL Hazleton, Pa.  
 Edward H. Dunbar, WBBQ Augusta, Ga.  
 T. E. Gibbons, WAFB Baton Rouge, La.  
 Cecil Hefel, KLO Ogden, Utah  
 Donald J. Horton, WLLK Lexington, Ky.  
 E. Z. Jones, WBBB Burlington, N. C.  
 Mike Layman, WSFC Somerset, Ky.  
 Richman G. Lewin, KTRE Lufkin, Tex.  
 Ralph McElroy, KWLL Waterloo, Iowa  
 Wayne Phelps, KALG Alamogordo, N. M.  
 Berton Sonis, WTIP Charleston, W. Va.

## MUTUAL RADIO NETWORK

	Gross Time Charges as of January 1, 1957		
	1 Hour	½ Hour	¼ Hour
Full Network of 525 U. S. stations	\$14,687	\$8,812	\$5,875
Basic group totals 43 stations. Regional networks available are Don Lee Pacific Coast Group—11 basic plus 34 supplementary stations—and Mountain Group—12 basic stations and 44 supplementaries—which must be bought when Don Lee Group is used. Other regional networks may be set up according to advertiser's needs.			

## RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza, New York 20, N. Y. Tel.: Columbus 5-5900

### BOARD OF DIRECTORS

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### OFFICERS

David Sarnoff, *chmn. of bd.*  
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 Frank M. Folsom, *Chmn. of exec. comm. of bd.\**  
 Elmer W. Engstrom, *sr. exec. vp.*  
 Ewen C. Anderson, *exec. vp., pub. rel.*  
 Charles M. Odorizzi, *exec. vp., sls. & services*  
 Robert A. Seidel, *exec. vp., consumer products*  
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 W. Walter Watts, *exec. vp., electronic components*  
 Charles P. Baxter, *vp. and gen. mgr., RCA Victor Tv Div.*  
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 Meade Brunet, *vp. and mgng. dir., RCA International Div.*  
 John S. Carter, *vp., finance admin.*  
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 Ralston H. Coffin, *vp., adv. & sls. prom.*  
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 E. Dorsey Foster, *vp., economic planning*  
 Ernest B. Gorin, *vp. and treas.*  
 Vincent dePaul Goubeau, *vp., materials*  
 J. B. Hanson, *vp., eng. services*  
 Charles B. Jolliffe, *vp. and tech. dir.*  
 Lawrence W. Kanaga, *vp., and gen. mgr., RCA Victor Record Div.*  
 Howard L. Letts, *vp. & ops. mgr. RCA Victor Record Div.*  
 Harold R. Maag, *vp. and western mgr.*  
 Arthur L. Malcarney, *vp. & gen. mgr. Commercial Electronic Products*  
 George R. Marek, *vp., record album dept.*  
 Manuel Sacks, *staff vp.*  
 Dominic F. Schmitz, *vp., product eng.*  
 Frank Sleeter, *vp., mgr. services*  
 Jougias Y. Smith, *vp. and gen. mgr., tube div.*  
 Lindsey W. Teegarden, *vp., distribution*  
 James M. Toney, *vp. and gen. mgr., RCA Victor Radio and "Victrola" Div.*  
 Edward M. Tuft, *vp., personnel*  
 Robert F. Watters, *vp. and oper. mgr., RCA International Div.*  
 Robert L. Werner, *vp. and gen. attorney*  
 George Y. Wheeler, *II, staff vp., Washington office*  
 Irving Wolf, *vp., research, RCA Labs.*

Thomas P. Wynkoop Jr., *vp., commercial Marine distribution.*  
 V. K. Zworykin, *honorary vp.*  
 John Q. Cannon, *sec.*  
 Walter S. Holmes Jr., *controller*  
 (\* effective March 1, 1957)

### RCA LABORATORIES—PRINCETON, N. J.

Dr. James Hillier, *gen. mgr., RCA Lab.*  
 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.  
 Lawrence W. Kanaga, *vp. and gen. mgr.*  
 Howard W. Letts, *vp. & ops. mgr.*  
 George R. Marek, *vp. record album dept.*

### Consumer Products Manufacturing Plants

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

Somerville, N. J.  
 Dr. Alan M. Glover, *gen. mgr.*

### RCA Components Division

Front & Cooper Sts., Camden, N. J.  
 W. T. Warrender, *gen. mgr.*

### ELECTRONIC COMPONENTS MANUFACTURING PLANTS

Camden, N. J., Front & Cooper Sts., component parts  
 Cincinnati, Ohio, 5040 Lester Rd., miniature electron tubes  
 Findlay, Ohio, Box 246, Fostoria Rd., electronic component parts  
 Harrison, N. J., 415 South Fifth St., electron receiving tubes  
 Indianapolis, Ind., 501 North LaSalle St., electronic receiving tubes  
 Lancaster, Pa., Box 1140, New Holland Pike, Color kinescopes, power tubes, tv camera, special purpose tubes, phosphors  
 Marlon, Ind., 3301 South Adams St., B & W kinescope and luminescent powder  
 Somerville, N. J., semi-conductors  
 Woodbridge, N. J., electron receiving tubes

### RCA DEFENSE ELECTRONIC PRODUCTS

Front & Cooper Sts., Camden, N. J.  
 T. A. Smith, *exec. vp.*

### DEFENSE ELECTRONIC PRODUCTS MANUFACTURING PLANTS

Camden, N. J., Front and Cooper Sts., gov't communications and special equip.  
 Canonsburg, Ohio, spec. gov't equip.  
 Los Angeles, Calif., 11815 W. Olympic Blvd., gov't communications equip.  
 Moorestown, N. J., Marine Hwy., aviation, radar and spec. government equip.  
 New York, N. Y., 75 Varick St., electronic navigational devices.

### RCA COMMERCIAL ELECTRONIC PRODUCTS

Front and Cooper Sts., Camden, N. J.  
 A. L. Malcarney, *vp. & gen. mgr.*

### COMMERCIAL ELECTRONIC PRODUCTS MANUFACTURING PLANTS

Camden, N. J., Front and Cooper St., communications equip., broadcasting, theatre, sound and industrial equip., tv apparatus, BIZMAC computers  
 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.*

**Associated Companies in Other Countries**

RCA Victor Argentina, S.A.I.C. in Buenos Aires  
 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  
 American Radio Tv (Hellas) Limited Liability Co. in Athens  
 RCA Great Britain Ltd., in Middlesex  
 Photophone Equipment Private, Ltd. in Bombay  
 RCA Italiana, S.p.A. in Rome  
 RCA Victor Mexicana, S.A. de C.V., in Mexico City  
 RCA Espanola, 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 de Venezuela C.A. in Caracas

**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.**  
 1188 Merchandise Mart Plaza  
 Chicago 54, Ill.  
 W. M. Norton, pres.

**Distribution Offices**  
 Buffalo 25, N. Y., 1680 Walden Ave.  
 Chicago 32, Ill., 5050 S. Kedzie Ave.  
 Davenport, Iowa, 1235 W. Fifth St.  
 Detroit 4, Mich., 7400 Intervale Ave.  
 Kansas City 15, Kan., Fairfax and Funston Roads  
 Los Angeles 7, Calif., 2027 S. Figueroa St.  
 Wichita, Kan., 725 E. Lincoln St.

**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.

**NATIONAL BROADCASTING COMPANY, INC.**

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

Registered Telegraphic Address: NATBROADCAST, New York

(For Executives of Parent, Radio Corp. of America, See above)

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 Aaron Rubin, asst. controller

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 Raymond F. Guy, dir., radio frequency engineering

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 Mildred Joy, ch. librarian  
 J. Robert Myers, mgr., traff.

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 John V. Shute, asst. gen. atty.

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 William H. Craig, mgr., employment  
 George H. Fuchs, mgr., labor rel.

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 ministration  
 Martin J. Begley, casting dir.  
 Thomas H. Belviso, mgr., music & literary rights

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 William A. Williams, asst. treas.

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 Allen R. Cooper, mgr., markets & media  
 James Cornell, mgr., audience measurement  
 Barry Rumpke, mgr., plans

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**OPERATIONS**

Charles R. Denny, exec. vp.

**INTERNATIONAL OPERATIONS**

Alfred Stern, dir., international ops.  
 Romney Wheeler, dir., European ops.

**PUBLIC RELATIONS**

Kenneth W. Bilby, vp.

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Stockton Helffrich, dir., continuity acceptance  
 Carl Watson, mgr., continuity acceptance

**ADVERTISING**

Richard A. R. Pinkham, vp., adv.  
 Charles A. Henderson, mgr., field reps.  
 Alexander S. Rylander, dir., exploitation  
 Peter M. Tintle, mgr., guest rel.

**NATIONAL ADVERTISING & PROMOTION**

John H. Porter, dir., natl. adv. & prom.  
 J. Donald Foley, mgr., natl. sts. prom.  
 John Graham, art dir.  
 Edwin Vane, mgr., natl. audience prom.

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Sydney H. Eiges, vp., press & publicity  
 William E. Anderson, mgr., bus. & trade publicity  
 Milton Brown, mgr., pgm. publicity  
 Robert R. Brown, mgr., institutional publicity  
 Kathryn Cole, mgr., information  
 Sidney Destor, mgr., photo unit  
 Mike Horton, dir., information  
 William Burke Miller, night exec. ofcr.  
 Ellis Moore, dir., press dept.  
 Cornelius K. Sullivan, pub. rel. rep.

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 Jerry A. Danzig, vp., radio network pgms.  
 William K. McDaniel, vp., radio network sts.  
 Albert L. Capstaff, dir., Monitor and sp. pgms.  
 George Diefenderfer, mgr., central sts.  
 David A. Engles, mgr., radio network sts., San  
 Francisco  
 William F. Fairbanks, mgr., eastern sts.  
 Howard Gardner, dir., radio network sts. develop-  
 ment  
 George A. Graham, dir., radio network sts. serv.  
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 Frederic L. Horton, dir., radio network sts.  
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 William A. Loudon, mgr., radio network sts., Los  
 Angeles  
 Paul Mensing, mgr., radio network sts., Detroit  
 Sackett Miles, mgr., radio sts., serv. & traff.  
 Theodore Zaer, mgr., bus. aff., radio network

**FACILITIES OPERATIONS**

Charles H. Colledge, vp.

**TECHNICAL OPERATIONS**

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James A. Glenn, mgr.

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Thomas B. McFadden, vp., NBC owned stas. & NBC  
 Spot Sales  
 Donald E. Bishop, dir., publicity & community servs.

**NBC RADIO NETWORK**

**Gross Daytime Charges**

As of January 1, 1957

1 Hour 1/2 Hour 1/4 Hour

Full Network of

188 Stations \$14,093 \$8,492 \$5,661

The above charges are subject to dollar vol-  
 ume and annual continuity discounts. Re-  
 gional networks are available and can be set  
 up at management's decision to suit the ad-  
 vertiser. The only set regional is the West  
 Coast one which includes 14 basic stations.  
 Participation announcements in NBC desig-  
 nated programs, such as Monitor and Band-  
 stand are also available.



**THE WORLD**



# ON A NEW "HOT LINE"



NBC Radio Network's "HOT LINE" service gives radio news coverage new and unprecedented stature. An open line, linking NBC Radio Central to every affiliate, is ready throughout the broadcast day. When news breaks anywhere in the world, immediate notice clears all stations automatically, to bring NBC Radio audiences instant word.

NBC Radio Network also provides the nation with another exclusive service: NETWORK NEWS-ON-THE-HOUR. Every hour, the first five minutes bring live, direct reports by NBC correspondents around the world, on-the-spot coverage of important local stories by Network Associate newsmen at NBC's affiliates.

The "HOT LINE" service and NEWS-ON-THE-HOUR form a one-two news punch that makes the NBC Radio Station in every market THE source for swift, reliable, complete news coverage. This is the combination that is giving listeners more reason than ever to keep tuned *through the day* to NBC Radio.

Advertisers have been quick to recognize the value of this vital development. It's sold out. Bristol-Myers and Brown & Williamson have bought out the entire schedule of NEWS-ON-THE-HOUR broadcasts — two of the biggest network buys in years.

The dynamic energy of NBC Radio can generate sales for you, too. Your NBC Radio Network representative will tell you how.

**NBC RADIO NETWORK**  
a service of 

# EXECUTIVE AND STAFF PERSONNEL OF THE FEDERAL COMMUNICATIONS COMMISSION

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

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**ROBERT TAYLOR BARTLEY**, *Comr.*, Rm. 6207. Democrat; assumed office March 6, 1952; term expires June 30, 1958. Max D. Paglin, legal asst.; Horace E. Sloane, engr. asst.; Farrell McGonigal, confidential asst.; Isolene Corbett, Ethel Lonergan and Corinne Totten, secs.

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**TUNIS AUGUSTUS MACDONOUGH CRAVEN**, *Comr.*, Rm. 7241. Democrat; assumed office July 2, 1956; term expires June 30, 1963. Robert M. Kooten, legal asst.; Margaret S. Preston, confidential assistant; Ruth Kopplakly, adm. sec.; Elizabeth Lindsley, Elizabeth N. Harris, secs.

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**CHARLES E. SMOOT**, *asst. gen. counsel in charge*, Rm. 7348. Atty.s: Erich Saxl, Anne A. Mooney, Edward W. Hautanen, Miriam McD. Miller, Chester J. Roberts Jr.

## Litigation Division

**RICHARD A. SOLOMON**, *asst. gen. counsel in charge*, Rm. 7334. Atty.s: Daniel R. Ohlbaum, Henry Geller, John J. O'Malley, Robert M. Ague Jr., Robert W. Miller.

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Feb. 23, 1927 — July 10, 1934  
 Admiral W. H. G. Bullard, Pennsylvania  
 March 15, 1927—November 24, 1927 (Deceased)  
 Orestea 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. Wells, Vermont  
 July 1, 1945—March 6, 1948 (Deceased)  
 Paul A. Porter, Kentucky  
 December 21, 1944—February 25, 1948  
 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 23, 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 Appointee)  
 Paul Alee Walker, Oklahoma  
 July 11, 1934—June 30, 1953  
 George Edward Sterling, Maine  
 January 2, 1948—September 30, 1954  
 Frjeda Barkin Hennock, New York  
 July 6, 1948—June 30, 1955  
 Edward Mount Webster, Washington, D. C.  
 April 10, 1947—June 30, 1956  
 \*Reappointed July 2, 1956. Current term expires June 30, 1963.

**and Allocations Branch**—Bruce S. Longfellow, chief, Rm. 7521. Engr.s: Melvor L. Parker, Donald C. Kanode. **Television Applications Branch**—(vacancy) chief, Rm. 7437. Engr.s: Daniel Jacobson, Willard J. Beale, Clayton W. Hanson, Harold G. Kelley, Rex Wilson, Clinton Barrick, Robert C. Ochs. Atty.s: Martin I. Levy, Samuel Saady, John P. Cole, Allen Cordon. **Hearing Branch**—Robert J. Rawson, chief, Rm. 7312. Engr.s: Louis Light, Jerome F. Fadberg, John Roseborough. Atty.s: David L. Kraushaar, Pasquale Vaccante, Edward J. Brown, Earl C. Walck, John H. Bass Jr., Ray R. Paul, Richard Ely, Thomas B. Fitzpatrick.

## Renewal & Transfer Div.

**JOSEPH N. NELSON**, *chief*, Rm. 7306. Robert D. J. Leahy, acct. Natalie R. Yeager, atty.; Harry A. Mills, eng.; Esther M. Iglesias, sec. **Transfer Branch**—Robert H. Alford, chief, Rm. 7309. Atty.s: John P. Elliott, Lauren A. Colby, D. Joseph Hanlon. **Accts.**: Guy E. Douglas, John D. Stephenson. **Renewal Branch**—Millard F. French, chief, Rm. 7315. Atty.s: Richard M. Zwolinski, Max J. Aronson. **Accts.**: John B. Foret, George W. Phillips, Joseph J. Berezny. **Compliance Branch**—LeRoy Schaff, chief, Rm. 7319. Atty.: Maurice W. Whiton. **Acct.**: William H. Hunter Jr. **Legal Exmrs.**: Mildred K. Roberts, Helen K. Huber, Doris L. Nutt, Jean M. Kent, Jeanne C. Barrows, Thelma B. Miller. **Control Section**—Melba Z. Templeman, chief, Rm. 7302.

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District No.	Address	City and State	Sub-Office	Officer	Location
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2	Emery H. Lee Engineer in Charge 748 Federal Bldg. 641 Washington St.	New York 14, N. Y. Tel. Watkins 4-1000 Ext. 392	Marine Office	Joe H. McKinney Marine Supervisor Rm. 328 U. S. Post Office & Courthouse	San Pedro, Calif. Tel. Terminal 22389
3	Roger E. Phelps Engineer in Charge 1005 New U. S. Cusomhouse	Philadelphia 6, Pa. Tel. Market 7-6000 Ext. 137, 138, 139	12	Francis V. Sloan Engineer in Charge 323-A Customhouse	San Francisco 26, Calif. Tel. Yukon 6-4141
4	Hyman A. Cohen Engineer in Charge Room 400 McCawley Bldg. 400 E. Lombard St.	Baltimore 2, Md. Tel. Plaza 2-8480 Ext. 818, 817	13	Joseph H. Hallock 507 New U. S. Courthouse 620 S. W. Main St.	Portland 5, Oregon Tel.: Capital 8-6171 Ext. 541 and 542
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11	Bernard H. Linden Engineer in Charge 1425 U. S. Post Office & Courthouse Temple & Spring Sts.	Los Angeles 12, Calif. Tel. Madison 7411, Ext. 631	24	Alfred H. Kleist Engineer in Charge 415 22d St., N.W.	Ext. 229, 230 Washington 25, D. C. Tel. Executive 3-3620

**STATE ASSOCIATIONS OF BROADCASTERS**

**Alabama Broadcasters Assn.**  
P. O. Box 6174 University, Ala. Founded in 1946; meetings March and Oct.; elections March; no. of members 84. Officers: Julian C. Smith, WAGF Dothan, pres.; Herbert M. Martin, WAPI Birmingham, p.; W. W. Hunt, WCOV Montgomery, sec.-treas.; Mrs. Angie M. Youngson, exec. sec.

**Arizona Broadcasters Assn.**  
Founded in 1952; meetings Jan.; elections Nov.; no. of members 22. Officers: Dick Lewis, KTAR Phoenix, pres.; Tom Wallace Sr., KTKT Tucson, vp; Ioward Loeb, KRIZ Phoenix, sec.-treas.

**Arkansas Broadcasters Assn.**  
/o pres. or sec. Founded 1946; meetings March and Sept.; elections in March; no. of members 45. Officers: Melvin P. Spann, KWAK Stuttgart, pres.; Ted Land, KDRS Paragould, vp.; C. J. Dickson, KWFC lot Springs, sec.-treas.

**California State Radio & Television Broadcasters Assn.**  
/o pres. or sec. Founded 1947; meetings Nov.; no. of members 76. Officers: John H. Schaht, VET-TV Sacramento, pres.; George Whitney, FMB San Diego, vp; Loyd Sigmon, KMPC Los Angeles, radio vp; Joe Drilling, KJEO-TV Fresno, / vp; J. G. Paltridge, KROW Oakland, sec.-treas.

**Colorado Broadcasters & Telecasters Assn.**  
c/o pres. or sec. Founded in 1950; meetings semi-annual; elections June; no. of members 46. Officers: Phil Hoffman, KLZ Denver, pres.; Jerry Fitch, KGLN Glenwood Springs, vp.; Harry Hoth, KRDO, Colorado Springs, sec.-treas.; T. Ellsworth Stepp, exec. sec.

**Connecticut Broadcasters Assn.**  
c/o pres. Founded in 1954; meetings and elections March; no. of members 26. Officers: Daniel W. Kops, WAVZ New Haven, pres.; Charles Bell, WHAY New Britain, vp.; Eric Hatch, WBIS Bristol, sec.-treas.

**Florida Assn. of Broadcasters**  
c/o pres. or sec. Founded in 1938; meetings May-June and Nov.; elections in May-June; no. of members 83. Officers: H. Dennison Parker, WTAN Clearwater, pres.; James L. Howe, WIRA Ft. Pierce, 1st vp.; John H. Phipps, WTAL Tallahassee, 2d vp.; Charles Fernandez, WKXY Sarasota, sec.-treas.

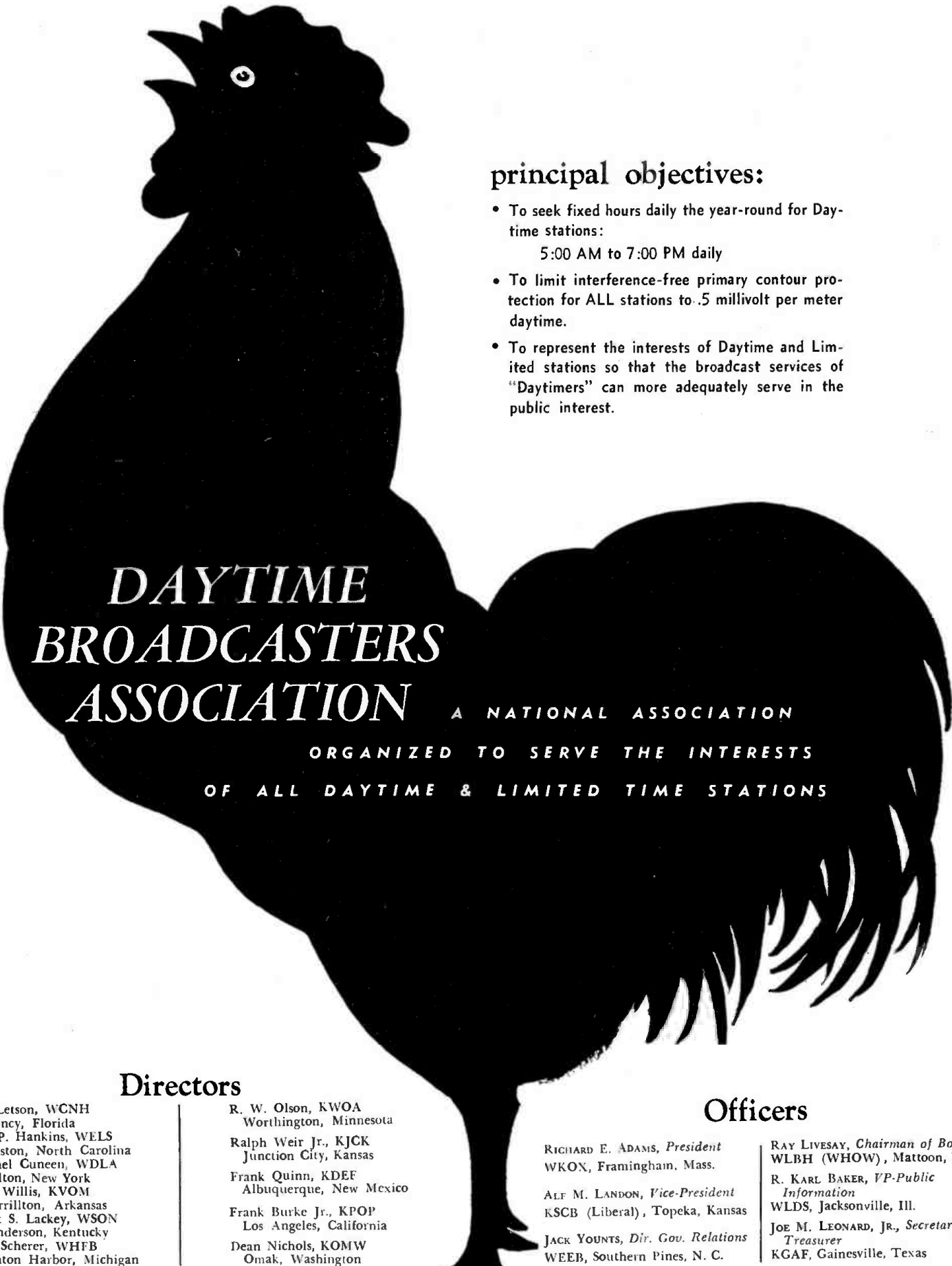
**Georgia Assn. of Broadcasters**  
c/o pres. or sec. Founded 1935; meetings Aug., last weekend Jan.; elections by mail after Jan. meeting; no. of members 56. Officers: L. H. Christian, WRFK Athens, pres.; W. N. Morris, WMLT Dublin, 1st vp; John W. Jacobs Jr., WDUN Gainesville, 2d vp; Ross Shackelford, U. of Georgia, exec. sec.

**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: John D. Keating, KONA-TV Honolulu, pres.

**Idaho Broadcasters Assn.**  
c/o pres. or sec. Founded 1951; meetings spring and fall; elections in fall; no. of members 27. Officers: C. N. Layne, KID Idaho Falls, pres.; K. Clark, KBAR Burley, vp; Eugene Shumate, KRXX Rexburg, sec.-treas.

**Illinois Broadcasters Assn.**  
c/o pres. or sec. Founded 1948; meetings March and Oct.; elections Oct.; no. of members 52. Officers: George C. Biggar, WLKB DeKalb, pres.; Harold L. Dewing, WCVS Springfield, vp; Charles R. Cook, WJPF Herrin, sec.-treas.

**Indiana Broadcasters Assn.**  
c/o pres. or sec. Founded 1948; meetings March and elections March; no. of members 53. Officers: Dan Park, WIRE Indianapolis, pres.; Norman Widenhofer, WGL Ft. Wayne, vp. radio; Joe Edwards, WFML (FM) Washington, vp. fm; Bob Lemon, WITV (TV) Bloomington, vp. tv; Joseph Higgins, WTHI Terre Haute, sec.-treas.; Howard A. White, WCTW-FM Newcastle, asst. sec.; Dennis Keller, WITZ Jasper, asst. treas.



principal objectives:

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

**DAYTIME  
BROADCASTERS  
ASSOCIATION**

A NATIONAL ASSOCIATION

ORGANIZED TO SERVE THE INTERESTS  
OF ALL DAYTIME & LIMITED TIME STATIONS

**Directors**

Ben Letson, WCNH  
Quincy, Florida  
Jack P. Hankins, WELS  
Kinston, North Carolina  
Michael Cuneen, WDLA  
Walton, New York  
J. C. Willis, KVOM  
Morrilton, Arkansas  
Hecht S. Lackey, WSON  
Henderson, Kentucky  
J. P. Scherer, WHFB  
Benton Harbor, Michigan

R. W. Olson, KWOA  
Worthington, Minnesota  
Ralph Weir Jr., KJCK  
Junction City, Kansas  
Frank Quinn, KDEF  
Albuquerque, New Mexico  
Frank Burke Jr., KPOP  
Los Angeles, California  
Dean Nichols, KOMW  
Omak, Washington

**Officers**

RICHARD E. ADAMS, *President*  
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JACK YOUNTS, *Dir. Gov. Relations*  
WEEB, Southern Pines, N. C.

RAY LIVESAY, *Chairman of Board*  
WLBH (WHOW), Mattoon, Ill.  
R. KARL BAKER, *VP-Public  
Information*  
WLDS, Jacksonville, Ill.  
JOE M. LEONARD, JR., *Secretary-  
Treasurer*  
KGAF, Gainesville, Texas

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

**Iowa Broadcasters Assn.**  
c/o pres. or sec. Founded 1951; meetings semi-annually; elections annually; no. of members 42. Officers: Anthony J. Koelker, KMA Shenandoah, pres.; Gene Claussen, KXIC Iowa City, vp; Ernest C. Sanders, WOC Davenport, 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, KFUL Garden City, pres.; Arden Booth, KLVN Lawrence, vp.; Tom Bashaw, KFH Wichita, 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: Arthur Ellerman, WZIP Covington, pres.; Dee Huddleston, WIEL Elizabethtown, 1st vp; Al Temple, WKCT Bowling Green, 2d vp; Katherine Peden, WHOP Hopkinsville, sec.-treas.

**Louisiana Assn. of Broadcasters**  
P. O. Box 378, Baton Rouge. Founded 1945; meetings spring and fall; elections fall; no. of members 56. Officers: Frank Ford Jr., KENT Shreveport, pres.; Hillman Bailey, KNOC Natchitoches, radio vp; Tom E. Gibbens, WAFB-TV Baton Rouge, tv vp; W. E. Jones, KSLO Opelousas, sec.-treas.; Rolf McCollister, exec.-sec.

**Maine Radio & Tv Broadcasters Assn.**  
c/o pres. Founded 1947; meetings and elections Nov.; no. of members 19. Officers: Parker Hoy, WLAM Lewiston, pres.; Elden Shute Jr., WKTD South Paris, 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 64. Officers: Robert Cochran, WMAR-TV Baltimore, pres.; William H. Paulsgrove, WJET Hagerstown, vp; Fred Houwink, WMAL Washington, sec.-treas.

**Massachusetts Broadcasters Assn.**  
c/o pres. Founded 1954; meetings and elections in fall; no. of members 40. Officers: Sherwood J. Tarlow, WHIL Medford, pres.; Roy V. Whisnand, WCOP Boston, vp; Henry Solomon, WNBH New Bedford, sec.; George Jaspert, WCCM Lawrence, treas.

**Michigan Assn. of Broadcasters**  
c/o pres. or sec. Founded 1948; meetings June and Sept.; elections Sept.; no. of members 80. Officers: J. P. Scherer, WHFB Benton Harbor, pres.; Lester Biederman, WPBN(TV) Traverse City, vp; George M. Millar, WKMH Dearborn, sec.-treas.

**Minn. Assn. of Broadcasters**  
c/o pres. Reactivated 1956. Officers: Kenneth M. Hance, KSTP pres.; Miller C. Robertson, WTCN Minneapolis, 1st vp; Harry Linder, KWLM Willmar, 2d vp; Larry Haeg, WCCO Minneapolis, sec.-treas.

**Mississippi Broadcasters Assn.**  
c/o pres. Founded 1942; meetings and elections March or April; no. of members 54. Officers: William Howard Cole, WHOC Philadelphia, pres.; William Guest, WPMP Pascagoula, vp.; Granville Walters, WAML Laurel, sec.-treas.

**Missouri Broadcasters Assn.**  
c/o pres. Founded 1948; meetings April and Aug.; elections Aug.; no. of members 61. Officers: Earl Dougherty, KXEO Mexico, pres.; Bruce Barrington, WEW St. Louis, vp; E. A. Richter, KWOS Jefferson City, sec.-treas.

**Montana Radio Stations Inc.**  
c/o pres. Founded 1949; meetings and elections Sept.; no. of members 26. Officers: A. J. Mosby, KGVO-TV Missoula, pres.; Jeff Kleihl, KGHL Billings, vp.; Mrs. 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: Richard Chapin, KFOR Lincoln, pres.; Dave Young, KSID Sidney, vp.; Gordon C. Pentz, KWBE Beatrice, sec.-treas.

**Nevada State Broadcasters Assn.**  
(Inactive)

**New Hampshire Assn. of Broadcasting**  
c/o pres. or sec. Founded 1954; meetings and elections Sept.; no. of members 10. Officers: Frank B. Estes, WKNE Keene, pres.; A. J. K. Malin, WWHN Rochester, vp.; Warren Jounray, WGIR 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: Jerome P. McCarthy, WTOA (FM) Trenton, pres.; John G. Struckell, WWBZ Vineland, vp; Robert McDougall, WAAT Newark, sec.-treas.

**New Mexico Broadcasters Assn.**  
c/o pres. Founded 1952; meetings Sept. and March; elections March; no. of members 29. Officers: W. W. Phelps, KQUE Albuquerque, pres.; Jim Duncan, KSL Silver City, vp.; John Burroughs, KENM Portales, treas.

**New York State Assn. of Radio & Television Broadcasters**

c/o pres. or sec. Founded 1955; meetings April and fall; elections fall; no. of members 80. Officers: E. R. Vadeboncoeur, WSYR Syracuse, pres.; William Doerr, WEBR Buffalo, 1st vp; Gordon Gray, WOR-TV New York, 2d vp; Elliott Stewart, WIBX Utica, sec.; George Dunham, WBNF Binghamton, treas.

**North Carolina Assn. of Broadcasters**  
c/o pres. or sec. Founded 1932; meetings June and Nov.; elections Nov.; no. of members 115. Officers: Edmond H. Smith, WIRC Hickory, pres.; E. Z. Jones, WBBB Burlington, radio vp; Harold Essex, WSJS-TV Winston-Salem, tv vp; Cecil 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: Leslie Kleven, KNDC Hettinger, pres.; Charles G. Burke, KFGO Fargo, vp; Les Maupin, KLPN 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 82. Officers: J. L. Bowden, WKBN-TV Youngstown, pres.; Hubbard Hood, WKRC Cincinnati, vp. radio; Carlton Dargusch Jr., sec.-treas.

**Oklahoma Assn. of Broadcasters**  
c/o pres. or sec. Meetings and elections Jan.; no. of members 48. Officers: Leo R. Morris, KSWO Lawton, pres.; Gene Dobson, WKY Oklahoma City, vp.; Bill Brubaker, KRHD Duncan, 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: James A. Mount, KGW Portland, pres.; David Hoss, KSLM Salem, vp.; Carl O. Fisher, KUGN Eugene, sec.-treas.

**Pennsylvania Assn. of Broadcasters**  
c/o P. O. Box 606, Harrisburg. Founded 1922; meetings and elections April; no. of members 112. Officers: Thomas Price, WBVP Beaver Falls, pres.; Roy Morgan, WILK Wilkes-Barre, 1st vp.; J. Wright Mackey, WRAC Williamsport, 2d vp.; George Koehler, WFIL Philadelphia, sec.; Tom Metzger, WMRP Lewistown, treas.

**Puerto Rican Assn. of Broadcasters**  
Box 1072, San Juan, Puerto Rico. Founded 1947; meetings 2d Mon. of each month; elections 2d Wed. of July; no. of members 18. Officers: Angel Ramos, WKAQ San Juan, pres.; Ralph Perez Perry, WKVM San Juan, vp.; Frederick E. Virella, WJIF Caguas, sec.; G. Gonzales Grau, WITA San Juan, sub.-sec.; Julio Morales, WIRO Rio Piedras, treas.; Carlos J. Pont, exec.-sec.

**Rhode Island Broadcasters Assn.**  
c/o pres. Founded 1953; meetings 1st Mon. each month; elections June; no. of members 11. Officers: H. William Koster, WEAN Providence, pres.; Edward Boghosian, WJAR-TV Providence, vp.; Milton Mitler, WADK Newport, 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: Charles A. Batson, WIS-TV Columbia, pres.; W. Randall Davidson, WAKN Aiken, 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: Evans Nord, KELO Sioux Falls, pres.; Ross Case, KWAT Watertown, vp; James 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, KGFJ Hollywood, treas.; Howard Gray, KGIL San Fernando, sec.

**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 150. Officers: Dave Morris, KNUZ Houston, pres.; M. F. Danbom, KTBB Tyler, vp; Al Johnson, KENS San Antonio, sec.-treas.

**Utah Broadcasters Assn.**  
c/o pres. Founded 1951; meetings Jan. and June; elections Jan.; no. of members 19. Officers: George C. Hatch, KALL Salt Lake City, pres.; Harold E. Van Wagenen, KIXX Provo, 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: pres., (vacant); J. Gordon Keyworth, WBTN Bennington, vp; Frank Balch, 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 60. Officers: Emerson J. Fryor, WDVA Danville, pres.; Carl L. Lindberg, WPKI Alexandria, vp.; Milton B. Henson, WREL Lexington, sec.-treas.

**Washington State Assn. of Broadcasters**  
c/o pres. Founded 1935; meetings March and Sept.; elections March; no. of members 44. Officers: Leonard H. Higgins, KTNV-TV Tacoma, pres.; James A. Murphy, KIT Yakima, vp.; Allen Miller, KWSC Pullman, sec.-treas.; Ronald A. Murphy, mgng. dir.-couns.

**West Virginia Broadcasters Assn.**  
c/o sec. Founded 1946; meetings spring and fall; elections spring; no. of members 32. Officers: A. G. Ferrise, WMMN Fairmont, pres.; Robert Ferguson, WTRF-TV Wheeling, vp.; C. Tom Garten, WSAZ Huntington, sec.-treas.

**Wisconsin Broadcasters Assn.**  
c/o exec. sec. Founded 1928; meetings and elections 1st Tues. in Oct.; no. of members 48. Officers: Hugh Boice Jr., WEMP Milwaukee, pres.; Paul Skinner, WHBL Sheboygan, vp; Carl Kolata, WTTN Watertown, sec.; Mig Figl, WAUX Waukesha, treas.

**Wyoming Assn. of Radio & Television Broadcasters**  
c/o sec. Founded 1955; meetings, elections between April-July; no. of members 16. Officers: James Carroll, KWYO Sheridan, pres.; Floyd Sparks, KSAL Newcastle, vp; Joe Ernst, KWOR Worland, sec.-treas.

## GOVERNMENT AGENCIES DEALING WITH RADIO

(All Washington, D. C. addresses unless otherwise specified • Complete FCC listing on page 40)

### 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, Robert Cutler; Administrative Assistants to the President, Gabriel Haug, Bryce N. Harlow, I. Jack Martin, Howard Pyle; 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.

Office of Defense Mobilization, 17th & Pennsylvania Ave., N. W. Tel.: Executive 3-3300. Director, Arthur S. Flemming; Deputy Director, Victor E. Cooley; Asst. to the Director for Telecommunications, Maj. Gen. Jerry V. Matejka; General Counsel, Charles H. Kendall; Public Information officer, Lee W. Schooler.

### DEPT. OF AGRICULTURE

14th & Independence Ave., S. W.  
Tel.: Republic 7-4142

Secretary: Ezra Taft Benson.  
Office of Information: Director, R. Lyle Webster; Asst. Directors, James H. McCormick (Publications), Harold Lewis (Press, special reports, radio-tv), J. Kendall McClarren (visual media); Chief,

Radio & Tv, Layne R. Beaty; Tv Information Specialists, Jules Renaud, Janet M. Christensen; Radio Information officer, Jack H. Towers.

### DEPT. OF COMMERCE

14th & Constitution Ave., N. W.  
Tel.: Sterling 3-9200

Secretary: Sinclair Weeks.  
Office of Public Information: Director, Albert Le man. Deputy Director of Information, Henry Scherer. Chief, News Section, Harry Weiss.  
Census Bureau (Tel.: Ludlow 4-3000): Director, Robert W. Burgess. Deputy Director, A. Ros Eckler; Assistant Directors, Howard C. Grieve, Dr. Conrad Taeuber; Acting Information Officer:

## GOVERNMENT AGENCIES

A. W. Von Strueve; Information Specialist, Conrad Shamel.

National Bureau of Standards (Tel.: Emerson 2-4040); Director, A. V. Astny, Chief, Office of Technical Information, W. R. Tilley, Chief, Boulder Center Labs (Boulder, Colo.), Frederick W. Brown; Chief, Electricity & Electronics Division, Dr. F. B. Silsbee.

Civil Aeronautics Administration (Tel.: Sterling 3-9200); Acting Administrator, James T. Pyle; Chief, Airspace Utilization Branch, E. R. Mehrling; Press and Publications Officer, Raymond Nathan.

U. S. Weather Bureau (Tel.: Adams 2-3200); Public Information Co-ordinator, Norman R. Hagen; Assistant, Herbert Lieb.

### DEPT. OF DEFENSE Pentagon Bldg. Tel.: Liberty 5-6700

Secretary: Charles Erwin Wilson; Deputy Secretary, Reuben B. Robertson; Assistant Secretary (Legislative & Public Affairs), Robert Tripp Ross; Deputy Asst. Secretary for Public Affairs, Philip K. Allen; Executive Assistant, John E. Carland.

Office of Public Information (ext. 7-1346); Director, C. Herschel Schooley.

Radio-TV Branch (ext. 7-6214); Chief, Col. Bertram Kalisch (Army); Radio-TV Officer, Capt. Hal Harlan.

Press Branch (ext. 5-3201); Chief, Hunt Clement, Jr.; Executive Assistants—Herb Schon (Army); Allan A. Howell (Office of Defense); Comdr. Vincent Thomas (Navy); Moncel Monts (Air Force); Maj. Raymond H. W. Pett (Marine Corps).

Dept. of the Air Force: Secretary, Donald A. Quarles; Office of Information Service (ext. 5-5554)—Director, Brig. Gen. Andrew J. Kinney; Radio-TV Branch, Chief, Lt. Col. Milan A. Chiba.

Dept. of Army: Secretary, Wilber M. Brucker; Office of Public Information (ext. 5-5136)—Chief, Maj. Gen. Guy S. Meloy, Jr.; Radio-TV Branch, Chief, Maj. Thomas B. Claggett; Assistant, Capt. William T. Ellington, New York Office, Post Office Bldg., 110 E. 45th St., New York 17; Telephone Murray Hill 4-5130, ext. 385—Chief (vacant); Radio-TV Branch, Chief, Capt. George Kennedy; Studios, Signal Corps Pictorial Center, Long Island City, N.Y.; Telephone Ravenswood 6-2000; executive producer, Capt. James Bowns.

Dept. of Navy: Secretary, Charles S. Thomas; Office of Navy Information (ext. 7-5342)—Chief, Rear Admiral Edmund B. Taylor; Deputy Chief, Capt. J. D. Lamade; Public Information Div., Director, Capt. D. S. Edwards; assist. director, Comdr. S. S. Leon; News Branch, head, Comdr. Remi C. O'Connor; Radio-TV Branch, head, Comdr. W. O. Miller; Still & Motion Pictures Branch, head, Comdr. F. M. Richardson.

Marine Corps: Division of Information (ext. 4-1493)—Director, Col. J. L. Mueller; Radio-TV Branch, head, Maj. William L. McCulloch; News and Periodicals Branch, head, Lt. Col. Robert J. Fairfield.

### DEPT. OF HEALTH, EDUCATION & WELFARE 330 Independence Ave., S.W. Tel.: Executive 3-6300

Secretary: Marion B. Folsom.  
Assistant to the Secretary for Public Affairs, Charles F. Barrett.

Office of Publications & Reports: Director, Harvey A. Bush; Press Officer, H. C. John Russell.

Food & Drug Administration: Wallace Janssen (Assistant to the Commissioner and Information Officer).

Office of Education: Carroll B. Hanson (Director, Publications).

Social Security Administration: William Galvin (Information Officer).

Public Health Service: J. Stewart Hunter (Chief, Information Services).

Office of Vocational Rehabilitation: W. Oliver Kinnannon (Information Officer).

National Institutes of Health, Bethesda 14, Md.; Tel.: Oliver 6-4000, Ext. 787; Jack Fletcher (Information Officer).

### DEPT. OF JUSTICE 9th & Pennsylvania Ave., N. W. Tel.: Republic 7-8200

Attorney General: Herbert Brownell Jr.; Deputy Attorney General: William P. Rogers; Assistant Attorneys General: Charles K. Rice (Tax Div.), Victor R. Hansen (Antitrust Div.), Warren Olney III (Criminal Div.), George Cochran Doub (Civil Div.), Perry W. Morton (Lands Div.), Frederick W. Ford (acting) (Office of Legal Counsel), William F. Tompkins (Internal Security Div.); Solicitor General, J. Lee Rankin.

Office of Public Information: Director, G. Frederick Mullen. Assistant Director, Robert M. Grannis.

### DEPT. OF LABOR 14th & Constitution Ave., N. W. Tel.: Executive 3-2420

Secretary: James P. Mitchell.  
Office of Public Information: Director, George C. Lodge.

### DEPT. OF STATE 21st and Virginia Ave., N. W. Tel.: Republic 7-5600

Secretary: John Foster Dulles; Under Secretary of State, Herbert Hoover Jr.; Deputy Under Secretary for Administration, Loy W. Henderson; Deputy Undersecretary, Robert Murphy.

Assistant Secretary of State for Public Affairs: Carl W. McArdie; Acting Chief, News Div., Lincoln White; Chief Press Branch, Joseph Reap; Chief, Radio-TV Branch, David J. Waters.

Telecommunications Division: Chief, Francis Colt deWolf; Assistant Chief, John S. Cross; Chief, Safety Services, International Wire Communications and Foreign Broadcasting Branch, Arthur Lebel; Assistant to the Chief, Helen Kelly.

### DEPT. OF TREASURY Tel.: Executive 3-6400

Secretary: George M. Humphrey.

(U. S. Savings Bond Division)  
(Ext. 5242)

National Director: John R. Buckley.

Advertising & Promotion Branch: Director, Edmund J. Linehan.

Advertising Section: Manager, Harold Boyer (radio and television).

Public Information Section: Director, Robert W. Reese.

### ATOMIC ENERGY COMMISSION 1901 Constitution Ave., N. W. Tel.: Sterling 3-8000

Chairman: Lewis L. Strauss.

Division of Information Services: Director, Morse Sallsbury; Deputy Director, Shelby Thompson; Assistant Director for Public Information Service.

Rodney L. Southwick; Senior Information Specialist (radio-visual), Charter Heslep.

### FEDERAL CIVIL DEFENSE ADMINISTRATION Battle Creek, Mich. Telephone: Woodward 2-6511 (Battle Creek)

Administrator: Val Peterson.

Attack Warning Division: Acting Director, Robert Whitney.

Federal Communications Division: Director, W. A. LaRue.

Warning & Communications Office: Acting Director, Henry M. Brown.

Public Affairs Office: Director, Edward B. Lyman; Audio-Visual Division, Director, Nat S. Linden; Radio-TV Branch, Chief, Nathan P. Colwell; Motion Picture Branch, Chief, Martin Lobdell; Press & Editorial Branch, Director, J. Shirley Hurst.

Washington, D. C. Office  
GSA Bldg., 19th & E Sts., N. W.  
Tel.: Executive 3-0994

Public Affairs: Director, Harvey L. Mott.

### FEDERAL TRADE COMMISSION 6th St. & Pennsylvania Ave., N. W. Tel.: Executive 3-6800

Members: Chairman, John W. Gwynne; Robert T. Secret, Sigurd Anderson, William C. Kern, Edward T. Tait.  
Secretary: Robert M. Parrish.  
Executive Director: Alex Akerman Jr.

Bureau of Litigation: Director, Joseph E. Sheehy.  
Bureau of Consultation: Director, Charles E. Grandey.

Bureau of Economics: Director, Simon Newcomb Whitney.

Bureau of Investigation: Director, Harry A. Babcock.

Legal Adviser to Chairman: Leslie S. Miller.

General Counsel: Earl W. Kintner.

Office of Public Information: Director, Seymour F. (Sam) Stowe; Assistant, Hal Horan.  
Radio-tv Monitoring Unit: Chief, T. Harold Scott.

### NATIONAL LABOR RELATIONS BOARD 3rd & C Sts., S. W. Tel.: Sterling 3-7373

Members: Chairman, Boyd Leedom; Philip Ray Rodgers, Abe Murdock, Ivar H. Peterson, Stephen S. Bean.

Office of Public Information: Director, Louis G. Silverberg; Associate Director, Jay E. Shanklin.

### U. S. INFORMATION AGENCY 1778 Pennsylvania Ave., N. W. Tel.: Republic 7-8340

Director: Arthur Larson; Deputy Director, Abbott Washburn; Special Assistant to the Director, John Voorhees.

Office of Public Information, Director, Sidney Fine. Broadcasting Service (Voice of America), Director, Robert E. Button; Deputy Director, Gordon Ewing. Press Service, Director, Leland S. Briggs. Motion Picture Service, Director, Turner B. Shelton. Information Center Service, Director, James L. Meader.

Office of Private Cooperation, Director, Conger Reynolds.

Office of Research and Intelligence, Director, Henry Loomis.

## 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 con-

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

#### Advancement of Education and Culture

Because radio is an integral part of American life, there is inherent in radio broadcasting a continuing opportunity to enrich the experience of living through the advancement of education and culture.

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

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

Should cooperate with the responsible and accountable educational and cultural entities of the community to provide enlightenment of listeners; Should engage in experimental efforts designed to advance the community's cultural and educational interests.

#### Religion and Religious Programs

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

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

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

Religious programs should place emphasis on

broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

#### Dramatic Programs

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

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

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

Techniques and methods of crime presented in such manner as to encourage imitation, or to make the commission of crime attractive, or to suggest that criminals can escape punishment; Detailed presentation of brutal killings, torture, or physical agony, horror, the use of supernatural or 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 reactions 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 allowance for station breaks between programs.

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

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly, the use on such programs

of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off should be avoided. To this end, the program itself should be announced and clearly identified before the use of what have been known as "cow-catcher" announcements and the programs should be signed off after the use of what have been known as "hitch-hike" announcements.

#### Presentation of Advertising

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

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 of 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.

2. 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.

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

All such broadcasts should comply with pertinent Federal, State and Local laws and regulations.

#### Premiums and Offers

The broadcaster should require that full detail or proposed offers be submitted for investigation an 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 would distort or enlarge their value in the minds of the listeners.

# UNIONS AND LABOR GROUPS

\*Organizations affiliated with Associated Actors & Artistes of America.

\*\*Groups affiliated with International Alliance of Theatrical Stage Employees & Moving Picture Operators.

**ACTORS EQUITY ASSN.\* (AFL-CIO)**—226 W. 47th St., New York 36. Tel.: Plaza 7-7660. Ralph Bellamy, pres.; Angus Duncan, exec. sec. **OTHER OFFICES**—6636 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 2-2324. Edd X. Russell, West Coast rep.; 230 Jones St., San Francisco. Tel.: Graystone 4-6881. George Poutinny; 720 Bittersweet Pl., Chicago 13. Tel.: Wellington 5-6377. Mrs. Marjorie Dare; 519 Jarvis St., Toronto, Ont., Tel.: Walnut 4-6279. Dennis Sweeting.

**AMERICAN COMMUNICATIONS ASSN. (ACA)** (Ind.)—5 Beekman St., New York. Tel.: Cortlandt 7-1374. Joseph P. Selly, pres.; William Bender, vp.

**AMERICAN FEDERATION OF LABOR & CONGRESS OF INDUSTRIAL ORGANIZATIONS (AFL-CIO)**—Headquarters: 815 - 16th St., N.W., Washington 6, D. C. Tel.: National 8-3870. Philip Meaney, pres.; Wm. F. Schnitzler, sec.-treas.; George Pearl, pub. rel. dir.

**AMERICAN FEDERATION OF MUSICIANS (AFM)** (AFL-CIO)—Headquarters: 570 Lexington Ave., New York. Tel.: Plaza 8-0600. James C. Petrillo, pres.; C. L. Bagley, vp.; Leo Cluesmann, sec.; George V. Clancy, treas. **CHICAGO LOCAL** 10; 175 W. Washington Blvd. Tel.: State 2-0063. James C. Petrillo, pres.; Edward Bankert, rec. sec. **NEW YORK LOCAL** 802; 570 Lexington Ave. Tel.: Plaza 8-0600. Al Manuti, pres.; Al Knopf, vp.; Aldo Ricci, sec.; Hy Jaffe, treas.

**AMERICAN FEDERATION OF MUSICIANS MUTUAL PROTECTIVE ASSN. LOCAL 47 (AFL-CIO)**—817 N. Vine St., Hollywood 38, Calif. Tel.: Hollywood 2-2161. Eliot Daniel, pres.; John Tranchitella, vp.; Max Herman, recording sec.; Warren Baker, financial sec.

**AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)\* (AFL-CIO)**—15 W. 44th St., New York 36. N.Y. Tel.: Murray Hill 7-1810. Frank Nelson, pres.; Clayton Collyer, 1st vp.; Alex McKee, actg. natl. exec. sec. **OTHER OFFICES**: 6331 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 4-5125. Claude L. McCue, western reg. dir. 102 E. Hubbard St., Chicago 11. Tel.: Whitehall 3-1344. Raymond A. Jones, exec. sec., Chicago Local.

**AMERICAN GUILD OF MUSICAL ARTISTS\* (AFL-CIO)**—Headquarters: 247 W. 46th St., New York 36. Tel.: Columbus 5-3637. John Brownlee, pres.; Hyman Faine, exec. sec. **OTHER OFFICES**: 6636 Hollywood Blvd.; Hollywood 28, Calif. Tel.: Hollywood 2-2334; Financial Center Bldg., Oakland 12, Calif. Tel.: Glencourt 2-1408; 215 S. Broad St., Philadelphia. Tel.: Kingsley 5-4310; 100 W. Monroe St., Chicago. Tel.: Central 6-9050.

**AMERICAN GUILD OF VARIETY ARTISTS\* (AFL-CIO)**—Headquarters and Eastern Regional Office—1697 Broadway, New York. Tel.: Circle 6-7130. Jackie Bright, natl. admin. sec.; Georgie Price, pres.; Allan Walker, 1st vp.; Joe Campo, 2d vp.; Jack Gwynne, 3d vp.; Frank Ross, treas.; Peter Chan, recd. sec. **EASTERN REGIONAL OFFICE**—Lou Smolev, dir.; **MID-WEST REGIONAL OFFICE**—4 W. Randolph St., Chicago; Tel.: Central 6-5561; **Ernie Fast, dir.**; **WESTERN REGIONAL OFFICE**—6513 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 4-8281; Irvin Mazer, dir.

**AMERICAN NEWSPAPER GUILD (AFL-CIO)**—1128 - 16th St., N.W., Washington 6, D. C. Tel.: Sterling 3-1250. Joseph F. Collins, pres.; William J. Farson, exec. vp.; Charles A. Perlick, Jr., sec.-treas. **LOCAL** 69—816 W. Olympic Blvd., Los Angeles; Tel.: Richmond 9-0241. Justin McCarthy, admin. off.; **LOCAL** 7—127 N. Dearborn St., Chicago 2. Robert Holley, pres.; **LOCAL** 2—133 W. 44th St., New York 16. Joseph P. Murphy, pres.

**ASSOCIATED ACTORS & ARTISTES OF AMERICA (AFL-CIO)**—226 W. 47th St., New York. Tel.: Circle 5-8046. Paul Dullzell, pres.

**AUTHORS LEAGUE OF AMERICA (Ind.)**—Headquarters: 6 E. 39th St., New York. Tel.: Murray Hill 9-4950. Rex Stout, pres.; Luise Silcox, exec. sec.

**BROADCAST-TELEVISION RECORDING ENGINEERS LOCAL 45 (IBEW) (AFL-CIO)**—7265 Santa Monica Blvd., Hollywood 46, Calif. Tel.: Hollywood 2-310. Leo E. Phillips Jr., bus. mgr.; **LOCAL** 202—50 Harrison St., San Francisco 5, Calif. Tel.: Yukon 8-752. Ed Bird, bus. mgr.; **LOCAL** 1212—11 W. 42d St., New York, N. Y. Charles A. Calame, bus. mgr.; **LOCAL** 1220—400 N. Michigan Ave., Chicago, Ill. f. Walter Thompson, pres.

**COMMUNICATIONS WORKERS OF AMERICA (CWA) (AFL-CIO)**—1808 Adams Mill Rd., N.W., Washington. Tel.: Hudson 3-9200. Joseph A. Beirne, res.; A. B. Herrington, editor & pub. rel. dir.

**COMPOSERS & LYRICISTS GUILD OF AMERICA (Ind.)**—12924 Sarah St., North Hollywood, Calif. Tel.: Sunset 2-8377. 101 Park Ave., #1239, New York 17, N. Y. Tel.: Lexington 2-2333. Leith Stevens, pres.; Winston Sharples, 1st vp.; Walter Schumann, 1st vp.; David Terry, 3d vp.; Mack David, sec.-treas.; Len Ludlow, asst. sec.-treas.; Elsa Clay, exec. sec.

**HOLLYWOOD AFL FILM COUNCIL (COMPOSED OF AFL UNIONS)**—723 N. Western Ave., Hollywood, Calif. Tel.: Hollywood 1-9301. Henry C. Wads-

worth, pres.; George J. Flaherty, vp.; Edwin T. Hill, treas.; H. O'Neil Shanks, record. sec.

**INTERNATIONAL ALLIANCE OF THEATRICAL STAGE EMPLOYEES & MOVING PICTURE OPERATORS (IATSE) (AFL-CIO)**—1270 Ave. of the Americas, New York. Tel.: Circle 5-4370. Richard Walsh, pres.; Harland Holmden, sec.-treas. **OTHER OFFICES**: 6636 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 5-3117.

**INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (IBEW) (AFL-CIO)**—1200 15th St., N.W., Washington 5, D. C. Tel.: Columbia 5-8040. Albert O. Hardy, dir. of radio, tv & recording div. **LOCAL** 45: 2865 Santa Monica Blvd., Hollywood 46. Hollywood 2-3217. Leo E. Phillips, bus. mgr. **LOCAL** 202: 450 Harrison St., San Francisco. Tel.: Yukon 2-8752. E. J. Bird, bus. mgr. **LOCAL** 1212: 11 W. 42nd St., New York 36. Tel.: Pennsylvania 6-8219. Charles A. Calame, bus. mgr. **LOCAL** 1220: 400 N. Michigan Ave., Chicago 11, Ill. Tel.: Superior 7-5244. H. Walter Thompson, pres.

**NATIONAL ASSN. OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) (AFL-CIO, CLC)**—Intl. office: 80 E. Jackson, Chicago 4, Ill. Tel.: Wabash 2-2462. George W. Smith, intl. pres.; Arthur Hjorth, intl. sec.-treas.; Mary Ellen Trotner, rep. **BUFFALO OFFICE**—35 Court St.; Tel.: Mohawk 6026; Eugene Klumpp, intl. vp.; Region 2 dir., Edward M. Lynch; Byron D. Phillips, rep. **GARDNER RD., ELMHURST, MICHIGAN**, Pa. **NEW YORK OFFICE**—48 W. 48th St.; Tel.: Plaza 7-3065; Region 1 dir., Harold Byers, exec. vp.; G. Tyler Byrne; Eleanor Belack, 4th Reg. 3 dir., Clifford Gruch, Hollywood; Neuse, N. C. **SAN FRANCISCO OFFICE**—335 Hayes St., Tel.: Underhill 3-6342; Clifford R. Rothery, pres.; Robert Lenihan, rep. **HOLLYWOOD OFFICE**—6223 Selma Ave.; Tel.: Hollywood 4-9311; Region 5 dir., Syd Rose; James H. Brown, rep. **MONTREAL OFFICE**—1231 St. Catherine W.; Tel.: Plateau 5488; **Jacomo Papa, Canadian sec.-treas.**; Region 6 dir., Adrien Gagnier. **TORONTO OFFICE**—373 Church St., Tel.: Empire 3-5219; Region 7 dir., Timothy J. O'Sullivan.

**NATIONAL ASSN. OF BROADCAST UNIONS & GUILDS (NABUG) (Ind.)**—37 W. 46th St., New York 36, N. Y. Tel.: Judson 2-5130. Oliver W. Nicoll, natl. chrmn. **OTHER OFFICES**: 6331 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 4-5125. Claude L. McCue, chrmn. 341 Menomonee St., Chicago 11, Ill. Tel.: Delaware 7-7017. H. Walter Thompson, chrmn.; Raymond A. Jones, sec.-treas. **CORRESPONDING OFFICES**: Washington, D. C.; Albany, N. Y.; Albuquerque, N. M.; Atlanta, Ga.; Baltimore, Md.; Boston; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Dallas; Dayton; Denver; Detroit; Durham, N. C.; Erie, Pa.; Ft. Wayne, Ind.; Ft. Worth; Hamilton, Ont.; Honolulu; Independence, Mo.; Indianapolis; Kansas City; Kenosha, Wis.; La Crosse, Wis.; Los Angeles; Louisville; Madison, Wis.; Miami; Milwaukee; Minneapolis; Montreal; Newark, N. J.; New Orleans; New York, Norfolk, Va.; Omaha; Peoria, Ill.; Philadelphia; Pittsburgh; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City; San Francisco; Shenectady, N. Y.; Seattle; Sioux City, Iowa; St. Louis; St. Paul; Syracuse, N. Y.; Toronto; Utica, N. Y.

**OFFICE EMPLOYEES' INTERNATIONAL UNION LOCAL 174 (OEU) (AFL-CIO)**—7268 1/2 Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 7-9178. Leroy Patterson, local pres.; Max Krug, bus. rep.; Geyne Schenk, asst. bus. rep.

**PUBLICISTS ASSN. LOCAL 818 (IATSE)**—2700 N. Highland Ave., Hollywood 28; Tel.: Hollywood 3-8828. Don Boutyette, pres.; Vance King, vp.; Lloyd Ritchie, bus. rep.; Viola Moore, sec.

**RADIO & TELEVISION DIRECTORS GUILD (RTDG) (AFL-CIO)**—Intl. Office—114 East 52nd St., New York 22. Tel.: Plaza 9-0949. Kirk Alexander, intl. pres.; Robert L. Robb, 1st vp.; Joseph Byrne, 2d vp.; Harold Davis, 3d vp.; Stuart Phelps, sec.; Robert Priault, treas.; Newman H. Burnett, natl. exec. dir. **NEW YORK LOCAL**: 114 East 52nd St. Tel.: Plaza 9-0875. John D. Dillon, pres.; Fred Poller, vp.; Newman H. Burnett, exec. sec. **HOLLYWOOD LOCAL**: 7046 Hollywood Blvd. Tel.: Hollywood 2-3324. Mikel Kane, pres.; Elizabeth Gould, exec. sec. **CHICAGO LOCAL**: 6941 Laflin St. Tel.: Joseph Byrne, pres. **DETROIT LOCAL**: 1257 Penobscot Bldg., Tel.: Woodward 2-2009. Boaz Siegel, exec. sec. **WASHINGTON LOCAL**: Jeff Baker, pres.; Sheraton Park Hotel. Tel.: Adams 4-5400. Carl G. Degan, pres. **CLEVELAND LOCAL**: 815 E. Superior Ave. Don Rumbough, pres.

**SCREEN ACTORS GUILD (SAG)**—Headquarters: 7750 Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 9-7311. Walter Pidgeon, pres.; John L. Dales, natl. exec. sec. **NEW YORK**: 551 5th Ave., New York 17, N. Y. Tel.: Murray Hill 7-4623. Mrs. Florence Marston, Regional Director; Harold Hoffman, exec. sec. **CHICAGO**: 102 E. Hubbard St. Tel.: Whitehall 3-1344. Ray Jones, rep. **DETROIT**: 1257 Penobscot Bldg. Tel.: Woodward 1-8214. Boaz Siegel, rep. **SAN FRANCISCO**: 760 Market St., Tel.: Ebbrook 2-8900. Bruce Poyer, rep. **BOSTON**: 11 Beacon St., Rm. 624. Tel.: Richmond 2-0208. Robert M. Segal, rep. **CINCINNATI**: 1505 Fountain Sq. Bldg. Tel.: Dunbar

1-2121. Jonas B. Katz, rep. **CLEVELAND**: 513 Bulkley Bldg., Tel.: Superior 1-1930. Robley D. Evans, rep. **PITTSBURGH**: 1101 Plaza Bldg., 535 Fifth Ave. Tel.: Atlantic 1-6767. Donald B. Hirsch, rep.

**SCREEN DIRECTORS GUILD OF AMERICA INC. (SDG) (Ind.)**—7950 Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 2-6851. George Sidney, pres.; Rouben Mamoulian, 1st vp.; George Stevens, 2nd vp.; H. C. Potter, sec.; Lesley Selander, treas. **ASSISTANT DIRECTOR'S COUNCIL**: Frank Bauer, pres.; Emmett Emerson, 1st vp.; Arthur Lueker, 2nd vp.; George Loper, sec.; Austen Jewell, treas.

**SCREEN EXTRAS GUILD (SEG) (AFL-CIO)**—723 N. Western Ave., Los Angeles 29, Calif. Tel.: Hollywood 1-9301. Franklyn Farnum, pres.; H. O'Neil Shanks, exec. sec.

**STORY ANALYSTS LOCAL 854 (IATSE) (AFL-CIO)**—7904 Santa Monica Blvd., Hollywood 46, Calif. Tel.: Oldfield 4-1744. LeRoy Linick, pres. & bus. agent; Smith Dawless, treas.

**WRITERS GUILD OF AMERICA EAST INC. (WGAE)** 22 W. 48th St., New York 36, N. Y. Tel.: Plaza 7-3317. Evelyn F. Burkey, exec. dir.

**WRITERS GUILD OF AMERICA WEST INC. (WGAE)** 8782 Sunset Blvd., Los Angeles 46, Calif. Tel.: Crestview 5-1162. Edmund Hartmann, pres.; Daniel Taradash, 1st vp.; Gomer Cool, 2d vp.; Hal Kantor, sec.; Curtis Kenyon, treas.; David Dortort, pres., tv-radio branch; Gene Wang, vp., tv-radio branch; Al Martin, sec.-treas., tv-radio branch.

## KEYSTONE BROADCASTING

(Continued from page 34)

KFST Ft. Stockton; KNAF Fredericksburg; KBRZ Freeport; KGAF Gainesville; KLUF Galveston; KCTI Gonzales; KGVJ Greenville; KCLW Hamilton; KPAN Hereford; KHRB Hillsboro; KSAM Huntsville; KEBE Jacksonville; KXTJ Jasper; KMBL Junction; KERB Kermit; KOCA Kilgore; KPET Lamesa; KVOZ Laredo; KVOW Littlefield; KFRO Longview; KRBA Lufkin; KMHT Marshall; KCMR McCamey; KJBC Midland; KQRC Mineral Wells; KVOM Monahan; KMP Mt. Pleasant; KQSF Nacogoches; KCNE New Braunfels; KRQ Odessa; KOGT Orange; KNET Palestine; KP-T Pampa; KFTV Paris; KIUN Pecos; KVOP Plainview; KBOP Pleasanton; KRWS Post; KOLJ Quanah; KTXL San Angelo; KCNY San Marcos; KSML Seminole; KSEY Seymour; KEVA Shamrock; KTAN Sherman; KSNY Snyder; KDWT Stamford; KSTV Stephenville; KSST Sulphur Springs; KXOX Sweetwater; KTAE Taylor; KTEM Temple; KTFP Texarkana; KTLW Texas City; KTUE Tulsa; KTEB Tyler; KVOU Uvalde; KVVC Vernon; KVIC Victoria; KBEC Waxahachie.

**UTAH**—KBUH Brigham City; KVVU Logan; KKOG Ogden; KOPF Panguitch; KOAL Pice; KEYE Provo; KSOF Salt Lake City; KTUT Tooele City; KVEL Vernal.

**VERMONT**—WSYB Rutland.

**VIRGINIA**—WKLV Blackstone; Bristol (See Bristol, Tennessee); WINA Charlottesville; WBGR Christiansburg; WKYX Covington; WCVA Culpeper; WFLA Emporia; WFAX Falls Church; WFVA Fredericksburg; WFTF Front Royal; WBOB Galax; WMNA Gretna; WHAP Hopewell; WREL Lexington; WBRG Lynchburg; WMEV Marion; WMVA Martinsville; WVNA Norton; WSSV Petersburg; WPUV Pulaski; WRIC Richlands; WHLF South Boston; WLPW Suffolk; WBOF Virginia Beach; WNNW Warsaw; WAYB Waynesboro; WINC Winchester; WYVE Wytheville.

**VIRGIN ISLANDS**—WIVI Christiansted (St. Croix). **WASHINGTON**—KXRO Aberdeen; KPUG Bellingham; KELA Centralia; KCLX Colfax; KCVL Colville; KNBX Kirkland (Seattle); KWLK Longview; KSEM Moses Lake; KGY Olympia; KONP Port Angeles; KARY Prosser; KAYE Puyallup; KENE Toppenish; KHFS Vancouver (Portland, Oregon); KTEL Walla Walla.

**WEST VIRGINIA**—WTIP Charleston; WHAR Clarksburg; WDNE Elkins; WTCS Fairmont (Formerly WVTV); WPLH Huntington; WKYR Keyser; WPEM Martinsburg; WHJC Matewan; WMOD Mountsville (Wheeling); WETZ New Martinsville; WLOH Princeton; WHAW Weston.

**WISCONSIN**—WHBY Appleton; WATW Ashland; WDUZ Green Bay; WTKM Hartford; WLXC La Crosse; WLDY Ladysmith; WIGM Mendota; WMNE Menomonie; WFOX Milwaukee; WOSH Oshkosh; WFPF Park Falls; WPLY Plymouth; WBU Poynette; WRDB Reedsburg; WRCO Richland Center; WTCH Shawano; WCOV Sparta (Formerly WKLL); WOKW Sturgeon Bay; WTRW Two Rivers; WTTN Watertown; WAUX Waukesha; WOSA Wausau.

**WYOMING**—KATI Casper; KVWO Cheyenne; KLYK Evanston; KOVE Lander; KOWB Laramie; KPOW Powell; KRAL Rawlins; KQRS Rock Springs; KWYO Sheridan; KRTR Thermopolis; KGOS Torrington; KWOR Worland.



## REGIONAL RADIO NETWORKS AND GROUPS OF THE UNITED STATES

**IB TRAILS NETWORK**—Comprising WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio, and WKLB Kokomo, Ky. J. P. Williams, exec. p. WING Dayton, Ohio.

**LABAMA COMMUNITY NETWORK**—Comprising WAVU Albertville, WCRI Scottsboro, WCRL Oneonta, Alabama. Pat M. Courington, gen. mgr., WAVU Albertville, Ala.

**LABAMA KEY MARKET NETWORK**—Comprising WILD Birmingham; WABB Mobile; WAPX Montgomery; WAGD Gadsden; WOWI Muscle Shoals (Florence); WTBC Tuscaloosa; WBHP Huntsville; WAGF Dothan; WEMA Anniston; WRBB Selma; WHOS Decatur; WMLS Sylacauga; WCTA Andalusia; WRFS Alexander City and WPXN Columbus (Ga.). Supplementary group: WAVU Albertville, WJMW Athens, WATM Atmore, WAUD Auburn, WEBJ Brewton, WRAG Carrollton, WKLF Clanton, WFMH Cullman, WKAL Demopolis, WIRE Enterprise, WULA Eufaula, WWWW Fayette, WHEP Foley, WZOB Florence, WCPA Geneva, WCVY Greenville, WSWG Guntersville, WJEB Haleyville, WEEB Hamilton, WPBB Jackson, WWWW Jasper, WRLD Lanett, WJAM Marion, WPMC Monroeville, WCRL Oneonta, WJHO Opelika, WAMI Opp, WOZK Ozark, WPD Piedmont, WELR Roanoke, WWWW Russellville, WCRI Scottsboro, WHTB Talladega, WILS Tallahassee, WTBF Troy, WTUS Tuskegee, WETU Wetumpka, WLAQ Rome (Ga.), WTUP Tupelo (Miss.). Richard B. Biddle, mgr., P.O. Box 234, Florence, Ala. Represented nationally by William G. Rambeau Inc.; southeast by Forjoe & Co.

**ALASKA BROADCASTING SYSTEM**—Comprising KPQD Anchorage; KFRB Fairbanks; KINY Juneau; KTKN Ketchikan; KIBH Seward; KTFW Sitka. Headquarters: 830 Securities Bldg., Seattle. Wm. J. Wagner, gen. mgr. Represented nationally by Alaska Radio-TV Sales Inc.

**ALL ISLANDS RADIO NETWORK**—Comprising KGU Honolulu, KTOH Kaula, 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; KBAB San Diego; KFTMS Santa Barbara; KITO San Bernardino; KWTC Barstow; KYOR Blythe; KRRO Indio; KROP Brawley; KPBC Bakersfield; KTRP Porterville; KARM Fresno; KFBK Sacramento; KSYC Yreka; KBLF Red Bluff; KMOD Modesto; KWG Stockton. Coast stations: KWRN Reno; KENO Las Vegas; KFLW Klamath Falls; KASH Eugene; KYJC Medford; KGW Portland; KJUN Redmond; KODL The Dalles; KWRC Pendleton; KING Seattle; KVOS Bellingham; KPO Wenatchee; KGA Spokane; KPKW Pasco; KTEL Walla Walla. Mountain states: KVOD Denver; KLUB Salt Lake City; KIXX Provo; KFCB Cheyenne; KASL Newcastle; KSID Sidney; KVOC Casper; KPHO Phoenix; KCNA Tucson; KBAR Burley; KLIH Twin Falls; KGEM Boise; KIFI Idaho Falls; KOPR Butte; KMON Great Falls; KGHF Pueblo; KHAM Albuquerque; KFUN Las Vegas; KRTN Raton; KEPO El Paso; KTRC Santa Fe; KCNO Alturas; KGAK Gallup. Plus KULA Honolulu; KENI Anchorage; KFAR Fairbanks; KJUN Juneau; KABI Ketchikan. Headquarters: 1539 North Vine St., Hollywood 28, Calif.

**ARIZONA BROADCASTING SYSTEM**—Comprising KTAR Phoenix; KVOA Tucson; KYUM Yuma; KGLU Safford; KWJB Globe; KYCA Prescott; KCLS Flagstaff; KVNC Winslow. Executive officers: Dick Lewis, KTAR, mgr.; Bill Harvey, KTAR, com. mgr.; Blue Wright, KTAR, prog. mgr.; Hal Ackerman, KTAR, prom. mgr.; John Herrington, KTAR, news dir. Represented nationally by Paul H. Raymer Co.

**ARIZONA NETWORK**—Comprising KOY Phoenix, KTUC Tucson, KSUN Bisbee, KYMA Yuma, KVNA 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; Ed Whelan, KVNA; Chuck Mizner, 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 outlets in cities with multiple stations. Costs are combined station time and line charge. General Office: 1001 Spring St., Little Rock, Ark. T. K. Barton, gen. mgr.; Ernest Howard, 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: WEBC Bldg., Duluth 2, Minn. Executive officer: Walter C. Bridges, mgr. Represented nationally by George P. Hollingbery Co.

**BLUE RIDGE NETWORK**—Comprising WBAW, WSNW Seneca, WSSC Sumter, all South Carolina, and WLFA Lafayette, Ga. Represented nationally by Hil F. Best.

**BOOTH MICHIGAN GROUP**—Comprising WBBC Flint, WSGW Saginaw, WIBM Jackson, all Michigan; WJVA South Bend and WIOU Kokomo, both Ind. Headquarters: 700 Buhl Bldg., Detroit. John L. Booth, pres. Represented by Weed & Co. (WBBG, WIBM and WIOU) and John E. Pearson Co. (WSGW and WJVA).

**CACTUS STATE NETWORK**—Comprising KIUN Pecos, KRIG Odessa, KCMR McCombs, KVLF Alpine, all Texas. Jack Hawkins, pres., KRIG Odessa, Tex. Represented nationally by Hil F. Best Co.

**CALIFORNIA FARM NETWORK**—Comprising KFI Los Angeles, KGO San Francisco, KFBK Sacramento, KMFJ Fresno, KGDM Stockton, KMOD Modesto, KERN Bakersfield, KXO El Centro, KHUB Watsonville. Headquarters: 2225 Fulton St., Berkeley 4, Calif. Milton L. Levy, mgr.; Bill Adams, producer.

**CALIFORNIA NORTHERN GROUP**—Comprising KSYC Yreka; KBLF Red Bluff; KSUE Susanville, KRDG Redding, D. M. Comstock, KSYC, mgr. West Coast representatives: Tracy Moore & Assoc.

**CALIFORNIA RADIO NETWORK**—Comprising KPPO Riverside, KROP Brawley, KREO Indio, KYOR Blythe, all Calif. Office: 3401 Russell St., Riverside, Calif. Dale R. Peterson, gen. mgr.

**CALIFORNIA RURAL NETWORK**—Comprising KPAS Banning, KBMX Coalinga, KDAC Fort Bragg, KOCS Ontario, KMOB Oroville, KAFF Petaluma, KBLF Red Bluff, KRNO San Bernardino, KROG Sonoma, KTKR Taft, KTUR Turlock, and KWSO Wasco, all California. Headquarters: 111 N. LaCienega Blvd., Beverly Hills, Calif. Arthur W. Chipman.

**CAPITAL RADIO NETWORK**—Comprising WCEN Mt. Pleasant, WBRN Big Rapids, WBFC Fremont, all Mich. Russell W. Holcomb, general mgr., WCEN. Represented nationally by Hil F. Best Co.

**COLORADO NETWORK**—Comprising KRAI Craig; KSLV Monte Vista; KUCB Montrose; KVOD Silver, all Colo. George O. Cary, KUCB Montrose, Colo.

**COLUMBIA NEW ENGLAND RADIO NETWORK**—Comprising WEEL Boston, Mass.; WTAG Worcester, WBYN Springfield-Holyoke, all Mass.; WDRC Hartford, WBRV Waterbury, both Conn.; WPRO Providence, R. I.; WKNE Keene, WFEA Manchester, WKXL Concord, all N. H.; WGAN Portland, WGUY Bangor, both Maine; WCAX Burlington, Vt. Represented nationally by CBS Radio Spot Sales.

**COLUMBIA PACIFIC RADIO NETWORK**—California group: KNX Los Angeles, KFRE Fresno, KCMJ Palm Springs, KCBS San Francisco, KFMB San Diego, KROY Sacramento, KGDM Modesto, KMBY Monterey. Pacific group: KNX Los Angeles, KCBS San Francisco, KOIN Portland (Ore.), KROY Sacramento, KCBQ San Diego, KFRE Fresno, KIRO Seattle, KXLY Spokane, KGDM Stockton, KCMJ Palm Springs, KMBY Monterey, KFIR North Bend. Headquarters: Columbia Square, Los Angeles. Bert S. West, gen. mgr.

**CONNECTICUT STATE NETWORK**—Regional network comprising WSTC Stamford; WNAB Bridgeport; WNHC New Haven; WNLC New London; WATR Waterbury; WTR Torrington; WHAY New Britain; WICH Norwich. Headquarters: WATR Waterbury. Samuel R. Elman, pres.

**DAIRYLAND NETWORK**—Comprising KWLM Willmar; KTOE Mankato; KDMA Montevideo; KLSR Redwood; KLMR Marshall; KWNO Winona; KFAM St. Cloud, all Minn. Represented by John E. Pearson Co., Minneapolis.

**DIXIE BROADCASTING SYSTEM**—Comprising WSHY Hattiesburg, Miss., key station; WHNY Mercomb, WAML Laurel, WABO Waynesboro, all in Mississippi, and WPKY Bogalusa, La. Headquarters: WSHY Hattiesburg, Miss., P. O. Box 1008. Represented nationally by Thomas F. Clark Co.

**DIXIE NETWORK**—Comprising WDXI Jackson, WENK Union City, WPTP Paris, WDKE Lawrenceburg, WDXL Lexington, WDXN Clarksville, all Tennessee, and WCMA Corinth, Miss. Headquarters: Williams Bldg., Jackson, Tenn. Aaron B. Robinson, pres.; Jack Cecil, sls. mgr. Represented nationally by Headley-Reed Co.

**DON LEE BROADCASTING SYSTEM**—Comprising KHJ Los Angeles, KGB San Diego, KTMS Santa Barbara, KPXM San Bernardino, KFRC San Francisco, KMVC Marysville, KYNO Fresno, KSBW Salinas, Monterey, KVEN Ventura, CKOK Tulare-Visalia, KXO El Centro, KAFY Bakersfield, KVCE San Luis Obispo, KPRL Paso Robles, KIEM Eureka, KXOC Chico, KYOS Merced, KXOA Sacramento, KRDG Redding, all California, KRXI Roseburg, KPJO Portland, KPJI Klamath Falls, KORE Eugene, KBND Bend, KOOS Coos Bay, KWIL Albany, KAST Astoria, KUN Grants Pass, KSML Salem, KWIN Ashland, all in Oregon. KATO Reno, Nevada. KVI Seattle-Tacoma, KYAK Yakima, KNEW Spokane, KXRO Aberdeen, KGY Olympia, KELA Centralia-Chehalis, KRKO Everett, KWLK Longview, KJL Walla Walla, KPUG Bellingham, KWNW Wenatchee, all in Washington. KRLC Lewiston, KWAL Wallace-Kellogg, KNTC Coeur d'Alene, all in Idaho. Following additional groups available: The Arizona Network, KOY Phoenix, KTUC Tucson, KSUN Bisbee, KYMA Yuma, KVNA Flagstaff, KAWT Douglas, KVNC Winslow; Canada, CKWX Vancouver; Alaska, KFAR Fairbanks, KENI Anchorage, KJNO Juneau, KABI Ketchikan; Hawaii, KPQA Honolulu, KILA Hilo. Headquarters: 1313 North Vine Street, Hollywood 28, California. Willet H. Brown, pres.; Ward D. Ingram, gen. mgr.; Norman Boggs, sls. vp.; Norman J. Ostby, sta. rel. vp. Represented nationally by H-R Representatives Inc.

**DOWNEAST NETWORK**—Comprising WABI Bangor, WIDE Biddeford and WPOR Portland, all Maine. Represented nationally by George P. Hollingbery Co.

**EAST COAST NETWORK**—Comprising WCDJ Edonton, WMBL Moorehead City, WOOW New Bern, WTAB Taber City, WHED Washington, all N. C. Represented nationally by Interstate United Newspapers Inc.

**EAST TEXAS NETWORK**—Comprising KDET Center; KIVY Crockett; KRBA Lufkin; KOSF Nacogdoches; KNEP Palestine; KEBB Jacksonville; KSIJ Gladewater; KMHT Marshall; KTYJ Jasper; KOCJ Orange; KWRD Henderson, all Texas. Represented nationally by Gill-Perna Inc., regionally by Clarke Brown Co.

**FARM & HOME RADIO**—Comprising KIOA Des Moines and KPNF Shenandoah, both Iowa; KXXX Colby, Kan., and KMMJ Grand Island, Neb. Headquarters: KMMJ Grand Island, Neb. Don Searle, president. Represented nationally by H-R Reps. Inc.

**FLAMBEAU NETWORK**—Comprising WLDY Ladysmith, WIGM Medford, WPFJ 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, WGGG Gainesville, WJVE Jacksonville Beach, WBEW Leesburg, WFLA Plant City, WGMA Hollywood, WNER Live Oak, WNCF Naples, WTTB Verro Beach, WIPC Lake Wales, all Florida. Represented nationally by Hil F. Best Co.

**GEORGIA ASSN. OF LOCAL STATIONS**—Comprising 29 Georgia radio stations. Tom Carr, sls. dir., Box 56, Atlanta.

**GEORGIA MAJOR MARKET TRIO**—Comprising WAGA Atlanta; WTOC Savannah; WMAZ Macon. Available individually and in group. National representatives: The Katz Agency Inc.

**GRANITE STATE NETWORK**—Comprising WKBR Manchester; WLNH Laconia; WTSV Claremont, WMOU Berlin, and WTSJ Hanover, all in New Hampshire. Headquarters: 155 Front St., Manchester. W. J. Barkley, pres.; W. R. Rust Jr., treas.; Ralph Gottlieb, gen. mgr.; Jack King, com. mgr.

**GREAT NORTHERN BCSTG. SYSTEM**—Comprising KVOX Moorhead, and KGDE Fergus Falls, both Minn.; KLPM Minot, KOVC Valley City, KDLR Devils Lake, KNOX Grand Forks, KBOM Mandan-Bismarck, and KEYJ Jamestown, all N. D. and KGCC Sidney, Mont. Headquarters: 107 First Ave., N.W., Mandan, N. D. M. J. Reichert, secy.

**GREAT PLAINS TRIO**—Comprising KDAV Lubbock, KPES San Angelo, KZII Amarillo, all Tex. Represented nationally by Broadcast Times Sales.

**GREAT WESTERN NETWORK** combined with Skyline Radio Group—Comprising KDYL Salt Lake City, KLZ Denver; KOB Albuquerque; in Idaho: KIDO Boise, KTFI Twin Falls, KSEI Pocatello; KOOK Billings, Mont.; in Utah: KLGK Logan, KVOG Ogden, KRYV Provo, KVEL Kaysville, KZ Network Stations (Montana) KXLF Butte, KXJL Helena, KXKJ Great Falls, KXLL Missoula, KXKQ Bozeman; (Nevada) KLAS Las Vegas, KELY Ely. Headquarters: 130 Social Hall Ave., Salt Lake City 11, Utah. Chet Kreidler, sls. mgr. Represented by Weed & Co.

**INDIANHEAD NETWORK**—Comprising WJMS Ironwood and WKIB Iron River, both Mich. William L. Johnson, general manager, WJMS. Represented nationally by Hil F. Best Co.

**INTERMOUNTAIN NETWORK**—Utah Group: KALL Salt Lake City; KLO Ogden; KOVO Provo; KOAL Pocatello; KGNU Logan; KSVK Richfield. Idaho Group: KWIK Pocatello; KIFT Idaho Falls; KLIH Twin Falls; KBAR Burley; KGEM Boise; KFSD Nampa. Nevada Group: KORK Las Vegas; KELK Elko. Wyoming Group: KLUK Evanston; KQRS Rock Springs; KOVE Lander; KVOC Casper; KPOW Powell; KWYO Sheridan; KFCB Cheyenne; KOWB Laramie; KWRL Riverton; KWOR Worland; KRTR Thermopolis; KGOS Torrington; KRAL Rawlins. Montana Group: KBMY Billings; KATH Miles City; KPRK Livingston; KOPR Butte; KCAF Helena; KXLO Lewiston; KIYI Shellsby; KOJM Havre; KMON Great Falls; KGEZ Kalispell; KBTK Missoula. Colorado Group: KIMN Denver; KGHF Pueblo; KBNZ LaJunta; KCRT Trinidad; KEXO Grand Junction; KGIW Alamosa; KVRH Salida; KLMR Lamar; KOLR Sterling; KRLN Sterling; KPFA Greeley. Nebraska Group: KNEB Scottsbluff; KSID Sidney. South Mountain Group: KQUE Albuquerque; KTMN Tucuman; KICA Clovis; KSVP Artesia; KGET Roswell; KALC Alamogordo; KOBE 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. Officers: George C. Hatch, chmn; Lynn L. Meyer, pres.; Jack Paige, vp.; W. D'O Cozzens, eng. dir.

**KNORR BROADCASTING GROUP**—Comprising WKMH Detroit, WSAM Saginaw, WKHM Jackson and WKMF Flint, all Mich. George Millar, general sales mgr., WKMH. Represented nationally by Headley-Reed Co.

**LINDER GROUP**—Comprising KWLM Willmar, KMHL Marshall, KLGR Redwood Falls, KTOE Mankato, KDMA Montivideo, all Minn. Harry W. and Willard Linder, KWLM. Represented nationally by John E. Pearson Co.

**LOBSTER NETWORK**—Comprising WLOB Portland, WCOU Lewiston, WFAU Augusta, WCHW Skowhegan-Waterville, WRUM Rumford, Mexico WGUY Bangor, WFST Caribou (Aroostook), all Maine. Headquarters: 223 Lisbon St., Lewiston Maine. Represented by Richard O'Connell (New York and West Coast), Harry Wheeler Co. (Boston) Hal Holman Co. (Chicago).

**LONG RADIO ENTERPRISES**—Comprising KIOJ 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.

**MAINE BROADCASTING SYSTEM**—Comprising WCSH Portland; WLBZ Bangor; WRDO Augusta. Headquarters: 157 High St., WCSH Portland 3, Me.

**MCCLATCHY BEELINE**—Comprising KFBK-AM FM Sacramento, KMJ-AM-FM Fresno, KERN-AM FM Bakersfield, KBEE-AM-FM Modesto, all Calif and KOH Reno, Nev. Headquarters: 21st St. & 4 St., Sacramento, Calif. Eleanor McClatchy, pres. Leo O. Ricketts, sls. dir.

**MICHIGAN RADIO NETWORK**—Comprising WXY: Detroit (key station) and network of radio station in major Michigan markets. Sold as unit of AB

## REGIONAL NETWORKS

**Network.** Headquarters: Mutual Bldg., Detroit. Executive: James G. Riddell, pres.

**MIDNIGHT SUN BROADCASTING CO.**—Comprising KFAR Fairbanks, KENT Anchorage, KJNO Juneau, KABI Ketchikan, all Alaska.

**MIRACLE VALLEY RADIOS NETWORK**—Comprising WMOD Moundsville, WEZ New Martinsville, WCFP Parkersburg, all W. Va. John T. Taylor; WETZ. Represented nationally by Thomas F. Clark Co.

**MONEY BELT GROUP**—Comprising WBET Brockton, WPEP Taunton, WARA Attleboro, WPLM Plymouth, all Mass. Represented nationally by Walker Representation Co.

**MID-SOUTH NETWORK**—Comprising WCBI Columbus, WELQ Tupelo, WMOX Meridian, WROX Clarksdale, WNAG Grenada, WROB West Point and WAMY Albany, 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, sls. mgr. Represented nationally by Avery-Knodell Inc.

**NBC WESTERN NETWORK**—Comprising Pacific Coast Group: KGEF Bakersfield, KUGN Eugene, KMJ Fresno, KFI Los Angeles, KMED Medford, KGW Portland, KOH Reno, KCRA Sacramento, KFSB San Diego, KNEC San Francisco, KIST Santa Barbara, KSEA Seattle, KHQ Spokane, KIT Yakima, Arizona Group: KWJB Globe, KTAR Phoenix, KYCA Prescott, KGLU Safford, KVQA Tucson, KYUM Yuma. Mountain Group: KOB Albuquerque, KSWR Roswell, KOA Denver, KTSM El Paso, KDYL Salt Lake City, KORK Las Vegas, KGHJ Billings, KIDO Boise, KXLF Butte, KXLF Bozeman, KXKL Great Falls, KXKL Helena, KXKL Missoula, KXEL Pocatello, KTFX Twin Falls. John K. West, vp., Western Division, NBC.

**NATIONAL NEGRO NETWORK INC.**—Comprising WQO Birmingham, WMOZ Mobile, WRMA Montgomery, all Ala.; KGHJ Little Rock, KXWB New Pasadena, KSAS San Francisco, both Calif.; WOOK Washington, D. C.; WOBBS Jacksonville, WMBM Miami Beach, WEBK Tampa, all Fla.; WERD Atlanta, WAUG Augusta, WPNX Columbus, WJIV Savannah, all Ga.; WGES Chicago; WLOU Louisville, Ky.; WMRY New Orleans, KENT Shreveport; WSD Baltimore; WBMS Boston; WJLB Detroit; WRBC Jackson, Miss.; KPRS Kansas City, KATZ St. Louis, both Mo.; WLB New York; WGV Charlotte, WAAA Winston-Salem, both N. C.; WCIN Cincinnati, WJMO Cleveland; KBYE Oklahoma City; WHAT Philadelphia; WILY Pittsburgh; WPAL Charleston, WCOB Columbia, WESC Greenville, all S. C.; WMFS Chattanooga, WIVK Knoxville, WDLA Memphis, WSOB Nashville, all Tenn.; KWBC Dallas-Ft. Worth, KCOH Houston; WRAP Norfolk, WANT Richmond, both Va. Headquarters: 203 N. Wabash Ave., Chicago 1. Leonard Evans, p. gm.

**NATIONAL SATURATION GROUP**—Comprising WABC New York, N. Y.; WHDH Boston, Mass.; WFL Philadelphia, Pa.; WTRY Albany-Troy-Schenectady, N. Y.; WNBFB Binghamton, N. Y.; WPRO Providence, R. I.; WFER Baltimore, Md.; WWSF Pittsburgh, Pa.; WWD Washington, D. C.; WWVA Wheeling, W. Va.; WKYZ Detroit, Mich.; KFYZ Bismarck, N. D.; WIBC Indianapolis, Ind.; WPCO Cincinnati, Ohio; WHB Kansas City, Mo.; WBNS Columbus, Ohio; KXOK St. Louis, Mo.; KFH Wichita, Kan.; WNOX Knoxville, Tenn.; WMC Memphis, Tenn.; WQAM Miami, Fla.; WDSU New Orleans, La.; WSM Nashville, Tenn.; WAPI Birmingham, Ala.; WDBO Orlando, Fla.; WKLO Louisville, Ky.; WSAV Savannah, Ga.; WJAX Jacksonville, Fla.; WRR Dallas-Fort Worth, Tex.; WFLA Tampa-St. Petersburg, Fla.; KLYN Amarillo, Tex.; KWFT Wichita Falls, Tex.; KTRH Houston, Tex.; WOW Omaha, Neb.; KRMG Tulsa, Okla.; KIDO Boise, Idaho; KFXM San Bernardino, Calif.; KFRE Fresno, Calif.; KOY Phoenix, Ariz.; KGDM Stockton, Calif.; KGW Portland, Ore.; KING Seattle, Wash.; KGO San Francisco. Represented nationally by John Blair & Co.

**NEVADA NETWORK**—Comprising KORK Las Vegas, KOLO Reno, KPTL Carson City, KELY Ely and KWNA Winnemucca, all Nev. Harry Huey, KORK. Represented nationally by John E. Pearson Co.

**NEW ENGLAND REGIONAL NETWORK**—Special regional network of NBC-affiliated stations, comprising WVIC Hartford; WBE Boston; WJAR Providence; WCSH Portland; WLBZ Bangor; WRDO Augusta, Me. Oper. dir.: Paul W. Morency, WVIC. Represented nationally by Weed & Co.

**NEW JERSEY NETWORK**—Comprising WVN Newark, WTNJ Trenton, WCAM Camden, WLDB Atlantic City, all N. J. Represented nationally by Broad Time Sales.

**NORTH COUNTRY STATIONS**—Comprising WTNW St. Johnsbury, WIKW Newport, and WNIK Springfield, all Vermont. Headquarters: Concord Ave., St. Johnsbury, Vt. E. Dean Finney, gen. mgr.; Donald Thurston, asst. mgr. 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 Gillerna Inc.

**NORTHERN NEW ENGLAND NETWORK**—Comprising WKNE Keene, WGR Manchester, and WTNH Rochester, all N. H. Frank B. Estes, WKNE. Represented nationally by Richard O'Connell.

**K GROUP**—Comprising WBOK New Orleans, KYOK Houston, KAOK Lake Charles, WXOK Baton Rouge and WLOK Memphis. Headquarters: 505 Aronne St., New Orleans. Jules J. Paglin, pres.; Stanley W. Ray Jr., vp. and gen. mgr. Represented by Forjoe & Co, Stars National and Dora Clayton.

**OKLAHOMA BIG FIVE NETWORK**—Comprising KOCY Oklahoma City, KFJM Tulsa, KCRC Enid, KSWO Lawton, KMUS Muskogee, Leo R. Morris, pres. (KSWO Lawton, Okla.). Supplemental stations: KSEO Durant, KSTW Woodward, KWEW Altus, KNED McAlester, WBBZ Ponca City. Represented nationally by John E. Pearson Co.

**OREGON TRAIL NETWORK**—Owned and operated by Inland Radio Inc. KSRV Ontario; KBKR Baker, and KLRM LaGrande. Gordon Capps, gen. mgr., Baker, Ore.

**OZARK NETWORK**—Comprising KICK Springfield, KBTN Neosho, KRMO Monett, KWPM West Plains, KALM Thayer, KLRS Mountain Grove, KBHM Branson, all Mo., and KMDO Fort Scott, Kan. Headquarters: KICK Springfield, Mo. Richard Bradley, gen. mgr. Represented nationally by Hill F. Best Co.

**PAUL BUNYAN NETWORK**—Michigan regional network comprising WTCM Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATT Gaylord. Headquarters: Paul Bunyan Bldg., Traverse City. Les Blederman, pres. and gen. mgr.

**PERSONALITY STATIONS**—Comprising WKNA Charleston, WJLS Beckley, WKWK Wheeling, all West Virginia. Headquarters: WJLS Bldg., Beckley, W. Va. Joe L. Smith Jr., pres. Represented nationally by Weed & Co.

**JOHN POOLE GROUP**—Comprising KBIG Avalon (Catalina), and KBIF Fresno, both Calif. Headquarters: 6540 Sunset Blvd., Hollywood, Calif. Represented nationally by Weed & Co.

**QUALITY RADIO GROUP**—Comprising KOB Albuquerque, WSB Atlanta, WBEZ-WBZA Boston-Springfield, WBT Charlotte, WGN Chicago, WLW Cincinnati, WHO Des Moines, WBAP Fort Worth, KCMO Kansas City, WGBS Miami, WSM Nashville, WWL New Orleans, WOR New York, WOW Omaha, WCAU Philadelphia, KDKA Pittsburgh, KEX Portland (Ore.), WRVA Richmond, KSL Salt Lake City, WOI San Antonio, KIRO Seattle, and KVOO Tulsa. Headquarters: 630 Fifth Ave., New York City. Ward Quail, pres.; Scott McLean, Co-ord.

**RHODE ISLAND COASTAL GROUP**—Comprising WADK Newport, WERI Westerly, both R. I. Represented nationally by Walker Representation Co.

**RURAL RADIO NETWORK**—Northeast Radio Corp. owns and operates fm stations WRRL Wethersfield, WRRE Bristol Center, WRIA Ithaca, WRRD DeRuyter, WRRR Cherry Valley, all New York. Fm affiliates: WHLD-FM Niagara Falls, WMSA-FM Massena, WWNV-FM Watertown, WRUN-FM Utica-Rome, WHDL-FM Olean, and WFLY (FM) Troy, all New York. Am. associated stations: WHLD Niagara Falls, WKBE Buffalo, WTTN Jamestown, WRET Rochester when Syracuse, WHCU Ithaca, WELM Elmira, WNEB Binghamton, WDLA Walton, WRUN Utica-Rome, WWNV Watertown, WMSA Massena, WWHG Hornell, WGY Schenectady, WKIP Poughkeepsie, WGNV Newburgh, all New York, and WJEL Scranton, Pa. Headquarters: 306 E. State St., Ithaca, N. Y. H. S. Brown, net. mgr.

**SOUTHERN MICHIGAN NETWORK**—Comprising WTVB Coldwater, WSBE Hillsdale, WSTR Sturgis, all Mich. James B. Luck, general mgr., WTVB. Represented nationally by Hill F. Best Co.

**SOUTHERN MINNESOTA NETWORK**—Comprising KYSM Mankato; KROC Rochester and KATE Albert Lea, all in Minnesota. Represented nationally by Robert Meeker.

**SOUTHWEST NETWORK**—Comprising KR0D El Paso, Tex.; KAVE Carlsbad, KNEW Hobbs, KGFL Roswell, KSIL Silver City, all N. M. Headquarters: KR0D El Paso, Tex. Represented nationally by Branham Co.

**SPANISH LANGUAGE NETWORK**—Comprising KWKW Pasadena, KGMS Sacramento, KRNO San Bernardino, KVEN Ventura, KGST Fresno, KSN San Francisco, KPMC Bakersfield, KJSO San Jose, KSO Santa Cruz, KGOK Tulare, KMOD Modesto, all Calif., and KRRB Rosario, Baja Mex., and KOLD Yuma, Ariz. Represented by Broadcast Times Sales. (See Station Repts.)

**SPELDEL-FISHER BROADCASTING GROUP**—Comprising WQOK Greenville, WOIC Columbia and WPAL Charleston, all S. C. Represented nationally by Walker Representation Co.

**STEINMAN STATIONS**—Comprising WDEL Wilmington, Del.; WORK York, Pa.; WGAL Lancaster, Pa.; WRAW Reading, Pa.; WEST Easton, Pa.; WKBO Harrisburg, Pa. Represented nationally by The Meeker Co. Headquarters: WGAL Lancaster. General Manager: Clair R. McCullough.

**SUNFLOWER NETWORK**—Comprising KFBI Wichita, WREN Topeka, KGGF Coffeyville, KOAM Pittsburg, and KVGB Great Bend, all Kansas. Max Falkenstein, WREN, pres. Represented nationally by John E. Pearson Co.

**TALL CORN NETWORK**—An Iowa network comprising KROS Clinton; KSIB Creston; KDTH Dubuque; KVFD Fort Dodge; KFJB Marshalltown; KWPC Muscatine; KICD Spencer; KCIM Carroll; KOEL Osceola; KBOE Oskaloosa; KSAI Ames; KOXK Keokuk 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. Rumbert, gen. mgr. TEXAS QUALITY NETWORK—Comprising WFAA Dallas, WOI San Antonio, KPRC Houston. Edward Petry Co. natl. representatives. Stations sold under one rate, one contract, one bill.

**TEXAS SPANISH LANGUAGE NETWORK**—Comprising XEJ Juarez (El Paso), KIWW San Antonio, KTXN Austin, XEO Brownsville, XEOR McAllen, all Tex. Represented nationally by National Time Sales Inc.

**TEXAS STATE NETWORK**—Regional network comprising KPJZ 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; KTRV Houston; KRIO McAllen; KTBB Tyler. Gene J. Cagle, president; Dale Drake, sls. mgr. Headquarters: 4801 W. Freeway, Fort Worth 1.

**TOBACCO NETWORK INC.**—Eastern North Carolina regional network comprising WRAL Raleigh; WTIK Durham; WFNC Fayetteville; WGNW Wilmington; WCBC Rocky Mount; WJNC Jacksonville; WRCS Ahoskie; WFTC Kinston; WGBR Goldsboro; WHIT New Bern. Headquarters: P. O. Box 1988, Raleigh. Represented nationally by Weed & Co. Allen B. Jones, WGNW, pres.; Ray D. Williams, WHIT, vp.; P. G. Sewell, WRCS, secy-treas.

**TRI-MART RADIO NETWORK**—Comprising KSLM Salem, KCOV Corvallis and KORE Eugene, all Oregon. Dave Hoss, sls. mgr., P. O. Box 631, Salem. Represented nationally by Everett-McKinney Inc. regionally, Moore & Lund Inc.

**TRI-W NETWORK**—Comprising WWWW Jasper, WWWW Fayette, WWWW Russellville, all Ala. W. W. Bankhead, president, WWWW. Represented nationally by Hill F. Best Co.

**UNITED BROADCASTING NETWORK**—Comprising WOOK and WFAN (FM) Washington, D. C.; WARK Hagerstown, WSID Baltimore, and WINX Rockville, all Md.; WANT Richmond, and WYOU Newport News, both Va., and WJMO Cleveland, Ohio. Headquarters: Eighth and Eye Sts., N.W., Washington, D. C. Richard Eaton, pres.

**UPPER MIDWEST BROADCASTING SYSTEM**—Comprising KASM Albany, KKRA Alexandria, KBUN Bemidji; KLIZ Brainerd; KBMW Breckenridge; WKLK Cloquet; KROX Crookston; KDLM Detroit Lakes; WEVE Eveleth; KSUM Fairmont; KDHL Faribault; CKFI International Falls; KV0X Moorehead-Fargo; KNUJ New Ulm, and WSHB Stillwater, all Minnesota; KDLR Devils Lake; KV0X Fargo-Moorhead; KNDC Hettinger; KLPM Minot; KOVC Valley City, and all North Dakota; KABR Aberdeen; KDSJ Deadwood; KLJV Huron; KORN Mitchell; KGFX Pierre; KRSD Rapid City; KISD Sioux Falls, all South Dakota; WHBY Appleton; WATW Ashland; WBIZ Eau Claire; WJPG Green Bay; WLXC La Crosse; WLKY Ladysmith; WIBU Madison-Poyntette, WDLB Marshfield; WMNE Menomonie; WPDJ Portage; WPRE Prairie du Chien; WTCH Shawano; WSTP Stevens Point; WTRW Two Rivers; WBKV West Bend, and WFHR Wisconsin Rapids, all Wisconsin; WHDF Houghton; WKIB Iron River; WJMS Ironwood, and WJPD Ishpeming, all Michigan; KASI Ames; KJAN Atlantic; KCOG Centerville; KCHA Charles City; KSTT Davenport; KFAD Fairfield; KOKK Keokuk; KSMN Mason City; KATL Storm Lake, and KJFJ Webster City, all Iowa; WJBI Broken Bow; KJSC Columbus; KFGT Fremont; WJAG Norfolk, and KNEB Scottsbluff, all Nebraska; WMRO Aurora; WCAZ Carthage, and WLBK DeKalb, all Illinois. Headquarters: 518 Produce Bank Bldg., Minneapolis. L. M. Knopp, pres.

**VERMONT STATE NETWORK**—Comprising WBTV Bennington, WIKW Newport, WSYD Rutland, WTNW St. Johnsbury, WNIK Springfield, all Vermont. Represented nationally by Joseph Hersey McGillivra Inc.

**WISCONSIN NETWORK**—Network comprising WHBY Appleton; KFIZ Fond du Lac; WCFD Janesville; WIBU Poyntette-Madison; WUO Baraboo; WRJN Racine; WHEB Sheboygan; WFHR Wisconsin Rapids; WJPG Green Bay; WGEZ Beloit; WSAU Wausau. Supplementary stations: WMAM Marinette; WEAU Eau Claire; WJMS Ironwood, Mich.; WATL Ashland; WBEU Superior; WISN Milwaukee; WKBB Little Cross; WOSE Oshkosh; WJMC Rice Lake; WOBT Rhinelander; WATK Antigo; WRCO Richland Center; WSAU Wausau; WRBD Reedsburg; WIGM Medford; WPPF Park Falls; WLDY Ladysmith; WOSA—WLIN Merrill. Main office: Nash Block, Wisconsin Rapids. George T. Frchette, WFHR, mgng. dir. and secy-treas.

**WYOMING COWBOY NETWORK**—Comprising KFBC Cheyenne, KRAL Rawlins, KVOC Casper, KASL Newcastle, KSID Sidney, Neb.

**YANKEE NETWORK** (division of RKO Teleradio Pictures Inc.)—Comprising WNAC Boston-Lawrence, Mass.; WFAU Augusta, Me.; WABI Bangor, Me.; WIDE Biddeford, Me.; WNAE Bridgeport, Conn.; WALE Fall River, Mass.; WEIM Fitchburg-Leominster, Mass.; WHAI Greenfield, Mass.; WPOP Hartford, Conn.; WABM Houlton, Me.; WOCB Hyannis, Mass.; WKNE Keene, N. H.; WCOU Lewiston-Auburn, Me.; WLBH Lowell, Mass.; WGR Manchester, N. H.; WNBH New Bedford, Mass.; WNLG New London, Conn.; WBRK Pittsfield, Mass.; WPOP Portland, Me.; WAGM Presque Isle, Me.; WEAN Providence, R. I.; WSYB Rutland, Vt.; WWSR St. Albans, Vt.; WMAS Springfield, Mass.; WTOR Torrington, Conn.; WARE Ware, Mass.; WWCO Waterbury, Conn.; WDEV Waterbury, Vt.; WAAB Worcester, Mass. Represented nationally by H-R Repts. Inc. Headquarters: WNAC Boston. Norman Knight, exec. vp. and gen. mgr.

**Z-BAR-NET**—Comprising KXLF Butte; KXKL Helena; KXKL Bozeman; KXKL Great Falls; KXKL Missoula, all in Montana. Available as a hookup. Managing Director: Ed Craney, KXLF.

**DIRECTORY OF AM AND FM STATIONS AND MARKET DATA FOR THE UNITED STATES**  
(For complete listing of Tv Stations see TELECASTING Yearbook)

**ALABAMA**

**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Passenger				Cars 1956
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)		
Autauga	18,186	3,830	\$6,221	\$1,848	\$236	3,885	
Baldwin	40,997	10,950	32,565	8,498	1,043	14,058	
Barbour	28,892	5,950	14,828	3,644	508	4,647	
Bibb	17,987	3,610	8,258	2,276	112	3,054	
Blount	28,975	6,470	13,033	2,712	240	5,525	
Bullock	16,054	3,120	5,618	1,684	185	1,978	
Butler	29,228	6,030	15,535	4,357	423	5,566	
Calhoun	79,539	21,790	74,607	18,599	1,583	27,308	
Chambers	39,528	9,000	16,178	6,379	523	10,099	
Cherokee	17,634	3,670	6,373	1,008	90	4,357	
Chilton	26,922	6,130	15,205	4,235	349	5,868	
Choctaw	19,152	3,880	6,593	779	41	2,761	
Clarke	26,548	5,780	22,456	4,508	635	5,429	
Clay	13,922	2,770	7,978	2,264	221	3,306	
Cleburne	11,904	2,490	5,373	966	98	2,925	
Coffee	30,720	6,730	18,836	4,494	472	8,738	
Colbert	39,561	10,850	36,047	9,630	985	13,384	
Conecuh	21,776	4,070	8,025	2,123	213	3,101	
Coosa	11,766	2,380	2,696	976	167	2,533	
Covington	40,373	9,390	27,702	7,141	1,241	11,032	
Crenshaw	18,981	4,110	7,638	1,802	79	3,285	
Cullman	49,046	11,260	30,964	4,274	677	13,747	
Dale	20,828	4,450	10,874	4,181	417	6,582	
Dallas	56,277	13,090	42,250	10,227	1,508	14,170	
De Kalb	45,048	10,770	19,893	4,275	594	10,438	
Elmore	31,649	6,770	14,748	3,758	302	7,734	
Escambia	31,443	6,880	26,651	5,437	834	8,347	
Etowah	93,892	26,810	81,843	22,047	2,390	30,825	
Fayette	19,388	4,010	9,527	2,037	226	4,388	
Franklin	25,705	5,780	14,852	3,021	410	5,886	
Jeneva	25,899	5,650	15,457	4,793	387	5,868	
Greene	16,482	3,040	7,005	1,064	138	2,036	
Hale	20,832	4,110	6,826	1,411	134	2,870	
Henry	18,674	3,510	9,922	2,344	244	3,423	
Houston	46,522	11,750	49,047	1,096	1,231	14,061	
Jackson	38,998	8,130	14,969	3,677	458	7,957	
Jefferson	558,928	165,040	607,803	42,033	16,899	172,552	
Lamar	16,441	3,370	6,324	1,223	224	3,811	
Lauderdale	54,179	14,420	48,185	10,323	1,450	16,817	
Lawrence	27,128	5,800	6,978	1,855	329	4,602	
Lee	45,073	10,440	29,362	8,289	1,048	10,313	
Limestone	35,766	7,840	13,035	4,815	377	8,461	
Lowndes	18,018	3,160	6,085	686	67	2,138	
Macon	30,561	6,110	10,770	3,349	249	4,583	
Madison	72,903	19,910	67,762	15,865	1,502	25,078	
Marango	29,494	6,080	13,023	3,709	383	4,355	
Marion	27,264	6,180	12,898	2,642	356	5,591	
Marshall	45,090	11,130	39,042	7,156	1,058	13,422	
Mobile	231,105	69,720	261,128	64,846	9,177	80,449	
Monroe	25,732	4,960	12,458	3,084	217	4,487	
Montgomery	138,965	40,760	176,069	32,189	4,854	48,583	
Morgan	56,924	13,760	41,192	10,212	1,154	14,670	
Peary	20,439	3,940	8,849	2,046	230	2,917	
Pickens	24,349	4,670	11,328	2,630	474	4,318	
Pike	30,608	6,740	17,044	3,831	605	5,946	
Randolph	22,513	4,660	9,570	2,173	255	4,777	
Russell	40,364	9,880	16,235	5,945	440	12,127	
St. Clair	26,687	6,070	12,375	3,789	339	6,390	
Shelby	30,362	7,190	15,106	4,539	319	7,303	
Sumter	23,610	4,640	7,531	1,506	197	3,308	
Talladega	63,639	15,410	44,007	12,276	1,270	15,810	
Tallapoosa	35,074	8,310	25,687	7,288	879	9,048	
Tuscaloosa	94,092	22,750	67,818	16,454	2,477	24,571	
Walker	63,769	14,840	29,538	8,534	868	13,498	
Washington	25,612	3,030	5,098	1,362	80	2,914	
Wilcox	23,476	4,150	6,204	1,309	74	2,266	
Winston	18,250	3,760	8,273	1,489	289	3,636	
Total	3,061,743	766,950	\$2,351,870	\$560,283	\$67,734	819,952	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

City	Chan. or Freq.	Licensee Headquarters Telephone	Network	Station Rep.	Executives
<b>ALBERTSVILLE (Marshall County)</b>					
WAVU	630	Sand Mt. Bcstg. Service			Pat M. Courington, p, gm
48	1,000-D	P. O. Box 411			Jim Thompson, cm
		Ala. Community			Bill Hagler, pd, nd
					Gene Killian, ce
					Jesse Culp, fd
WAVU-FM	105.1mc				
1949	4.7kw				

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

Data corrected to Dec. 15, 1956. 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.

**ALEXANDER CITY (Tallapoosa County)**

WRFS 1050 1,000-D Piedmont Service Corp. James L. Coley, p  
1947 1,000-D 138 Main St. Jim Whatley, gm, cm  
Adams 4-2566 Charles H. Whatley, pmm, ce  
Sears & Ayer Carroll Ward, nd  
Bill Buchanan, sd  
Louise Day, wd

WRFS-FM 106.1mc  
1949 4.6kw

**ANDALUSIA (Covington County)**

WCTA 920 Andalusia Bcstg. Co. J. Dige Bishop, p, gm  
1946 5,000-D Sanford Rd. Donald Cooke, cm  
500-N 1340 Jeanette Powell, pd  
DA-N MBS Bob Duck, nd  
KBS  
Dixieland

WCTA-FM 98.1mc  
1950 10kw

**ANNISTON (Calhoun County)**

WANA 1490 Anniston Radio Co. C. L. Graham, o  
1954 250 300 S. Leighton Ave. Mac M. Thomas, gm  
Adams 7-1627  
KBS  
McGillvra

WHMA 1450 Anniston Bcstg. Co. Harry M. Ayers, p  
1958 250 Radio Bldg. Malcolm Street, gm  
Adams 6-7545 Rosamond Ponder, pd  
ABC W. Hall Wray, pmm  
Alabama Bcstg. James A. Hudson, ce  
Sears & Ayer George Rutledge, sd

WHMA-FM 100.5mc  
1947 3.6kw

WSPC 1390 Model City Bcstg. Co. W. S. Weatherly, p, gm  
1949 5,000-D Jefferson Davis Hotel Rosebud Waldrop, cm  
1,000-N Adams 6-8291 Bettie R. Ferguson, pd  
DA-N MBS Sara F. Jackson, pmm  
Walker Frank Cole, ce  
Dixieland S. A. Matthews, fd

**ATHENS (Limestone County)**

WJMW 730 Athens Bcstg. H. F. Dunnivant, p, gm, cm  
1948 1,000-D P. O. Box 386 Marjorie Jones, pd  
565 William C. Mitchell, ce  
Bob Allen, pmm, sd  
Bobbie Lankford, nd

**ATMORE (Escambia County)**

WATM 1590 Southland Bcstg. Co. Tom C. Miniard, gm, ce  
1949 1,000-D P. O. Box 59 Julia Miniard, cm, pd  
50 Lowell McGill, sd  
Mickey Roberts, fd  
James Crews, nd

**AUBURN (Lee County)**

WAUD 1230 Auburn Bcstg. Co. Elmer C. Salter, p, gm, cm, sd  
1947 250 Tuskegee Hwy. Mariene Sasser, pd, pmm  
1240 Ed Holliday, ce  
ABC Bobbie Sanders, nd, fd  
Jane Adams, wd

**BAY MINETTE (Baldwin County)**

WBCA 1150 Southwest Ala. Bcstg. Co. Howard E. Dill, co-o  
(CP) 1,000-D c/o Howard E. Pill James H. Faulkner, co-o  
P. O. Box 447 William M. Stewart, co-o  
Montgomery, Ala.

**BESSEMER (Jefferson County)**

WBCO 1450 Bessemer Bcstg. Co. Jesse E. Lanier, p  
1950 250 P. O. Box 510 Dean R. Upton, gm, cm, pmm  
5-5241 Bruce Payne, pd  
Forjoe Carl E. Martens, ce  
Dora-Clayton Erskine Faush, nd  
Andrew Dawkins, sd

**BIRMINGHAM (Jefferson County)**

WAPI 1070 Alabama Bcstg. Sys. Henry P. Johnston, p,  
1922 10,000-D P. O. Box 2553 mng dir  
WABT(TV) 5,000-N 4-2466 W. O. Mogge, mgr, radio sls  
DA-N NBC Ray A. Furr, vp, prog. develop.  
Blair James Chenoweth, pmm  
J. V. Sanderson, ce  
Charlie Davis, nd  
Maury Farrell, sd

WAFM(FM) 99.5mc  
1946 72kw

WBRC 960 Storer Bcstg. Co. George B. Storer, p  
1925 5,000 1729 2d Ave. N. Lionel Baxter, mng dir  
WBRC-TV DA-N Alpin 2-3172 Fox Lightfoot, pd, pmm  
CBS Robert L. DuPriest, ce  
Katz Davenport Smith, nd  
Jim Atkins, fd

WBRC-FM 106.9mc  
(CP) 15kw

City	Call Letters	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>BIRMINGHAM (Cont.)</b>				
WCRT	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 Don Kirkpatrick, nd, sd Arlene Voudrie, wd
WEDR	1220	1,000-D	Edwin H. Estes 1417 4th Ave. N. 4-0925 Pearson	William R. Kennedy, gm
WEZB	1320	1,000-D	Gene Newman Radio Inc. Tutwiler Hotel 44641	Gene Newman, p, gm Gaines Allen, cm Ward McIntyre, pd Vearl Cicero, ce Leroy Garrett, nd
WILD	850	10,000-D 1,000-N DA-N	Gordon Ala. Bcstg. Co. 1901 Montgomery Hwy. 4-4511 MBS Weed	Sherwood R. Gordon, p Thomas W. Thuman, vp, mgng dir Bill Burns, pd Arthur Plaut, pmm Raymond Lowery, ce George Bell, sd, nd
WJLD	1400	250	Johnston Bcstg. Co. 1817 11th Place S.	George Johnston Jr., p James E. Connolly, gm
WJLN-TV (CP)	54-3466		Rambeau	C. Otis Dodge, cm Harry Herrod, pd, nd Willie McKinstry, pmm Cliff Goggins, ce
WJLN-FM	104.7mc	23kw	(WJLD, Am Affiliate)	
WLBS	900	1,000-D	WLBS Inc. P. O. Box 2190 54-2341	Mrs. C. G. Puett, o, p W. L. Steadman, slm Grady Puett, pd Gordon Bishop, ce Bill Steadman, nd
WSGN	610	5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co. 2320 7th Ave. S. 4-3434 ABC Venard, Rintoul & McConnell	James W. Coan, p Ben K. McKinnon, gm Henry Sullivan, cm Horace Pumphrey, pd Joyce Savage, pmm Emmett J. Smith, ce
WVOK	690	50,000-D DA-D	Voice of Dixie Inc. P. O. Box 2468 6-2924 Radio-Tv Reps	Iralee W. Benms, p, gm Ira Leslie, sls dir, pd, pmm R. G. Blaskow, ce Dan Brennan, nd, fd Joan Foster, wd
<b>BREWTON (Escambia County)</b>				
WEBJ	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
<b>CARROLLTON (Pickens County)</b>				
WRAG	590	1,000-D	Pickens County Bcstg. Corp. P. O. Box 71 2564 KBS	R. E. Hook, p James Carl Sauceman, gm
<b>CLANTON (Chilton County)</b>				
WKLF	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	100.9mc	0.37kw		
<b>CULLMAN (Cullman County)</b>				
WFMH	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	101.1mc	5.3kw		
WKUL	1340	250	Cullman Bcstg. Co. P. O. Drawer 620 864 MBS KBS	Hudson C. Millar Jr., o, gm, cm Robert Bingham, pd, pmm Arthur Bachmann, ce James Miller, nd, sd Norman Ragsdale, fd Katherine Knighten, wd

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.

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<b>DECATUR (Morgan County)</b>				
WAJF	1490		J. B. Falt Jr. 112 Grant St. S. E. 4016 Alabama Bcstg. Dixie Land	J. B. Falt, Jr., o Ralph Mann, gm, ce Jerry Griggs, cm, nd Tommy Allen, pd, sd Tom King, pmm Neil Gruggs, wd
WHOS	800	1,000-D	North Alabama Bcstg. Co. Masonic Bldg. 991 Clark	John H. Jones, co-ptnr Jefie Jones, co-ptnr James C. Fouts, gm, cm, fd Charles Skinner, pd, pmm Ed Buxton, ce L. Ronald Lee, nd
WHOS-FM	92.5mc	8.6kw		
WNLS	1400	250	Tennessee Valley Radio & Tv Corp.	Frank Whisenant, p, gm, pd, pmm
WMSI-TV	802	MBS		Louis C. Blizzard, sm, nd Alvin Millwoe, ce Gene Harwell, sd
<b>DEMOPOLIS (Marengo County)</b>				
WXAL	1400	250	Demopolis Bcstg. Co. 400 MBS KBS	W. M. Jordan, p, gm H. J. Bley, cm
<b>DOTHAN (Houston County)</b>				
WAGF	132G	1,000 DA-N	Dothan Bcstg. Co. 204 1/2 E. Main St. 2-9100 McGilvra	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
WDIG	1450	250	Houston Bcstrs. 208 N. Oates St. 3-4100 ABC Mutual Best	Jess Swicegood, p, gm, cm Ralph Burgess, pd, nd Wiley Grissom, ce Luther Moore, sd
WOOF	560	5,000-D	The Wool Trust Columbia Hwy. 3-0560 KBS Clark	Agatha Gay, gm R. A. Dowling, sm, pd, pmm Arthur Gay, cm John Hubbard, ce Gene Ragan, fd Sonny Harris, sd
<b>ENTERPRISE (Coffee County)</b>				
WIRB	1250	250	Wiregrass Bcstg. Co. 30 Dothan Highway	R. E. James, co-o & gm Ralph M. Stanford, co-o Fred S. Watson, cm
<b>EUFAULA (Barbour County)</b>				
WULA	1240	250	L. H. Christian & C. A. McClure P. O. Box 301 744 KBS	L. H. Christian, co-o C. A. McClure, co-o, mgr, ce
<b>EVERGREEN (Conochee County)</b>				
WBI.O (CP)	1470	1,000-D	Evergreen Bcstg. Co. c/o WEBY Milton, Fla.	Clayton W. Mapoles, o
<b>FAYETTE (Fayette County)</b>				
WWWF	990	1,000-D	Bankhead Bcstg. Co. Jasper, Ala. 2-3461 KBS Best	W. W. Bankhead, p Jack Black, gm James Dickinson, ce
<b>FLOMATON (Escambia County)</b>				
WTCB	990	500-D	Tri-City Bcstg. Co. P. O. Box 386 2466 Best	William I. Kline, p Sam B. Ford, gm, sd Milliard L. Harris, cm, pmm Paul S. Wood, pd, nd Hoyt T. Bonds, ce Leo Warren, fd
<b>FLORENCE (Lauderdale County)</b>				
WJOI	1340	250	Florence Bcstg. Co. 850 S. Court (1) 2608 MBS Alabama Bcstg.	Joe T. Van Sandt, p, gm Jim Connolly, cm George Manush, pd, pmm, sd Paul Shannon, ce Judy Rutledge, nd, fd, wd
WOWL	1240	250	Radio Muscle Shoals Inc. P. O. Box 634 Atwater 2-7711 ABC Alabama Bcstg. Rambeau Dora-Clayton	Richard B. Biddle, p, pmm Ronald Walker, gm Jack Worley, cm Melvin Hunt, pd, nd Lawrence Rohling, ce Ronald Fuller, sd
<b>FOLEY (Baldwin County)</b>				
WHEP	1310	1,000-D	Alabama-Gulf Radio Inc. P. O. Drawer F Whitehall 3-7131 Alabama Bcstg.	Howard E. Pill, p Ralph O. Howard, gm James E. Stewart, slm Dick Killebrew, pmm Robert Switzer, ce Doris Rich, nd, wd

FORT PAYNE (DeKalb County)

WFPA 1949	1400 250	Geo. Gothberg's Community Bcstg. Co. Radio Ranch Box 391 643 Alabama Bcstg. Best	George Gothberg, o, p Ozelle Gothberg, gm Adis Childers, cm Paul Helms, ce, pdm Doug Helderfield, pmm Paul White, sd
WZOB .250	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, nd F. L. Pierce, pmm Jess R. Moore, ce, fd Adrian Gibson, sd

GADSDEN (Etowah County)

WCAS 1947	570 1,000-D	Etowah Bcstrs. Inc. 750 Forrest Ave. 6-0301 MBS	Charles A. Smithgall, p John P. Kirby, gm Ray Estes, cm Edward R. Reilly, pd David Vowell, pmm W. G. Anderson, ce
WETO 1950	930 1,000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201 KBS McGillvra	Cary L. Graham, o, p Mac M. Thomas, gm Jim Trippe, slm Velma Mote, pd Quinylene Martin, pmm Calvin C. Williamson, ce
VGAD .947	1350 5,000-D 1,000-N DA-N	Coosa Bcstg. Co. P. O. Box 351 Li-6-1611 ABC Rambeau Dora-Clayton	William A. Mapes, p, gm Arling Brooks, cm Billie Cornelius, pd, nd, fd, sd Dick Biddle, natl slm Oscar Pedon, pmm Halley D. Williams, ce

GENEVA (Geneva County)

WGEA 1953	1150 1,000-D	Radio South Alabama Inc. P. O. Box 5 456 Continental Dora-Clayton	Howard Pill, p Allen Woodall, evp Miles Ferguson, trecas Emery Evans, gm, cm Jimmy Helms, pd, sd Peb Erwin, ce
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GREENVILLE (Butler County)

WGYV 1948	1380 1,000-D	Greenville Bcstg. Co. P. O. Box 227 585	W. H. Miller, gm
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GUNTERSVILLE (Marshall County)

WGSV 1950	1270 1,000-D	KBS Dixieland Best 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
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HALEYVILLE (Winston County)

WJBB 1949	1230 250	Haleyville Bcstg. Co. P. O. Box 191 389 MBS KBS Dora-Clayton	W. P. Theilens, p John L. Slatton, gm, cm Pat Slatton, pd Roger Smith, pmm Paul Kelley, ce Warren Hyde, sd
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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
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HARTSELLE (Morgan County)

WHR T 1956	860 250-D	D. E. Newman 7370	D. E. Newman, o, gm C. J. Alexander, ce Margaret Newman, pd
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HOMEWOOD (Jefferson County)

WEZB 1955	1320 1,000-D	(See Birmingham listing)	
WJLD 1942	1400 250	(See Birmingham listing)	

HUNTSVILLE (Madison County)

WBHP 1937	1230 250	Wilton Harvey Pollard Fifth Ave. Jefferson 2-3521 MBS KBS	W. H. Pollard, p, gm Fred Skill, cm Barbara Atkins, pd Grady Reeves, pmm, nd, sd Wm. I. Wilkes, ce Nathalie Graham, wd
WFUN 1946	1450 250	Huntsville Bcstg. Co. 410 W. Holmes St. Jefferson 2-5641 Sears & Ayers Dora-Clayton	J. B. Falt Jr., p, gm John Garrison, sm, pd, ce, nd, sd
WHBS 1946	1550 5,000-D 500-N DA-N	Huntsville Times Co. P. O. Box 986 Jefferson 2-8471 ABC Alabama Bcstg. Gill-Perna Cummings	Henry P. Johnston, p Jack F. Neal, gm William I. Wilkes, ce 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
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JASPER (Walker County)

WARF (CP)	1240 250	Walker County Bcstg. Co. P. O. Drawer 620 Cullman, Ala. 1809-B 4th Ave. KBS	Hudson C. Millar Jr., p Robert B. Bingham, gm, nd, sd James M. Waldrop, cm, pmm Norman Ragsdale, pd, fd Arthur Bachmann, ce Inez Ellison, wd
WWWB 1946	1360 1,000-D	Bankhead Bcstg. Co. P. O. Box 622 Fulton 4-3461 KBS	W. W. Bankhead, p Wm. C. Edgemont, 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	Valley Bcstg. Co. 602 N. Cherry Dr. 2-2771 ABC Clark	J. C. Henderson, p, gm Johnny M. Driskill, cm Aileen Love, pd, pmm James McKay, ce John Hodges, nd Bill Scott, sd
WRDL-FM 1946	102.9mc 10kw		

MARION (Perry County)

WJAM 1951	1510 5,000-D	Neely & Neely Murray 3-4881	Kathleen W. Neely, p, gm Virgil Moore, sm, cm, ce, slm Stan Kendricks, pd, sd, pdm Elizabeth W. Neely, pmm Garnett W. Stancil, nd John Rogers, fd
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MOBILE (Mobile County)

WABB 1948	1480 5,000 DA-N	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
WAIP 1954	1270 1,000-D	(See Prichard listing)	
WALA 1930 WALA-TV	1410 5,000 DA-N	Pape Television Co. 210 Government St. Hemlock 3-3756 NBC H-R Reps.	W. O. Pape, p W. B. Pape, vp, gm Al Holman, pd, nd, wd Charles Thompson, pmm Alvin R. Bell, ce James McNamara, fd

WKAB 1947 WKAB-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, gm W. C. Carter, cm J. Tom Jackson, pd Cliff Sizemore, ce
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WKRG 1946 WKRG-TV	710 1,000-D 500-N DA-N	WKRG-TV Inc. P. O. Box 1184 2-6789 CBS Avery-Knodel	Kenneth R. Giddens, p William S. Baskerville Jr., gm
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WKRC-FM 1946	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 Dorothy Benjamin, pd Pat Owens, pmm Vernon C. Floyd, ce Robert Williams, wd

MONROEVILLE (Monroe County)

WMFC 1952	1360 1,000-D	Monroe Bcstg. Co. 1360 KBS	J. H. Faulkner, ptnr W. M. Stewart, ptnr, gm Tom Gardner, cm Riley N. Kelly, pd, pmm Harold Harris Jr., ce Bruce Shell Jr., nd
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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 Hoke S. Williford, cm, pmm Lee Gooch, pd Milton Lock, ce Don Nahley, nd Earl Hadaway, fd
WBAM 1953 WLSA (TV) (Selma) (CP)	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 WCOV-TV	1170 10,000-D 1,000-N DA-2	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

# ALABAMA

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MONTGOMERY (Cont.)</b>				
WETU	1250	1,000-D	(See Wetumpka listing)	
WHHY	1440	5,000-D	Charles W. Holt, Connie I. Holt & Robert N. Robinson	Robert N. Robinson, gm
WHHY-TV	1,000-N	DA-N	10 E. Delano 5-1251 NBC Headley Reed	Robert L. Tuttle, natl slm, pmm Gene R. Jacobsen, pd Robert M. Hayward, ce Frank McGee, nd
WMGY	800	1,000-D	Dixie Bstg. Co. 358 N. Capitol Parkway 2-5245	L. D. Hargreaves, gm Frances Sewell, asst m Ann Fincher, pd, wd Beverly L. Lobdell, ce Randy Rainwater, slm Bob Clark, pd Chuck Elliott, pmm
WRMA	950	1,000-D	Southland Bstg. Co. 135 Commerce St. 2-1475 McGillvra	Ralph M. Allgood, p, gm Judd Sparring, cm, pmm Jacqueline Johnson, pd Walter B. Stevenson, ce Ace Anderson, nd, sd Bertha Lee Bailey, wd
<b>MUSCLE SHOALS (Colbert County)</b>				
WLAY	1450	250	Gregory Bstg. Corp. P. O. Box 250 Sheffield, Ala. Evergreen 3-2525	Michael R. Freeland, p, gm Julian A. Flint, asst mgr Jerry Thompson, slm Stanley C. Walters, pd Benny Lott, ce
<b>ONEONTA (Blount County)</b>				
WCRL	1570	250-D	Blount County Bstg. Service Inc. CR 4-2289 KBS	L. D. Bentley Jr., p, gm, nd Max G. Bynum, cm Beecher B. Hyde, pd Glenda R. Tolbert, pmm, wd H. C. McPherson, ce
<b>OPELIKA (Lee County)</b>				
WJHO	1400	250	Opelika-Auburn Bstg. Co. 1400 Auburn Rd. Sherwood 5-2084 MBS KBS Indie Dora-Clayton	John E. Smollon, gm, ce, sd Lurline M. Smollon, cm Edwin P. Rowell, pd, fd Lynn Hackler, pmm Judy Ellis, wd Ennis Caldwell, pdm Ben Mikul, nd
<b>OPP (Covington County)</b>				
WAMI	860	1,000-D	Opp Bstg. Co. P. O. Box 169 2-6591	H. N. Lee, p Beri F. Moore, gm, cm Lois Moore, pd Eugene E. Vinson, ce Jim Williams, fd, sd Willow Dean Leonard, wd
<b>OZARK (Dale County)</b>				
WOZK	900	1,000-D	Ozark Bstg. Corp. P. O. Box 742 655	Douglas Brown, p Howard Parish Jr., gm, ce Wade Sullivan, cm Miriam Brown, pd
<b>PELL CITY (St. Clair County)</b>				
WFHK	1430	1,000-D	St. Clair Bstg. System, Inc. P. O. Box 68	John H. Haynes, p, gm, ce R. B. Taber, cm Fred L. Kelly, pd, pmm, nd Earl Murphy, fd Rachel Barber, wd
<b>PHENIX CITY (Russell County)</b>				
WPNX	1460	1,000	Community Bstg. Co., Inc. P. O. Box 388 Phenix City DA-N	(See Columbus, Ga. listing)
<b>PIEDMONT (Calhoun County)</b>				
WPID	1280	1,000-D	C. L. Graham Gadsden, Ala. KBS	C. L. Graham, o Mac M. Thomas, gm Hank Smith, sm
<b>PRICHARD (Mobile County)</b>				
WAIP	1270	1,000-D	Prichard Bstg. Co. 74 Main St. Glendale 2-2202 Walker	Herbert Johnson, vp, gm Jim Smith, cm Hy Davis, pd J. M. Frost, pdm Evelyn Martin, pmm H. Eugene Miller, ce Hubert Grant, nd, sd
<b>ROANOKE (Randolph County)</b>				
WELR	1360	1,000-D	Roanoke Bstg. Co. 801 N. Main St. 3811 KBS	J. W. Buttram, o, gm, cm LaVerne Foster, ce, pd, wd Gordon Ellis, sd, nd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; 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.

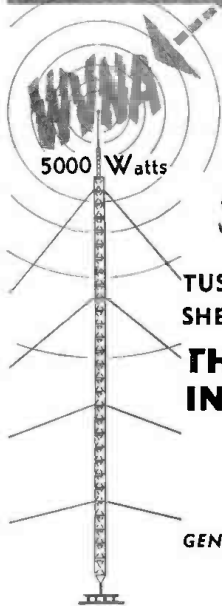
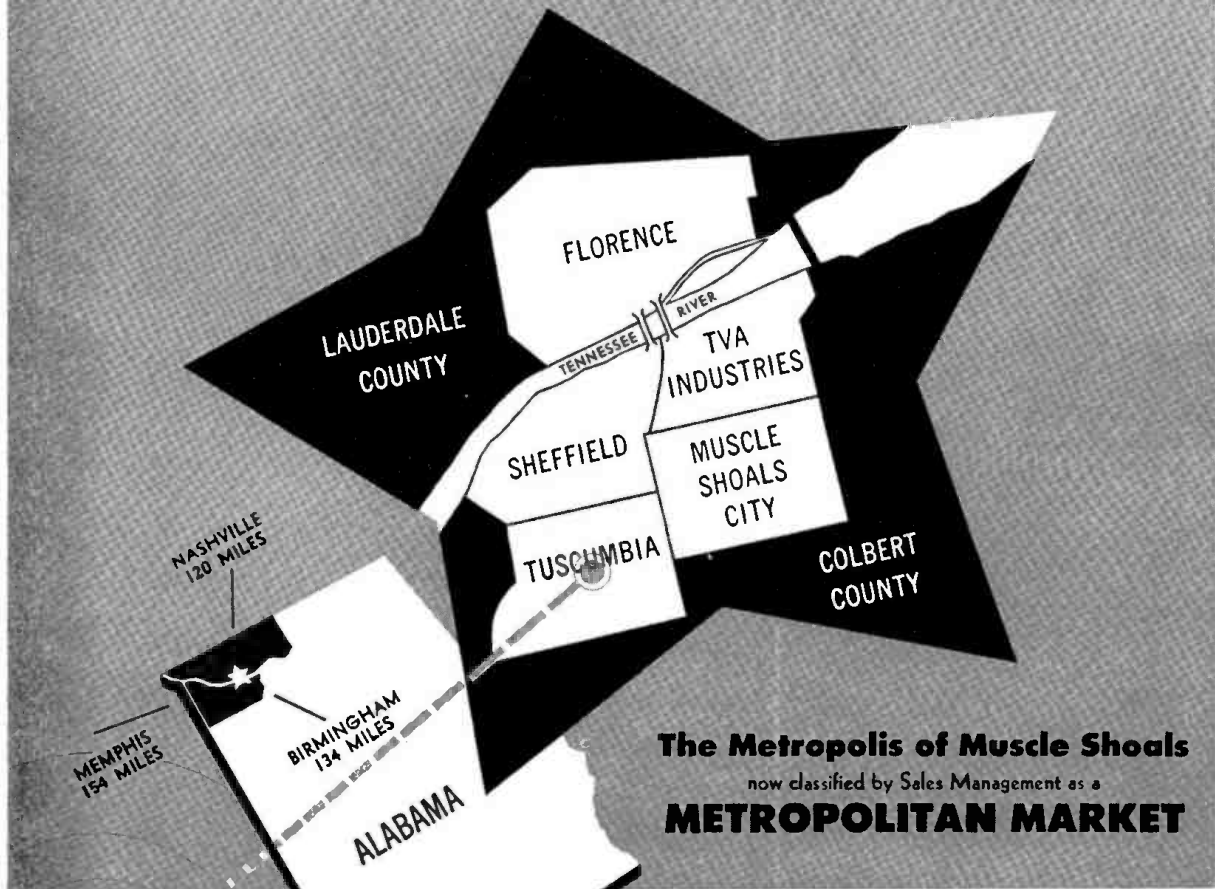
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.

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.

## RUSSELLVILLE (Franklin County)

WWWR	920	1,000-D	Bankhead Bstg. Co. Jasper, Ala. Jasper 2-3461 KBS Tri-W Net. Best	W. W. Bankhead, p Hal Kirby, cm James W. Elliott, ce, pmm Richard Hargett, fd
<b>SCOTTSBORO (Jackson County)</b>				
WCRI	1050	250-D	Pat M. Courington Lee Hwy. U. S. 72 123 Ala. Community	Pat M. Courington, p John L. Fisher, gm, cm, ce Ken Frazier, ce, pmm, nd, sd John L. Fisher, ce Alvin Butler, fd Helen Arnold, wd
WROS	1350	1,000-D	Scottsboro Bstg. Co. 717 Scott St. 156 KBS Alabama Bstg.	Hugh T. Kirby, p Rose M. Kirby, gm, cm, pmm, wd Clyde R. Varner, pd Lonnie W. Prickett, ce, nd, fd Hugh Tommy Kirby Jr., sd
<b>SELMA (Dallas County)</b>				
WGWC	1340	250	Dallas Bcstrs. Inc. P. O. Box 686 Trinity 4-6687 CBS Alabama Bstg. Holman	Oscar Covington, p Erle Hanna, gm Charles Stewart, cm, pd Stan Smith, pmm, ce Al Goree, nd, sd Bill Anderson, fd Carolyn Perrin, wd
WHBB	1490	250	Selma Bstg. Co. P. O. Box 26 Trinity 4-8296 NBC KBS Avery-Knode!	John F. Townshend, p, gm, ce Jessica I. Townshend, wd
WRWJ	1570	1,000-D	Central Ala. Bstg. Co. P. O. Box 71 Trinity 4-9062 Sears & Ayers	Roland Jordan Jr., o, gm, ce John Frasier, cm Charles Moore, pd John Rogers, nd Jim Aycock, sd Ed Lacy, fd
<b>SYLACAUGA (Talladega County)</b>				
WFEB	1340	250	Alabama Bstg. Co. 527 N. Broadway 2-3281 MBS KBS Alabama Bstg.	E. E. Forbes Sr., p George W. Carr, vp, gm, cm, pd, pmm, nd, sd Conrad B. Pickren, ce, fd Gertrude Tyson, wd
WMLS	1290	1,000-D	Marble City Bstg. Co. P. O. Box 511 2-4354 Ala. Key Market Net	Curtis O. Liles, p, gm Lloyd Ross, slm Walter Welch, ce Walton Williams, sd
<b>TALLADEGA (Talladega County)</b>				
WHTB	1230	250	The Voice of Talladega Ft. Lashley Ave. 2205 MBS KBS Continental	Cecil Hornady, p, sec-treas Myron Snoddy, gm, cm Bill Beatty, ce, pd Dave Barclay, nd Hank Fannin, fd Marjorie Heath, wd
WHTB-FM	97.1mc	9.2kw		
WJHB	1580	1,000-D	Confederate Bstg. Co. P. O. Box 292 EM 2-4965 McGillvra	Ned Butler, co-o, gm, ce James Hemphill, co-o, sm W. K. Johnston, co-o, cm Ed. Wallace Hobgood, pd Harold Shedd, pdm
<b>THOMASVILLE (Clarke County)</b>				
WJDB	630	1,000-D	J. Dige Bishop P. O. Box 757 3438 Keystone DixieLand	J. Dige Bishop, p Cecil Goodreau, gm
<b>TROY (Pike County)</b>				
WTBF	970	5,000-D	Troy Bstg. Corp. College Drive 500-N 980 DA-2 MBS	J. Roy Crow, p Jess L. Jordan, gm Robert Tolbert, cm Joe Gilchrist, ce Asa Dudley, sd, pdm
<b>TUSCALOOSA (Tuscaloosa County)</b>				
WJRD	1150	5,000-D	Wilhelmina Echols 2216 Broad St. PL 4-4464 DA-N NBC Rambeau DixieLand	Wilhelmina Echols, p John C. Cooper Jr., gm Chuck Gardner, slm Roy McAllister, asst m, sd, pmm Percy Sexton, ce Don Wallace, pd Wendell Harris, nd
WNPT	1280	5,000-D	W. Alabama Bstg. Co. P. O. Box 181 3311 ABC Alabama Bstg. Indie Dora-Clayton	T. H. Todd, p, ce Joe L. Langston, sm Ruth Harris, cm, slm Betty Bailey, pd Jack Norman, nd William Harris, pmm
WTBC	1230	250	Tuscaloosa Bstg. Co. Radio Center 8-5523 MBS KBS Sears & Ayer	Bert Bank, p, gm, cm Jack Mock, pd J. C. Rutledge, ce
WTBC-FM	95.7mc	17.5kw		

# A New Star *Rises in* ~~FALLS ON~~ ALABAMA



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TUSCUMBIA • FLORENCE  
SHEFFIELD • MUSCLE SHOALS

**THE SOUTH'S NEWEST INDUSTRIAL CENTER—WITH PLANTS LIKE THESE:**

- REYNOLDS METALS AND ALLOYS
- FORD MOTOR COMPANY
- UNION ALUMINUM COMPANY
- TENNESSEE VALLEY AUTHORITY
- DIAMOND ALKALI
- STYLON CORPORATION
- ROBBINS FLOOR PRODUCTS
- ... AND STILL GROWING

GENERAL MANAGER—EULUS WHITEHEAD • STATION MANAGER—JIMMY HALL  
NATIONAL REPRESENTATIVES—DEVNEY & CO.

Get your share of this new, multi-million-dollar Metropolitan market. See our representatives or Eulus Whitehead, General Manager, for more revealing information on the Muscle Shoals market, where you find the perfect balance of Industry and Agriculture in the New South.

**RANKS**  
**34th**  
**IN FOOD!**  
The Muscle Shoals market's Food Index of Change, 249, ranks 34th among 234 leading markets of the U. S.

TO COVER THIS BOOMING NEW MARKET, YOU NEED THE 5,000 WATT COVERAGE OF—

# WVNA

TUSCUMBIA, ALABAMA



**ALABAMA**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TUSCUMBIA (Colbert County)</b>			
WVNA 1955	1590 5,000-D	Power Center Bstg. 112 S. Main 2550 Devney Whitehead	Elton Darby, o Eulus O. Whitehead, gm James Allen Hall, sm Jean Pollard, pmm Lynn McMoran, ce Pete Bingham, nd
<b>TUCKEGEE (Macon County)</b>			
WTUS 1952	580 500-D	Radio Tuskegee Inc. P. O. Box 277 580 KBS Continental	J. A. Bowers, gm Jack Huffnan, cm, pd Oscar Lannan, ce
<b>WETUMPKA (Elmore County)</b>			
WETU 1954	1250 1,000-D	Elmore Service Corp. P. O. Box 60 7569 KBS Sears & Ayer Dixieland	Lem Coley, p Ed Morgan, gm, slm Dave Conley, ce Penn Scott, sd

**ARIZONA**

**ARIZONA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger Cars	
					Drug Sales 1955(\$000)	1955
Apache	27,767	2,960	\$10,954	\$1,583	\$160	2,151
Cochise	31,488	11,340	47,136	10,363	1,933	12,645
Cocconino	23,910	7,030	36,167	4,789	773	6,751
Gila	24,158	7,010	36,762	8,128	1,247	7,947
Graham	12,985	3,260	12,267	2,308	382	3,898
Greenlee	12,805	3,870	12,293	1,432	370	4,305
Maricopa	331,770	134,800	525,587	119,684	19,707	164,471
Mohave	8,510	2,010	11,562	1,423	340	2,544
Navajo	29,446	5,590	30,489	4,772	663	5,068
Pima	141,216	58,270	231,266	56,064	8,127	70,498
Pinal	43,191	13,070	50,562	14,775	1,260	13,961
Santa Cruz	9,344	2,390	15,809	3,597	358	2,906
Yavapai	24,991	6,320	27,787	5,776	1,054	8,233
Yuma	28,006	10,750	61,883	12,571	1,826	14,548
Total	749,587	268,470	\$1,100,524	\$247,327	\$38,200	319,926

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

<b>BISBEE (Cochise County)</b>			
KSUN 1953	1230 250	Carleton W. Morris Lowell Warren Rd. Hemlock 2-2277 MBS Don Lee Arizona Net.	Carleton W. Morris, p Arlo Woolery, gm, cm Ray Helgesen, pd Jay Ruiz, pmm Helen French, wd
<b>CASA GRANDE (Pinal County)</b>			
KPIN 1956	1260 1,000-D	ABC Service Co. Temple 6-7057 Best	E. Glenn Abercrombie, p, gm, ce Annette Abercrombie, pd N. L. Caperton, pmm
<b>CLIFTON (Greenlee County)</b>			
KCLF 1950	1400 250	Gila Bstg. Co. Box 548 University 4-4114 NBC Best	Paul Merrill, gm Eric L. Manola, sm David C. Leyendecker, pd, sd George T. Beattie, cm, pdm Frank Hancock, ce
KHCD 1956	1450 250	Darwin Bstg. Co. P. O. Box 608 University 4-4185 Webb	Chester Darwin, o, gm, sd Jack Campbell, cm, pd George Salem, nd
<b>COOLIDGE (Pinal County)</b>			
KCKY 1948	1150 1,000 DA-N	Gila Bstg. Co. Inc. Roosevelt at Main PA 3-5432 CBS Arizona Net. Best	Louis F. Long, p William F. Parady, gm, sd Bill Worley, cm Hal McWilliams, pd Frank Hancock, ce Ron Chrisco, nd, fd

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.

Data corrected to Dec. 15, 1956. 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.

**ARIZONA**

<b>DOUGLAS (Cochise County)</b>			
KAWT 1946	1450 250	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 Jim Collins, nd Terry Angell, pmm Ben Strotman, ce
<b>FLAGSTAFF (Cocconino County)</b>			
KCLS 1950	600 5,000-D 500-N DA-N	Charles J. Saunders 946 NBC Arizona Bstg.	Charles J. Saunders, o, gm, cm Robert Townsend, pd, pdm, pmm Jim Robinson, ce Leo Bernard, nd Bill Brechen, fd Bill Cleary, sd
KVNA 1950	690 1,000-D 500-N DA-N	Frontier Tv Co. Flamingo-El Rancho 51-65 MBC Arizona Net. McGillvra	Herb Jepko, act. gm, cm Bill Foley, pd Lenard Benson, ce Don Brown, nd Billie Faye Beamer, wd
<b>FRY (Cochise County)</b>			
KHFII (CP)	1420 1,000-D	Carleton W. Morris P. O. Drawer C Lowell Station Bisbee, Ariz.	Arlo Woolery, gm John Bonnett, cm
<b>GLENDALE (Maricopa County)</b>			
KRUX 1947			*See Phoenix listing)
<b>GLOBE (Gila County)</b>			
KWJB 1938	1240 250	Gila Bstg. Co. P. O. Box 2343 41 NBC Arizona Bstg. Raymer	Louis F. Long, p Willard Shoecraft, sm David Tucker, cm Darrell Tucker, sd Harryette Weinburg, wd
KWJB-FM (CP)	100.3mc 11kw		
<b>HOLBROOK (Navajo County)</b>			
KDJI 1955	1270 1,000-D	Northeastern Arizona Bstg. 1014 W. Hopi Dr. 40 KBS Tracy Moore Best	Donald Edward Jacobs Sr., co-o, pmm Donald E. Jacobs, gm Bill Cross, pd Gary Grant, ce Dale Guest, sd Olivia Arreola, wd
<b>KINGMAN (Mohave County)</b>			
KAAA 1949	1230 250	Stonybrook Bstg. Co. 4th & Margaret Blue 462	Wallace E. Stone, co-o, gm John F. Holbrook, co-o, dir. ops., pd Bernard Wilson, slm, ce John Carroll, pdm Jack Kellner, nd Louise Stone, wd
<b>MESA (Maricopa County)</b>			
KTYL 1947	1310 5,000-D 500-N DA-N	Harkins Bstg. Inc. P. O. Box 231 Woodland 4-4422	Walton Hershfield, p Dwight Harkins, gm Jack Harris, sm Martin Welch, cm Don Stewart, pmm, nd Ben Smith, ce
KTYL-FM 1951	104.7mc 16kw		
<b>NOGALES (Santa Cruz County)</b>			
KNOG 1948	1340 250	Charles F. & Alice B. Montano P. O. Box 1681 770 CBS Arizona Net. Best (East Coast) Oakes (West Coast)	Charles F. Montano, co-o, gm, cm, nd, sd Alice B. Montano, co-o, pd, wd Jean Lely, pmm, fd Miles Shepherd, ce
<b>PHOENIX (Maricopa County)</b>			
KHEP (1956)	1280 1,000-D	BamRay Bstg. Co. 8883 N. 38th Ave. Applegate 8-5555 Bolling	Ray Odom, ptrn., gm, sd Joe Thompson, slm Neil Leavitt, pd A. V. Bamford, ptrn., pmm Geoffrey Lapping, ce Jimmy Johnson, nd
KIFN 1949	860 1,000-D	Western Bstg. 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	Anjo Bstg. & Telecasts. Inc. 112 N. Central Ave. Alpine 8-8044 Webb	Clarke Brown Tracy Moore Annie Dee Davis, p James T. Ownby, gm Dee Junker, pd James C. Corn, ce
KELE (FM) 1956	98.5mc 18kw	(KONI, AM Affiliate)	



PHOENIX (Cont.)

KOOL 1947 KOOL-TV	960 5,000 DA-N	KOOL Radio-Television Inc. 511 W. Adams Alpine 5-3121 CBS AM Radio Sales	Gene Autry, p Tom Chauncey, vp, gm Homer L. Lane, asst gm Ed Marsett, sm Don McQuiston, pmm Milford Richey, ce
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, slm John R. Williams, pd, pmm Edward R. Janney, ce Bill Close, nd, sd
KPHO 1940 KPHO-TV	910 5,000 DA-N	Meredith Engineering Co. 651 N. First Ave. Alpine 8-4511 ABC Katz	E. T. Meredith Jr., p Richard B. Rawls, gm Gene Spry, sm, pd Jo Hitchcock, pmm John Green, nd, sd George McClanathan, ce
KRIZ 1950	1230 250	KRIZ Inc. 2345 Westward Blvd. Alpine 4-8436 Burn-Smith	Howard M. Loeb, p, gm, pd Sheldon Engel, cm, pmm Andy Lane, ce
KRUX 1947	1340 250	Bartell Bcstrs. Inc. Sahara Hotel Alpine 8-1551 Young	Gerald A. Bartell, p John F. Box Jr., evp, gm Wm. Robbins Jr., slm Rex Munger, pd Ew. Fliegel, ce Allene Biggs, pmm J. E. Patrick, nd
KTAR 1922 KVAR (TV)	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 Blue Wright, pd Hal Ackerman, pub. serv. dir. Harold Haughawout, ce
KUEQ (CP)	740 1,000-D DA-D	Q Bcstg. Co. 4631 E. Hubbell St.	Frank S. Barc Jr., p Frank S. Barc Sr., vp Stanley Worlund, treas Katherine Boos, sec Carmon Myrick, asst sec
<b>PRESCOTT (Yavapai County)</b>			
KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244 NBC Arizona Bcstg. Raymer	Harold Ritter, p, gm
<b>SAFFORD (Graham County)</b>			
KGLU 1938	1480 1,000	Gila Bcstg. Co. 520 Main St. 15 NBC Arizona Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Harl Barnett, cm, pmm Lester McBride, pd, nd H. F. Hudson, ce Tom Moore, fd, sd
<b>SCOTTSDALE (Maricopa County)</b>			
KPOK 1956	1440 1,000-D	Scottsdale Bcstg. Co. Safari Radio Center Whitney 5-14-40	Dick Gilbert, p, gm, pd Saxie Dowell, evp Irving S. Leon Sr., cm Geoffrey A. Lapping, ce Irving S. Leon Jr., pmm James Doyle, nd
<b>SHOW LOW (Navajo County)</b>			
KVWM (CP)	1050 250-D	Peak Bcstg. Co. P. O. Box 606	S. J. Woodworth, o, gm, ce Dorothy L. Woodworth, pd
<b>TUCSON (Pima County)</b>			
KAIR 1956	1490 250	Pima Bcstg. Co. 48 E. Broadway Main 4-0401 Cowling	W. Dawkins Espy, p James H. Duncan, vp William J. Hyland III, sec-treas Ralph Anderson, sm Allan Lindemann, slm
KCNA 1947	580 5,000-D 500-N DA-N	Catalina Bcstg. Co. P. O. Box 2348 2-4664 ABC Gill-Perna (East Coast) Tracy Moore (West Coast)	Harry B. Chambers, p, gm R. O. Black, bus mgr Eugene E. Stough, ce Jim Officer, pd, 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 Arturo Aguilar, slm Oscar H. Stevens, pd, nd Mike Quihuis, sd Delia Felix, wd
KMOP (CP)	1330 500-D	Bamray Bcstg. Co. 8230 N. 16th St. Phoenix, Ariz.	A. V. Bamford, co-o Ray Odom, co-o
KOPO 1947 KOPO-TV	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-2511 CBS AM Radio	Gene Autry, p Stan Norman, gm

KTKT 1949	990 10,000-D DA-D	Thomas J. Wallace 500 W. Elm St. P. O. Box 5585 Forjoe	Thomas J. Wallace, gm George Wallace, asst. gm Dona Brown, off. mgr. Tom Wallace Jr., ce
KTKT-FM	99.5mc 3.1kw		
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway Main 2-3344 MBS Arizona Net. Radio-TV Reps.	Lee Little, o, gm Mac Matheson, cm George Bradley, pmm Ed Bouchard, ce Joe Frank, fd Fred Finney, nd
KVOA 1929 KVOA-TV 1953	1290 1,000	Arizona Bcstg. Co. P. O. Box 2911 Main 3-2555 NBC ABC Arizona Net. Branham	Clinton D. McKinnon, p R. H. Rogers, bus mgr Ray Owen, sm Duey Du Bois, slm Henry Hubbard, pd Raymond H. Holsclaw, ce James H. Maize, nd
<b>WINSLOW (Navajo County)</b>			
KVNC 1952	1010 1,000-D 500-N DA-2	Gila Bcstg. Co. P. O. Box 373 1010 MBS Arizona Net.	L. F. Long, p Chuck Mizner, gm, cm, pd Warner Stensland, sd Jerry Graham, pmm, nd S. J. Woodworth, ce Connie Mizner, wd
<b>YUMA (Yuma County)</b>			
KOLD 1953	1240 250	KOLD Bcstrs. Inc. P. O. Box 1430 Sunset 3-8341 KBS Arizona Net. Tracy Moore	Fred A. Pelger, gm, slm Sheldon Gibbs, pd, fd Joe Armendariz, ce, sd Callie Britt, wd
KVOY 1950	1400 250	KYMA-Yuma Inc. P. O. Box 671 Sunset 3-7841 MBS Arizona Net. Radio-TV Reps.	Bill Lindsey, p, gm L. A. Newsome Jr., evp, sm Russ Foss, pd, fd John Ghiotto, slm Chuck Benedict, nd, sd Jim Welch, ce
KYUM 1940	560 1,000 DA-N	Yuma Bcstg. Co. 1901 First St. 3-3505 NBC Arizona Bcstg. Raymer	Roy L. Jorgensen, gm Marlene Romans, pd Hamilton Phillips, nd Maurice Higgins, ce Urban Simonton, sd

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ARKANSAS MARKET DATA BY COUNTIES

Table with 6 columns: County, Population 1950, Radio Homes, Retail Sales 1955(\$000), Food Sales 1955(\$000), Drug Sales 1955(\$000), Passenger Cars 1955. Lists 77 counties and their respective statistics.

\* State wide total.

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval.

DIRECTORY OF AM AND FM STATIONS

Table with 4 columns: City, Call Letters, Chan. or Freq., Licensee Headquarters Telephone Network Station Rep., Executives. Lists stations for Arkadelphia (Clark County).

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. dm; News, Farm, Sports or Women's Dir. nd. fd. sd. wd.

Data corrected to Dec. 15, 1956. 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.

BATESVILLE (Independence County)

Table listing station KBTA 1950, frequency 1340/250, call letters White River Valley Bcstrs. Inc., P. O. Box 1112, 1112 MBS, KBS, Razorback Best, and executives J. F. Higginbottom, p, gm, sm, Myrline Morgan, pd, nd, Morris Cofer, ce.

BENTON (Saline County)

Table listing station KRBA 1953, frequency 690/250-D, call letters Benton Bctsg. Service, P. O. Box 294, Spring 8-2690, Arkansas Net., and executives Lavelle Langley, p, gm, cm, Preston Bridges, pd, cm, Phillip Craig, pmm, nd, Meriel Wallace, wd.

BLYTEVILLE (Mississippi County)

Table listing station KLCN 1922, frequency 910/5,000-D, call letters Harold L. Sudbury, Sudbury Bldg., Poplar 2-2093, Arkansas Net., and executives 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 1948, frequency 96.1mc/21kw

CAMDEN (Ouachita County)

Table listing station KAMD 1946, frequency 1450/250 (CP-910), call letters Camden Radio Inc., 674 California Ave. S.W., Temple 6-5091, 1,000-D MBS, Razorback, and executives 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.

CLARKSVILLE (Peach County)

Table listing station KLYR (CP), frequency 1360/500-D, call letters Peach County Radio, P. O. Box 489, and executives Pat S. Goolsby, co-o, Chester Wilkerson, co-o.

CONWAY (Faulkner County)

Table listing station KCON 1950, frequency 1230/250, call letters Conway Bctsg. Co., 903 1/2 N. Front St., 189 KBS, and executives J. E. Clayton, p, gm, cm, Sara Frances Morehead, pd, pmm, Howard McClenden, ce.

CROSSETT (Ashley County)

Table listing station KAGH 1951, frequency 800/250-D, call letters Julian Haas, 900 Main St., Forrest 4-2181, KBS, Bogner-Martin, McVilvie, and executives Julian Haas, co, mgr, C. G. Kidd, ce.

DeQUEEN (Sevier County)

Table listing station KDQN 1956, frequency 1390/500-D, call letters Robert G. McKeever, 1923 S. Fourth St., 111 Razorback, and executives Jess T. Bagwell Jr., gm, pd, sd, Jackie Foster, cm, traff. m, wd, Don Hopson, ce, nd.

EL DORADO (Union County)

Table listing station KDMS 1950, frequency 1290/1,000-D (CP-1290), call letters El Dorado Bctsg. Co., 208 N. Cleveland, Union 3-5121, KBS, Dora-Clayton, Meilville, and executives J. A. West Sr., co-o, J. A. West Jr., co-o, Edward R. Hall, gm, Rodney F. Smith, pmm, J. Andrew Wright, pd, ce, nd, sd, Mike Michaels, fd.

Table listing station KELD 1935, frequency 1400/250, call letters Radio Enterprises Inc., Radio Center Bldg., Union 3-6126, ABC, Razorback, Bogner & Martin, and executives W. N. McKinney, p, gm, cm, pmm, nd, Jerome Orr, pd, Troy B. Eddins, ce, Wayne Harper, sd, Sarah Durrett, wd.

FAYETTEVILLE (Washington County)

Table listing station KGRH 1946, frequency 1450/250, call letters Fayetteville Bctsg. Co., 103 West Mountain, Hillcrest 2-2322, MBS, Walker, and executives Hayden McIlroy, p, Fred J. Stevenson, vp, gm, Ed Gideon, cm, pmm, fd, Wallie Ingalls, pd, sd, Harold R. Lindsey, ce, Steve Starwyck, nd.

FORREST CITY (St. Francis County)

Table listing station KXJK 1949, frequency 950/5,000-D, call letters Forrest City Bctsg. Co., Natl. Bank Bldg., 950 KBS, Best, and executives William Fogg, gm, James Pearson Jr., cm, Hugh Smith, pd, pmm, Walter L. Smith Jr., ce, Bob Webber, nd, fd.

FT. SMITH (Sebastian County)

Table listing station KFPW 1930, frequency 1230/250, call letters Tulsa Bctsg. Co., 2415 N. Albert Pike Rd., Sunset 3-4105, CBS, Pazorhack Net., Avery-Knodel, and executives John Griffin, p, James C. Leake, evp, J. Paul McCaslin, gm, natl slm.

Table listing stations KFSA 1947 and KFSA-TV, frequencies 950/1,000-D and 500-N, call letters Fort Smith Bctsg. Co., 920 Rogers, ABC, MBS, Pearson, and executives Donald W. Reynolds, p, J. W. States, gm, Leo House, cm, Harry Freeman, pd, nd, Robert Platt, ce.

**FORT SMITH (Cont.)**

KTCB 1956	1410 500-D	H. Weldon Stamps 2000 N. 52nd St.	H. Weldon Stamps, o
KWHN 1948	1320 5,000	KWHN Bcstg. Co. 421-423 Garrison Ave.	Glen O'Neal, pd, pmm, nd Raymond Armstrong, ce Florence Floyd, wd
KMAC-TV	DA-N	Sunset 3-8967 Oklahoma Net. Rambeau	

**HARRISON (Boone County)**

KHOZ 1946	1240 250 (CP-900 250-D)	Harrison Bcstg. Corp. Radio City Addition 1240 KBS	Robert S. Wheeler Jr., p Harry Temple, gm Everett Horton, cm, sd Marc Williams, pdm Fred Ward, ce Joe Taylor, nd, sd
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**HELENA (Phillips County)**

KFFA 1941	1360 1,000 DA-N (CP-900 250-D)	Helena Bcstg. Co. 215 York St. Hickory 4-2361 MBS KBS Best	Sam W. Anderson, p, gm, fd Cecil Scaife, cm Larry Parker, pd K. Kizer, pmm Chas. Smith, ce
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**HOPE (Hempstead County)**

KXAR 1947	1490 250	Hope Bcstg. Co. P. O. Box 138 Prospect 7-3601 KBS	Alex H. Washburn, p L. B. Tooley, gm Norman Bradford, ce Louise Griffin, cm
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**HOT SPRINGS (Garland County)**

KBHS 1953	590 1,000-D	Resort Bcstg. Co. 113 Third St. National 3-6661 Sears & Ayer	A. B. McGregor, p Gene Kelley, vp, pmm Ed. C. Applier, gm, cm Steve Nichols, pd Clint Norman, ce
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KBLO 1953	1470 1,000-D	Bullard Enterprises 1011 Central National 3-2553 Razorback Indie Dora-Clayton	J. Carl Bullard, o C. J. Dickson, gm DeWitt Waites, slm, sd Robert G. King, ce Henry Sanders, pd Jerry Chambers, pdm Walter Ebel, nd
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KWFC 1941	1350 1,000-D 500-N DA-N	Spa Bcstg. Co. 819 1/4 Central Ave. National 4-1225 ABC MBS Razorback Arkansas Net. Venard, Rintoul & McConnell	Walter E. Hussman, p, gm
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**JONESBORO (Craighead County)**

KBTM 1950 KBTM-TV (CP)	1230 250	Regional Bcstg. Co. KBTM Bldg. Webster 5-5597 MBS Razorback Burn-Smith	Harold E. King, gm Clarence Adams, sm, nd, fd James Barnes, cm Fred Byler, pd Evelyn Lammert, pmm Norman Bowman, ce
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KBTM-FM 1949	101.9mc 8kw		
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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, cm Bob Blackwood, pd Wesley Ball ce
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**LITTLE ROCK (Pulaski County)**

KARK 1928 KARK-TV	920 5,000 DA-N	Arkansas Radio & Equipment Co. 1001 Spring St. Franklin 6-2481 NBC Petry	T. K. Barton, vp, gm Doug Romine, asst gm Ernest Howard, cm, pd Shirley Kennedy, pmm Dan Winn, ce Bob Kemp, nd
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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 Al Shirey, pmm V. O. Van Deusen, ce Kirk Justice, nd
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KLRA 1927	1010 10,000-D 5,000-N DA-N	WTCR Inc. P. O. Box 550 Franklin 5-3206 ABC Raymer	Connie B. Gay, bd chmn Jane E. Trimmer, p Donald J. Tucker, evp Naseeb S. Tweel, vp, gm Kermit F. Tracy, sm, cm, ce
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KOKY 1956	1440 1,000-D	Ebony Radio 1605 W. 14 St. Franklin 2-0391 McGillvra	John M. McLendon, gm Howard M. Peters, sm William Veidt, cm
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KTHS 1924 KTHV (TV)	1090 50,000 DA-N	Radio Bcstg. Inc. 8th & Izard Sts. Franklin 4-3764 CBS Branham	W. H. Bronson, p Henry B. Clay, evp B. G. Robertson, gm A. C. Dowden, cm George Moore, pd R. E. Brown, pmm Cecil Suitt, ce
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KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. Franklin 5-5321 Radio Tv Reps. Brown Richard O'Connell Tracy Moore	R. M. Saxon, p Dale D. Mahurin, gm Henry H. Steele, asst. m. Charlie Simms, pmm. Ed Summers, ce Herbie Byrd, nd
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KXLR 1946	1150 5,000-D 1,000-N DA-N	Arkansas Airwaves Co. Cotton Belt Bldg. Franklin 2-2155 MBS Razorback Pearson	J. M. Sanders, p Melton B. Lancaster, gm, cm Roy C. Nichols, pd, pmm Earl Butler, ce Jon Holiday, nd, sd
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**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 Dudley Waller, cm Ray Wells, ce Lois Russell, wd
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**MALVERN (Hot Spring County)**

KBOK 1951	1420 1,000-D (CP-1310 1,000-D)	Malvern Bcstg. Co. Young Insurance Bldg. 1800 KBS Devney Melville	J. Carroll Cuffman, p Kermit L. Richardson, gm, cm Bob Padgett, pmm, nd Thomas Graves, ce Bill Moore, fd, sd Edna Moorehead, wd
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**MAMMOTH SPRING (Fulton County)**

KAMS (FM) 1956	103.9mc 348kw	Radio Station KALM Thayer, Mo. Ozark Net.	Robert F. Neathery, co-o Robert F. Neathery Jr., co-o, gm, cm Tom Stone, pd Willis S. Beatty, ce
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**MARKED TREE (Poinsett County)**

KTML 1956	1580 250-D	Poinsett Co. Bcstg. Co. 1580 KBS Best	Earl W. Daly, o, gm Paul B. Owens, cm, sd Thomas W. Roane, pd, pmm James E. Weston, ce, nd Mary Grace Lee, wd
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KGHI and KBTM are leaders in their markets. The October-November Hooper shows KGHI first and still gaining. KBTM leads all northeast Arkansas in circulation in NCS No. 2. Together, they deliver more than three quarters of all Arkansas.

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Station Manager

**KBTM**

JONESBORO, ARKANSAS  
**CLARENCE ADAMS,**  
Station Manager

ARKANSAS

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>McGEHEE (Desha County)</b>			
KVSA 1953	1220 1,000-D	Southeast Arkansas Bcstrs. Inc. P. O. Box 1220 McGehee, Ark. CA 2-4200 P. O. Box 1220 Dermott, Ark. FA 4-4200 KBS Razorback Arkansas State Net. Best	Abbott F. Kinney, p, gm, pmm, fd, sd Mrs. M. F. Kinney, cm Herschell E. Parent, pd, nd James S. Hunt, ce
<b>MENA (Polk County)</b>			
KENA 1950	1450 250	R. B. Bell 878	R. B. Bell, p Larry Sheapord, gm Ted Randell, cm O. D. Fredrick, ce
<b>MONTICELLO (Drew County)</b>			
KHBM 1955	1430 1,000-D	College Bcstg. Co. P. O. Box 446 91 KBS Arkansas Razorback Continental	J. A. West Jr., co-o, pmm Bill Wells, co-o, gm, cm, sd Elgie Risinger, co-o Bud White, co-o Sue Wells, pd, wd John Stanley, ce, fd Pat McGinnis, nd
<b>MORRILTON (Conway County)</b>			
KVOM 1953	800 250-D	Morrilton Bcstg. Co. P. O. Box 541 506	J. C. Willis, p, gm Weldon Sledge, cm, ce Hugh C. Jones, pmm, pd Ed Bailey, nd Harold Nichols, sd
<b>MOUNTAIN HOME (Baxter County)</b>			
KTLO 1953	1490 250	Mtn. Home Bcstg. Corp. P. O. Box 67 1490 Razorback Best	Arvin Stricklen, p, gm Bob Pratt, cm Ken Wilkins, ce
<b>NEWPORT (Jackson County)</b>			
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 Stegall, wd
<b>OSCEOLA (Mississippi County)</b>			
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
<b>PARAGOULD (Greene County)</b>			
KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 Cedar 2-7627 KBS	Ted Rand, gm T. M. Self, bus mgr D. F. Bateman, cm Wilma Wheelis, pd, wd Russ Schwamb, ce, nd, fd Charlie Park, sd

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.  
Data corrected to Dec. 15, 1956. 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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STATIONS  
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PINE BLUFF (Jefferson County)

KCLA 1947	1400 250	Radio Engineering Service 2900 W. 28th Ave. 1900 Best	Kenneth Kesterson, ptnr, gm Charles Penix, ptnr, pd Clyde Martin, cm
KOTN 1934	1490 250	Universal Bcstg. Corp. Simmons Bank Bldg. JE 4-8732 MBS KBS	B. J. Parrush, p, gm, ce Joe Wallace, cm Hilda Matz, pd R. W. Etter, pmm Bobby Jones, nd J. K. Robinson, fd
<b>POCAHONTAS (Randolph County)</b>			
KPOC 1950	1420 1,000-D	Pocahontas Radio Inc. P. O. Box 250 Twinoaks 2-5234 KBS	Adrian L. White, gm Bill Nicholson, cm, pd, nd, sd Jack Wilson, ce, fd
<b>KPOC-FM 1950</b>			
	97.7mc 0.39kw		
<b>ROGERS (Benton County)</b>			
KAMO 1954	1390 1,000-D	KAMO Inc. American Natl. Bank Bldg. 1390 Magic Circle Best	G. Don Thompson, p, gm Leon McAuliffe, vp E. E. Bullock, cm C. A. Davis, pd, nd W. E. Dacus, ce, fd Randal Littleton, sd
<b>RUSSELLVILLE (Pope County)</b>			
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
<b>SEARCY (White County)</b>			
KWCB 1951	1300 1,000-D	White Co. Bcstg. Co. P. O. Box 95 1281 KBS Best	Carl N. Dodd, gm
<b>SILOAM SPRINGS (Benton County)</b>			
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
<b>KUOA-FM 1948</b>			
	103.7mc 2.6kw		
<b>SPRINGDALE (Washington County)</b>			
KBR3 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. Usery, ce, fd Maxine E. Bowman, wd
<b>STUTTIGART (Arkansas County)</b>			
KWAK 1948	1240 250	Stuttgart Bcstg. Co. Box 271 Wabash 2-5212 MBS KBS Razorback Arkansas Best	Beloit Taylor, p Melvin P. Spann, gm L. A. Sabo, cm June E. Spann, sm Marvin Hefington, ce
<b>TEXARKANA (Miller County)</b>			
KCMC KCMC-FM KOSY KTFS		(See Texarkana, Tex., listing) (See Texarkana, Tex., listing) (See Texarkana, Tex., listing)	
<b>WALNUT RIDGE (Lawrence County)</b>			
KRLW 1951	1320 1,000-D	Lawrence County Bcstg. Co. 980 Razorback	William H. Cate, p, gm, cm W. D. Thornton, pd John Shields, sd L. L. Ringle Jr., ce Bill Cate Jr., nd Francine Pickens, wd
<b>WARREN (Bradley County)</b>			
KWRF 1953	860 250-D	Pines Bcstg. Co. P. O. Box 480 353	Lee Reaves, co-o, gm Paul Fisher, co-o John G. Rye, co-o Howard M. Harris, cm Nell Brogden Cater, pd Pat Demaree, ce
<b>WYNNIE (Cross County)</b>			
KWYN 1956	1400 250	East Arkansas Bcstrs. Inc. P. O. Box 225 1188	Thomas B. Murray Jr., p Raymond O. Raley, gm, cm Jimmy Haggett, pd Artie Rogers, pmm, nd, fd Earl Hodges, ce, sd Onalee Brawner, wd

**CALIFORNIA**  
**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Passenger Cars			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	1956
Alameda	740,315	274,550	\$1,078,088	\$259,415	\$36,534	327,020
Alpine	9,151	180	752	103	277	236
Amador	2,341	2,340	8,233	2,226	277	3,639
Butte	64,930	20,460	98,257	24,327	2,750	31,352
Calaveras	9,902	2,650	7,265	2,151	289	4,161
Colusa	11,651	3,310	17,569	3,355	352	5,031
Contra Costa	298,984	96,220	356,148	107,007	10,531	139,040
Del Norte	8,078	5,860	20,777	4,790	495	6,241
El Dorado	18,207	5,310	22,072	6,132	426	9,081
Fresno	276,515	88,740	399,234	101,482	13,284	127,859
Glenn	15,448	4,420	22,694	4,357	533	7,023
Humboldt	69,241	28,520	148,673	37,472	3,252	37,792
Imperial	92,975	15,860	97,292	20,253	2,487	24,391
Inyo	11,858	3,820	20,205	4,328	542	5,979
Kern	228,309	70,400	317,733	75,178	8,858	104,281
Kings	46,788	12,810	54,818	12,035	1,627	18,683
Lake	11,481	3,560	15,357	4,228	399	5,704
Lassen	18,474	5,150	20,869	8,573	486	5,990
Los Angeles	4,151,687	1,736,610	7,554,403	1,724,147	239,313	2,369,086
Madera	36,944	9,710	40,256	11,675	935	13,539
Marin	85,619	34,030	134,519	38,088	3,823	45,972
Mariposa	5,145	1,190	4,174	1,640	133	1,999
Merced	60,854	15,860	60,615	15,163	1,231	19,750
Merrill	89,780	22,390	94,504	29,901	2,468	28,800
Modoc	9,678	2,750	9,834	2,138	354	3,256
Monterey	2,115	740	3,226	1,017	...	722
Monterey	130,498	46,360	181,099	40,693	5,034	58,056
Napa	46,603	15,440	56,546	13,791	1,474	21,162
Nevada	19,888	5,780	28,371	10,309	739	7,843
Orange	216,224	117,680	481,899	118,175	15,483	179,442
Placer	41,649	13,010	61,621	14,807	1,741	18,510
Plumas	13,519	3,460	13,322	4,331	710	4,932
Riverside	170,046	66,220	279,341	63,344	8,965	97,460
Sacramento	277,140	113,670	525,229	132,682	15,474	156,214
San Benito	14,730	4,020	15,675	3,230	501	5,758
San Bernardino	281,642	115,520	438,727	103,865	12,065	184,220
San Diego	556,808	255,020	882,813	199,062	26,708	294,607
San Francisco	775,357	266,410	1,234,310	282,358	35,968	248,849
San Joaquin	200,750	63,830	276,614	59,701	8,093	87,071
San Luis Obispo	51,417	19,100	79,814	19,060	1,975	26,305
San Mateo	235,659	106,750	399,014	113,475	13,744	146,872
Santa Barbara	98,220	33,290	150,012	34,735	5,198	49,081
Santa Clara	290,547	128,720	554,803	141,233	17,606	187,383
Santa Cruz	65,534	23,300	92,645	23,796	3,297	33,327
Shasta	36,413	12,900	69,420	18,177	1,728	19,889
Sierra	2,410	670	1,959	568	51	916
Siskiyou	30,733	9,560	39,841	10,311	1,090	13,406
Solano	104,833	36,670	132,183	35,525	3,569	43,509
Sonoma	103,405	40,060	190,907	41,527	5,569	54,572
Stanislaus	127,231	40,750	194,502	41,536	5,896	60,512
Sutter	26,239	8,180	22,942	6,577	410	11,181
Tehama	19,276	5,810	22,925	5,317	842	8,406
Trinity	5,087	2,140	3,918	1,815	22	2,333
Tulare	149,284	39,400	176,899	42,449	4,389	57,850
Tuolumne	12,584	4,250	15,248	3,819	460	6,544
Ventura	114,647	42,050	177,131	45,505	5,269	58,292
Yolo	40,640	15,050	64,578	15,490	1,828	20,974
Yuba	24,420	9,450	50,279	8,946	1,365	11,616
Total	10,586,223	4,132,150	\$17,518,034	\$4,126,343	\$536,742	5,523,853

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

City	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ALTURAS (Modoc County)</b>			
KCNO '951	570 1,000-D	Interstate Bcstg. Co. P. O. Box 207 2531 ABC Best	H. J. (Bud) Chandler, p R. M. Ball, sm
<b>APPLE VALLEY (San Bernardino County)</b>			
AVR '954	960 5,000-D	Apple Valley Bcstg. Apple Valley Inn 7-7251	Newton T. Bass, p John Charles Thomas, exec vp, mgn dir R. T. McKenzie, cm Leo McElroy, pd Dean Kiner, ce
<b>ARCATA (Humboldt County)</b>			
CENL 956	1340 250	Vernon Wallace Emmerson KENL Bldg. Vandyke 2-2941 Grant	Vernon Wallace Emmerson, o, gm, cm Lee Norton, pd, nd Vincent Lambert, ce, sd Al Farlow, fd Edna Emmerson, wd

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. dm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. 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-F-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. 1-Night. SA-Special Authorization. SH-Specified Hours. ST-Share Time.

**AVALON (Los Angeles County)**

KBIG 1952	740 10,000-D	John Poole Bcstg. Co. 6540 Sunset Blvd. Hollywood 28	John H. Poole, p Cliff Gill, vp, opt mgr Robert J. McAndrews, vp, cm Alan Lister, pd Buell Dalton, ce Larry Berrill, nd, sd
KBIC-TV (CP)	DA-D	Hollywood 3-3205 Weed	

**BAKERSFIELD (Kern County)**

KAFY 1946	550 1,000 DA-1	Paschall, Tullis & Hearne 1669 Chester Ave. Fairview 4-9861 NBS Don Lee	Benton Paschall, gm, cm Glenn D. Lockhart, pd Hal Lafoon, pmm, nd Carl Carlson, ce
KBIS 1950	970 1,000 DA-2	Marmat Radio Co. 2013 Chester Ave. Fairview 4-6093 Young	Hal Brown, p, gm, pd Don Hopkins, cm, pmm Jack Duemler, ce
KERN 1938	1410 1,000	McClatchy Bcstg. Co. Elks Bldg. 8-8431 CBS Raymer	Eleanor McClatchy, p Walter L. Bazluk, sm Verne Shatto, ce Paul McElroy, news reporter William Mead, farm ed.
KERN-FM 1948	94.1mc 9.1kw		
KGEE 1946	1230 250	KGEE Inc. 1415 17th St. Fairview 7-3587 NBC Hollingbery	C. Dexter Haymond, p Herbert H. Wikson, gm, cm Thad Buckley, pd Bob Elias, sd Edwin Andress, ce
KMAP 1956	1490 250	Morris Mindel 1812 F St. Fairview 7-3541 Forje	Morris Mindel, o, gm Jack Shefrin, pd, nd Woody Miller, nd Wally Jorgensen, cm
KPMC 1933	1560 10,000 DA-1	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 Paul R. Bierman, cm, pd Leo P. Jarvis, ce Don Irwin, nd
KQXR (FM) 1955	101.5mc 14.5kw	Klef Bcstg. P. O. Box 423 Export 9-2047	Maude H. Robertson, co-o Edward L. Robertson, co-o, gm, cm, ce Klaus Hooper, music dir. Rosina Robertson, pd

**BANNING (Riverside County)**

KPAS 1947	1490 250	Stevens Bcstg. Inc. 4425 W. Ramsey St. Victor 9-4557 Grant Webb	Edwin J. Stevens, p, gm Gerald F. Kraus, cm, pmm Joan B. Stevens, pd, wd
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**BARSTOW (San Bernardino County)**

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

KPFA (FM) 1949	94.1mc 54kw	Pacifica Foundation 2207 Shattuck Ave. Ashbury 3-6767	Lewis K. Hill, p Robert Schuit, exec. dir. Eleanor McKinney, pd Erwin Goldsmith, ce
KRE 1924	1400 250	Central California Bcstg. Inc. 601 Ashby Ave. Ashberry 3-7715 Grant	Arthur Westlund, p, gm Don Hambly, cm
KRE-FM 1949	102.9mc 9.9kw		

**BEVERLY HILLS (Los Angeles County)**

KCBH (FM) 1954	98.7mc 75kw	A. A. Crawford 456 N. Rodeo Dr. Crestview 1-8124	A. A. Crawford, p, gm, cm Jean E. Crawford, pd Ronald L. Nelson, music d John Davis, ce
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**BIJOU (El Dorado County)**

KOWL 1956	1490 250	Robert Burdette Lake Tahoe Bijou Kimball 4-2400	Robert Burdette, o, gm, pd, pmm Lyle Shuman, cm, ce Peter Petko, nd Jerry Cartwright, fd John Casey, sd Grace Clayton, wd
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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 R. S. Cisler, p R. S. Deming, cm George Hobkirk, pd, ce Virginia Holmes, wd
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**BLYTHE (Riverside County)**

KYOR 1946	1450 250	Imperial Bcstg. System Inc. P. O. Box 668 ABC Pearson	Frank K. Danzig, p, gm A. Bartlett Ross Jr., vp Victor Lundberg, sm Carl S. Johnson, ce
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# CALIFORNIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>BRAWLEY (Imperial County)</b>			
KROP 1946	1300 1,000-D 500-D	Imperial Bcstg. System Inc. Del Rio Country Club 1300 ABC Pearson	Frank K. Danzig, p, gm A. Bartlett Ross Jr., vp Ed Silvera, sm
<b>BURBANK (Los Angeles County)</b>			
KBLA 1952	1490 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 Henry May, ce Sue Rogers, wd
<b>CALEXICO (Imperial County)</b>			
KICO 1947	1490 250	Charles R. Love California Hotel El Centro, Calif. Elgin 2-1490 Cooke Lee O'Connell	Charles R. Love, o W. L. Gleason, gm Ray Mitchell, sm
<b>CHICO (Butte County)</b>			
KHSL 1935 KHSL-TV	1290 5,000 DA-N	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 Marc Stefano, pmm Russell Pope, ce Thomas Nelson, nd

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, ld, sd, wd.  
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30 years ago today ...

Jan. 7th, 1927, in fact ...

We went on the air ...

And we've been adding listeners every year ...

Today, we still reach more Imperial Valley residents than all other stations combined

Serving the Nation's 6th Farm County

KXOC 1949	1060 10,000 DA-N	Broadmoor Bcstg. Corp. Radio Lane Fireside 2-4211 MBS Don Lee McGavren-Quinn Branham	Jack O. Gross, p Ted L. Snider, gm Robert Gheller, cm Ned Tollinger, pd Robert Jennings, pmm William Pope, ce
<b>COACHELLA (Riverside County)</b>			
KCHV 1954	970 1,000-D	Coachella Valley Bcstg. Co. Avenue 50 8-5234	Edward Gorges, ptrn, gm Melvin Carroll, ptrn, ce Ed Keane, sm, cm
<b>COALINGA (Fresno County)</b>			
KBMX 1950	1470 500-D	Westside Bcstg. Co. P. O. Box 1179 136 KBS Webb	Vernon J. Stedry, p, gm, cm Gene Davis, pd, ce Glenn Adams, sd Annette McLellan, wd
<b>CORONA (Riverside County)</b>			
KBUC 1948	1370 1,000-D 500-D DA-N	Radion Bcstg. Inc. P. O. Box 368 Redwood 7-1370	Henry Fritzen, p, gm Charles M. Ferguson, sm, cm Robert Cochems, ce Lou Evans, nd, sd
<b>CRESCENT CITY (De Norte County)</b>			
KCRE 1951	1400 250	Del Norte Bcstg. Co. P. O. Box 248 3061 Ayres	Robert E. Grey, p, gm, pd Peggy Burke, nd, ld, wd H. W. Hall, ce Jerry Clausen, sd
<b>DELANO (Kern County)</b>			
KCHJ 1951	1010 5,000-D 1,000-N DA-2	Charles Herman Johns P. O. Box 262 8676	Charles H. Johns, p, gm, ce Jean G. Johns, pd Jim Turner, nd, sd Elliott Fouts, ld
<b>DINUBA (Tulare County)</b>			
KRDU 1946	1240 250	Radio Dinuba Co. P. O. Box 157 500 KBS Ayres	Egon Hofer, p, m David L. Hofer Jr., vp Warren Nystrom, ce, ld Harold Sparks, nd Jim Bailey, sd
<b>EL CAJON (San Diego County)</b>			
KBAB 1955	910 1,000 DA-2	Babcock Bcstg. Co. 200 E. Main St. Hickory 4-6145 ABC Bolling	Robert J. Babcock, p Norman Kay, vp, gm
<b>EL CENTRO (Imperial County)</b>			
KAMP (CP)	1430 1,000-D	Ray Lapica 207 S. Hamel Dr. Beverly Hills, Calif. Crestview 4-5651	Olive L. Sherban, gm
KXO 1927	1230 250	Valradio Inc. P. O. Box 140 Elgin 2-1230 MBS Don Lee Raymer	Riley R. Gibson, p, gm Marc Hanan, asst. gm, cm, sd Bob Weaver, pd, ld Jim Pollard, ce Mike Russell, nd Jo Ann Bisgaard, wd
<b>EUREKA (Humboldt County)</b>			
KDAN 1956	790 5,000-D	W. A. Hansen P. O. Box 1109 Medford, Ore.	W. A. Hansen, o
KHUM 1947	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 Frank Smith, slm Dean Elliott, ce Ken Stodder, sd
KIEM 1933 KIEM-TV	1480 5,000 DA-1 (CP-930 5,000-D 1,000-N DA-2)	Fedwood Bcstg. Co. P. O. Box 1021 Hillside 9-1621 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
KRED (FM) 1947	96.3mc 5.6kw	(KIEM, AM Affiliate)	
<b>FT. BRAGG (Mendocino County)</b>			
KDAC 1948	1230 250	Edward Mertle P. O. Box 616 3251 KBS	Edward Mertle, o Craig N. Smith, gm, ce Mathew V. Huber, slm, pd
<b>FRESNO (Fresno County)</b>			
KARM 1938	1430 5,000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. Amherst 4-2966 ABC Bolling	Hattie Harm, p Dell Gore, gm George Nickson, cm Lou Lampe, pd E. Roth Cooney, pmm Elbert H. Dean, ce
KARM-FM 1948	101.9mc 7.4kw		
KB1F 1947 KB1D-TV (CP)	900 1,000-D	John H. Poole 857 Van Ness Ave. Amherst 6-0791 Meeker	John H. Poole, p Dave Maxwell, gm Jim Bailey, pd, nd Bob Love, ce Bill Foulkes, sd

FRESNO (Cont.)

KFRE 1937 KFRE-TV	940 50,000 DA-2	California Inland Bcstg. Co. T. W. Patterson Bldg. Amherst 8-6441 CBS Blair	Paul R. Bartlett, p, gm Donald A. Barry, asst m Robert Fulton, pd Keith L. Mealey, vp, eng dir Russell Powell, nd Wally Erickson, fd
KRFM (FM) 1946	93.7mc 68kw	(KFRE, AM Affiliate)	
KGST 1949	1600 1,000-D	Delle Bcstg. Co. 1244 O St. Amherst 6-9901 KBS Forjoe	Morrie Mindel, gm Jeanne Bacher, pd, wd Andy Kay, nd Jim Russell, fd Sy Dudley, sd
KMAK 1953	1340 250	McMahan Bcstg. Co. 2020 McKinley 6-9448 McGavren-Quinn	R. O. McMahan, p Coyle Chambers, gm Denny Whitney, asst mgr Edward Nickels, ce
KMJ 1925 KMJ-TV	580 5,000	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
KMJ-FM 1949	97.9mc 7.3kw		
KYNO 1947	1300 1,000 DA-2	Radio KYNO 2125 N. Barton CL 5-8383 MBS Hollingbery	L. E. Chenault, gm Jim Carroll, cm Jack Grady, pd Bert Williamson, ce Bob Robertson, nd, sd

GLENDALE (Los Angeles County)

KBMS (FM) 1956	105.9mc 18kw	Planned Music Inc. 135 S. Kenwood Glendale 3	E. Schwartz, p
KFMU (FM) 1934	97.1mc 58kw	Nicholas M. Brazy 9221 W. Pico Los Angeles 33 Crestview 6-9270	Jacques Brazy, p Gordon Hickman, gm, ce Perry C. Childers Jr., pd
KHOF-FM 1956	99.5mc 16.5kw	The Maple Chapel 1516 West Glenoaks Glendale 1 Chapman 5-5668	R. A. Schoch, p J. L. Carpenter, gm
KIEV 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
KUTE (FM) 1951	101.9mc 11.6kw	Robert P. Adams P. O. Box 729 Citrus 4-1414	Robert P. Adams, p

HANFORD (Kings County)

KNGS 1948	620 1,000 DA-N	Hanford Bcstg. Co. P. O. Box 620 Ludlow 2-0561 Oakes	Earl J. Fenston, p Mel Offenbach, gm Forrest Howard, cm Sian Vestal, pd, ce Dave Camp, nd, fd
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INDIO (Riverside County)

KREO 1946	1400 250	Imperial Bcstg. System Inc. P. O. Box 697 7-3403 ABC Pearson	Frank K. Danzig, p, gm A. Bartlett Ross Jr., vp Douglas Caplette, sm Cliff Lantz, ce
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LANCASTER (Los Angeles County)

KAVL 1950	1340 250 (CP 610 1,000-D 500-N DA-2)	Antelope Bcstg. Co. P. O. Box 1192 Whitehall 2-1121 Bcst. Time Sales	Whitford B. Carter, p Herbert L. Comstock, gm Dean Roper, pmm, sd Jack Hill, nd James B. French, tech dir Carl Pendergraft, ce
KBVM 1956	1380 1,000-D DA-D	Brocaw Bcstg. Co. 119 E. Ave. J. Whitehall 2-8461	Harold J. Brown, ptrn John J. Cawley Jr., ptrn Don Hopkins, sm

LODI (San Joaquin County)

KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628 KBS Ayres	Herbert W. Brown, co-o, co-pd David A. Brown, co-o, co-pd James A. Duguid, sm Dedah M. Corlett, sm, cm, co-pd, wd George L. Sampson, ce Harry Eden, nd, sd
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LONG BEACH (Los Angeles County)

KFOX 1924	1280 1,000	Hogan Bcstg. Corp. 220 E. Anaheim Blvd. Hemlock 6-7281 Headley-Reed	Arthur B. Hogan, p Hal Shideler, gm Stu Sanders, pd, nd, sd J. Claude Warren, ce Mary Alvice Rivard, wd
KFOX-FM 1951	102.3mc 1kw		
KGER 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
KNOB (FM) 1949	103.1mc 0.32kw	Cerritos Bcstg. Co. 1120 Pine Ave. Hemlock 8-5519	Ray Torian, p, gm, cm, ce Jim Cougill, pd Paul Hill, pdm

LOS ANGELES (Los Angeles County)

KABC 1929 KABC-TV	790 5,000 DA-N	American Bcstg.- Paramount Theatres Inc. 1539 N. Vine Normandy 3-3311 ABC Katz	Earl J. Hudson, vp, Western Div. John Hansen, gm Bill Baxley, cm Dresser Dahlstead, pd Ted Grenier, ce Pat O'Reilly, nd
KABC-FM 1948	95.5mc 4.3kw		
KBIG		(See Avalon listing)	
KCBH (FM) 1934		(See Beverly Hills listing)	
KFAC 1929	1330 5,000 DA-N	Los Angeles Bcstg. Co. 5775 Wilshire Blvd. Webster 8-0161 Bolling	Calvin J. Smith, gm, cm Howard Rhines, pd Ron Oakley, ce Dick Joy, nd, sd
KFAC-FM 1948	92.3mc 18kw		



STATIONS  
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# WORLD

## SALES AND PROGRAM SERVICE

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

# CALIFORNIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Tel.-phone Network Station Rep.	Executives	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Tel.-phone Network Station Rep.	Executives	
<b>LOS ANGELES (Cont.)</b>					KRFK	1150 5,000-D 1,000-N ST-KFSG	Continental Telecasting Corp. 1050 Montecito Dr. Mecker	Frank Oxarart, p Jack Feldmann, gm Benjamin C. Brown, ce	
KFI	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 Edward H. Grigg, pmm H. L. Blatterman, co-ce Curtis Mason, co-ce Kerwin Hoover, nd Jim Todd, fd Rolly Thomas, sd Mary Hickox, wd	KRRD-FM	1949	96.3mc 54kw		
KFOX	1924	1280 1,000	Los Angeles Office 6630 Sunset Blvd.	(See Long Beach listing)	----- (FM)	(CP)	105.1mc 17kw	WHM Bstg. Co. c/o Station KDB Santa Barbara, Calif.	Lucie Millenberg, ptr Rube Goldwater, ptr James Harford, ptr
*KFSG	1924	1150 2,500-D 1,000-N ST-KRRK	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	<b>MADERA (Madera County)</b>				
KFSG-FM	(CP)	103.5mc 12.5kw			KHDT	1956	1250 500-D	Glomor Music Bcstrs. Inc.	Robert L. Moran, p Donald L. Edwards, vp Gloria L. Moran, sec-treas
KFWB	1925	980 5,000	KFWB Bstg. Corp. 6419 Hollywood Blvd. Hollywood 3-5151 Branham McGavren-Quinn	Robert M. Purcell, vp, gm Frank King, gen slm Harry Myers, ce Sydney Yallen, ops dir Betty Thomas, merc dir Mickey Freeman, pub dir	<b>MARYSVILLE (Yuba County)</b>				
KRRM (FM)	1948	94.7mc 58kw	Harry Maizlish 6419 Hollywood Blvd. Hollywood 3-5151	Harry Maizlish, o, gm	KMYC	1940	1410 5,000-D 1,000-N 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 Lloyd McQuary, ce Bob Courts, nd
KGFJ	1926	1250 250	Ben S. McGlashan 6514 Sunset Blvd. Hollywood 4-0201	Ben S. McGlashan, o Thelma Kirchner, gm, cm Molly Low, slm Juanita McCurdy, pmm Homer M. Obuchon, ce Dan Speare, pd, nd	<b>MERCED (Merced County)</b>				
KHJ	1922	950 5,000	RKO Teleradio Pictures Inc. 1313 N. Vine St. Hollywood 2-2133 MBS Don Lee H-R Repts.	T. F. O'Neil, p Willett H. Brown, p, Don Lee Div. Ward D. Ingram, gm Norman Boggs, vp Terry Mann, cm A. J. LaFrano, pd	KWIP	1956	1580 500-D	Joseph Gamble Stations Inc. Hotel Tioga Randolph 2-3838 McGavren-Quinn	Joseph E. Gamble, p Jack Blake, sm Burt Rogers, pd Mal Beavers, ce Paul Wagner, nd Jane Cullen, wd
KHJ-TV		DA-N			KYOS	1936	1480 5,000 DA-N	KYOS Inc. P. O. Box 717 Randolph 2-6251 MBS Don Lee Headley-Reed	Robert Garrett, p, gm Gene Bell, vp, cm John McAdam, pd, nd Cecil Lynch, ce Robert McVay, sd Margaret Puccinelli, wd
KHJ-FM	1941	101.1mc 16.8kw			<b>MODESTO (Stanislaus County)</b>				
KLAC	1928	570 5,000-D 1,000-N	Hall Bstg. Co. 6363 Sunet Blvd. Hollywood 2-7271 Young	M. W. Hall, p, gm Felix Adams, cm R. F. Horgan, pd James McNamara, nd Sam Balter, sd	KBEE	1951	970 1,000 DA-2	McClatchy Bstg. Co. 14th & I Sts. Lambert 2-2061 Raymer	Eleanor McClatchy, p Hugh Shelley, sm Albert Schneider, ce
KMLA (FM)	(CP)	100.3mc 58.5kw	KMLA Bstg. Corp. 2917 Temples St. Dunkirk 2-8373 Oakes	J. B. Kiefer, p, gm Ned Connors, cm William Tombertin, ce, pd	KBEE-FM	1948	103.3mc 11.5kw		
KMPC	1928	710 50,000-D 10,000-N DA-N	Golden West Broadcasters 5959 Sunset Blvd. Hollywood 9-5341 AM Radio Sales	Gene Autry, chmn of bd Robert O. Reynolds, p, gm Loyd C. Sigmon, vp, asst gm, ce Mark Haas, bstg dir Stanley Spero, cm Harry Golder, nd	KMOD	1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 1360 Lambert 2-1051 ABC Headley-Reed	Don C. Reeves, p, gm Judd Sturtevant, cm Gene D'Accardo, pd, nd, sd, fd Mel Freedman, ce Jan Powell, wd
KNX	1920	1070 50,000	Columbia Bstg. System 6121 Sunset Blvd. Hollywood 28, California Hollywood 9-1212 CBS Columbia Pacific Radio Net. CBS Radio Spot Sales	Fred Ruegg, gm Donald M. Ross, cm, gen slm Robert P. Sutton, pd Ted Denton, ce Jack Beck, nd John M. Asher, pmm	KTRB	1935	860 10,000-D 1,000-N DA-2	KTRB Bstg. Co. P. O. Box 593 3-0737 McGavren-Quinn	Wm. H. Bates Jr., p, gm, ce Richard Brown, cm Cal Purviance, pd, pmm Charles McEwen, nd Leonard Anderson, fd Phil Barber, sd
KNX-TV					KTRB-TV	(CP)			
KNX-FM	1948	93.1mc 67kw			KTRB-FM	1949	104.1mc 4.7kw		
KPLA (FM)	1953	104.3mc 7.1kw	Don Martin School of Radio Arts 1633 N. Cherokee Hollywood 2-3281	Don C. Martin, p, cm James L. Fitch, pd Richard Browning, ce	<b>MONTEREY (Monterey County)</b>				
KPOL	1952	1540 10,000 DA-N	Coast Radio Bstg. Corp. 4628 Wilshire Blvd. Webster 8-2345 Keller	Hugh R. Murchison, p Fredrick D. Custer, gm, cm Robertson C. Scott, pd Floyd Hall, ce	KMBY	1949	1240 250	KMBY Bstg. Corp. 468 Calle Principal Frontier 2-4541 CBS Pearson	B. P. Timothy, o, p, gm James T. Timothy, cm Galyn C. Hammond, pd, ce
XPOL-FM	(CP)	93.9mc 17kw			KXXL	1955	630 1,000 DA-2	Pacific Ventures Inc. 546 Hartnell Plaza Frontier 2-8154 Burn-Smith	Don D. Campbell, gm Robert G. Campbell, cm Jack G. Hamilton, pd Herman Stalberg, ce Dick Claus, music d Dick Holt, nd
XPOL	1925	1020 5,000 L-KDKA	Standard Bstg. Co. 338 S. Western Ave. Dunkirk 8-2345 Bst. Time Sales Frank King	Frank Burke, p, gm Vern Lindblade, cm Earl McDaniel, pd, pmm Leonard Reeves, ce Violet Schram, wd	<b>MT. SHASTA (Siskiyou County)</b>				

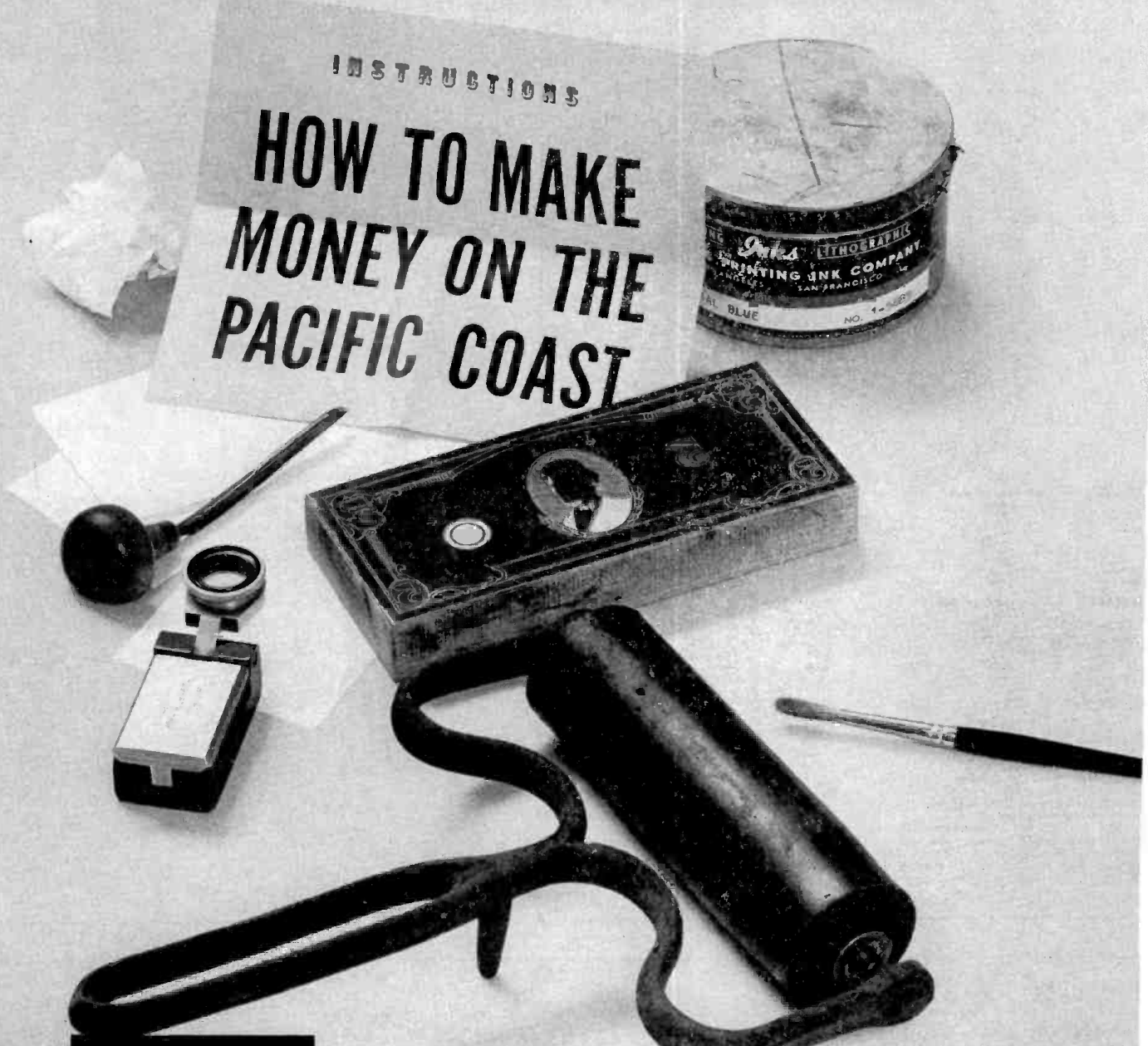
Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Joml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. dm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

Data corrected to Dec. 15, 1956. 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. A-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. I—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



# Don Lee's Do-it-yourself Hints



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 RADIO  
 1313 North Vine Street  
 Hollywood 28, California

*Represented nationally by  
 H-R Representatives, Inc.*

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**DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...**

We're talking about the best advertising medium on the Pacific Coast—Don Lee Radio.

In a recent survey Dr. Ernest Dichter asked Pacific Coast merchants which radio network, in their opinion, people listen to most—60% said Don Lee.

Use the Radio Network both merchants *and* listeners prefer—the nation's greatest regional network—Don Lee.

To make money in the West's two largest most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

CALIFORNIA

City Cell Letters Established Tv Affiliate	Chan. or Freq. Power	Licensed Headquarters Telephone Network Station Rep.	Executives
<b>NAPA (Napa County)</b>			
KVON 1947	1440 500 DA-1	Jack L. and Alyce M. Powell Foster Road Baldwin 6-2029 Ayres Lee O'Connell	Jack L. Powell, gm Burke Riley, cm Alyce M. Powell, pd Beryl Gonzales, sd Alvin Wirick, pmm John Rabenseifner, nd
<b>NEEDLES (San Bernardino County)</b>			
KSFE 1952	1540 250	Needles Bcstg. Co. Box C-2 Eastgate 6-2101 KBS Continental	B. J. Fitzpatrick, o, gm Al Lincoln, ce
<b>OAKLAND (Alameda County)</b>			
KLX 1922	910 5,000 DA-N	Tribune Bldg. Co. 2150 Franklin St. Templebar 6-0910 Weed	J. R. Knowland Jr., p Wilson K. Foster, gm Bill Laws, pd, sd Roswell S. Smith, ce John K. Chapel, nd Anne Truax, wd
KROW 1925	960 1,000	KROW Inc. 464 19th St. Twinoaks 3-9600 Raymer	Sheldon F. Sackett, p J. G. Paltridge, vp, gm Russ Coglin, sim Fred Gwynn, ce Ray A. Yeager, nd
KWBR 1920	1510 1,000	Warner Brothers Radio 327 22nd St. Higate 4-1212 Forjoe	E. N. Warner, p F. Wellington Morse, gm Jeane K. Fisher, pd Paul E. Gregg, ce
<b>OCEANSIDE (San Diego County)</b>			
KSLR 1956	1520 500 DA-1	San Luis Rey Bcstg. Co. P. O. Box 779 Saratoga 2-8294	C. W. Shancks, p W. J. Taylor, gm Hal Corwin, pd, nd, sd Al Will, ce, pdm
<b>ONTARIO (San Bernardino County)</b>			
KOCS 1946	1510 250-D	Daily Report Co. 222 E. "B" St. Yukon 6-1111 Best	Jerene A. Harnish, p Peter R. Odens, gm Pete Boghosin, sim Mel Hall, pd Charles Tucker, ce
KEDO (FM) 1947	93.5mc 0.31kw	(KOCS, AM Affiliate)	

<b>OROVILLE (Butte County)</b>			
KMOR 1948	1840 250	Oroville Bcstrs. Inc. P. O. Box 1092 Le 3-0334 Ayres	C. Ross McCarthy, gm, evp Vic Ives, pd, nd Geri Sevilla, wd, pdm Charles Peretti, sim Harry Ebeling, pmm Robert Fuller, ce
<b>OXNARD (Ventura County)</b>			
KOXR 1955	910 1,000-D DA-D	Oxnard Bcstg. Corp. 613 S. "C" St. Hunter 3-2903 Tracy Moore	Paul R. Schneider, p Charles Fatmer, gm Robert Brown, sim
KUDU		(See Ventura listing)	
<b>PALMDALE (Kern County)</b>			
KUTY (CP)	1470 1,000-D	Palmdale Bcstrs. P. O. Box 348	Harold C. Singleton, p, gm Estelle Singleton, sec. pd, wd
<b>PALM SPRINGS (Riverside County)</b>			
KCMJ 1946	1340 250	Palm Springs Bcstg. Corp. P. O. Box KK 2253 CBS McGavren-Quinn	David H. Margolis, o, p Robert D. Blashek, evp Norman L. Lofthus, gm, cm Arthur Sipherd, pd Phil Stone, nd Don Beck, ce
KDES 1956	920 500-D	George E. Cameron Jr. 1432 Beverly Estates Drive Beverly Hills, California	George E. Cameron Jr., o
KPAL 1954	1450 250	KPAL Bcstg. Corp. Desert Inn Hotel 153 N. Palm Canyon Dr. 9171	Harry Maizlish, p Al Yallen, gm Ralph Warren, pd Robin Hill, ce
<b>PALO ALTO (Santa Clara County)</b>			
KIBE 1947	1220 1,000-D	Sundial Bcstg. Corp. 149 California St. San Francisco, Calif. Yukon 2-6272	William R. Crocker, p Edward Davis, gm Helen Davis, cm, pmm M. Cantisano, pd H. J. Richards, ce
<b>PASADENA (Los Angeles County)</b>			
KALI 1950	1430 5,000-D DA-D	Consolidated Bcstg. Co. 758 E. Colorado St. Ryan 1-7148	Chester W. Erickson, asst mgr Virginia M. O'Laughlin, pd Harvey Fritch, ce Bill Mountford, nd, sd
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church 585 E. Colorado (1) Sycamore 3-0200	Dr. Myron Nichols, gm Del Reynolds, pd Clayton Blake, ce
KWKW 1942	1500 1,000 DA-N	Southern California Bcstg. Co. 800 Sierra Madre Villa Ryan 1-6744 Bcst. Time Sales	Marshall S. Neal, p William J. Beaton, vp, gm James Coyle, sim Ernesto Cervera, pd, nd Claire Hughes, asst to m Paul W. Spargo, ce
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bcstg. Co. 1401 S. Oak Knoll Ave. Ryan 1-6991 Burke-Stuart	Loyal K. King, p, gm Armond Lamont, pd Jack Reeder, ce Richard Blanchard, nd Carl Ludlow, fd

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.  
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**KXLA**  
10,000 watts on 1110 Kc  
Over Los Angeles Market

— 12 YEARS —  
**Nothing but Western Music**  
24 hours a day

**PRESENT WESTERN STARS:**

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GENE O'QUIN  
SPEEDY WEST  
CHARLIE ALDRICH  
SAMMY MASTERS  
TOMMY SANDS  
DARLA DARET  
HERMAN THE HERMIT

JIMMY BRYANT  
AL RYFLE  
CHARLIE WILLIAMS  
MERRILL MOORE  
FRANK SIMON  
CARL SAUNDERS  
JACK MORRIS  
GARRY GOODWIN

Burke-Stuart Co., Inc., Rep.  
60 E. 56th—New York City

Loyal K. King, President & Gen. Mgr.

**ILLUSTRIOUS ALUMNI:**

TENNESSEE ERNIE  
MARY FORD  
JIMMY WAKELY  
JOANNIE O'BRIEN  
CHARLIE MORGAN  
MOLLY BEE  
POLLY BERGEN  
MERLE TRAVIS

EDDIE KIRK  
BUCKY TIBBS  
OLE RASMUSSEN  
BOB WILLS

**KXLA**  
10,000 watts on 1110 Kc  
Over Los Angeles Market

**PASO ROBLES (San Luis Obispo County)**

KPRL 1946	1230 250	Dale J. & Bernard Schwartz 32nd & 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
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**PETALUMA (Sonoma County)**

KAFP 1950	1490 250	Redwood Empire Bestg. Co. P. O. Box 590 Porter 2-9787 KBS Best. Time Sales	A. T. Shields, p, gm, nd Gerald Hauser, cm, fd Corinne Shields, pd, pmm Aubin D. Thomas, ce Elena Rothhaus, wd
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**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	John C. MacFarland, gm Marjorie Stencil, pd Merlin W. Haag, ce
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**POMONA (Los Angeles County)**

KWOW 1947	1600 1,000-D 500-N	Valley Bestg. Co. 1240 E. Holt Lycomong 2-1293	Dean H. Wickstrom, p, gm Jim Robinson, cm Florence E. Wickstrom, pd Robert Rogers, ce
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**PORTERVILLE (Tulare County)**

KTIP 1947	1450 250	Ralph F. Miller P. O. Box 1312 Sunset 4-1450 ABC KBS O'Connell	Ralph F. Miller, p, gm Don R. Weldon, loc cm Bill White, ce
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**RED BLUFF (Tehama County)**

KBLF 1947	1490 250	W. W. Boone Tremont Hotel 880 KBS Tracy Moore	W. W. Boone, p, gm W. F. Baumgarten, sm George Froome, pd, sd Harry Shelby, ce Orville Case, nd
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**REDDING (Shasta County)**

KRDG 1956	1250 250	Redding Bestg. Co. 1214 Locust St. 5451 MBS Don Lee Best Tracy Moore	Howard N. Martineau, co-o, gm Reinard W. Brandley, co-o Lee Craig, cm Edith Martineau, pd Lynn Olsen, ce
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KSDA 1954	1400 250	Valr Inc. P. O. Box 1400 600 Grant	Betty M. Farrelle, p, wd Van C. Newkirk, evp Paul S. Farrelle, gm, ce Stanley P. Farrelle, sm Betty M. Hayes, cm Robert Russell, slm
KVCV 1937	600 1,000 DA-1	Golden Empire Bestg. Co. Chico, Calif. Fireside 2-0141 CBS Avery-Knodel	Mrs. Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarry, cm Lyle Mathys, pd Stanley Garvey, pmm Russell Pope, ce

----- (CP)	540 1,000-D	Shasta Bestg. Corp. 1323 Yuba St.	George C. Fleharty, p
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**REDLANDS (San Bernardino County)**

KCAL 1954	1410 1,000-D	Southwest Bestg. Co. P. O. Box 52 Pyramid 3-2558 Tracy Moore Continental	Dr. Bernard Corren, p Roy C. Winklemann, gm, cm Ellen Winklemann, pd, wd Alfred Copeland, ce Orville Schumacher, fd Bill Paterson, nd, sd
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**RIDGECREST (Kern County)**

KDOO (CP)	990 1,000-D	Ridgecrest-China Lake Bests. Miracle City Motel	Harold C. Singleton, p Bob Bruce, gm
KRCK (CP)	1360 1,000-D	Indian Wells Radio 350 W. Ridgecrest Blvd.	Victor M. Farel, o J. E. Bouldin, gm
KRKS 1956	1240 250	Jan S. Lansdown P. O. Box 696 Inyokern 8-9211	Jan S. Lansdown, o, gm, ce Denny Lyons, cm, sp Janet C. Carr, pd, wd Bill Mack, nd

**RIVERSIDE (Riverside County)**

KACE (CP)	1570 1,000 DA-D	Ray Lapica 207 S. Hamel Dr. Beverly Hills, Calif.	Ray Lapica, o, gm Olive L. Sherban, sm James Fisher, pd George Farmer, ce Helen C. Lapica, wd
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KPRO 1941	1440 1,000	Imperial Bestg. System Inc. 3401 Russell St. Overland 6-0260 Pearson	Frank K. Danzig, p, gm A. Bartlett Ross Jr., vp John Wages, sm George Corneal, pd James Gardner, ce Beth Robinson, wd
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**SACRAMENTO (Sacramento County)**

KCRA 1945	1320 5,000-D 1,000-N DA-2	KCRA Inc. 310 10th St. Gilbert 1-4631 NBC Petry	Ewing C. Kelly, p, gm Robert E. Kelly, sm, pd Betty Dent, pmm W. Herbert Hartman, ce Ruth Ward, nd Bob Anderson, fd
KCRA-FM 1947	96.1mc 11kw		

RADIO'S NO. 1 SOURCE  
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CANADIAN REPRESENTATIVES ALL-CANADA RADIO  
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

CALIFORNIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SACRAMENTO (Cont.)</b>			
KFBK 1922	1550 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
KFBK-FM 1946	96.9mc 3.2kw		
KGMS 1952	1380 1,000 DA-2	Capital Radio Enterprises Hotel Senator Hudson 1-3133 Forjoe	Irving J. Schwartz, co-o, gm Jack Matranga, co-o, pd, nd Steve George, co-o, cm, sd Logan Z. Edwards, ce
KGMS-TV (CP)			
KGMS-FM (CP)	95.1mc 36kw		
KJML (FM) (CP)	94.5 1kw	Town & Country Bcstrs. 2830 Auburn Blvd.	William T. White, ptr Virgil J. Nugent, ptr
KROY 1937	1240 250	KROY Inc. 1010 11th St. Gilbert 3-2325 CBS Hollingbery	Robert W. Dumm, o, p Dean Seaton, gm Maurice Hill, ce
KXOA 1945	1470 1,000 DA-N	Sacramento Bcstrs. Inc. P. O. Box 3094 (15) Wabash 5-2717 MBS Don Lee	Lincoln Dellar, p, gm Howard Haman, sm Jack J. Lawson, pd, nd Ewald W. Berger, ce
KXOA-FM 1947	107.9mc 12.5kw		
<b>SALINAS (Monterey County)</b>			
KDON 1935	1460 5,000 DA-1	KDON Inc. 1024-C S. Main St. Harrison 2-6464 McGavren-Quinn	Clark Fee, p Glenn Stadler, vp A. L. Anderson, gm Harold Knowlton, sm Newt Deiter, sm Omer N. Wright, ce
KSBW 1947	1380 1,000 DA-1	Salinas Valley Bcstg. Corp. P. O. Box 1651 MBS	John C. Cohan, p, gm Wm. Oates, asst m Mike Morisoli, pd, pmm, nd, sd Bill Hargan, ce Carroll Pederson, fd Mike Castillo, Spanish dir
KSBW-TV (CP-5,000 DA-2)		Headley-Reed	

SAN BERNARDINO (San Bernardino County)

KCSB 1947	1350 500 DA-N	Fred P. D'Angelo P. O. Box 269 8-0245 Grant	Fred P. D'Angelo, p, gm, cm Jim Lucas, pd, pmm, nd Jim Blaine, ce, fd Milt Boznic, sd Vera McHugh, wd
KFXM 1929	590 1,000 DA-2	KFXM Bcstg. Co. 512 Fifth St. 9-3656 MBS Don Lee McGavren-Quinn	Phil Dexheimer, p, gm Howard Bailey, pd George Ewing, ce Howard Baichly, treas Bettie Iglai, traf mgr Jim Mergen, sd Marion McCook Moodey, wd
KITO 1947	1290 5,000 DA-2	Cosmopolitan Bcstg. Corp. P. O. Box 889 7807 ABC Hollingbery	R. E. Rios, gm, cm Richard Klitzing, pd, ce Robert Van Roy, pdm Vivian McColley, pmm Marjorie Sharpe, wd
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 John Neal, off mgr Val Gearhart, sd

SAN DIEGO (San Diego County)

KBAB 1955	910 1,000 DA-2	2566 5th Ave. Belmont 4-8144	(See El Cajon listing)
KCBQ 1946	1170 5,000-D 1,000-N DA-N	KCBQ Inc. P. O. Box 1629 Young	Lee Bartell, gm Joseph Wolfmann, vp chg pm Bob Weeks, ce
KFMB 1949	540 5,000 DA-N	Wrather-Alvarez Bcstg. Inc. 1405 Fifth Ave. Belmont 2-2114 CBS CPRN Petry	J. D. Wrather Jr., p George Whitney, vp, gm Arthur M. Mortenson, gm Joe Miller, gen sm Jerry Lee Pecht, pd Dan Bellus, pmm Charles Abel, ce
KFMB-TV			

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with more coverage!

Especially in  
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**CBS**

REPRESENTED BY PETRY  
Wrather-Alvarez Bcstg., Inc., San Diego 1, Calif.

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## delivers more for the money



In this mountain-ringed market, the Beeline serves an area with more than 2¼ million people who have more than \$3½ billion in spendable income. (Sales Management's 1956 Copyrighted Survey)

Beeline Radio delivers this rich market in the form of loyal listeners. And, by using all five stations, you reach them at a very low cost per thousand.

*(Sales Management's 1956 Copyrighted Survey)*



### McClatchy Broadcasting Company

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


City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SAN DIEGO (Cont.)</b>				
KFSD	1925	600 5,000 DA-1	KFSD Inc. U. S. Grant Hotel Belmont 3-6353 NBC Katz	James G. Rogers, p William Goetze, vp, gm F. T. Boise Jr., sm Mason Ingram, pd Norman Lee, pd LeRoy Bellwood, ce Grant Recksieck, pmm
KFSD-TV				
KFSD-FM	1948	94.1mc 33kw		
KGB	1922	1390 1,000	KGB Inc. 1017 First Ave. Belmont 3-6151 MBS Don Lee H-R Repts.	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 U. S. Grant Hotel Belmont 3-3131 Forjoe	Fred Rabell, p Dorothy Rabell, evp Dick Thompson, pd Jack Rabell, ce
KSON-FM	1954	104.7mc 14kw	Music Unlimited U. S. Grant Hotel Belmont 4-5700	Dorothy Rabell, p Fred Rabell, evp Jack Rabell, ce

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.  
Data corrected to Dec. 15, 1956. 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.

<b>SAN FERNANDO (Los Angeles County)</b>				
KGIL	1947	1260 1,000 DA-1	Pierce Brooks Bcstg. Corp. 4919 Van Nuys Blvd. Sherman Oaks, Calif. State 4-6291	Dr. Pierce P. Brooks, p Howard P. Gray, gm, cm Allan McKee, pd Jay Rice, ce
<b>SAN FRANCISCO (San Francisco County)</b>				
KCBS	1921	740 50,000 DA-2	Columbia Bcstg. System Inc. Sheraton-Palace Hotel Yukon 2-7000 CBS CPRN CBS Radio Spot Sales	Henry Untermyer, gm Roland Kay, cm Pede Worth, pd Evelyn Clark, pmm Alan Cormack, ce Don Mozley, nd
KCBS-FM	1948	98.9mc 35kw		
KDFC (FM)	1948	102.1mc 33kw	Sundial Bcstg. Corp. 149 California St. Yukon 2-6272	William R. Crocker, p Edward Davis, gm Helen Davis, cm J. Lewis, pd Harley J. Richards, ce
KEAR (FM)	1947	97.3mc 10kw	Fidelity Radio Inc. 51 O'Farrell St. (2) Burn-Smith	Stephen A. Cisler, p, gm Ward Glenn, pd
KFRC	1924	610 5,000	RKO Teleradio Pictures 1000 Van Ness Ave. Prospect 6-0500 MBS Don Lee H-R Repts.	William D. Pabst, gm William E. Nichols, cm Melvin Venter, pd Robert Templeton, pmm, sd Ernest G. Underwood, ce Robert L. Rose, nd
KGO	1923	810 50,000 DA-1	American Bcstg.- Paramount Theatres Inc. ABC Blair	James H. Connolly, vp, gm David W. Sacks, cm Russell Baker, pd Victor P. Reed, pmm, nd, sd Harry Jacobs, ce Bill Adams, fd
KGO-TV				
KGO-FM	1947	103.7mc 3.8kw		
KJBS	1923	1100 1,000 L-WTAM	KJBS Bestrs. 1470 Pine St. Orday 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	National Bcstg. Co. 420 Taylor St. Graystone 4-8700 NBC NBC Spot Sales	George W. Fuerst, gm, slm Jack Wagner, pd, nd Jane Morrison, pmm J. W. Baker, ce Henry Schacht, fd Hal Wolf, sd
KNBC-FM	1949	99.7mc 45kw		
KOBY	1947	1550 10,000 DA-2	Mid-American Bestrs. Inc. 505 Geary St. Orday 3-1666 Forjoe	David M. Segal, p, gm Bill E. Brown, sm Sam Blessing, pd Ted Randall, pmm Jim Price, nd Ted Porter, ce
KPOO (CP)		1010 10,000-D DA-D	Grant R. Wrathall Geary & Van Ness Ave. Santa Cruz Murray 8-3352 Pearson	Grant R. Wrathall, p Walter Conway, gm
KSAN	1922	1450 250	Golden Gate Bcstg. Corp. 1111 Market St. Market 1-8171 Stars Natl.	S. H. Patterson, p Norwood J. Patterson, evp Len Cinnamon, gm, cm Harry Wickersham, ce O'Desa Monroe, pd
KSAN-TV				
KSFO	1925	560 5,000-D 1,000-N	Golden West Bestrs. 950 California St. Yukon 2-5500 AM Radio Sales	Gene Autry, bd chmn Robert O. Reynolds, p William Shaw, vp, gm Bert West, asst gm, slm Robert Hansen, pd Patricia Ryan, pmm
KYA	1926	1260 5,000-D 1,000-N	KYA Inc. Fairmont Hotel Douglas 2-2556 Barry McGavren-Quinn	J. Elroy McCaw, co-o John D. Keating, co-o Irving C. Phillips, gm Deane Banta, cm Paul Beck, ce
<b>SAN JOSE (Santa Clara County)</b>				
KEEN	1947	1370 1,000 DA-1 (CP 5,000-D 1,000-N DA-2)	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 Gordon Benson, nd
KLOK	1946	1170 5,000-D 1,000-N DA-N	Radio KLOK Inc. P. O. Box 967 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, cm
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 Edward W. Meece, ce
KSJO-FM	1946	95.3mc 1kw		

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**WORLD  
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STATIONS  
BUILD SALES  
with . . .

SAN JOSE (Cont.)

KXRK 1500 San Jose Bstg. Co. Joe E. Levitt, p, gm  
1948 1,000 P. O. Box 167 Gordon Graham, cm, pmm  
DA-1 Cypress 2-5080 Frank Kilpatrick, pd  
McGavren-Quinn Bill Frost, ce  
Tracy Moore Charles Stribling, nd  
Feltis Bill Luddy, sd

SAN LUIS OBISPO (San Luis Obispo County)

KATY 1340 KATY, Sweetheart of Maynard Marguardt, p, gm,  
1948 250 San Luis Obispo Inc. cm, nd  
981 Monterey St. Clayton Coldwell, pd, ce, fd  
3171 Glenn O. Porter, vp, pmm  
Meeker Hugh Harling, sd  
Barbara Rice, wd

KVEC 920 Valley Enterprises Co. John C. Cohan, o, gm  
1937 1,000-D Mountain View & Hill Sts. Frederick F. Beck, sm  
KVEC-TV 500-N Liberty 3-0920 Si Darrah, cm  
MBS Arthur Hapgood, pd, nd  
Don Lee Russell James, fd  
Headley-Reed

SAN MATEO (San Mateo County)

KVSM 1050 Intercontinental Bstg. Corp. Jack Grant, gm  
1946 1,000-D 279 Baldwin Ave. Ralph Emery, pd  
Diamond 4-2541 Carl Roloff, ce  
McGavren-Quinn Eileen Kirby, wd  
Oakes

SAN RAFAEL (Marin County)

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

SANTA ANA (Orange County)

KWIZ 1480 The Voice of the Ernest L. Spencer, p  
1926 1,000 Orange Empire Inc. Ltd Hal Davis, gm, pmm  
DA-N 105 E. 5th St. Ed Nix, pd  
Kimberly 3-8321 Donn Spencer, sd, cm  
Roy Morriss, ce  
Pat Michaels, nd

KWIZ-FM 96.7mc  
1947 1kw

SANTA BARBARA (Santa Barbara County)

KDB 1490 KDB Bstg. Co. Jim Harford, gm  
1921 250 Radio Square Len Menard, slm  
Woodland 4131 Lou Stumpo, pd  
Gill-Perna Bob Carter, ce  
McGavren-Quinn

KIST 1340 Radio KIST Inc. Harry C. Butcher, p, gm  
1946 250 Balboa Bldg. James S. Blomfield, cm  
Woodland 3981 Claire Behan, pd  
NBC Michael J. McKough, vp  
Hollingbery Robert Levinson, ce  
Dorothy P. Davis, wd

KRCW (FM) 97.5mc Cameron A. Warren, o, ce  
1956 17.5kw 2919 De La Yina St. Roger A. Clarke, pd  
Woodland 3-6422

KTMS 1250 News Press Pub. Co. T. M. Storke, p  
1937 1,000 News Press Bldg. Charles A. Storke, vp, gm  
DA-1 Woodland 3911 Joseph W. Benes, sm,  
ABC pmm, pd  
MBS Ford Warner, nd  
Don Lee John C. Clowes, ce  
Raymer Ed Sprague, sd

SANTA CRUZ (Santa Cruz County)

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

SANTA MARIA (Santa Barbara County)

KCOY 1400 Arenze Bstrs. James H. Ranger, p, gm, nd  
1946 250 801 S. Broadway Edmond L. Feeley, cm, pmm  
Walnut 5-2644 Ed J. Zucheli, pd, sd  
Best Frank J. Nesmith, ce  
McGavren-Quinn Carolyn Conrad, wd

KSMA 1240 James M. Hagerman & John I. Groom John I. Groom, co-o, co-mgr  
1945 250 510 W. Morrison St. co-mgr, sd  
Walnut 5-2582 Henry J. Neiggemann, cm,  
Tracy Moore pmm  
Tony Kent, pd, nd, fd  
Gale Brady, ce  
Arlene George, wd

SANTA MONICA (Los Angeles County)

KDAY 1580 KOWL Bstg. Co. G. A. Baron, vp, gm  
1947 10,000-D 8301 Sunset Blvd. Alfred B. Schaeffer, slm  
(CP-50,000-D) Exbrook 4-6761 Bob Dye, ce  
DA-D ForJoe  
Dora-Clayton

SANTA PAULA (Ventura County)

KSPA 1400 Frank James & Frank James, ptrn  
1948 250 Christie Palmer James Christie Palmer James, ptrn  
110 Middle Road  
940  
KBS

SANTA ROSA (Sonoma County)

KSRO 1350 Finley Bstg. Co. Mrs. E. L. Finley, p  
1937 1,000 Fresno & Finley Ave. Frank McLaurin, gm, cm  
DA-1 110 Al E. Pearson, pd, nd  
McGavren-Quinn Greg Prichard, pmm  
Hilmar Cann, ce, fd  
Dan Galvin, sd

SONORA (Tuolumne County)

KROG 1450 Brewster E. Ferrell Walter T. Eggers, sm, pd, ce  
1949 250 P. O. Box 996 George E. Johnstad, cm  
Jefferson 2-7426 Baci Frecceri, nd, fd, sd  
KBS Mildred Nizoli, wd  
Rural Calif. Grant

STOCKTON (San Joaquin County)

KJOY 1280 Joseph Gamble Stations Inc. Joseph E. Gamble, p  
1947 1,000 Stockton Hotel Ort J. Lofthus, gm, cm,  
DA-N Howard 4-7313 pmm  
McGavren-Quinn Dennis Kirwan, pd  
James Tracewell, ce

KRAK 1140 Golden Valley Bstg. Co. L. E. Chenault, p  
1927 5,000 409 E. Market St. Alan L. Torbet, vp, gm  
DA-N Howard 4-4551 Ted Carlsen, cm  
Blair James S. Spight, slm  
Bob Brannan, pd, fd  
Jackie Burton, pmm  
J. Tyron Kelley, ce

KSTN 1420 San Joaquin Bstg. Co. Knox La Rue, p  
1949 5,000-D 2171 Ralph Ave. David D. Skinner, mgr  
1,000-N Howard 4-9209 Ellis Lind, pd  
DA-2 Hollingbery Ray Golden, sd  
Richard Van Schiack, ce  
Gene Tiscornia, pmm  
Jack Woodward, nd

KWG 1230 Western Bstg. Co. Inc. Douglas D. Kahle, p, gm  
1921 250 Hotel Wolf Jimmy Longe, asst mgr, pd  
Howard 5-5728 Robert B. Murray, slm  
ABC M. Bey Greene, ce  
Bolling Bob Billman, nd

SUSANVILLE (Lassen County)

KSUE 1240 Nolan Hollowell & Nolan Hollowell, co-o, gm,  
1948 250 James E. McKahan cm  
KSNUE Bldg. James E. McKahan, co-o  
2020 E. W. Moffett, pd  
KBS Jill Crump, nd  
Tracy Moore Harold C. Houston, ce, fd  
Gwen W. Burr, wd

TAFT (Kern County)

KTKR 1310 KCOK Inc. Kenneth Aitken, p, gm,  
1948 500-D P. O. Box "WW" pd, pmm, ce  
5-3101 John A. Smith, cm  
KBS Geo. J. Tschumy Jr., nd, sd  
United Myrl Kerr, wd  
Pacific

TULARE (Tulare County)

KCOK 1270 Sheldon Anderson Sheldon Anderson, o, gm  
1945 1,000 P. O. Box 119 J. Alan Rinehart, sm, cm  
DA-N 6-2866 Jean Hixson, pd  
MBS Mike Kirmeyer, pmm, sd  
Don Lee Joe Messler, ce  
Forjoe Ken Clifford, nd, fd

KGEN 1370 SanVal Bstrs Gene V. Mitchell, co-o  
1956 1,000-D P. O. Box 444 Bob McVay, co-o, gm, cm, sd  
6-3406 John McAdam, asst m  
Joan Brown, wd

TURLOCK (Stanislaus County)

KTUR 1390 Turlock Bstg. Corp. W. W. Lindskoog, p  
1949 1,000 P. O. Box 1390 H. Ansell McMillen, gm, cm  
DA-N Mercury 2-1390 B. McMillen, pd  
KBS Maxon B. Sayre, ce  
O'Connell Mel Pinsler, nd  
Buck Clausen, fd

UKIAH (Mendocino County)

KUKI 1400 Marguerite E. Sims Marguerite Sims, o  
1950 250 P. O. Box 638 John Franklin, gm, cm  
Homestead 2-4771 Jack Hasling, pd  
Grant Phil Trine, pmm, sd  
John Cheatham, ce  
Lyle Jones, nd

VALLEJO (Solano County)

KGYW 1190 Vallejo Bstg. Co. Ellsworth Peck, co-o, co-m,  
1947 250-D P. O. Box 1112 pd  
8-8944 A. J. Krisik, co-o, co-m, cm  
Bst. Time Sales Robert Wade, slm, pmm  
William Roberts, ce, fd  
Hal Engebretson, nd, sd  
Mamie Graf, wd

CALIFORNIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensed Headquarters Telephone Network Station Rep.	Executives
<b>VENTURA (Ventura County)</b>			
KUDU 1947	1590 1,000 DA-1	KVVC, Voice of Ventura Co. 235 S. LaBrea Inglewood, Calif. Orchard 7-0828 Oakes	William H. Haupt, p Bill E. Williams, gm, pmm Norton Gilson, cm, sd Cullen Tendick, ce Jack De Long, nd, fd Jim Williams, pd
KVEN 1948	1450 250	Coast Ventura Bcstg. Co. P. O. Box 1611 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
<b>VISALIA (Tulare County)</b>			
KONG 1947	1400 250	Radio KYNO, Voice of Fresno P. O. Box 1429 Redwood 4-5811 Hollingsbery	L. E. Chenault, p Gordon L. Jacobs, gm Randall Kyle, sm Dave Belman, pd Leon K. Jones, ce
<b>WASCO (Kern County)</b>			
KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. P. O. Box 366 Plateau 8-4265 Best. Time Sales	E. J. Peters, p, o Theo. G. Heinrichs, gm Bob Bann, pd Norman Berg, fd Ben Horch, music, d Herb Ratzlaff, ce
<b>WATSONVILLE (Santa Cruz County)</b>			
KHUB 1937	1540 250	William W. Morgan & Dorothy C. Morgan P. O. Box 349 4-8641 KBS Best	William W. Morgan, co-o, gm, cm Dorothy C. Morgan, co-o Merle E. Rossman, Jr., pd, fd, sd Ralph S. Click, ce Frederick H. Allen, nd Janice G. Trenchard, wd
<b>YREKA (Siskiyou County)</b>			
KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane 624 ABC Tracy Moore	Ernest G. Millbourn, p D. C. Holfinger, gm D. M. Comstock, sm, nd Wes Meyers, pd Sy Winch, ce
<b>YUBA CITY (Sutter County)</b>			
KAGR 1953	1450 100	James E. Jaeger P. O. Box 247 Sherwood 3-7343 KBS Best	James E. Jaeger, p James E. Walley, gm, cm, ce Dean Cull, pd, sd Sara Davis, nd, wd John Lindt, fd
KUBA 1947	1600 1,000-D 500-N DA-N	Peachbowl 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 Don Taylor, pmm Carleton E. Currie, ce

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.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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COLORADO

**COLORADO**

**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger	
						Cars	1955
Adams	40,234	16,460	48,640	9,855	2,901	24,919	
Alamosa	10,531	2,570	11,891	2,520	380	3,019	
Arapahoe	52,125	21,650	92,801	27,449	3,392	34,430	
Archuleta	3,030	630	2,832	420	218	664	
Aspen	7,964	2,400	5,082	850	213	2,209	
Bent	8,775	2,000	4,961	1,174	131	2,283	
Boulder	48,296	15,450	60,605	13,189	2,318	21,461	
Chaffee	7,168	2,020	9,599	2,034	231	2,877	
Cheyenne	3,453	1,060	2,352	563	145	962	
Clear Creek	3,289	1,160	4,593	654	148	1,345	
Colorado	10,171	2,050	4,169	713	198	1,979	
Costilla	6,067	1,020	1,656	155	77	917	
Crowley	5,222	1,350	2,925	493	111	1,447	
Custer	1,573	580	543	215	141	548	
Delta	17,365	5,160	14,445	3,626	522	5,706	
Denver	415,786	154,170	765,358	144,551	36,723	176,292	
Dolores	1,966	580	1,277	120	247	827	
Douglas	3,507	1,140	4,862	726	76	1,849	

COLORADO

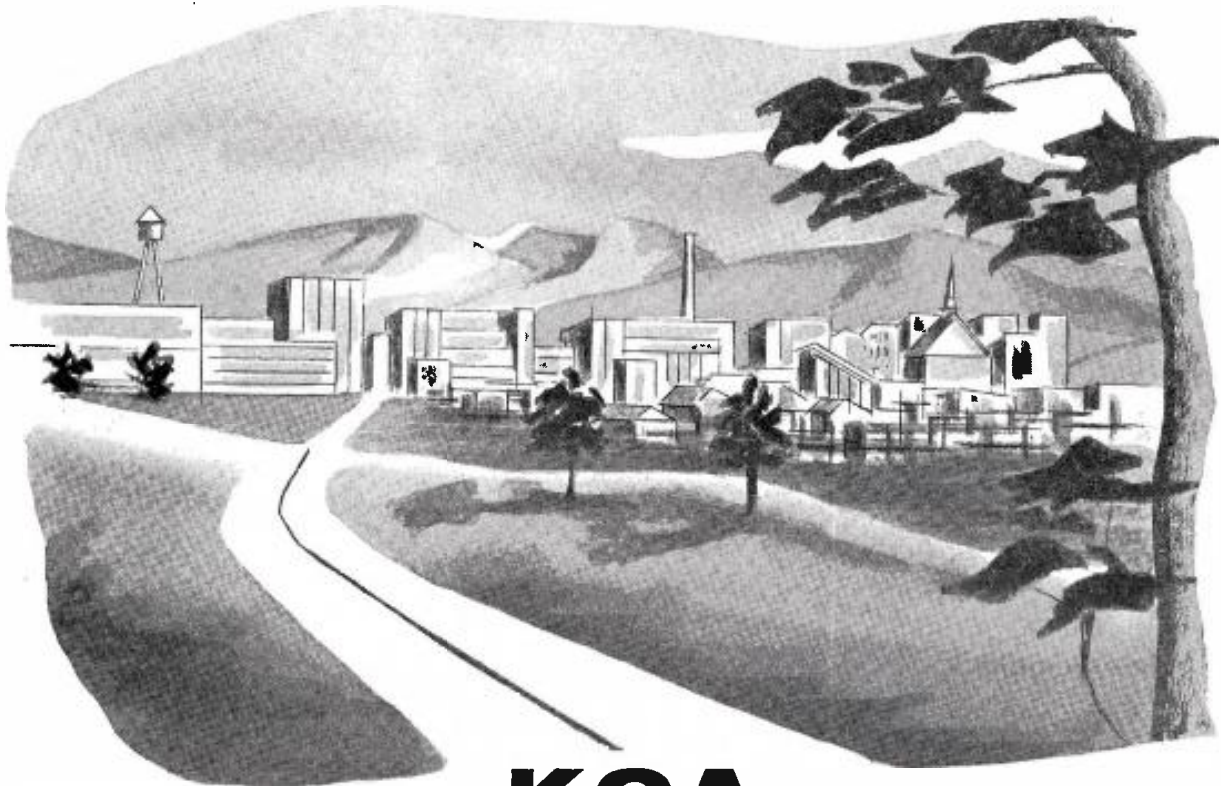
County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Eagle	4,488	1,050	3,066	863	185	1,638
Elbert	4,477	1,050	2,083	686	50	1,451
El Paso	74,523	32,750	159,608	30,553	6,256	42,085
Fremont	18,366	5,170	15,890	3,439	543	6,547
Garfield	11,625	3,540	15,654	2,853	697	4,182
Gilpin	850	180	908	119	54	636
Grand	3,963	1,040	5,390	846	382	1,601
Gunnison	5,716	1,510	6,034	1,341	155	1,895
Hinsdale	263	90	95	.....	.....	87
Huerfano	10,549	2,650	6,264	1,707	275	2,320
Jackson	1,976	650	1,578	207	179	903
Jefferson	55,687	24,790	84,632	28,867	3,713	37,423
Kiowa	3,003	860	3,048	870	94	945
Kit Carson	8,600	2,510	8,372	1,330	355	2,533
Lake	6,150	1,580	8,460	2,070	309	2,964
La Plata	14,880	3,900	22,869	4,814	662	5,891
Larimer	43,554	14,180	49,394	10,334	1,775	18,042
Las Animas	25,902	6,320	16,482	3,376	504	6,136
Lincoln	5,909	1,720	7,299	815	289	2,086
Logan	17,187	5,110	27,002	4,531	673	8,538
Mesa	38,974	13,320	72,667	14,658	2,148	18,535
Mineral	698	190	407	78	.....	219
Moffat	5,946	1,620	8,088	1,684	251	2,253
Montezuma	9,991	2,730	15,099	2,833	529	3,470
Montrose	15,220	4,180	16,364	3,520	719	5,478
Morgan	18,074	5,070	27,163	5,363	959	9,119
Otero	25,275	7,170	22,566	6,081	760	8,035
Ouray	2,103	550	1,463	375	218	717
Park	1,870	480	1,595	293	67	914
Phillips	4,924	1,440	6,853	1,294	271	1,932
Pitkin	1,648	460	2,404	340	106	918
Prowers	14,836	4,770	15,412	2,717	581	4,607
Pueblo	90,188	28,240	112,313	28,072	3,155	35,211
Rio Blanco	4,719	1,620	4,715	1,125	256	2,100
Rio Grande	12,832	3,290	10,919	2,535	430	3,568
Routt	8,940	2,450	5,877	1,504	298	2,518
Saguache	5,664	1,290	2,775	431	185	1,433
San Juan	1,471	380	543	174	52	285
San Miguel	2,693	650	1,875	353	52	1,799
Sedgwick	5,095	1,450	6,515	1,052	185	1,796
Summit	1,135	380	983	117	81	573
Teller	2,754	570	2,363	779	224	1,185
Washington	7,520	2,330	5,908	1,264	237	2,711
Weld	67,504	19,320	72,064	13,895	1,962	24,984
Yuma	10,827	3,000	9,616	1,912	431	3,753
Total	1,325,089	449,060	\$1,909,216	\$401,384	\$79,481	568,788

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

<b>ALAMOSA (Alamosa County)</b>						
KGIW 1929	1450 250	D. L. & Kathleen Allen East of Alamosa 26 MBS KBS Intermountain Avery-Knodel	D. L. Allen, p, gm, ce Kyle McLaugherty, pd, nd Kathleen Allen, pmm, wd John Vos, fd Bud De Dautell, sd			
<b>AURORA (Arapahoe County)</b>						
KOSI 1954	1490 5,000-D (CP 5,000-D 500-N DA-N)	Mid-America Bcstg. Co. 9100 East Colfax Empire 6-2695 Forjoe	David M. Segal, p Edward M. Guss, gm James F. Brown, cm Lionnie A. Licata, pd, ce Bobby Beers, pmm Darlene Chaffee, wd			
<b>BOULDER (Boulder County)</b>						
KBOL 1947	1490 250	Boulder Radio KBOL Inc. P. O. Box 146 Hillcrest 2-2242 Holman	Russel Shaffer, p, gm Gene Palm, cm John Wilcox, pd Blair Dobbins, ce Peter Hanson, nd, sd			
KRNW (FM) 1955	97.3mc 2.0kw	Colo. Recording Co. 1705 Spruce St. Hillcrest 2-5797	Robert N. Wilkinson, o, gm, pd, ce Fred Z. Brown, cm			
<b>CANON CITY (Fremont County)</b>						
KRI.N 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1400 MBS Intermountain KBS	Raymond M. Beckner, p, gm, cm, nd Al Rinn, slm Ray Beckner Jr., pd Ed Wood, ce Q. Bryan, sd			
<b>COLORADO SPRINGS (El Paso County)</b>						
KAFA 1956	1460 1,000-D	Taylor Bcstg. Co. P. O. Box 762 Melrose 3-2608 Clark Clarke Brown	W. C. Taylor, p James C. Carson, gm, sd Wayne Costner, cm Pat Brown, pd Tom Davidson, pmm, nd Vernon Hughes, ce			





**KOA...**

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 gives you TOP COVERAGE of 3½ million people  
 in 302 counties of 12 Western states (more homes without  
 TV coverage than any radio station in America!)



Let KOA-Radio sell the  
 rich Western market for YOU

**KOA**  
**DENVER** *Radio*

One of America's great radio stations



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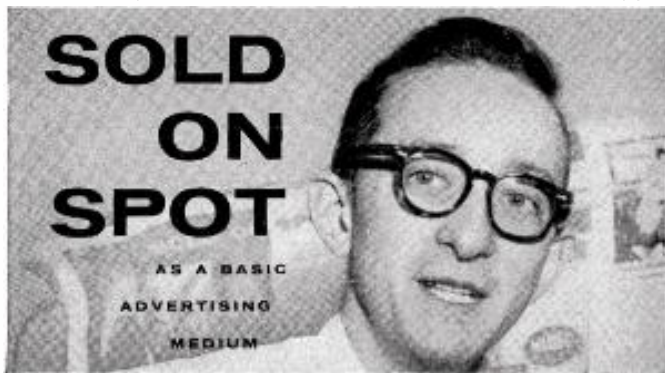
BT 1/5-

COLORADO

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>COLORADO SPRINGS (Cont.)</b>			
KCMS 1956	1490 100	(See Manitou Springs listing)	
KCMS (FM) 1953	102.7mc 10kw		
KRDO 1947 KRDO-TV	1240 250	Pikes Peak Bcstg. Co. 399 S. 8th St. Melrose 2-1515 Pearson	Harry W. Hoth, p, gm, cm Jay Cook, pmm Herbert Schubarth, ce Ted McKee, nd Harold Redabaugh, wd
KVOR 1924	1300 1,000	Riggs & Greene Inc. 515 S. Tejon Melrose 2-3536 CBS Intermountain Hollingbery	John S. Riggs, p John Hanssen, gm, cm Ron Cook, pd, sd Sheridan Gilbert, ce JoAnn Rowe, wd
KWBY 1955	740 250-D	Music Bcstg. Corp. P. O. Box 764 Melrose 4-5511 Radio-TV Reps.	John L. Buchanan, o, p Ralph A. Petti Jr., sm, cm Bob Pitcock, pd Walton Hart, ce Pat Brown, nd
<b>CORTEZ (Montezuma County)</b>			
KVFC 1955	740 1,000-D	Jack Hawkins & Barney Hubbs KVFC Bldg. 622 KBS Best	Jack W. Hawkins, ptrn, gm George Fender, cm Jack James, pd Charles Russell, fd Dottie Wayt, wd

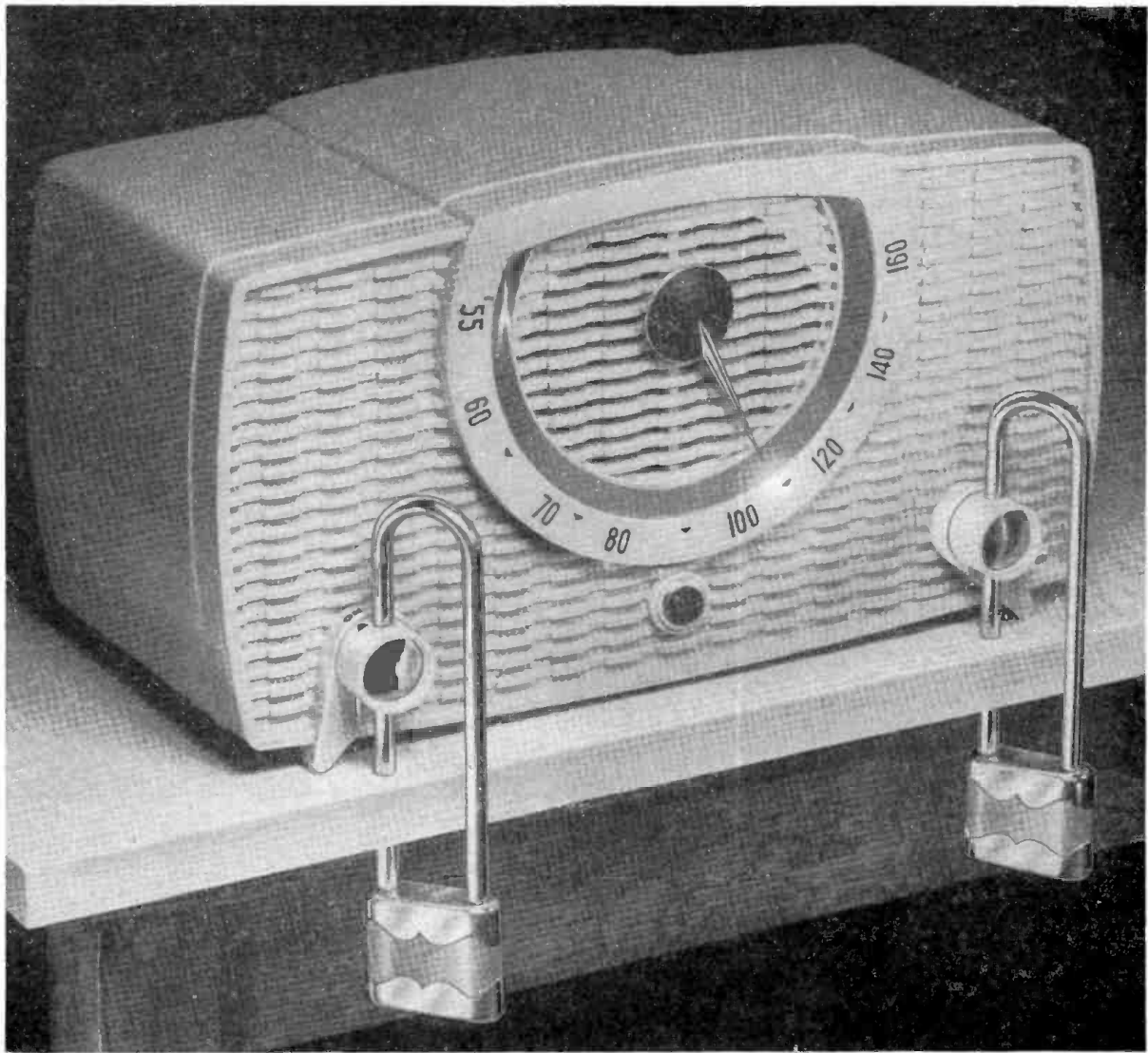
Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Div. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are 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.

**MEDIA DIRECTORS WHO MATCH BUDGET  
ALLOCATIONS TO CHANGEABLE MARKET DEMANDS ARE**



**ROGER BUMSTEAD**, Media Director for MacManus, John and Adams, New York, spells out his reasons for preferring Spot for clients like White Rock, Good Humor, and Regent Cigarettes:  
"EVERY PRODUCT AND EVERY MARKET PRESENT THEIR OWN SALES AND DISTRIBUTION PROBLEMS. SPOT'S ADAPTABILITY—VERTICAL, HORIZONTAL, SATURATION, WHAT YOU WILL—MAKES IT POSSIBLE TO TAILOR CAMPAIGNS TO THE SPECIFIC NEEDS OF SPECIFIC CLIENTS."  
**NBC SPOT SALES**

<b>CRAIG (Moffatt County)</b>			
KRAI 1948	550 1,000-D 500-N DA-N	Northwestern Colorado Bcstg. Co. P. O. Box 65 707 Colorado Net. Grant Webb	George O. Cory, gm Jack Miller, sd Dick Bonderud, sm
<b>DELTA (Delta County)</b>			
KDTA 1955	1400 250	Monarch Bcstg. Co. P. O. Box 452 140	D. E. Towne, p, gm, sd Darrell W. Blair, cm, pmm Rose Mary Towne, pd, wd Charles Jackson, ce Wallace Torfin, nd Roy Pace, sd
<b>DENVER (Denver and Jefferson Counties)</b>			
KDEN 1956	1340 250	KDEN Bcstg. Co. 1601 W. Jewell St. West 5-3525	Frank E. Amole, ptrn. Ewald Koepke, ptrn., gm Walley Geiger, cm Lloyd Knight, pd Ken Brothers, pmm Wal Wilson, ce
KFML 1955	1390 1,000-D	Note Bcstg. Co. 262 Fillmore St. East 2-7768	Evert A. Bancker Jr., gm Arthur L. Robertson, asst. gm, ce Lowell Switzer, cm Fred Hays, pd Amy Roosevelt, pmm Iida Janie, traff. m
KFML-FM 1953	98.5mc 2.35kw		
KFCS 1954	1220 1,000-D	Francisco V. (Paco) Sanchez 5340 Lafayette St. Acoma 2-8935 Oakes Nat'l. Time Sales	Francisco V. (Paco) Sanchez, o Levi J. Beall, gm Joseph Ito, pd Oran E. Kelley, ce
<b>KGMC</b> (See Englewood listing)			
KIMN 1922	950 5,000 DA-1	KIMN Inc. 5350 W. 20th Ave. (14) Belmont 7-2734 MBS Intermountain Avery-Knodel	A. L. Glasmann, p Collin W. Lowder, gm George B. Morgam, cm Ted Nelson, pd, pmm Rollins Brook, ce Leslie A. Nichols, nd
KLIR 1953	990 1,000-D	George Basil Anderson 6536 W. Jewell Ave. Walnut 2-1189 KBS Continental Biddick	George Basil Anderson, o, gm, pd L. L. "Bert" Tracy, cm H. C. 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, pmm Charles Roberts, pd Harvey Wehrman, ce
KMYR 1941	710 5,000 DA-1	Dolph-Petty Bcstg. Co. Security Life Bldg. Main 3-4161 Young	Ken Hildebrandt, p Leonard Kehl, local sm Ev Wren, pd Joe Finch, ce
KOA 1924 KOA-TV	850 50,000	Metropolitan Television Co. 1625 California Main 3-6211 NBC NBC Spot Sales	William Grant, p, gm Robert S. Hix, sm Ralph Radetsky, asst gm, tv sm Jim Atkins, pd Delbert S. Greenwood, pmm J. A. Slusser, ce Ken White, nd
KOA-FM 1949	95.7mc 23kw		
<b>KOSI</b> (See Aurora listing)			
*KPOF 1928	910 5,000-D 1,000-N	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
KTGM (FM) 1956	105.1mc 10kw	Good Music Associates 7380 W. 16th Ave. Belmont 7-3665	William C. Kirk, o Irving C. Jackson, gm
KTLN 1948	1280 5,000 DA-2	Radio Station KTLN Inc. 431 W. Colfax Acoma 2-4811 Radio-TV Reps.	Richard B. Wheeler, p, gm Lee P. Mehlig, gen. slm Perry Allen, pd Norman Peterson, ce Jack Erhart, nd, sd
KVOD 1925	630 5,000 DA-N	Colorado Radio Corp. Midland Savings Bldg. Tabor 5-2291 ABC Colorado Net. Grant Webb	George Cory, p Douglas J. Taylor, gm Shulom Kurtz, exec. sec. Bob Fehr, slm Bill Sharpe, pd, nd Bill Reed, sd
<b>DURANGO (La Plata County)</b>			
KIUP 1935	930 5,000-D 1,000-N DA-N	San Juan Bcstg. Co. Inc. P. O. Box 641 117 MBS Western Slope Holman	J. A. Segerberg, p R. E. (Pat) O'Brien, gm Lindsey Becker, cm Herb Jobs, pd, fd Bob Atkins, pmm Lou Shaw, ce



## You'd think they'd thrown the keys away...

- ▶ IN SOUTHERN NEW ENGLAND, Politz studies show that 88 out of every 100 people listen to radio — morning, noon *and* night — and almost four times as many tune to 1080 on the dial as to any other radio station.
- ▶ IN SOUTHERN NEW ENGLAND, family income is 14% above the U.S. average. You can reach this quality *in quantity* on the radio station that serves best.



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**WTIC** **HARTFORD**  
**CONNECTICUT**

# CONNECTICUT

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>OLD SAYBROOK (Middlesex County)</b>			
WLIS 1956	1420 500-D	Long Island Sound Radio Corp. P. O. Box 68 Evergreen 8-3546	Joseph P. Trantino, p, gm Nathan L. Dubin, treas., cm Vivian N. Trantino, sec, pd Mary McGowen, nd Larry Jones, sd
<b>STAMFORD (Fairfield County)</b>			
WSTC 1941	1400 250	Western Conn. Bcstg. 270 Atlantic St. Davis 4-7575 ABC Conn. State Everett-McKinney Foster	Kingsley Gillespie, p Julian Schwartz, gm Luther R. Wright, asst gm Edwin J. Coles, pd Robert A. Reynolds, ce
WSTC-FM 1947	96.7mc 0.65kw		
<b>TORRINGTON (Litchfield County)</b>			
WCLR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. Hunter 9-4173 Bogner & Martin	Charles O. Scott, p, gm Arthur Burnham, sm Alex Pernal, cm Joe Storm, pd, pmm Donald Morrison, ce Ray Atherton, fd
WTOR 1948	1490 250	Torrington Bcstg. Co. 93 Perkins St. Hunter 9-4181 MBS Yankee Conn. State Rambeau	Edmund Wm. Waller, p, gm Alfred G. Eyre, cm, pmm David Eller, pd Ray Miles, pdm Ray Marko, nd, sd Joan Seiser, wd

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.  
Data corrected to Dec. 15, 1956. 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.

# WSUX

The Amazing Newcomer

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## DELAWARE

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Lower Delaware and the  
Eastern Shore

1000 — 1280  
WATTS — Kc

ELIZABETH EVANS  
President  
Box 327  
Seaford, Delaware

## WATERBURY (New Haven County)

WATR 1934	1320 1,000	WATR Inc. 440 Meadow St. Plaza 5-1121 ABC Conn. State Burke-Stuart	Harold Thomas, p Samuel R. Eiman, gm Gene Valentino, asst. m. Wally King, pd, pmm Andrew Toross, ce Robert Gillespie, nd
WATR-TV	DA-1		
WBRY 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. Plaza 5-1125 CBS Avery-Knodel Kettell-Carter	William J. Pape, p J. Maxam Ryder, m Harry A. Devorken, cm Walter O. Howard, pd Robert S. Holczer, pmm Frank B. Hales, ce
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 Priscilla Talcott, pmm, wd Harold Schneers, ce Joseph McGuiness, nd

## DELAWARE

### DELAWARE

#### MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1956
Kent	37,870	12,080	\$76,001	\$10,407	\$1,544	23,111
New Castle	218,879	70,690	354,898	72,511	11,075	72,657
Sussex	61,336	20,310	104,512	16,679	2,243	19,509
Total	318,085	103,080	\$535,411	\$99,597	\$14,862	115,277

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management, further reproduction unlicensed. Automobiles supplied by state.

#### DIRECTORY OF AM AND FM STATIONS

##### DOVER (Kent County)

WDOV 1947	1410 1,000-D	Dover Bcstg. Co. Denny's Rd. 5816 Grant Webb	Henry Rau, p Maxwell Marvin, vp, gm William S. Cook, sm Virginia Bracken, pd, wd Lloyd Smith, ce John Masters, sd
WDOV (FM) 1955	94.7mc 8.3kw		
WKEN (CP)	1600 500-D	WKEN Inc. Dover Hotel	Jason T. Pate, p

##### GEORGETOWN (Sussex County)

WJWL 1951	900 1,000-D	Rollins Bcstg. of Delaware Inc. DuPont Hwy. 2567 Zimmer	O. Wayne Rollins, p Bill German, pd, nd Edward Marzoo, ce, fd Les Coleman, sd Katheryn Zonko, wd
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##### MILFORD (Kent & Sussex Counties)

WKSJ 1955	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, sd
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##### SEAFORD (Sussex County)

WSUX 1955	1280 500-D	Elizabeth Evans & W. Courtney Evans Dual Hwy. 13 7933	Elizabeth Evans, co-o, gm, cm, pmm, sd W. Courtney Evans, co-o, ce Jerry Kearns, pd, nd Bobby Killen, fd Betty Daic, wd
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##### WILMINGTON (New Castle County)

WAMS 1947	1380 1,000 DA-1	Rollins Bcstg. Inc. 414 French St. Olympia 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. McColough, sta exec Harvey C. Smith, sm J. Robert Gulick, gen slm Richard Aydelotte, pd Paul I. Woodland, pmm J. E. Mathiot, tech dir
WDEL-FM 1950	93.7mc 20kw		

ENGLEWOOD (Arapahoe County)

KGMC 1150 Grady Franklin Maples & R. B. McAlister P. O. Box 239 Sunset 1-4481  
 1952 1,000-D

Grady Franklin Maples, co-o, gm, cm, pmm  
 George G. Entz, pd  
 David F. White Jr., ce  
 Carl Siskind, nd  
 Frances Prosser, wd

FORT COLLINS (Larimer County)

KCOL 1410 Northern Colorado Bstg. Co. 1600 La Porte Hunter 2-5991 Intermountain  
 1947 1,000 DA-N

Herb Hollister, p  
 Ellis Atteberry, gm, pmm  
 Bill Hansen, cm  
 Holly Hoff, pd  
 Harry Winter, ce  
 Mona Atteberry, nd

FORT LUPTON (Weld County)

KHIL 800 Harry Laurence Hill c/o E. B. Evans 718 Symes Bldg. Denver, Colo.  
 1956 500-D

Harry Laurence Hill, o

FT. MORGAN (Morgan County)

KFTM 1400 Morgan County Bstg. Co. P. O. Box 431 UN 7-5674  
 1949 250

Robert H. Dolph, p, gm, pmm  
 Lloyd Walker, cm, sd  
 Dawson Jelinick, pd, fd  
 Robert J. Duffy, ce  
 Helen Cudworth, nd  
 Ann Hastings, wd

GLENWOOD SPRINGS (Garfield County)

KGLN 980 KGLN Inc. P. O. Box C 777 MBS Western Slope Holman  
 1950 1,000-D

Rex Howell, p  
 Marcie Fitch, pd, wd  
 Bonner Z. Baker, ce  
 Denny Hawkins, sd  
 Del Chapman, fd

GOLDEN (Jefferson County)

KFML (FM) 98.5mc (See Denver listing) Evert A. Bancker Jr., p, gm  
 1953 2.35kw Lowell Switzer, cm  
 Jim Douglass, pd  
 Arthur L. Robertson, ce

KGOL 1250 Golden Radio Inc. 1220 Washington Ave.  
 (CP) 1,000-D DA-D

William H. Finch, p  
 Robert W. Fouse, exec. sec.  
 Conrad F. Schader, gm, pd, pmm  
 Harold J. Paul, cm  
 Frank Allen, ce

GRAND JUNCTION (Mesa County)

KEXO 1230 Voice of Western Colorado Inc. 2508 North Ave. 1230 Intermountain Oakes  
 1948 250

D. Spencer Grow, p  
 H. Abbott Tessman, gm, cm  
 Bob Collins, pd  
 Jane Elbon, pmm  
 Jim Ficher, ce  
 Gene Wilburn, nd, sd

KREX 920 Western Slope Bstg. Co. Inc. P. O. Box 30 Chapel 2-5000 MBS Holman McGuire  
 1926 5,000-D  
 KREX-TV 500-N

Rex G. Howell, p, gm  
 Jerry Fitch, exec. vp, sm  
 Warren Clark, pd  
 Ray Kelley, nd  
 Gene King, sd

GREELEY (Weld County)

KFKA 1310 Midwestern Radio Corp. 620 8th Ave. 450 Intermountain Holman  
 1921 1,000 DA-N

H. E. Green, p  
 Ralph H. Green, gm, nd  
 Virginia Sears, cm  
 Joan Lynch, pd  
 Harry Brewer, ce  
 Jack Redus, sd

KYOU 1450 Meroco Bstg. Co. 2424 6th Ave. 3275 KBS McGillvra  
 1948 250

Elwood H. Meyer, p  
 Everett Shupe, gm

LA JUNTA (Otero County)

KBNZ 1400 Otero Bstg. Co. P. O. Box 485 42 MBS KBS Intermountain Indie  
 1936 250

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)

KIAK 1580 Lakewood Bstg. Service Inc. 1315 Oak St. Belmont 3-5525  
 1955 250-D (CP-1600 1,000 DA-N)

Maurice J. DaVolt, p, gm  
 Julia W. DaVolt, cm  
 Edythe G. Sweeney, pd  
 Loyd W. Skillin, ce

LAMAR (Prowers County)

KLMR 920 Southeast Colorado Bstg. Co. P. O. Box 632 804 MBS Intermountain Continental  
 1948 1,000-D 500-N DA-N

Ralph Eaton, p  
 Dennis Behan, gm  
 William M. Jack Jr., sm  
 J. William Adams, pd

LEADVILLE (Lake County)

KLVC 1230 Raymond Tex Roberts 520 W. 6th St. 70 KBS  
 1951 250

Raymond Tex Roberts, gm  
 Kenneth Roberts, sm, ce  
 Kent Roberts, pd  
 Juanita Roberts, pdm, wd

LONGMONT (Boulder County)

KLMO 1050 Grady Franklin Maples, Edna Hill Maples, & David White Jr. Imperial Hotel 1911  
 1949 250-D

Robert J. Cutting, gm, pd, pmm, cm  
 Joseph Jackson, ce  
 Mrs. Jesse Powell, nd

LOVELAND (Larimer County)

KLOV 1570 Vogel & Smock 1440 E. 6th St. 1570 KBS  
 1955 250-D

William R. Vogel, o, gm  
 David W. Martin, pmm, sd  
 Allen D. Maggard, ce

MANITOU SPRINGS (El Paso County)

KCMS 1490 Garden of the Gods Bstg. Co. P. O. Box 592 Mulberry 5-5776  
 1956 100

C. M. Edmonds, p, gm, ce  
 Mrs. C. M. Edmonds, cm  
 Jay Cook, pd

KCMS-FM 102.7mc Rocky Mt. Net.  
 1953 10kw

MONTE VISTA (Rio-Grande County)

KSLV 1240 Colorado Radio Corp. 109 Adams St. 348 Colorado Net.  
 1954 250

Geo. O. Cory, p  
 Shulom Kurtz, exec. sec.  
 Herb Shields, gm  
 Clifford Marce, sm  
 George Norvell, pd  
 Jim Stowe, pmm

MONTROSE (Montrose County)

KUBC 580 Uncompahgre Bstg. Co. P. O. Box 279 599 DA-N Colorado Net.  
 1946 5,000-N 1,000-N

Ross McCafferty, p  
 George Cory, gm  
 Bob Hale, sta dir  
 Ed DeJulio, pd, nd, sd  
 Tom Weir, ce  
 Lorraine Kretschman, wd

PUEBLO (Pueblo County)

KCSJ 590 Star Bstg. Co. 2226 Big Hill Rd. Lincoln 4-5782 Intermountain Pearson  
 1947 1,000 DA-1  
 KCSJ-TV

Ray J. Williams, p  
 Daniel F. Durniak, ops m  
 Cliff Hendrix, radio d  
 Howard Myers, pmm  
 Marion Cunningham, ce  
 John Douglas, nd

KDZA 1230 Pueblo Radio Co. 3011 Elizabeth St. Lincoln 4-5646 McGillvra  
 1947 250

Dee B. Crnuch, p, gm, cm, pd, pmm, ce

KFEL 970 KFEL Inc. 4411 Goodnight Ave. Lincoln 2-6884 Continental  
 1956 1,000-D

Frank Donald Hall, o  
 John T. Roscoe, asst. m., ce  
 Earl B. Miller, sl rep.

KGHF 1350 Colorado Bstg. Co. P. O. Box 293 Lincoln 2-5570 ABC MBS Intermountain Gill-Perna  
 1928 5,000-D 1,000-N DA-N

Gifford Phillips, p  
 Wm. G. Stewart, gm  
 William Mahoney, cm  
 Henry Ankerv, ce  
 Kenneth Reyhons, nd

ROCKY FORD (Otero County)

KRFC 1320 Arkansas Valley Bstg. Co. P. O. Box 632 248 Pearson  
 1956 1,000-D

Ray J. Williams, ptnr  
 James L. Littlejohn, ptnr, gm, cm  
 Dick Frink, sm  
 Eleanor Lacey, wd, nd  
 Bob Jones, ce

SALIDA (Chaffee County)

KVRH 1340 Heart of the Rockies Bstg. Co. Poncha Blvd. 30 MBS KBS Intermountain Palmer  
 1948 250

A. N. Wall, o  
 Glen Ayers, gm, sm, pd  
 Seva T. Ayers, cm, wd  
 Charles Upp, ce  
 Orville Wright, music d.

STERLING (Logan County)

KGEK 1230 Elmer G. Beehler Fleming Rd. LA 2-1607  
 1925 250

Elmer G. Beehler, p, gm, ce  
 Al Ross, cm, pd, nd  
 Al Casev, fd, sd

KOLR 1490 High Plains Bstg. Corp. 114 Main St. LA 2-1740 Intermountain Holman  
 1955 250

Robin A. Morrow, gm  
 Pat Crawford, cm  
 Max Rossean, pd  
 Guy Christian, ce  
 John Cazdik, sm  
 Dick Co Ette, nd

TRINIDAD (Las Animas County)

KCRT 1240 KCRT Inc. P. O. Box 772 338 MBS KBS Intermountain Indie  
 1946 250

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 Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger	
						Cars	1955
Fairfield	504,342	172,400	\$766,094	\$184,526	\$23,656	214,401	
Hartford	539,661	180,410	803,377	189,823	28,417	204,380	
Litchfield	98,872	33,130	134,899	34,907	4,263	41,188	
Middlesex	67,332	21,060	93,428	20,333	3,132	27,255	
New Haven	545,784	177,150	763,840	181,116	24,124	194,240	
New London	144,821	47,130	195,225	44,145	4,765	50,707	
Tolland	44,709	14,480	37,579	9,138	975	18,262	
Windham	61,759	20,440	82,850	19,734	1,728	21,976	
Total	2,007,280	666,200	\$2,877,292	\$663,712	\$91,061	772,409	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network	Station Rep.	Executives
<b>ANSONIA (New Haven County)</b>						
WADS 1956	690 500-D DA-D	Valley Bcstg. Co. Capitol Bldg. Main St. Regent 5-4606 Walker				Sydney E. Byrnes, p, gm, natl. slm Howard Kester, local cm Bernard Tracy, pd, sd Barbara Criscuolo, pmm Lisle Dorrian Stelio Salmona
<b>BRIDGEPORT (Fairfield County)</b>						
WICC 1926 WICC-TV	600 1,000-D 500-N DA-1	Bridgeport Bcstg. Co. P. O. Box 9140 Amherst 8-1601				Philip Merryman, p, gm Manning Slater, cm, sd Frank Delfino, pd Joan Fisher, pmm Pat Uliano, ce Bill Whalen, nd
WNAB 1941	1450 250	WNAB Inc. 991 Broad St. Edison 3-3112 MBS Yankee Conn. State Burke-Stuart				Harold Thomas, p John L. Ellinger, gm Harry Luke, pd Norman Howard, ce James Elliott, nd Bob Ritzert, sd
<b>BRISTOL (Hartford County)</b>						
WBIS 1949	1440 500-D	Bristol Bcstg. Corp. 183 Main St. Ludlow 3-9265 Clark				Eric S. Hatch, p Richard C. Kilbourn, gm Amleto Ciccarelli, cm Richard L. Ricci, ce Joseph Barbarette, nd Carolyn Norton, wd
<b>BROOKFIELD (Fairfield County)</b>						
WGHF (FM) 1957	94.3mc 20kw	Eastern Bcstg. System Carmen Hill Rd. Spring 5-9000				William G. H. Finch, p, gm A. J. Detzer, evp, slm Donald Detzer, pmm
<b>DANBURY (Fairfield County)</b>						
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. Pioneer 8-3565 Indie				James B. Lee, chief o John P. Previdi, p Sol Robinson, gm, cm, pmm Paul Baker, pd Rudi Cehak, ce Frank Comer, nd
WLAD-FM 1934	98.3mc 0.34kw					
<b>HARTFORD (Hartford County)</b>						
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, cm Jack Brooks, pd, nd William Hennesey, pmm
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
WFMQ (FM) 1939	93.7mc 20kw	General Bcstg. Co. P. O. Box 1062 Beverly 5-8622				T. Mitchell Hastings Jr., p William Meola, sm, ce

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.  
Data corrected to Dec. 15, 1956. 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. V—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

WPOP 1935	1410 5,000 DA-2	Tele-Bcstrs Inc. 600 Assylum Ave. (5) Jackson 7-9131 ABC MBS Yankee H-R Reprs. Tele-Bcstrs.				H. Scott Killgore, p Philip Zoppi, gm, cm Anne Chowenhill, pmm Rogers Holt, ce
WTIC 1925 WTIC-TV (CP)	1080 50,000 DA-N	Travelers Bcstg. 26 Grove St. Jackson 5-0801 NBC New England Christal				Paul W. Morency, p, gm Walter Johnson, asst gm & slm Irwin Cowper, asst slm Leonard J. Patricelli, pd Bernard Mullins, pmm Herman D. Taylor, ce
WTIC-FM 1940	96.5mc 8kw					
<b>MERIDEN (New Haven County)</b>						
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8 W. Main St. Beverly 5-5747 Rambeau				C. A. Schultz, p C. Kruttschnitt, gm Jim MacGovern, cm Les Fox, pd John Roache, ce Nelson Payne, nd
WMMW-FM 1947	95.7mc 7kw					
<b>MIDDLETOWN (Middlesex County)</b>						
WCNX 1948	1150 500-D	Middlesex Bcstg. Co. 460 Main St. Diamond 7-2565 Devney Nona-Kirby				Richard J. O'Brien, p William J. O'Brien Jr., gm William J. Glynn, pd, nd Francis Nabozny, ce Les Ross, sd
<b>NEW BRITAIN (Hartford County)</b>						
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 Tadei, evp Charles Bell Jr., sm, slm George Ehrlich, pd, sd Hillis Holt, ce
WKNB 1946 WKNB-TV	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, evp, gm Gustave Nathan, cm Robert Bray, pd Frank Wooding, pmm John Shipley, ce Barry Barents, nd
<b>NEW HAVEN (New Haven County)</b>						
WAVZ 1947	1500 1,000 DA-N	WAVZ Bcstg. Corp. 152 Temple St. Spruce 7-4761 Hollingbery Kettell-Carter				Victor W. Knauth, p Daniel W. Kops, gm Richard J. Monahan, cm Erwin J. Markle, pd Samuel L. Barstein, pmm Fred Brill, ce
WELI 1935 WELI-TV (CP)	960 5,000-D 1,000-N DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133 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	Triangle Publications Inc. 1110 Chapel St. Spruce 7-3611 ABC Katz				Edward D. Tadei, gm Edward C. Obrist, sm, pmm mgr J. Vincent Callanan, slm John J. Curran, pmm Vincent DeLaurentis, ce
WNHC-FM 1948	99.1mc 10kw					
<b>NEW LONDON (New London County)</b>						
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 Coulter, fd
<b>NORWALK (Fairfield County)</b>						
WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Co. Inc. 11 Wall St. Temple 8-5566 McGillvra				James Stofcz, p, gm, cm Dick Bounerba, pd, sd Clarence Burnham, ce
<b>NORWICH (New London County)</b>						
WICH 1946	1310 1,000 DA-1	Eastern Conn. Bcstg. Co. Cuprak Rd. Turner 7-1613 Everett-McKinney Foster				Donald Lasser, p, gm Richard Reed, cm Mal Morse, pd Edward Adler, pmm Alexander Dubenetsky, ce Ed Leonard, nd, sd
<b>PUTNAM (Windham County)</b>						
WPCT 1953	1350 1,000-D	Israel Putnam Bcstg. Co. 42 Main St. Walnut 8-2721				Roland A. Goyette, p Henry E. Breault, gm John L. DuFour, ce Les Douglas, sd Dick Alarie, nd Marjorie Storm, wd

WILMINGTON (Cont.)

WILM 1923	1450 250	Delaware Bestg. Co. 920 King St. Olympia 4-7771 ABC Bolling	Ewing B. Hawkins, o, p Jackson F. Lee, vp, gm, cm Warren Keyser, pd Carl Jones, pmm H. Edwin Kennedy, ce Harry Themal, nd, sd
WJBR (FM) (CP)	99.5mc 20kw	John B. Reynolds 902 Marsh Rd. (3) Sycamore 8-6372	John B. Reynolds, o, cm John B. Reynolds Jr., gm, pd Robert R. Walsh, ce
WTUX 1947	1290 1,000-D	Port Frere Bestg. Co. 1400 Market St. 5-8821 Best	Gordon MacIntosh, o, p Walter Keogh, pmm Daniel Martin, ce Donald Mathewson, nd, fd Martha O'Dell, wd

DISTRICT OF COLUMBIA

MARKET DATA

	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1956
Washington . . . . .	802,178	244,150	\$1,314,553	\$232,142	\$57,659	*174,352

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

WASHINGTON (District of Columbia)

WARL-AM-FM 1945	(See Arlington, Va., listing)	Everett L. Dillard 1319 F St., N.W. District 7-1356	Everett L. Dillard, o, gm Nelson Griggs, sm Harold Levy, sm Eugene V. Jurasinski, ce William Mockbee, pmm, pdm Richard Patrick, pd Donald E. Dillard, sd
WASH (FM) 1945	97.1mc 15kw		

ABC's of ABC



There are more than 3,740 members of ABC—the Audit Bureau of Circulation. Its job: To verify the accuracy of publishers' statements of paid circulation.

About 10% of the membership is made up of specialized business publications.

Broadcasting • Telecasting is the only news magazine specializing in radio-television coverage with membership in ABC.

DISTRICT OF COLUMBIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	WGMS-FM 1948	103.5mc 20kw		
WDON		(See Wheaton, Md., listing)		WINX		(See Rockville, Md., listing)	
WEAM		(See Arlington, Va., listing)		WMAL 1925	690 5,000	Evening Star Bcstg. Co. 4461 Connecticut Ave., N.W. Kellogg 7-1100	John W. Thompson Jr., p Frederick S. Houwink, gm Robert W. Jonscher, mgr, cm Martin Pinsker, pd Charles A. Macatee, pmm Allan T. Powley, ce Richard Rendell, nd James L. Gibbons, sd
WFAX		(See Falls Church, Va., listing)		WMAL-TV	DA-1	ABC H-R Reps.	
WGAY		(See Silver Spring, Md., listing)		WMAL-FM 1948	107.3mc 20kw		
WGMS 1947	570 5,000-D 1,000-N DA-2	The Good Music Station Inc. Hotel Harrington Executive 3-8676 MBS Young	M. Robert Rogers, p, gm Perry Walders, sm Stan Hamilton, pd Nicholas J. Chaconas, ce Jan Michael, nd Anne Blair, wd	WOL 1924	1450 250	Washington Bcstg. Co. 2000 P St., N.W. Hobart 2-3900 Webb	Henry Rau, p, gm Charles Dillon, vp Maxwell Marvin, sm Lloyd S. Smith, ce Sam Kaufman, sd
				WOL-FM 1946	98.7mc 20kw		
				WOOK 1940	1340 250	United Bcstg. Co. 8th & I Sts., N.W. Republic 7-8000	Richard Eaton, p Arthur A. Snowberger, vp, gm Kenneth Wood, cm Cliff Holland, pd E. E. Stephens, ce Al Jefferson, nd, pmm
				WOOK-TV (CP)			
				WFAN (FM) 1948	100.3mc 20kw	(WOOK, AM Affiliate)	
				WPGC		(See Oakland, Md., listing)	
				WPIK		(See Alexandria, Va., listing)	

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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

WOOK is the only station programming 24 hours a day to the Negro population which represents over 50% of the population of Washington, D. C.

WOOK leads Washington in Sales Growth by getting solid results for its advertisers.

WOOK is Washington's most popular independent station.

WOOK is the most talked about station in the nation! Continually SOLD OUT because of audience, market, sales and results.

WOOK—WASHINGTON'S FIRST INDEPENDENT STATION

ASK BOB WITTIG AT UBC'S N. Y. OFFICE—PLAZA 5-9145  
or UBC, 8th & Eye Sts., N. W., Washington, D. C. — RE 7-8000



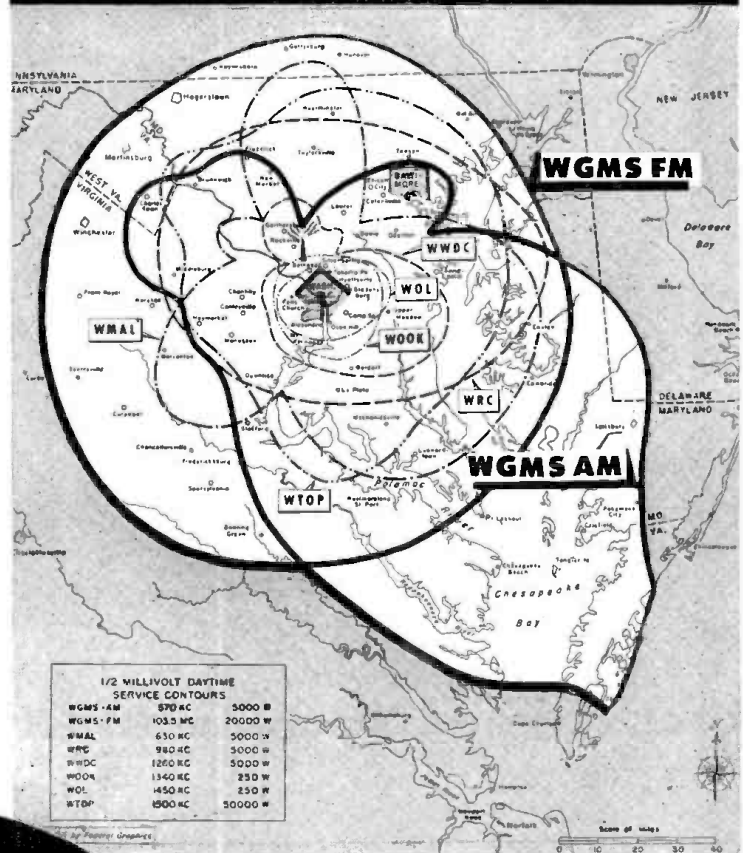
*What's  
Watts?*

With its new facilities

# WGMS

offers the best coverage  
for miles and miles around  
**WASHINGTON, D.C.**

At the highly desirable spot on the dial (First in Washington) of 570 kilocycles, the WGMS half-millivolt daytime coverage is the biggest of any Washington area station including 1100 more square land miles than the next station. *What's watts?* WGMS, with five thousand of 'em, covers the vital Washington, D. C. market. You also get a plus coverage that includes the three largest cities in Maryland; Baltimore, Silver Spring and Annapolis; and in Virginia; Arlington, Alexandria and Falls Church. In these areas alone, the strong WGMS signal can be heard by more than 3,000,000 listeners. Truly, WGMS is your number one station day and night in the Capital of the Nation!



**WGMS**  
WASHINGTON, D. C.  
570 FIRST ON THE AM DIAL  
103.5 ON FM

**HOTEL HARRINGTON**  
Washington 4, D.C.  
EXecutive 3-8676

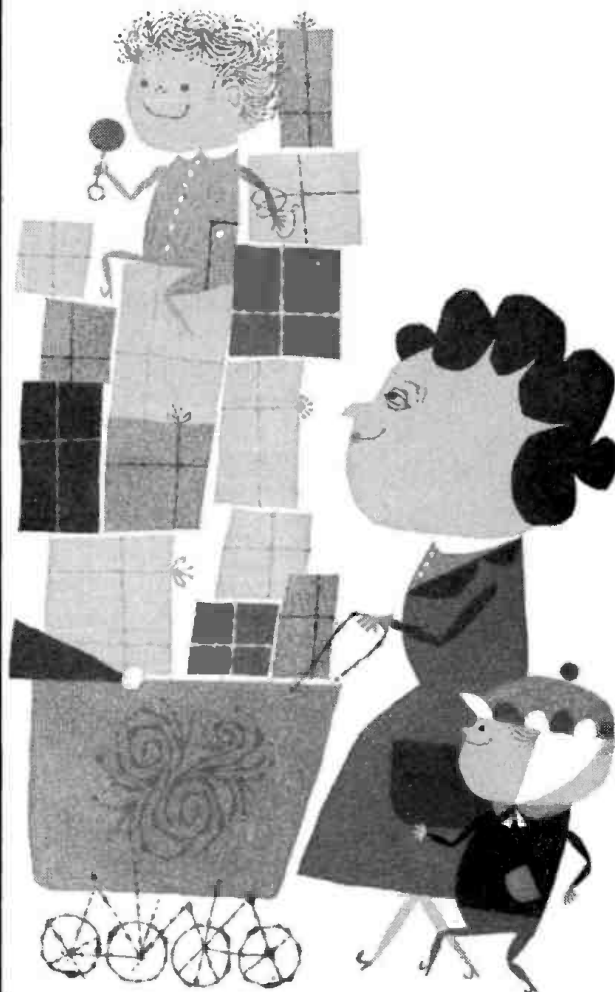
**Represented nationally by**  
**ADAM YOUNG, INC.**

3 East 54th St., New York 22, N. Y.  
Stratler Office Bldg., Boston 16, Mass.  
Prudential Bldg., Prudential Plaza, Chicago, Ill.  
7 N. 7th Street, St. Louis, Mo.  
Guaranty Bldg., Los Angeles 28, Calif.  
593 Market Street, San Francisco, Calif.

# CAPITAL BOOM...



..... ALL THROUGH 1956 !



The Washington consumer market is zooming ahead at a remarkable rate. In just five years, population has increased 21%. At the same time total retail sales have shot up 37%, to a whopping \$2,314,000,000 for 1956.

Advertisers have spotted the D. C. market as a key area for their selling efforts. And they have turned in ever-increasing numbers to the two media that sell Washington best—WRC and WRC-TV.

WRC and WRC-TV, Washington's *Leadership Stations*,

show an increase in advertising billings of 132% during the same five years, 1951 to 1956!

All the numbers mean just this—more advertisers are selling in the Washington area, and more and more of them are turning to WRC and WRC-TV for best sales results.

It's a simple story, but a story of prime importance to you. If you want to move your product into more Washington homes, move forward with the biggest guns in the Washington selling boom—

**WRC AND WRC-TV** ... SOLD BY



**SPOT SALES**

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

DISTRICT OF COLUMBIA

FLORIDA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
WRC 1923 WRC-TV	980 5,000 DA-N	Natl. Bcstg. Co. Sheraton-Park Hotel Adams 4-5400 NBC NBC Spot Sales	Carleton D. Smith, vp, gm Joseph Goodfellow, s/s dir Harry A. Karr Jr., s/m James Kovach, pd William E. Coyle, dir adv., pm, pub aff John Rogers, ce L. A. McClelland, oper dir Jay Royen, m, pub dept John Lavan, bus mgr William Grayson, prog mgr James McMurry, prod mgr Cassius Keller, nd
WRC-FM 1947	93.9mc 20kw		
WRNC (FM)		(See Oakland, Md., listing)	
WTOP 1932 WTOP-TV	1500 50,000 DA-2	Washington Post Co. Broadcast House 40th & Brandwine Emerson 2-9300 CBS CBS Spot Sales	John S. Hayes, p Lloyd W. Dennis, vp, sm R. W. Schellenberg, cm Patricia A. Seairight, prog mgr, wd W. J. Wiggins, pmm Donald Saunders, ce Edward F. Ryan, nd Claude Mahoney, fd Dan Daniels, sd
WTOP-FM 1946	96.3mc 20kw		
WUST-AM-FM		(See Bethesda, Md., listing)	
WWDC 1941	1260 5,000 DA-2	WWDC Inc. 1627 K St., N.W. Tuckerman 2-7600 Blair	Ben Strouse, p, gm Herman Paris, vp, gen s/m Norman Reed, vp, pd Irv Lichtenstein, pmm Ross H. Beville, vp, tech dir Bob Wolff, sd
WWDC-FM 1946	101.1mc 20kw		

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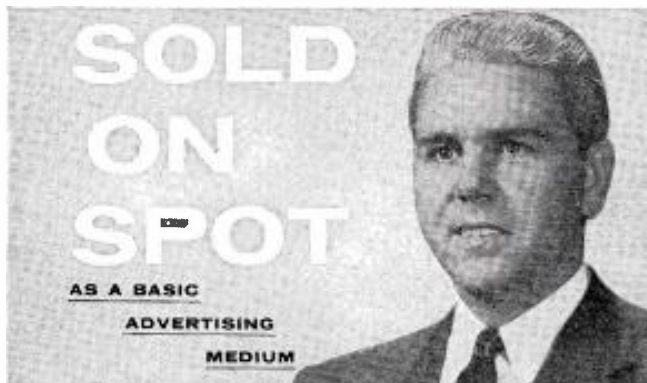
FLORIDA  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars	
						1955	1955
Alachua	57,026	14,370	\$60,876	\$14,290	\$1,993	18,812	18,812
Baker	6,313	1,180	4,982	1,465	152	1,861	1,861
Bay	42,689	14,310	62,562	14,649	2,072	17,754	17,754
Bradford	11,457	2,400	10,656	2,817	389	3,354	3,354
Brevard	23,653	13,520	46,743	12,844	1,860	17,152	17,152
Broward	83,933	51,710	275,980	58,199	10,468	77,278	77,278
Calhoun	7,922	1,770	6,045	1,094	285	1,515	1,515
Charlotte	4,266	1,890	5,533	1,668	131	2,408	2,408
Citrus	6,111	1,510	5,737	1,469	226	2,552	2,552
Clay	14,323	4,370	9,607	2,211	420	5,180	5,180
Collier	6,488	2,860	12,616	2,526	542	3,449	3,449
Columbia	18,216	4,700	17,063	3,747	354	4,765	4,765
Dade	495,084	220,210	1,133,071	234,589	39,813	303,515	303,515
De Soto	9,242	2,120	9,533	2,268	344	2,784	2,784
Dixie	3,928	800	3,594	1,137	119	971	971
Duval	304,029	106,670	496,520	116,818	16,499	118,283	118,283
Escambia	112,706	41,120	130,256	29,380	3,828	47,205	47,205
Flagler	3,367	1,080	3,072	627	240	1,900	1,900
Franklin	5,814	1,280	4,436	1,261	171	1,250	1,250
Gadsden	34,707	6,920	24,330	5,537	723	6,881	6,881
Gilchrist	3,499	550	2,482	697	..	964	964
Glades	2,199	640	1,392	543	30	512	512
Gulf	7,460	2,360	6,823	2,141	230	2,496	2,496
Hamilton	8,981	1,970	4,838	1,544	142	1,464	1,464
Hardee	10,073	2,910	12,580	2,664	331	3,784	3,784
Hendry	6,051	1,680	9,621	1,890	218	2,813	2,813
Hernando	6,693	2,640	8,500	1,867	268	2,794	2,794
Highlands	13,636	4,250	20,054	5,067	578	6,175	6,175
Hillsborough	249,894	91,200	357,048	78,305	13,039	111,336	111,336
Holmes	13,958	2,620	4,814	1,654	155	1,987	1,987
Indian River	11,872	4,120	22,450	4,733	787	6,548	6,548
Jackson	34,845	7,590	27,656	6,114	642	7,583	7,583
Jefferson	10,413	2,140	5,539	1,367	151	1,952	1,952
Lafayette	3,440	650	2,404	468	75	831	831
Lake	36,340	12,380	48,475	11,635	1,528	17,479	17,479
Lee	23,404	9,180	51,650	11,598	1,721	13,675	13,675
Leon	51,590	13,700	70,104	12,691	1,462	11,855	11,855
Levy	10,367	2,350	9,253	1,717	223	2,666	2,666
Liberty	3,182	690	1,459	754	..	554	554
Madison	14,197	2,910	9,168	2,267	194	3,001	3,001
Manatee	34,704	13,330	50,074	13,039	1,543	18,347	18,347
Marion	38,187	11,940	54,189	10,057	1,348	12,939	12,939
Martin	7,807	2,850	11,586	3,491	759	4,249	4,249
Monroe	29,957	13,730	38,647	9,517	1,402	10,777	10,777
Nassau	12,811	3,360	11,866	1,926	181	4,070	4,070
Okaloosa	27,533	8,620	34,651	6,919	918	11,946	11,946
Okeechobee	3,454	1,540	4,398	1,231	68	1,293	1,293
Orange	144,950	51,550	253,430	48,570	7,292	67,498	67,498
Osceola	11,406	4,090	14,691	4,071	436	5,500	5,500
Palm Beach	114,688	49,150	227,395	46,382	7,254	66,165	66,165
Pasco	20,529	7,040	22,656	5,757	703	9,853	9,853
Pinellas	159,249	75,970	324,098	60,726	10,717	100,922	100,922
Polk	123,997	43,020	165,635	42,151	5,081	55,170	55,170
Putnam	23,615	7,050	27,701	6,187	1,453	8,662	8,662
St. Johns	24,998	7,920	25,750	5,753	1,122	8,614	8,614
St. Lucie	20,180	7,130	35,100	8,473	1,009	9,931	9,931
Santa Rosa	18,554	4,970	11,697	3,882	248	6,277	6,277
Sarasota	28,827	12,070	69,114	14,872	2,696	22,349	22,349
Seminole	26,883	9,110	24,889	6,800	946	10,435	10,435
Sumter	11,330	2,840	8,324	2,008	283	2,722	2,722
Suwannee	16,986	3,610	10,948	2,540	406	3,412	3,412
Taylor	10,416	3,330	3,976	3,031	241	2,906	2,906
Union	8,066	820	2,298	676	48	730	730
Volusia	74,229	28,300	116,200	23,180	5,339	36,867	36,867
Wakulla	5,258	1,170	1,292	638	..	945	945
Walton	14,725	3,590	11,747	2,028	69	3,885	3,885
Washington	11,888	2,600	4,761	1,260	262	2,007	2,007
Total	2,771,305	1,040,830	\$4,577,023	\$993,497	\$154,227	1,327,789	1,327,789

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

ADVERTISERS AIMING

FOR A NATIONWIDE MARKET ON THE MOVE ARE



WENDELL D. "PETE" MOORE, Assistant Sales Manager in charge of Advertising and Sales Promotion for Chrysler's Dodge Division, counts on SPOT'S selective selling role:

"WITH GREATER SUBURBAN GROWTH AND INCREASED USE OF CARS FOR COMMUTING, SPOT RADIO IN EARLY MORNING AND LATE AFTERNOON NOW REACHES A GREATER AUDIENCE THAN EVER BEFORE.

"SPOT RADIO IS ESSENTIAL TO ANY BALANCED, OVERALL PROMOTIONAL OR ADVERTISING EFFORT!"



DIRECTORY OF AM AND FM STATIONS

ARCADIA (De Soto County)

WAPC 1955	1480 1,000-D	Arcadia-Punta Gorda Bcstg. Co. P. O. Box 676 Walnut 8-6101	H. F. McKee, o James L. Derrick, gm, cm, ce Charles R. Bruce, sd Adella Robertson, wd
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ATLANTIC BEACH (Duval County)

WAJN (CP)	1600 1,000-D	Voice of the Sea 1629 Beach Ave.	William A. Partain III, o
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AUBURNDALE (Polk County)

WTWB 1956	1570 1,000-D	R. E. Hughes P. O. Box 7 Woodlawn 7-1129	R. H. Hughes, p, gm Bob Lay, sm Donald A. Brienien, ce Herbert H. Ayers, fd Margaret Dull, wd
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# FLORIDA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BARTOW (Polk County)</b>			
WBAR 1955	1460 1,000-D	Radio Station WBAR Inc P. O. Box 820 9-5111	W. A. Wynne, p John Burgreen, gm Francis L. Pipes, pd
<b>BELLE GLADE (Palm Beach County)</b>			
WSWN 1947	900 1,000-D	Seminole Bcstg. Scarborough Bldg. Wyman 6-2063 Stars Natl.	E. D. Rivers Jr., chmn Hubert E. Ulmer, p Marvin Smith, gm Al Harris, pd Buzz Walker, fd C. S. Clemans, ce
<b>BRADENTON (Manatee County)</b>			
WBRD (CP)	1420 1,000-D DA-D	Sunshine State Bcstg. Co. c/o Robert R. Nelson 1128 Parkside Dr. Wilmington, Del.	Robert R. Nelson, p William L. Aldredge Jr., vp
WTRL 1947	1490 250	Trail Bcstg. Corp. Memorial Pier 9-1531 KBS Best	Howard A. Donahue, p, gm Ken McKendree, sls dir Charles A. Blake, opr dir, nd, sd Carl Delay, ce Marjorie Collins, wd
<b>BROOKSVILLE (Hernando County)</b>			
WKTS (CP)	1450 250	Hernando Bcstg. Co. P. O. Box 738	Elmo B. Kitts, o, gm, cm, pd, pmm, ce
<b>CHIPLEY (Washington County)</b>			
WBGK 1956	1240 250	Tri-County Radio Bcstrs. P. O. Box 98 Mercury 8-1505	Edward C. Allmon, o, ce Karl M. Richards, gm Lloyd D. Hart Jr., pd, fd, pmm James W. Hart Jr., nd, sd Charlotte Kent, wd
<b>CLEARWATER (Pinellas County)</b>			
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, vp, gm F. L. Parker, cm Gene A. Robinson, pd, ce Harry Prior, nd Herb Williams, fd
<b>COCOA (Brevard County)</b>			
WKKO 1953	860 1,000-D	James H. Sawyer P. O. Box 1308 1020 Best Dora Clayton	Carl Collins, gm, cm, pd, pmm Davis Wilson, ce Jim Wright, nd Jimmy Oxford, fd Grady McAllister, sd Mercer Livermore, wd
<b>CORAL GABLES (Dade County)</b>			
WVCG 1948	1070 1,000-D	Peninsular Bcstg. Corp. 377 Alhambra Circle Highland 8-7411 Good Music Bcstrs. Clark	George W. Thorpe, p, gm Barbara L. Binns, asst sm Tim Carney, cm Robert R. Hildreth, pd Thomas F. Middleton, ce
<b>CRESTVIEW (Okaloosa County)</b>			
WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. P. O. Box 518 5511 KBS Florida Net. Alabama Net.	Virginia O'Neal, o Sam F. Townsend, gm Vernon Cooper, sm James Heath, pd Carolyn Townsend, wd
WJSB 1954	1050 1,000	Crestview Bcstg. Co. P. O. Box 267 7701	Everett M. McCrary, gm, cm Cordel Whitlock, sd Judith McCrary, pd Jerry Tisdale, fd Frank Tenially, ce Rosalie Barton, wd
<b>DADE CITY (Pasco County)</b>			
WDCF 1954	1350 1,000-D	Stuart G. Picard & Thelma R. Picard P. O. Box 952 Logan 7-3879 KBS	Stuart G. Picard, co-o Thelma R. Picard, co-o

## DAYTONA BEACH (Volusia County)

WMFJ 1935	1450 250	WMFJ Inc. Daytona Plaza Hotel Clinton 2-6491	Emil J. Arnold, p Lee Menard, sm Carl Abel, cm Richard Marcellian, pd Ben W. Taylor, pmm Jack Siegel, ce
WNDB 1948	1150 1,000 DA-N	News-Journal Corp. 128 Orange Ave. Clinton 2-1511 ABC MBS Perry	Julius Davidson, p R. Y. Huffman, gm Lyman L. McGrath, cm Elisabeth J. Weed, pd Mary E. Hagman, pmm F. A. Scott, ce
WNDB-FM 1947	94.5mc 8.5kw		
WROD 1947	1340 250	Daytona Beach Bcstg. Corp. P. O. Box 991 Clinton 2-4626 NBC Rambeau	John S. Murphy, p, gm James F. McDonough, vp, ce, pd Alexander N. Sims, cm Edward L. New, pmm Robert Miller, pdm Jack Almond, fd

## DeFUNK SPRINGS (Walton County)

WDSP 1956	1280 5,000-D	Eucler Valley Bcstg. Co. P. O. Box 441	W. D. Douglass, o
WFNM 1955	1460 1,000-D	Walton Bcstg. Co. P. O. Box 387	Clayton W. Mapoles, o Byrd Mapoles, gm, cm, sm Jimmie Whitaker, ce

## DeLAND (Volusia County)

WJBS 1948	1490 250	John B. Stetson U. P. O. Box 808 1490 NBC Cooke	J. Ollie Edmunds, p R. H. Westervelt, gm, sd, pd Lonnie Padron, ce Ken Brown, sm Gene Pope, fd Dave Fulton, nd
WOOO (CP)	1310 1,000-D	DeLand Bcstrs. Inc. P. O. Box 101 Douglas, Ga.	W. H. Martin, p C. A. Martin, vp B. F. J. Timm, sec-treas

## DELRAY BEACH (Palm Beach County)

WDBF 1952	1420 500-D	Delray Bcstg. Corp. E. Atlantic Ave. 7311	T. K. Cassel, p Harlan G. Murrelle, exec vp Jackson Lee, gm Jean Larkin, pd, wd John Hansen, nd
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## EAU GALLIE (Brevard County)

WMEG 1956	920 1,000-D	Mel-Eau Bcstg. Corp. P. O. Box 98 2282	N. Jorgensen, p A. V. Catterton, vp, gm Victoria C. Martin, treas. sm S. Krieger, sec Bob Whiteley, ce Chick Catterton, nd
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## EUSTIS (Lake County)

WLCO 1955	1240 250	Floyd W. Hess P. O. Box 1505 700 Continental	Floyd W. Hess, o, gm Morton C. Cook, sm, cm Robert Donald Blynn, ce Barbara Riddlebaugh, wd
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## FERNANDINA BEACH (Nassau County)

WFBF 1955	1570 1,000-D	Fernandina Beach Bcstrs. 118 Atlantic Ave. 3667 KBS	Marshall W. Rowland, co-o, gm Robert Gleason, cm Carol C. Rowland, co-o, wd 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 3-2511 Sears & Ayer	J. W. Dickey, p R. L. Bowles, gm Art Harre, cm Jack Swart, pd Richard Northey, ce Orville Revelle, nd
WWIL 1955	1580 1,000 DA-1	Missouri Bcstg. Corp. P. O. Box 78 Jackson 3-7699	Lester A. Benson, p Nick Pagliara, vp, gm Bill Smith, pd Dan Curran, ce Elva Hefty, 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 Ken Parke, cm Frank Nodine, pd, sd Bob Bachman, ce Vernon Lundquist, nd
WMYR 1952	1410 5,000-D 500-N DA-N	Robert Hecksher 2835 Hanson St. 5-1175	Robert Hecksher, o, gm, ce

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.

Data corrected to Dec. 15, 1956. 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.

**FORT PIERCE (St. Lucie County)**

WVRN 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 Sam Lawder, sm J. Kingsley Butt, slm Anne Wilder, pd, nd Edward Murdoch, ce William Strickland, sd

**FORT WALTON BEACH (Okaloosa County)**

WFBS 1956	950 1,000-D	West Florida Bcstg. Service Miramar Hotel Cherry 4-5658	H. French Brown Sr., p, gm H. French Brown Jr., cm, sd Mrs. H. French Brown Sr., pd Samuel A. Eaton, ce, nd Katherine Brown, wd
WFTW 1953	1260 1,000-D	Vacationland Bcstg Co. P. O. Box 687 CH 3-3123	Wilbur R. Powell, p, nd Milford A. Reynolds, gm

**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 Joe Hill, pd Rick Hutto, nd Jack Herring, fd Betty Daniel, wd
WGGG 1948	1230 250	Alachua County Bcstg. Co. 1250 Waldo Rd. Franklin 6-5791 ABC KBS Best	R. M. Chamberlin, p, gm Leon E. Mims, cm Pierre A. Bejano, pd, pmm, nd, sd Dan R. Lunin, ce
WRUF 1928	850 5,000 DA-N	University of Florida Franklin 2-3261 MBS Burn-Smith	Maj. Garland Powell, dir emeritus Kenneth F. Small, dir R. L. Black III, cm Bob Smith, pd J. Francis Cooper, fd Bertram McNamara, ce
WRUF-FM 1948	104.1mc 12kw		

**GREEN COVE SPRINGS (Clay County)**

WGCS (CP)	1220 250-D	William F. Askew 2566 Anniston Rd. Jacksonville (7)	William F. Askew, o, gm
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**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 1,000-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 George Daye, pd Jack Grant, nd Carolyn Malchiodi, wd
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**JACKSONVILLE (Duval County)**

WIVY 1948	1050 1,000-D	Edward J. Oberle Rt. 9, Box 228A Burke Stuart	Edward J. Oberle, p, gm Larry Picus, sm Fred Schilling, slm Jim Stephens, ce Tommy Harper, pdm
WJAX 1925	980 5,000 DA-N	City of Jacksonville I 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 Kroier, ce Starling Coleman, nd John Zupall, fd
WJAX-FM 1948	95.1mc 7.7kw		
WJHP 1940	1320 5,000 DA-N	Jacksonville Journal Co. 4038 Phillips Hwy. Exbrook 8-9751 Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm Ted Chapeau, sm Charles Ost, pmm Beecher Hayford, ce Charles Schon, nd
WJHP-FM 1948	96.9mc 9.7kw		

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**THE PERRY STATIONS**

- WJHP AM/FM/TV** 1 Jacksonville
- WCOA** 2 Pensacola
- WTMC** 3 Ocala
- WDLF** 4 Panama City
- WESH-TV** 5 Daytona Beach

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>JACKSONVILLE (Cont.)</b>			
WMBR 1935 WMBR-TV	1460 5,000 DA-N	Washington Post Co. P. O. Box 5187 Exbrook 8-0501 CBS CBS Radio Spot Sales	Glenn Marshall Jr., p Sid Beighley, gm, cm Ken French, pd Ken McClure, pmm Ernest B. Vordermark, ce Bill Grove, nd
WMBR-FM 1949	96.1mc 50kw		
WOBS 1948	1360 5,000-D	Rounsaville of Charlotte Inc 1036 Mary St. Exbrook 8-3411 Gill-Perna Dora-Clayton	Robert W. Rounsaville, o Carter S. Jones, vp, gm David P. McLain, asst gm, cm Billy F. Freeman, pmm Jim Hall, ce Johnny Shaw, pd, nd
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 Ernest R. Currie, sm Richard C. Fellows, opr mgr Ernest E. Haralson, ce Anne Daly, wd
WQIK 1955 WQIK-TV	1280 1,000-D	Telerad Inc. P. O. Box 8186 RA 5-0651	Carmen Macri, o, p Larry Glick, evp, gm Earl M. McRae, pd, pmm A. M. Thomas, ce Kelsey L. Hutchinson, nd, sd Lane C. Couey, fd

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.  
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JACKSONVILLE  
1360 KC—5000 WATTS

**WIOK**  
TAMPA-ST. PETERSBURG  
1150 KC—1000 WATTS

**WMBM**  
MIAMI-MIAMI BEACH  
800 KC—1000 WATTS

THE ROUNSAVILLE STATIONS	
WCIN, CINCINNATI WLOU, LOUISVILLE WSOK, NASHVILLE WOBS, JACKSONVILLE WIOK, TAMPA-ST. PETERSBURG WMBM, MIAMI-MIAMI BEACH "100% NEGRO PROGRAMMED"	WQXI, ATLANTA THE SOUTH'S OUTSTANDING MUSIC AND NEWS INDEPENDENT

Home Offices: Rounsaville Radio, Peachtree at Mathieson, Atlanta 5, Ga.  
National Representatives National Representatives Southeastern Representative  
GILL-PERNA, INC. JOSEPH MCGILLVRA, INC. DORA-CLAYTON AGENCY  
WOBS, WMBM WIOK WOBS, WIOK, WMBM

**ALL ROUNSAVILLE STATIONS**

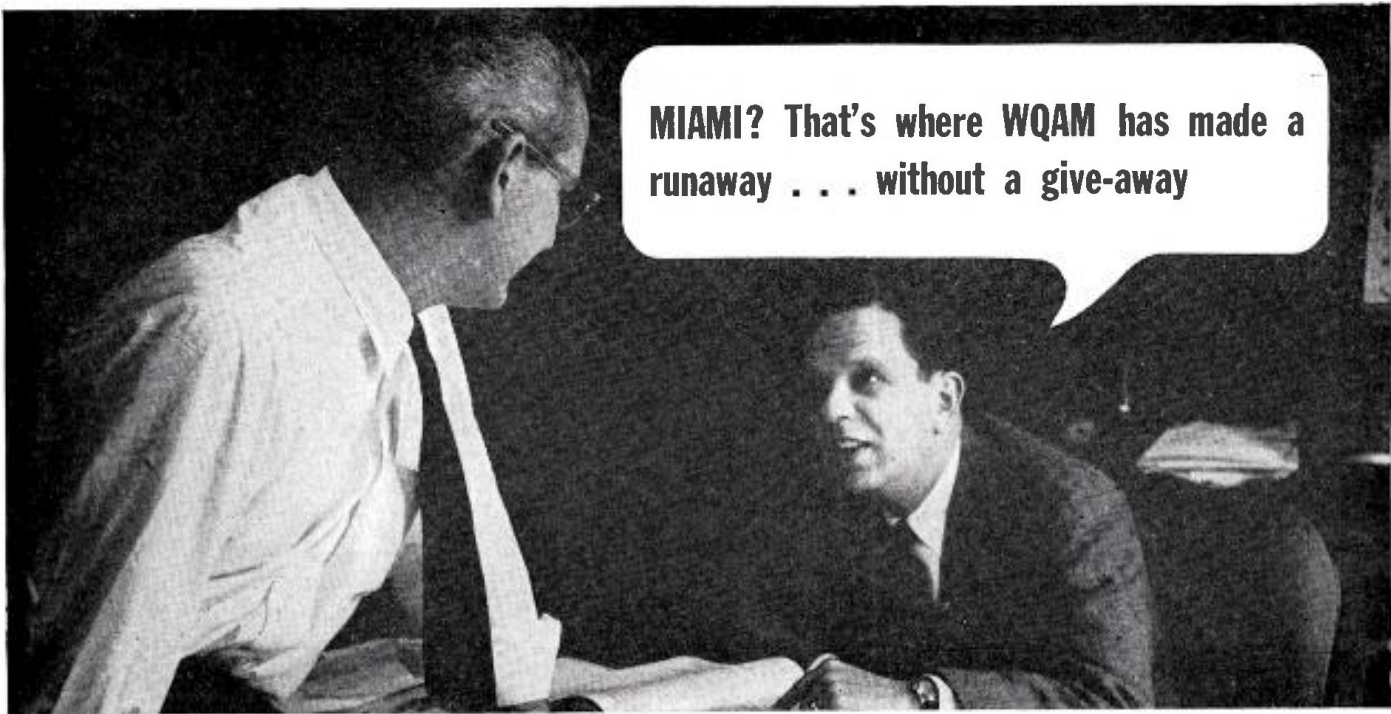
WRHC 1950	1400 250	WRHC Inc. 247 Margaret St. Elgin 6-0461 Interstate United Newspapers	Harold S. Cohn, p Harold Cohn II, gm William E. Alexander, ce Willard E. Lape, pd Ruth Fountain, wd
<b>JACKSONVILLE BEACH (Duval County)</b>			
WJVB 1947	1010 1,000-D	Jacksonville Beach Bcstg. Co. 5-5674 KBS	J. Lyle 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
<b>KEY WEST (Monroe County)</b>			
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
<b>KISSIMMEE (Osceola County)</b>			
WRWB 1954	1220 250-D	Frank A. Taylor Lago Vista Radio Park Lago Vista Blvd. Til 6-7181 KBS	Frank A. Taylor, o, gm Armand Hilburger, pd, cm, slm Mattie Van Laughlin, wd Hugh E. Carroll, ce
<b>LAKE CITY (Columbia County)</b>			
WDSR 1946	1340 250	Deep South Radioways Gainesville Highway 525	Alfred H. Temple, o, gm, cm Richard E. Cook, ce
<b>LAKELAND (Polk County)</b>			
WLAK 1936	1450 5,000-D 1,000-N	Lakeland Bcstg. Corp. P. O. Box 1211 Mutual 2-1431 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, cm Ted Covington, co-o, pd, nd Duane F. McConnell, co-o, bus mgr, ce John M. Taylor, sd Johnnie Pinkston, wd
<b>LAKE WALES (Polk County)</b>			
WPIC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 712 2-9831 KBS Best	Kenneth H. Berkeley, p William W. Van Steenburgh, gm, cm William Johnson, ce Tom Billington, nd Arch Abernethy, sd Eleanor Pryor, pd, wd
<b>LEESBURG-EUSTIS (Lake County)</b>			
WLBE 1949	790 1,000 DA-1	WLBE Inc. P. O. Box 790, Leesburg Leesburg 790 Eustis 790 MBS Best	Paul A. Husebo, p Wendell Husebo, gm Richard Coleman, pd Martin Kirkland, ce W. H. Reedy, rd
<b>LIVE OAK (Suwannee County)</b>			
WNER 1949	1250 1,000-D	Norman O. Protsman P. O. Box 655 1250 KBS Best	Norman O. Protsman, p, gm, cm Ruth Gunter, sm Faith Protsman, pd, wd Clarence S. Parker, ce, fd
<b>MADISON (Madison County)</b>			
WMAF 1956	1230 250	Norman O. Protsman P. O. Box 655 Live Oak, Fla.	Norman O. Protsman, o
<b>MARIANNA (Jackson County)</b>			
WTYS 1948	1340 250	John H. Phipps Bcstg. U. S. 90, East HU 2-2131 MBS	John H. Phipps, p I. Herschel Graves, gm Guy Hamilton, sm Berta Hamilton, pd, wd William E. Snowden, ce John Gause, nd, sd
<b>MELBOURNE (Brevard County)</b>			
WMMB 1956	1240 250	Melbourne Bcstg. Corp. Riverfront Park 574-5 MBS Florida State Net.	Erna Bessler, p Vern L. Bessler, vp, gm Richard Bate, sm Karl Meier, pd Robert Bones, ce Gene Bueckman, nd
<b>MIAMI (Dade County)</b>			
WCKR 1926 WCKT (TV)	610 5,000 DA-2	Biscayne Tv Corp. 1401 N. Bay Causeway Plaza 1-6692 NBC Christal	Niles Trammell, p Owen F. Uridge, gm L. L. Zimmerman, cm Walt Svehla, pd Gene Rider, ce Marshall Parsons, sd
WCKR-FM 1946	97.3mc 15kw		
WFEC 1947	1220 250-D	Florida East Coast Bcstg. Co. Inc. 350 N.E. 71st 89-7534 Rambeau Ayers	Harry Trenner, p Herbert Schorr, vp, gm Sidney Drossner, slm Rocky Groce, pd William Reeder, ce J. Arnold Schorr, pmm

MIAMI (Cont.)

WGBS 1944	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 James Gilleland, nd Stan Ornest, sd Jane Butler, wd
WGBS-FM 1951	96.3mc 1.55kw		
WGMA 1953		(See Hollywood listing)	
WINZ 1946	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. Co. Penthouse Biscayne Terrace Hotel Franklin 1-6641 Van Doten	Rex Rand, p, cm Bernard E. Neary, sm, cm Walter Molic, ce Lee Taylor, nd
WMFL (TV) (CP)			
WMIE 1947	1140 10,000-D 5,000-N DA-2	WMIE Inc. 139 N.E. 1st St. (32) Franklin 3-55-56 Stars Natl.	Kurt A. Meer, p, gm Jack E. Nobles, sm Russell H. Bennett, ce Jack K. Chandler, pmm Pat Neil, nd
WMMA (CP)	1260 5,000-D DA-D	Frieda Bcstg. Corp. Collins Ave.	Keith Moyer, p James Hilderbrand, gm Charles Aldrich, cm V. P. Keay Jr., pd T. A. Giles, ce
WQAM 1921	560 5,000-D 1,000-N	Miami Bcstg. Co. 1723 duPont Bldg. Franklin 4-6121 Blair Cummings	Fodd Storz, p Dale L. Moudy, vp, dir engrng Jack Sandler, gm Noland Manning, slm George Jamison, bus mgr. Dave Croninger, pd Chuck Dougherty, pdm Gerry Spinn, pmm Morris Barwick, ce
WSKP 1947	1450 250	WSKP Inc.	
WVCG 1948		(See Coral Gables listing)	
WWPB (FM) 1948	101.5mc 8.5kw	Paul Brake 414 S.W. 2nd Ave.	Paul Brake, o, gm, ce Paul Keefe, asst gm John Cash, pd

MIAMI BEACH (Dade County)

WAHR 1954	1490 250	Alan H. Rosenson P. O. Box 1740 Jefferson 8-0411 Indie Dixieland	Alan H. Rosenson, p, ce Marshall J. Simmons, gm, cm George Mac, sd
WAHR-FM 1948	93.9mc 13kw		
WKAT 1937	1360 5,000-D 1,000-N	WKAT Inc. 1759 Bay Rd. Jefferson 1-5711 ABC, MBS Headley-Reed	A. Frank Katzentine, p John I. Prosser, evp, gm Arthur P. Smith Jr., ce David Miller, nd Bob Harnish, sd
WKAT-FM 1947	93.1mc 2.85kw		
WMBM 1947	800 1,000-D	Rounsaville of Miami Beach Inc. MacArthur Causeway Jefferson 1-5586 Gill-Perna Dora-Clayton	R. W. Rounsaville, p, gm Paul Cram, tech dir Bert Noble, pd, asst mgr Charles Burton, ce Fddie Castleberry, nd Joe Walker, sd
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 Hazel Mapoles, wd
NAPLES (Collier County)			
WNOG 1954	1270 500-D	Radio Naples Inc. Tamiami Trail Best	Wm. J. Ryan, p, gm John E. Martin III, slm David G. Pfaff, pmm Eileen Eilers, cm Al Wood, nd Dave Tracer, ce
NEW SMYRNA BEACH (Volusia County)			
WSBB 1951	1230 250	Broadcasters, Inc. New Smyrna Hotel Garden 8-9091 KBS	A. V. Tidmore, o Rita Y. Lucy, gm Garnet Smith, cm Sim S. Eagleson, ce Bob White, pd Art Andrews, nd



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**MIAMI**  
**"A STORZ STATION"**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives	WKIS (FM) 1951	100.3mc 16.5kw	(WORZ, Am Affiliate)
<b>OCALA (Marion County)</b>						
WMOP 1955	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			
WTMC 1959	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 Kenneth H. Brown, pd James Harold Bailey Jr., ce John Cowden, nd			
(CP)	1370 1,000-D	Marion County Bcstg. Co. c/o W. H. Martin Box 1222 Lakeland, Fla.	Ellis M. Hutto, vp W. C. Berry, sec-treas			
<b>ORLANDO (Orange County)</b>						
WABR 1954	1440 1,000-D	(Sec Winter Park listing)				
WDBO 1924 WDBO-TV	580 5,000 DA-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 D. J. Kurzenknebe, nd, sd Carter Scofield, fd			
WDBO-FM 1950	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 Warren Chenevert, ce John Lofton, nd Claude Rancy, sd Charles Reiner, fd			
WHOO-FM 1946	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 C. Legge, pd Lee Hall, pmm W. D. Daniel Jr., ce Ben Aycrigg, nd			
WORZ 1946	740 5,000-D 1,000-N DA-N	Central Florida Bcstg. Co. WORZ Bldg. 2-2451 MBS NBC Hollingbery	Naomi T. Murrell, p, gm W. O. Murrell Jr., cm Stephen Wesley, pd W. C. Murrell Jr., pmm W. R. Miller, ce Tom Doyle, nd			
<b>PALATKA (Putnam County)</b>						
WSUZ (CP)	800 1,000-D					Raymac Inc. 4955 River Basin Dr., S. Jacksonville, Fla. Flander 9-5140
WWPF 1947	1260 1,000-D 500-N					Palatka Bcstg. Co P. O. Box 86 East 5-4555 MBS KBS
<b>PALM BEACH (Palm Beach County)</b>						
WWPG 1941	1540 250					Palm Beach Radio Inc. 5000 S. Ocean Palm Beach Justice 2-7401 ABC Florida-American Stars Natl.
WWPG-FM 1946	97.9mc 3.6kw					
<b>PANAMA CITY (Bay County)</b>						
WDLF 1940	590 1,000 DA-N					Panama City Bcstg. Co. 323 West Beach Dr. Poplar 3-1777 NBC KBC Perry
WDLF-FM 1952	98.9mc 1.6kw					
WPCF 1949	1430 5,000 DA-2					Bay County Bcstg. Co. 500 E. 15th St. Sunset 5-6176 MBS Walker Co. Dora-Clayton
<b>PENSACOLA (Escambia County)</b>						
WBOP 1956	980 500-D					WBOP Bcstg. Co. 709 S. Baylen Hemlock 8-2400
WBSR 1946	1450 250					WBSR Inc. 1605 North Pace Blvd. Hemlock 2-6173 CBS Venard, Rintoul & McConnell
WCOA 1926	1370 5,000 DA-N					WCOA Inc. 118 E. Intendencia St. Hemlock 2-4111 NBC Perry
WEAR 1946	1230 250					Gulfport Bcstg. P. O. Box 431 Glendale 5-7311 ABC Hollingbery
WEAR-TV						
WPFA 1955 WPFA-TV (CP)	790 1,000-D					J. W. O'Connor P. O. Box 27 Hemlock 3-1141 McGillvra
						J. W. O'Connor, p John B. Hoag, gm Taris Savell, pd, wd Leonard Zepp, ce

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; 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.

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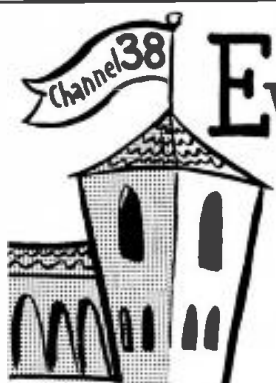
**FIRST IN RADIO & TELEVISION IN CENTRAL FLORIDA**

**WDBO STATIONS**

**SERVING THE SUN EMPIRE SINCE 1924 · ORLANDO, FLORIDA**




<b>PERRY (Taylor County)</b>			
WPRY 1954	1400 250	Taylor County Bcstg. Co. 540 KBS	E. P. Martin, p Hyman Wolfe, gm, ce Cathy Landry, pd, wd Hoyt Ragan, sd
<b>PLANT CITY (Hillsborough County)</b>			
WPLA 1949 WPFA-TV (CP)	910 1,000-D	W. A. Smith 1570 S. Collins St. 2-1551 Best	W. A. Smith, o George Friend, gm, cm, ce O. Hutto, pd, wd J. J. Wilson, nd Al Berry, pmm Ken Shroyer, fd
<b>PORT ST. JOE (Gulf County)</b>			
WJOE 1956	1570 250-D	Vacationland Bcstg. Co. P. O. Box 996 Ball 7-2426	Wilbur R. Powell, p M. A. Reynolds, gm Martin Begley, cm, pd
<b>QUINCY (Caddo County)</b>			
WCNH 1948	1230 250	Quincy Bcstg. Corp. 602 W. Jefferson Main 7-6700 MBS	A. B. Letson, p, gm, ce William J. Taylor, cm Shirley Thomas, pd Hilda Massey, pmm Roger Fricke, nd Mrs. W. S. Bell, wd
<b>ST. AUGUSTINE (St. Johns County)</b>			
WFCZ 1956	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 Indic	Wm. M. Harding, gm, nd J. C. Leuschel, sm, sd Tom Hopkins, pd A. H. Beckwith, cm E. P. Gildow, ce Gene Paul, pmm
<b>ST. PETERSBURG (Pinellas County)</b>			
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
WSUN 1927 WSUN-TV	620 5,000 DA-N	City of St. Petersburg Million Dollar Pier 5-4121 ABC Venard, Rintoul & McConnell	Fred P. Shawn, gm J. L. Hitchcock, sm Chas. D. Bishop, pd Louis J. Link, ce Charles W. Mason, pmm, pdm Dayton Saltsman, community serv mgr
WTSP 1940	1380 5,000 DA-N	WTSP Inc. 440 1st Ave. So. 7-8108 MBS Weed	N. Joe Rahall, p Sam G. Rahall, vp Farris E. Rahall, sec Marshall S. Cleaver, gm Le Leslie, sim Rob Allan, pdm, nd William D. Mangold, ce Rob Allan, pdm, nd Beth McNeely, wd
<b>SANFORD (Seminole County)</b>			
WIOD 1956	1360 500-D	Sanford Bcstg. Co. 1st St. & Seminole	Jack Siegel, co-o, ce Robert Wasden, co-o Carl Abel, gm George Fec, cm Jay Caldwell, pd Norm Brooks, pmm
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
<b>SARASOTA (Sarasota County)</b>			
WCBQ (CP)	1220 250-D DA-D	Trade Winds Bcstg. Co. c/o M. R. Lankford	
WKXY 1949	1540 1,000-D (CP-950 DA-D)	Sarasota Bcstg. Co. P. O. Box 2431 Ringling 7-1151 KBS Clark	Charles J. Fernandez, co-o, nd Antonio G. Fernandez, co-o, gm, cm Gonzalo Fernandez, co-o Red Ermisch, pd Robert Kohlmeier, ce
WSPB 1959	1450 250	WSPB Inc. City Island Fulton 8-2121 CBS Pearson	Robert C. Jones Jr., p John B. Browning, gm Dean Fleischman, cm David C. Hale, pd G. W. McGougan, ce E. L. Richards, nd
<b>SEBRING (Highlands County)</b>			
WJCM 1950	1340 250 (CP 960 500-D)	Clearfield Bcstrs. Inc. Assembly Point on Dinner Lake 5-1811 MBS KBS	W. K. Ulerich, p A. J. Frank, gm Ken Bowers, sim Betty J. Frank, pd, wd Robert Goshorn, ce
<b>SOUTH DAYTONA (Volusia County)</b>			
WDAT (CP)	1590 1,000-D	Thomas Carr 535 Ponte Vedra Blvd. Ponte Vedra Beach, Fla.	Thomas Carr, o
<b>STARKE (Bradford County)</b>			
----- (CP)	1580 1,000-D	Ben Akerman 2646 Cheshire Bridge Road, N.E. Atlanta, Ga.	Ben Akerman, o
WRGR (CP)	1490 250	Tidewater Broadcasters c/o R. H. Chamberlin Box 501 Gainesville, Fla.	Alfred H. Temple, ptnr Alma H. Temple, ptnr Rudolph H. Chamberlin, ptnr Dorothy L. Chamberlin, ptnr
<b>STUART (Martin County)</b>			
WSTU 1954	1450 100	Blue Water Bcstg. Co. P. O. Box 518 1080 MBS KBS	Lester M. Combs, p, gm Jim Mullins, pd Fred Chapman, ce
<b>TALLAHASSEE (Leon County)</b>			
WMEN 1954	1330 5,000-D	WMEN Inc. Hotel Floridian 3-2550 KBS Dora-Clayton	B. F. J. Timm, p Don C. Price, sm Ken McNaron, ce
WTAL 1935 WCTV (TV)	1270 5,000 DA-N	John H. Phipps Bcstg. Stations 2219 N. Monroe 2-1270 CBS Meeker Cummings	John H. Phipps, o Ansley Cohan Jr., sm John French, pd Sam Dudas, ce
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 Jack Edger, ce, sd Jack Sutor, nd Janean Morse, wd



**WSUN-TV**  
ST. PETERSBURG  
FLORIDA

# Everything's JUMPING around Tampa Bay!



... AND WSUN-TV is one big jump ahead with top rated ABC network and local, live shows in the booming Tampa Bay-Sun-coast market. Smart advertisers have caught the tide, and they reach a surging \$800,000,000 market over WSUN-TV. That's Channel 38, you know!

**Represented Nationally by**  
**Venard, Rintoul & McConnell**

FLORIDA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TAMPA (Hillsborough County)</b>			
WALT 1946	1110 1,000-D	Tampa Bcstg. Co. Inc. 401 W. Tyler St. 2-7921 Pearson	E. J. Arnold, p Robert Wasdon, vp W. W. Johnson, sm Ed Bray, pd Charles Fuller, pdm
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911 CBS	David E. Smiley, p L. S. Mitchell, gm, cm Van Wilson, pd Sol Fleischman, pmm, sd Wm. Pharr Moore, ce Mark Swingley, nd, fd
WDAE-FM 1951	100.7mc 65kw	Katz	
WFLA 1926	970 5,000 DA-N	The Tribune Co. 905 Jackson St. 2-0131 NBC	J. C. Council, p George W. Harvey, vp, gm Edward C. Walker, pd Tom Matthews, pmm J. H. Mitchell, ce Fred Clampitt, nd
WFLA-TV		Blair	
WFLA-FM 1948	93.3mc 46kw		
WGTO 1955		(See Haines City listing)	
WHBO 1948	1050 250-D	Gateway Bcstrs. Inc. 11011 Florida Ave. 91-1711	John Boling, p B. A. Martin, gm, cm Bonita Fishback, pd Bill Polk, ce Bob Ross, pmm Bert Coyle, slm
WIOK 1954	1150 1,000-D	R. W. Rounsaville P. O. Box 1101 4-1109 Dora-Clayton	R. W. Rounsaville, p, gm Jack Everbach, asst mgr John Sanders, cm Joe T. Starr, sm Warren Kaufman, pd, ce
WPKM (FM) 1954	104.7mc 10.5kw	Fm Bcstrs. Bayshore Royal Hotel (6) 8-5144	Frank Knorr Jr., p, gm Col. J. S. Garrett, sm Bob Ayle, cm, pmm Eloise P. Knorr, pd G. H. Brown, ce
WWTB 1950	1300 1,000-D DA-D	Tison Bcstg. Co. 1521 E. Broadway 4-4177 KBS Devney	E. P. Martin, co-o Alpha Martin, co-o, gm, wd Herb Buck, pd

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.

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TARPON SPRINGS (Pinellas County)

WDCL 1954	1470 5,000-D	Freede-Miller Bcstg. Co. P. O. Box 1470 Clearwater 81-5411	Hal M. Freede, p, gm, sm, pmm Gurney P. Sloan, cm Clair Linn, pd John H. Walker, ce Harry Prior, nd Everett Whitney, fd
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TITUSVILLE (Brevard County)

WRMF (CP)	1050 500-D	Melbourne On-The-Air Inc. c/o Richard M. Fairbanks 2835 N. Illinois St. Indianapolis 8, Ind.	Richard M. Fairbanks, co-o, p Rudi Oudshoff, co-o, sec- treas
WTVT (CP)	1300 1,000-D	Titusville Bcstg. Co. 3204 S. Grand Blvd. St. Louis, Mo.	Edward V. Spencer, co-o Medford W. Stacy, co-o

VERO BEACH (Indian River County)

WNTM 1954	1370 1,000-D	WNTM, Inc. 5405 MBS Hollingbery	Naomi T. Murrell, p Gene Stuart, pd Robert Pike, ce
WTTB 1954	1490 250	Tropics Inc. 15-36 20St. 5454 ABC	Senator Merrill P. Barber, p Stanley B. Wood, sm, ce Howard Haid, slm Roger Mansfield, pd Ruth Mitchell, wd

WARD RIDGE (Okaloosa County)

WJOE 1956	1570 250-D	Vacationland Bcstg. Co. P. O. Box 687 Fort Walton Beach, Fla.	Wilbur R. Powell, p
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WEST PALM BEACH (Palm Beach County)

WEAT 1948	850 1,000 DA-1	WEAT-TV Inc. Pennsylvania Hotel TC 3-9668 NBC H-R Repts.	Thomas F. O'Neil, p Bertram Lebbhar Jr., gm Charles M. Stalk, sm Peter F. Cole, pd Ross McPherson, ce
WIRK 1947	1290 5,000-D	Ken-Sell Inc. 711 S. Flagler Dr. 3-1711 MBS Clark	Joseph S. Field Jr., p, gm Rome J. Hartman, slm, opr mgr William Heitzman, ce William Gordon, nd John Wooten, fd Chuck Niles, sd
WIRK-TV (CP)	1,000-N DA-N		
WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Dr. Temple 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 Robert Massey, sd

WINTER HAVEN (Polk County)

WSIR 1947	1490 250	Hundred Lakes Bcstg. Corp. 665 W. Lake Howard Dr. S.W. Cy 42-122 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 (CP-5,000-D)	Orange County Bcstrs. Inc. 222 Hazard St. Orlando, Fla. Orlando 5-6631 Rambeau Dora-Clayton	Ray H. Gunkel Jr., p, gm, pd, pmm James H. Sawyer, cm Dick Webb, nd, sd Andy Wilson, fd Shirley Tucker, wd
WEAL-TV (Orlando, Fla.) (CP)			

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—249,000 plus  
—and a bonus tourist population year around

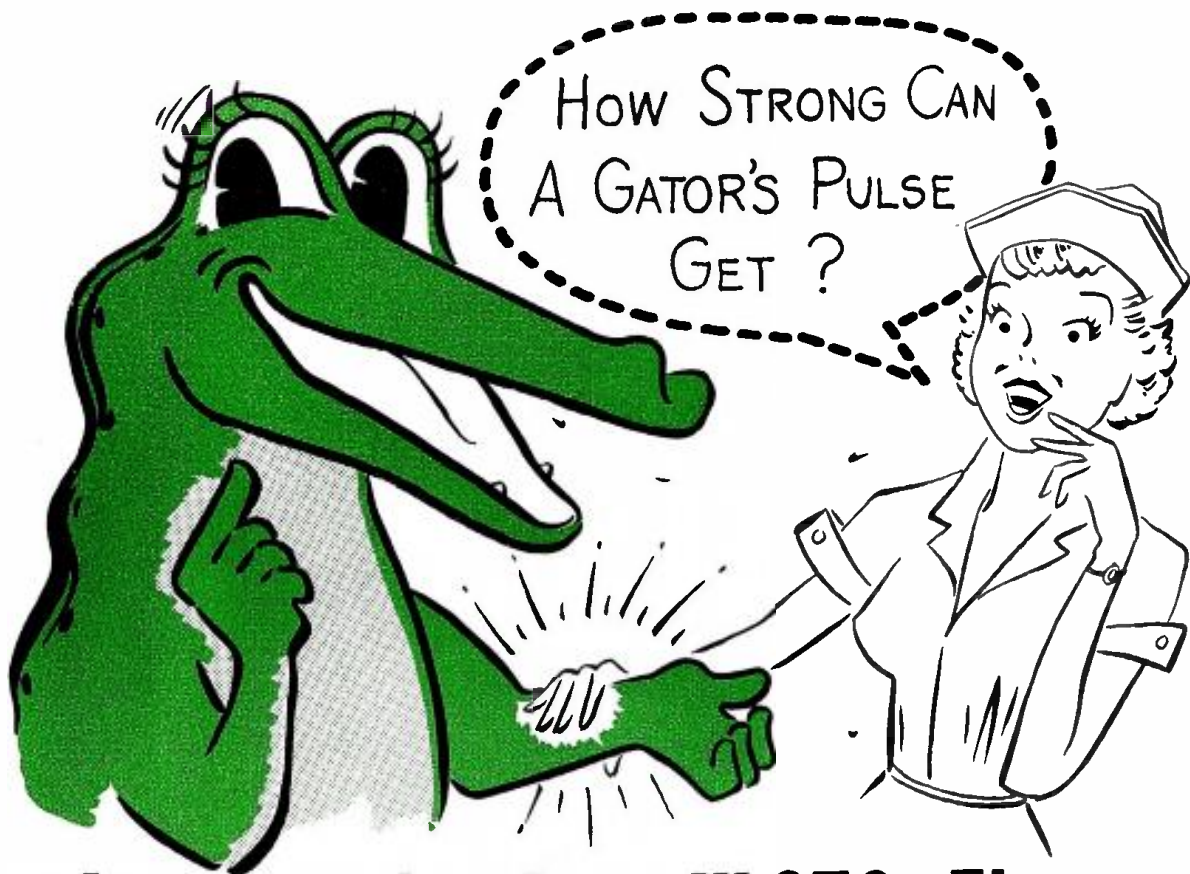


**WEST PALM BEACH, FLORIDA**

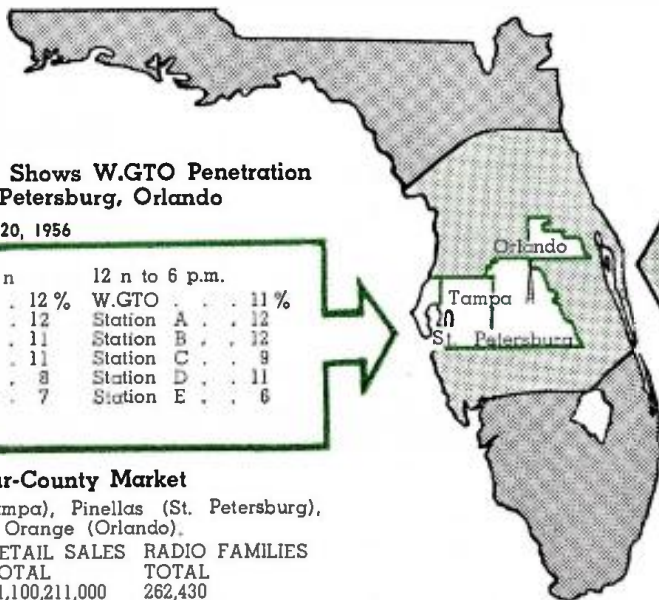


THE STATION WITH PROVEN  
"PULL"  
YOU JUST CAN'T MISS ON  
**WJNO RADIO**  
IN WEST PALM BEACH  
GROWING BY LEAPS  
AND BOUNDS!

Represented Nationally by  
Robert Meeker Associates, Inc.  
Southeastern: James S. Ayres Co.



# Latest Pulse Puts W-GTO First By 3 to 1, in 24 Florida Counties !



### Previous\* Pulse Shows W.GTO Penetration in Tampa, St. Petersburg, Orlando

\*July 16 thru July 20, 1956

6 a.m. to 12 n		12 n to 6 p.m.	
W.GTO	12%	W.GTO	11%
Station A	12	Station A	12
Station B	11	Station B	12
Station C	11	Station C	9
Station D	8	Station D	11
Station E	7	Station E	6

### Here's the Four-County Market

Hillsborough (Tampa), Pinellas (St. Petersburg),  
Polk (Lakeland), Orange (Orlando).

POPULATION	RETAIL SALES	RADIO FAMILIES
TOTAL	TOTAL	TOTAL
890,300	\$1,100,211,000	262,430

Just take a look at these Pulse figures.  
No other Florida advertising facility comes  
even close to the amazing penetration of  
W.GTO in this rich, booming Florida mar-  
ket. In Gatorland, W.GTO is undeniably  
your best radio buy.

### Pulse 24-County Survey—Sept. 17-25, 1956

6:30 to 12 n		12 n to 6 p.m.	
W.GTO	17%	W.GTO	16%
Station A	5	Station A	7
Station B	5	Station B	6
Station C	3	Station C	4
Station D	2	Station D	3
Station E	2	Station E	3
Station F	1	Station F	1
Station G	1	Station G	1
*Miscellaneous	62	*Miscellaneous	59

### Here's the 24-County Market

Brevard, Charlotte, Citrus, DeSoto, Flagler, Glades,  
Hardee, Hernando, Highlands, Indian River, Lake,  
Levy, Manatee, Marion, Martin, Okeechobee,  
Osceola, Pasco, Polk, Sarasota, Saint Lucie,  
Seminole, Sumter, Volusia.

POPULATION	RETAIL SALES	RADIO FAMILIES
TOTAL	TOTAL	TOTAL
684,500	\$770,178,000	194,820

\*(The miscellaneous category represents 50 sta-  
tions all of which were less than 2 per cent)



A KWK STATION

### WRITE, WIRE OR PHONE:

W.GTO Haines City, Fla. Haines City, 6-2621

or

Adam Young, Inc. New York Chicago · St. Louis  
Los Angeles · San Francisco Boston

GEORGIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger		County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
					Drug Sales 1955(\$000)	Cars 1955							
Appling	14,003	2,810	\$8,083	\$1,427	\$250	2,414	Johnson	9,893	2,240	4,099	1,034	129	1,683
Atkinson	7,362	1,590	2,585	739	101	1,198	Jones	7,538	1,500	2,847	532	59	1,398
Bacon	8,940	2,070	8,043	1,754	344	1,904	Lamar	10,242	2,270	7,861	2,488	245	2,410
Baker	5,952	1,010	815	279	25	775	Lanier	5,151	1,200	3,887	926	92	1,174
Baldwin	29,706	4,710	14,343	3,953	513	4,584	Laurens	33,123	7,010	20,490	4,527	616	6,930
Banks	6,935	1,430	504	367	.....	1,493	Lee	6,674	1,260	1,095	400	80	1,105
Barrow	13,115	3,260	11,748	2,752	328	3,710	Liberty	8,444	1,930	6,533	1,884	150	2,696
Bartow	27,370	6,690	16,719	4,778	583	7,245	Lincoln	6,462	1,220	2,937	697	57	1,351
Ben Hill	14,879	3,630	11,399	2,444	263	3,435	Long	3,598	820	1,573	303	78	816
Berrien	13,966	2,840	13,556	5,828	388	2,630	Lowndes	35,211	11,100	47,750	8,411	1,378	12,808
Bibb	114,079	34,630	140,599	30,267	4,799	33,890	Lumpkin	6,574	1,400	2,842	455	136	1,338
Bleckley	9,218	2,060	5,642	1,369	210	2,424	McDuffie	11,443	2,730	8,698	1,714	269	3,085
Brantley	6,387	1,400	2,522	1,006	100	1,145	McIntosh	6,008	1,500	3,060	853	39	1,145
Brooks	18,169	3,540	10,282	2,285	275	3,173	Macon	14,213	2,850	6,431	1,674	196	2,472
Bryan	5,965	1,310	3,603	1,047	50	1,141	Madison	12,238	2,460	2,503	880	97	3,108
Bulloch	24,740	5,290	14,780	3,057	510	5,180	Marion	6,521	1,280	2,178	507	73	968
Burke	23,458	4,870	8,989	2,142	197	3,486	Meriwether	21,055	4,720	10,205	2,844	389	3,975
Butts	9,079	2,090	5,713	1,422	84	2,150	Miller	9,023	1,960	3,683	783	180	1,298
Calhoun	8,578	1,180	3,696	636	242	1,189	Mitchell	22,528	4,820	14,463	3,618	381	3,899
Camden	7,322	2,150	5,707	1,246	208	2,324	Monroe	10,523	2,250	8,638	1,924	101	2,236
Candler	8,063	1,680	6,410	1,289	154	1,698	Montgomery	7,901	1,500	1,687	592	42	1,188
Carroll	34,112	8,230	24,435	4,793	693	9,099	Morgan	11,899	2,300	4,544	1,200	197	2,103
Catoosa	15,146	4,130	6,580	1,929	341	4,980	Murray	10,676	2,370	4,547	1,341	186	2,209
Charlton	4,821	1,030	4,799	957	207	1,284	Muscogee	118,028	33,730	159,134	34,060	4,895	35,866
Chatham	151,481	45,550	162,507	36,102	4,990	46,390	Newton	20,185	4,780	15,417	4,182	399	4,740
Chattahoochee	12,149	1,520	1,369	161	.....	9,584	Oconee	7,009	1,530	569	.....	.....	1,498
Chattooga	21,197	5,190	12,288	2,434	371	5,525	Oglethorpe	9,958	2,060	1,733	255	71	1,797
Cherokee	20,750	5,020	18,168	3,158	328	5,760	Paulding	11,752	2,490	4,672	1,280	185	3,126
Clarke	36,550	10,220	48,741	9,160	1,711	11,392	Peach	11,705	2,670	10,204	2,526	339	2,598
Clay	5,844	1,180	1,904	239	80	896	Pickens	8,855	2,100	7,630	1,124	134	2,181
Clayton	22,872	7,250	9,102	3,843	211	10,030	Pierce	11,112	2,120	7,442	1,262	227	2,031
Clinch	6,007	1,330	4,552	897	146	1,254	Pike	8,459	1,690	1,918	725	42	1,615
Cobb	61,830	20,500	55,647	16,119	2,015	32,210	Polk	30,976	7,540	22,890	5,901	937	7,804
Coffee	23,961	5,180	16,034	2,891	845	4,956	Pulaski	8,808	1,940	7,329	1,533	256	1,958
Colquitt	33,999	8,550	29,484	7,922	1,053	9,071	Putnam	7,731	1,450	5,454	1,057	165	1,542
Columbia	9,525	2,150	2,864	1,283	.....	2,715	Quitman	3,015	740	421	101	.....	397
Cook	12,201	2,750	8,216	1,683	353	2,556	Rabun	7,424	1,600	4,526	902	178	1,719
Coweta	27,786	6,750	19,125	5,141	691	6,517	Randolph	13,804	2,630	6,421	1,783	387	2,096
Crawford	6,080	1,100	1,479	548	28	1,085	Richmond	108,876	42,030	159,909	37,977	4,109	37,933
Crisp	17,663	4,410	13,332	3,012	341	3,918	Rockdale	8,464	2,110	5,455	1,959	152	2,380
Dade	7,364	1,610	2,301	635	43	2,110	Schley	4,036	750	2,327	245	107	632
Dawson	3,712	670	1,820	381	19	924	Screven	18,000	3,760	8,571	2,093	188	2,810
Decatur	23,620	5,790	15,959	3,787	534	7,040	Seminole	7,904	1,780	5,806	1,203	137	1,552
De Kalb	136,395	47,430	122,357	38,755	6,268	69,145	Spalding	31,045	8,220	30,104	7,791	698	9,519
Dodge	17,865	3,540	8,159	2,425	144	3,174	Stephens	16,647	4,530	13,318	3,192	342	5,188
Dooly	14,159	2,890	4,760	1,260	247	2,266	Stewart	9,194	1,790	4,692	1,730	162	1,248
Dougherty	43,617	13,990	68,843	16,347	2,231	16,176	Sumter	24,208	5,800	17,208	4,575	660	4,960
Douglas	12,173	2,970	8,781	2,614	247	3,761	Talbot	7,687	1,660	2,783	553	45	1,292
Early	17,413	3,570	6,358	1,311	227	2,380	Taliferro	4,515	820	1,222	305	32	688
Echols	2,494	480	172	38	.....	385	Tattnall	15,939	3,200	7,971	1,613	190	2,931
Effingham	9,133	2,060	3,528	692	139	1,830	Taylor	9,113	1,990	4,321	615	103	1,768
Elbert	18,583	4,190	10,355	2,608	431	4,835	Telfair	13,221	2,540	7,225	2,070	227	2,498
Emanuel	19,789	4,000	12,548	2,410	285	3,640	Terrell	14,314	2,730	10,023	2,685	359	2,473
Evans	6,653	1,420	6,894	1,013	170	1,808	Thomas	33,932	8,540	33,304	7,825	1,529	9,245
Fannin	15,192	3,290	8,122	1,899	147	3,595	Tift	22,645	5,830	16,872	4,353	511	5,557
Fayette	7,978	1,810	3,376	814	165	1,928	Toombs	17,382	3,890	16,038	3,494	523	3,660
Floyd	62,899	17,120	67,260	16,813	1,815	19,835	Towns	4,803	940	1,697	192	36	834
Forsyth	11,005	2,490	10,309	2,113	202	3,078	Treutlen	6,522	1,330	2,100	761	89	1,203
Franklin	14,446	3,150	8,372	1,439	119	3,643	Troup	49,841	13,110	43,208	9,963	1,216	12,031
Fulton	473,572	145,290	915,102	156,961	27,325	170,595	Turner	10,479	2,350	5,800	1,203	152	1,841
Gilmer	9,963	2,280	5,242	992	87	2,446	Twiggs	8,308	1,560	1,246	275	85	1,259
Glascock	3,579	670	228	17	.....	645	Union	7,318	1,600	2,958	267	118	1,181
Glynn	29,046	8,810	35,148	8,530	1,307	9,840	Upson	25,078	6,190	17,168	5,476	572	6,027
Gordon	18,922	4,420	13,013	2,925	512	5,098	Walker	38,198	10,800	20,694	5,424	915	14,821
Grady	18,928	4,330	12,455	3,401	161	3,941	Walton	20,230	4,660	12,046	3,832	311	4,970
Greene	12,843	2,620	6,322	1,174	247	2,445	Ware	30,289	8,040	37,385	7,525	1,366	8,673
Gwinnett	32,320	8,090	30,454	5,253	686	10,658	Warren	8,779	1,960	3,929	925	185	1,615
Habersham	16,553	3,920	13,810	2,111	428	4,876	Washington	21,012	4,260	9,227	2,525	231	3,324
Hall	40,113	10,660	62,094	10,037	1,276	13,265	Wayne	14,248	3,270	11,320	2,704	454	3,711
Hancock	11,052	2,000	3,659	994	74	1,812	Webster	4,081	720	350	92	41	468
Haralson	14,663	3,450	9,244	2,007	293	3,885	Wheeler	6,712	1,310	1,079	430	19	1,025
Harris	11,265	2,400	5,409	1,282	59	2,286	White	5,951	1,330	2,439	130	16	1,635
Hart	14,495	3,060	7,625	1,680	415	3,821	Whitfield	34,432	9,540	32,798	7,444	966	11,856
Heard	6,975	1,410	2,016	551	38	1,196	Wilcox	10,167	2,140	2,886	865	67	1,451
Henry	15,857	3,500	6,466	1,738	429	3,685	Wilkes	12,388	2,490	7,528	1,747	251	2,410
Houston	20,964	6,610	25,827	6,429	912	8,608	Wilkinson	9,781	2,060	3,304	1,178	209	1,866
Irwin	11,973	2,260	4,008	1,141	189	1,870	Worth	19,357	3,900	6,198	1,770	208	2,925
Jackson	18,997	4,180	11,936	2,369	372	4,698	Total	3,444,578	902,410	\$3,305,686	\$721,813	\$104,392	985,705
Jasper	7,473	1,490	3,376	664	191	1,280	Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction uncensored. Automobiles supplied by state.						
Jeff Davis	9,299	2,240	8,970	2,501	134	1,896							
Jefferson	18,855	3,930	9,857	2,064	398	3,498							
Jenkins	10,264	2,120	5,644	1,428	234	1,795							

DIRECTORY OF AM AND FM STATIONS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>ADEL (Cook County)</b>			
WAAG 1955	1470 1,000-D	M. E. Shepherd & W. M. Forshee P. O. Box 508 8571 KBS	W. M. Forshee, o, gm C. A. Christensen, ce, slm Donald Wingate, pd, nd Calvin Key, sd Roger Croft, fd
<b>ALBANY (Dougherty County)</b>			
WALB 1941 WALB-TV	1590 1,000 DA-N	Herald Pub. Co. Stewart Ave. Hemlock 5-8386 ABC Burn-Smith	James H. Gray, p T. R. Stillwagon, gm Bill Goodson, pd John Rivard, ce
WGPC 1953	1450 250	Albany Bcstg. Co. New Albany Hotel Hemlock 2-1277 CBS Hollingbery	J. W. Woodruff, p J. W. Woodruff Jr., exec mgr L. M. George, sm, cm, pmm W. H. Flint, pd, nd R. A. Carlton, ce
WJAZ 1952	1050 1,000-D	James S. Rivers Inc. North Slappey Dr. Hemlock 2-7447 Clark	James S. Rivers, p Richard B. Smith, gm Robert V. Rogers, cm Pat Lockwood, pd Jack Willis, pmm, nd Bruce Smith, ce, sd
<b>AMERICUS (Sumter County)</b>			
WDEC 1947	1290 1,000-D	Americus Bcstg. Co. Rembert Bldg. 3681 KBS Indie Dora-Clayton	Charles C. Smith, vp, gm, nd Raymond C. LaPrade, ce Sue M. Smith, wd
<b>ATHENS (Clarke County)</b>			
WGAU 1938	1340 250	Clarke Bcstg. Corp. P. O. Box 1189 Liberty 6-6575 CBS KBS Brown	H. Randolph Holder, co-o, gm, nd J. Thomas Lloyd, co-o, cm Mary L. Betts, pd Les Brooks, ce Susan L. Baker, wd Bill Marston, pmm
WGAU-FM 1948	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 Dixieland	L. H. Christian, p, gm Dorothy N. Gayner, slm Gus Mann, pd Ed Thilenius, pmm, nd, sd L. D. Drewry, ce R. D. Stephens, fd
<b>ATLANTA (Fulton County)</b>			
WAGA 1937 WAGA-TV	590 5,000 DA-N	Storer Bcstg. Co. 1018 W. Peachtree, NW Trinity 2-3553 CBS Katz	Geroge B. Storer Sr., p Claude H. Frazier, gm L. W. Reynolds, cm Les Henrikson, pd, sd Betty Merritt, pmm Hugo A. Bondy, ce Dale Clark, nd, fd
WAGA-FM 1948	103.3mc 36kw		
WAKE 1946	1540 250	Bartell Bcstrs. Inc. Georgian Terrace Hotel Trinity 5-8511	Gerald A. Bartell, p Morton J. Wagner, evp & gm William Jones, pd Morris Jones, ce
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

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.

Data corrected to Dec. 15, 1956. 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-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

BROADCASTING • TELECASTING

WEAS 1947	1010 50,000-D	WEAS Inc. Drake 3-2521 Stars Natl.	E. D. Rivers Jr., o Warren Roberts, sm William Packham, cm Malcom Moore, ce Bob Prather, pmm
WERD 1948	860 1,000-D	Radio Atlanta Inc. 330 Auburn Ave., N. E. Jackson 4-0666 Interstate United Newspapers Dora-Clayton	J. B. Blayton Sr., o,p J. B. Blayton Jr., gm Albert H. Saddler, cm Jack Moore, pmm William F. Kennedy, ce Dr. Robert Brisbane, nd
WGKA 1955	1600 1,000-D	Glenkaren Associates Inc. 1140 Peachtree St., N. E. Trinity 6-6228	Locke E. Glenn, chmn of bd John P. Culver, gm Lee Nance, cm, pmm Norman Reyes, pd David L. Lyndon, ce Arthur Borgersen, nd
WGKA-FM 1955	92.9mc 9.4kw		
WGST 1923	920 5,000-D 1,000-N	Board of Regents Univ. Sys. of Ga. 165 8th St. N. W. Trinity 5-8441 ABC Avery-Knodel	Ben Akerman, gm Jack Kelly, pd, sd Ivan Miles, ce Lewis Riefstahl, nd Dean Dickens, wd
WQXI 1948 WATL-TV (CP)	790 5,000-D 1,000-N DA-N	Rounsville of Atlanta Inc. 3165 Mathieson Dr., N.E. Cedar 3-2195 Gill-Perna	Robert W. Rounsville, p John Fulton, cm Frank Erwin, gm Lee R. Smith, natl. slm Bob Corley, pd Elton Chick, ce

Serving the Flourishing ATLANTA Market!

**WQXI**  
790 KC—5000 WATTS

ATLANTA'S LEADING STATION FOR  
**MUSIC & NEWS**  
SEVEN PERSONALITY DISC JOCKEYS  
TWO ROVING MOBILE NEWS UNITS  
ATLANTA'S FIRST STATION FOR  
LOCAL NEWS  
"EXCLUSIVE BROADCASTS OF ALL  
ATLANTA CRACKER BASEBALL  
GAMES"  
"EXCLUSIVE BROADCASTS OF ALL  
ATLANTA HIGH SCHOOL FOOTBALL  
GAMES"  
Peachtree at Mathieson Atlanta 5, Ga.

**THE ROUNSAVILLE STATIONS**

WCIN, CINCINNATI WLOU, LOUISVILLE WSOK, NASHVILLE WOB, JACKSONVILLE WIOK, TAMPA-ST. PETERSBURG WMBM, MIAMI-MIAMI BEACH "100% NEGRO PROGRAMMED"	<b>WQXI, ATLANTA</b> THE SOUTH'S OUTSTANDING MUSIC AND NEWS INDEPENDENT
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Home Offices: Rounsville Radio, Peachtree at Mathieson, Atlanta 5, Ga.  
National Representatives **GILL-PERNA, INC.**

**A ROUNSAVILLE STATION**

# GEORGIA

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ATLANTA (Cont.)</b>					<b>WMOG</b>				
WSB	1922	750	Atlanta Newspapers Inc.	J. Leonard Reinsch, mgng dir	1940	1490	Radio Brunswick Inc.	Allen Woodall, p	
WSB-TV		50,000	10 Forsythe St. Trinity 5-7221 NBC Petry	John M. Outler, gm Frank Gaitner, sm Elmo Ellis, pd Walter Paschall, pmm Robert A. Holbrook, ce		250	Torras Causeway 1509 MBS KBS Indie	E. Jere Turk, gm, pmm Law Carter, cm, fd, sd Jay Lingle, pd Mary J. McEvan, pd Cecil Tankersley, ce	
WSB-FM	1944	98.3mc 52kw			<b>BUFORD (Gwinnett County)</b>				
WTAM	1949	970	WTAM Inc.	Emil J. Arnold, p	WDMF	1956	1460	Gwinnett County Bstg. Co.	Madeleine Fleagle, ptrn.
		5,000-D	526 Church St. Drake 7-6471 KBS			1,000-D	Harmony Rd. 3555		David Fleagle, ptrn., gm, slm, pd, nd Clinton Provost, pmm, ce, fd Harold Pendley, sd Dorothy Stephens, wd
WYZE	1956	1480	Greater South Bstg. Co.	P. H. Whitcraft, p	<b>CAIRO (Grady County)</b>				
		5,000-D	Henry Grady Bldg. (8) Jackson 4-1953 Walker	S. W. Kane, gm, cm Bob Kind, pd, nd Rober Hassell, ce Ed Morton, sd	WGRA	1950	790	Grady Mitchell Bstg.	Geise Dozier, p
						1,000-D	Bainbridge Rd. 2-4592 KBS Ga. Assn. of Local Stations Indie		Lowell E. Takles, gm Bernice J. Porter, pmm, wd
<b>AUGUSTA (Richmond County)</b>					<b>CALHOUN (Gordon County)</b>				
WAUG	1952	1050	Garden City Bstg. Co.	George C. Nicholson, co-o, gm	WCGA	1953	900	Gordon County Bstg.	R. R. Magill, p, gm, ce
		1,000-D	Bon Air Hotel 3-4441 Rambau Clarke Brown	Chester H. Jones, co-o J. L. Solomon, cm, pmm Reese Vaughn, pd J. C. Atkinson, ce		1,000-D	Co. 112½ Court St. 2111		Judy Magill, cm Richard Bowman, pd Nelson Warren, pmm, sd James Bridges, nd James Ellis, fd
WAUG-FM	1952	105.7mc 5.5kw			<b>CAMILLA (Mitchell County)</b>				
WBBQ	1947	1340	Savannah Valley Bstg. Co.	Ed H. Dunbar, gm, cm	WCLB	1954	1220	Capel Bstg. Co.	Russell A. Browne, gm
		250	515 15th St. 4-5441 MBS Savannah Valley Net. Everett-McKinney Forjoe	George W. Fisher, pd Patrick R. Mulherin, pmm, sd Kenneth Freeman, ce Ken Kurtz, nd Martha Boyd, wd		1,000-D	P. O. Box 147 2776 KBS		Charlie Browne, cm Dan O'Keefe, ce Wayne Hilliard, sd Margaret Palmer, wd
WBBQ-FM	1955	103.7mc 10.5kw			<b>CANTON (Cherokee County)</b>				
WBJA	1946	1230	Augusta Bstg. Co.	W. Ray Ringson, p, gm	WCHK	(CP)	1290	Christian & McClure	L. H. Christian, ptrn
		250	15 8th St. 4-2421 NBC Dixieland	J. R. Owens Jr., vp, sm Ralph Lavendar, pd R. F. Bobo, ce		1,000-D	P. O. Box 1388 Athens, Ga.		C. A. McClure, ptrn
WGAC	1940	580	Twin States Bstg. Co.	A. D. Willard Jr., p, gm	<b>CARROLLTON (Carroll County)</b>				
		5,000-D	664 Broad St. 2-2692 ABC Avery-Knodel	Martin E. White, cm Stanley Carey, pd, nd James Clegg, ce J. W. Chambers, fd John Vance, sd	WLBB	1947	1100	Carroll Bstg. Co. Inc.	Thomas K. Vassy, p, gm
		1,000-N				250-D	P. O. Box 569 Terrace 2-7041 KBS Indie		J. D. Norton Jr., cm Hiram Bray, pd, pmm Bill Shell, ce Bob Bright, nd, sd Ethel McGiboney, wd
WRDW	1950	1480	Radio Augusta Inc.	Pat H. Rice Jr., p	<b>CARTERSVILLE (Barlow County)</b>				
WRDW-TV		5,000	1301 Georgia Ave. 7-5492 CBS Branham	James W. Hicks, gm Lewis Heilbronner, sm, slm Jim Armistead, pd Joe Gill, ce Ed Tracy, fd	WBHF	1946	1450	W. R. Frier	W. R. Frier, p, gm
		DA-N				250	West Avenue 1200 MBS		Roland Brooks, pd Horace Bridges, ce Hal David, nd
<b>BAINBRIDGE (Decatur County)</b>					<b>CEDARTOWN (Polk County)</b>				
WMGR	1946	990	Decatur Bstg. Co.	John Dowdy, gm	WGAA	1941	1340	Polk County Bstg. Co.	Frank Proctor, p, gm, ce
		5,000-D	Box 375 776	Herman Coleman, pd, cm Walt Freeman, ce		250	P. O. Box 807 777 KBS		Grady Cooper Jr., sm, cm Jo Proctor, pd, wd Arnold Walker, nd Jimmy Wright, fd Olin Bates, sd
<b>BAXLEY (Appling County)</b>					<b>COLUMBUS (Muscogee County)</b>				
WHAB	1954	1260	Tri-City Bstg. System	Farnell O'Quinn, o, gm	WCLS	1955	1580	Muscogee Bstg. Co. Inc.	Charlie H. Parish Jr., p, gm
		5,000-D	P. O. Box 265 3000	Ted Kirby, cm Iona Moody, pd Dane Bruce, pmm Delmas A. Nichols, ce Ann Lightsey, nd		1,000-D	1028½ Broadway 7-3648 United Bstg. Dora-Clayton		
<b>BREMEN (Haralson County)</b>					<b>WDAK</b>				
WWCC	(CP)	1440	West Georgia Bstg. Co.	J. J. Mangham Jr., ptrn	1943	1340	Radio Columbus Inc.	Allen M. Woodall, p	
		500-D	P. O. Box 78	E. E. Hubbard, ptrn G. E. Wasdin, ptrn	WDAK-TV	250	Martin Bldg. 5447 NBC Headley-Reed	Miles H. Ferguson, gm W. S. Massie, cm Patricia Lynn, pd Joe Byars, pmm Max Harper, ce	
<b>BRUNSWICK (Glynn County)</b>					<b>WGBA</b>				
WGIG	1949	1440	Brunswick Bstg. Corp.	E. M. Champion Sr., p	1947	1270	WGBA Inc.	C. A. McClure, p, gm	
		1,000	1514 Union St. 2714 ABC Ga. Assn. of Local Stations McGillvra	Hugh K. Tollison, gm John Lane, cm Jack Lenz, pd Sammy Middleton, pmm, nd Herman F. Lange, ce		5,000-D	1213½ Broadway Fairfax 3-3603 Forjoe Dixieland	Bob Ruppel, sm William L. Bowick Jr., pd F. Keith Brown, ce Dick Weiss, nd, sd H. Brown, fd Mary Lou Reece, wd	
		DA-N			<b>WPNX</b>				
					1952	1460	Community Bstg. Co.	Roy M. Greene, p, gm	
						1,000	P. O. Box 687	Sam W. Keel, cm	
						DA-N	8-8787 ABC MBS James S. Ayers	Ralph Burgess, pd, nd, sd Arnold White, ce V. R. Greene, fd Earline Duncan, wd	
					<b>WRBL</b>				
					1928	1420	Columbus Bstg. Co. Inc.	J. W. Woodruff Jr., p, gm	
					WRBL-TV	5,000	1350 13th Ave. Fairfax 2-0601 CBS Hollingsbery	Walter Graham, sm, cm David Lea, pd Eleanor Whitelaw, pmm Joseph A. Gamble, ce Glen Broughman, nd	
						DA-N			
					<b>WRBL-FM</b>				
					1946	93.3mc 25kw			
<b>COMMERCIE (Jackson County)</b>					<b>WJJC</b>				
					(CP)	1270	1,000-D	Albert S. Hardy P. O. Box 209	

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, id, sd, wd.  
Data corrected to Dec. 15, 1956. 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.



## *White Columns*

### **A symbol of broadcasting integrity**

“White Columns” is the home of WSB Radio and WSB-TV. To the people of this region, “White Columns” is more than a beautiful building. No other broadcast source, or combination, has such a vital influence in Atlanta and Georgia.

Thirty-four years of programming in the public interest has earned for these stations an audience confidence and respect that means much to advertisers. It means a *pre-conditioned* acceptance of your programs—even those still in the planning. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends paid to sponsors.

**wsb radio / wsb-tv**

*Affiliated with The Atlanta Journal and Constitution.  
NBC affiliate. Represented by Edw. Petry & Co.*

GEORGIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CORDELE (Crisp County)</b>			
WJM 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 Clark Standard, cm, pd, fd John Lane, ce Fritz Van, sd
<b>CORNELIA (Habersham County)</b>			
WCON 1953	1450 250	Habersham Bcstg. Co. 1 Burrell St. 1450	Jack Bradley, p James H. Marlowe, gm, cm George R. Wilkes, ce Billy C. Massey, pd Robert A. Kilgore, nd, fd Janet S. Davison, wd
<b>COVINGTON (Newton County)</b>			
WCFS 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
<b>DALTON (Whitfield County)</b>			
WBLJ 1940	1230 250	Dalton Bcstg. Corp. P. O. Box 811 1180 MBS KBS	H. C. Kenemer, p William B. Davies, gm Marthel Acree, pd John S. Andrews, ce Jimmy Clark, nd, fd
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 Patty Hampton, pd Sandy Willis, ce
<b>DAWSON (Terrell County)</b>			
WDWD 1948	990 1,000-D	Dawson Bcstg. Co. P. O. Box 90 416 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
<b>DECATUR (DeKalb County)</b>			
WEAS		(See Atlanta listing)	
WTAM		(See Atlanta listing)	
<b>DOUGLAS (Coffee County)</b>			
WDMG 947	860 5,000-D (CP-5,000 DA-N)	WDMG Inc. P. O. Box 590 564 Dora-Clayton	B. F. J. Timm, p Mary Jarrard, gm Roy L. Jones, cm Jimmy Holland, sd Dick Williamson, nd Jay Lamb, ce
<b>DUBLIN (Laurent County)</b>			
WMLT 945	1330 1,000-D	Dublin Bcstg. Co. Franklin St. 871 MBS KBS	George T. Morris, p W. Newton Morris, gm Frank Floyd, sm, cm Fred Watkins, pd, nd Tom Berliner Jr., ce Sara Orr Williams, nd
<b>FAIRBURN (Fulton County)</b>			
WTJH 949	1260 5,000-D	Radio Station WTJH Plaza 8-1473	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
<b>ELBERTON (Elbert County)</b>			
WJGC 946	1400 250	Elberton Bcstg. Co. MBS KBS	Melvin C. Gorman, m
<b>FITZGERALD (Ben Hill County)</b>			
WBHB 946	1240 250 (CP-1380 5,000-D)	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 Harry Roberts, sm Tony Carter, pd Mike Pelton, ce Bill Pack, nd, fd

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	Mississippi Clark, gm Mel Mixon, cm Bobby Bragg, pd Marshall Mann, pmm, sd Bob Collins, ce Troy Fore, sd Rosemary Reid, wd
<b>GAINESVILLE (Hall County)</b>			
WDUN 1949	1240 250	Northeast Georgia Bcstg. Co. 1140 Thompson Bridge Rd. Lenox 4-7331 Clark	John W. Jacobs Jr., p, gm Claire Palmour, cm, wd Bill Sellers, pd Don Sheldon, pdm Ted Ogesbly, nd Gilmer Hulsey, ce
WDUN-FM 1949	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 Robert P. Schwab, vp, gm James A. Hartley, vp, cm Wilbur Darracott, ce Robert Burton, nd Doris Smith, wd
WLBA 1956	1580 5,000-D	Hall County Bcstg. Co. 535 N. Bradford St. Lenox 2-6167	Ernest H. Reynolds Jr., p, gm
<b>GRIFFIN (Spalding County)</b>			
WHIE 1952	1320 1,000-D	Gateway Bcstrs. Inc. P. O. Box 971 9451 Dixieland	John A. Boling, p, gm Johnny Williams, sm, cm
WKEU 1953	1450 250	Radio Station WKEU P. O. Box 1001 5507 MBS KBS	A. W. Marshall Jr., p, gm
<b>HARTWELL (Hart County)</b>			
WKLY 1947	980 1,000-D	Louie L. Morris Estate P. O. Box 189 71	Max G. Pfander, p, gm Burch T. Griffin, cm Joe Grammer, pd, nd, fd, sd Broadus A. McLane, ce Jean Vickery, wd
<b>HAWKINSVILLE (Pulaski County)</b>			
WCEH 1952	610 500-D	Tri County Bcstg. Co. P. O. Box 184 Twilight 3-3581 KBS	R. T. Ragan, p James D. Popwell, gm, pmm, sd, cm W. R. Powell, ce Tony Pavone, pdm, slm Alecia Pavone, pd Jerry Young, nd, fd
<b>HAZELHURST (Jeff Davis County)</b>			
WKLI (CP)	1450 250	A. M. Thomas P. O. Box 732 Jacksonville, Fla.	A. M. Thomas, o
<b>JESUP (Wayne County)</b>			
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 Reid Tyre, wd
<b>LAFAYETTE (Walker County)</b>			
WLFA 1954	1590 5,000-D	Radio Dixie Inc. P. O. Box 393 4-7676 KBS Best	J. A. Gallimore, p C. W. Gwyn, gm, cm, pd, nd C. M. Lowry Jr., ce Bill Benton, sd
<b>LA GRANGE (Troup County)</b>			
WLAG 1941	1240 250	LaGrange Bcstg. Co. 305 Broome St. 2-3505 MBS, KBS Indie Dora-Clayton	Roy W. Swank, p Edwin Mullinax, gm, cm Jimmy Dunaway, pd Patricia Smith, pmm J. M. McKay, ce
WLAG-FM 1948	104.1mc 2.3kw		
WTRP 1953	620 1,000-D	Chattahoochee Bcstg. Co. Ltd. Hammett Bldg. 9877 McGillvra	Byron H. Hurst, ptnr, gm George L. Pettett, cm, sm Frank E. Hurst, bus mgr James N. Martin, pd, sd W. Weyman Brooks, pmm, nd Ray J. Reihan, ce
<b>MACON (Bibb County)</b>			
WBML 1940	1240 250	Middle Georgia Bcstg. Co. P. O. Box 1325 3-5454 Forjoe Dora-Clayton	C. R. Radar, p George W. Patton, gm, slm Ben Keenum Jr., bus mgr C. L. Wilder, ce Howard Absalom, 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

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; *ml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. lm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.*  
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FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. 4-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. —Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



**MACON (Cont.)**

WMAZ 940 Southeastern Bcstg. Co.  
1922 10,000 Bankers Ins. Bldg.  
WMAZ-TV DA-2 2-7873  
CBS  
Avery-Knodel

George P. Rankin Jr., p, ce  
Wilton E. Cobb, gm  
Frank Crowther, cm  
Ed Pendleton, pmm  
D. F. Bruce, fd  
Bob Savage, sd  
William P. Coulter, nd

WMAZ-FM 99.1mc  
1946 3kw

WNEX 1400 Macon Bcstg. Co.  
1945 250 Bibb Bldg.  
5-3501  
ABC

Edward M. Lowe, p  
Alfred Lowe, gm  
Marion P. Bragg, cm  
Emory G. Stroberg, bus mgr  
Emanuel Farber, ce  
Ted Arnold, nd

WNEX-FM 96.9mc  
(CP) 4.1kw

**MADISON (Morgan County)**

WMGE 1250 Dairyland Bcstg. Co.  
1955 1,000-D Beacon Heights  
760  
KBS

W. C. Woodall, gm  
O. G. Swindle, sm

**MARIETTA (Cobb County)**

WBIE 1050 Marietta Bcstg. Co.  
1955 500-D 112 1/2 Atlanta St.  
8-0469

James Wilder, co-o, gm, ce  
Dudley D. McCaskill, co-o,  
p, cm

WFOU 1230 Fred B. Wilson &  
250 Albert L. Jones  
S. Cobb Dr.  
8-3396  
KBS

Fred B. Wilson, co-o  
Albert L. Jones, co-o, gm  
John K. Williams, slm  
Bill Scott, pd  
Chuck Strauss, ce  
Gerow Carr, fd  
Pepper Martin, sd  
Sunny Young, wd

**MILLEDGEVILLE (Baldwin County)**

WMVG 1450 Jere N. Moore  
1946 250 P. O. Box 476  
2250  
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 1490 Walton Bcstg. Co.  
1954 250 P. O. Box 191  
8-1711  
KBS

Warren C. Gilpin, p, gm  
Deral Morris, cm  
Dorothy B. Gilpin, pmm  
Hamilton Masters, ce

**MOULTRIE (Colquitt County)**

WMGA 1400 Radio Station WMGA  
1939 250 999  
ABC  
KBS  
Everett-McKinney  
James S. Ayers

John F. Pidcock, p  
Roy F. Zess, gm  
Robert Lenihan, cm  
Everett Griner, pd, pmm  
Homer Sloan, ce

WMTM 1300 Colquitt Bcstg. Co.  
1953 5,000-D P. O. Box 531  
1300  
Clark

N. B. Mills, ptrn, gm, cm  
Douglas Turner, ptrn, ce  
Fleta Crews, pd  
Donnie Turner, nd  
Virginia Deen, wd  
Gene Mills, fd

**NEWMAN (Coweta County)**

WCOH 1400 Newnan Bcstg. Co.  
1947 250 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, traff. mgr.  
Mary Lou Cook, wd

WCOH-FM 96.7mc  
1948 0.33kw

**PERRY (Houston County)**

WBBN 980 Gateway Bcstg. Co.  
1956 500-D Hiway 41, S.  
712  
Clark

John H. Patrick, ptrn  
Al Evans, ptrn, gm, cm  
Joseph Bilodeau, ptrn, pd  
Joe Beaumont, pmm  
C. G. Huey, ce  
Jack Rupert, sd

**QUITMAN (Brooks County)**

WSFB 1490 Quitman Bcstg. Co.  
1955 250-D Citizens Natl. Bank Bldg.  
2681

Emerson W. Browne, o, gm, ce  
David Missingill, cm  
Mergie Bowman, pd, wd

**ROME (Floyd County)**

WLAQ 1410 Don Mitchell  
1947 1,000 Mt. Alto Road  
DA-N 7767  
ABC

Don Mitchell, o, gm  
Walter Baldwin, pd  
Howard Scott, pdm  
Carolyn Busby, pmm  
Jean Ludwick, ce  
Martha Daniel, wd

WRGA 1470 Rome Bcstg. Corp.  
1929 5,000 501 Broad St.  
DA-N 2-2411  
MBS  
North Ga. Net.  
Walker  
Dora-Clayton

Charles Smithgall, o  
Mather Payne, p, gm  
Clarence Salmon, cm  
James F. Roberts, pd  
Cap Hicks, nd  
R. A. Starr, ce  
Ben Lucas, pmm

WROM 710 Coosa Valley Radio Co.  
1946 1,000-D Horseleg Mountain  
2-0893  
WROM-TV McGillvra  
Dean Covington, ptrn  
Ed McKay, ptrn, gm, pmm  
Charles Doss, ptrn, cm  
Dorothy McKay, pd, wd  
T. H. Roberts, ce  
Ivan Hoge, nd

**SANDERSVILLE (Washington County)**

WSNT 1490 Washington Bcstg. Co.  
1956 250 Morningside Drive  
3174  
Dixieland

Jack Bradley, p  
Jim Stevenson, gm, ld  
Carl Woolf, cm  
Johnny Browning, pd  
George Mattox, Negro pd  
E. R. Ridenour, ce

**SAVANNAH (Chatham County)**

WCCP 1450 Dixie Bcstg. Co.  
1946 250 Georgia State Bank Bldg.  
2-4182  
MBS  
Walker

Carter C. Peterson, p, gm  
Weldon Herrin, cm, sm

WFRP 1230 Georgia Bcstg. Co.  
1946 250 219 E. Charlton St.  
3-9642  
Everett-McKinney  
Ayers

John F. Pidcock, p  
John G. Williams, gm  
Bennett M. McKnight, ce  
Richard M. Hull Jr., nd, sd  
Shirley Brogdon, wd

WJIV 900 WJIV Inc.  
1950 1,000-D 128 W. Taylor St.  
4-7264  
Stars Natl.

E. D. Rivers Jr., chmn of bd  
James L. Woods, gm, cm, pd  
Frank Freeman, pmm  
J. Allen Brimmer, ce  
Scipio Collins, nd  
Danny Clark, fd

WSAV 630 WSAV Inc.  
1939 5,000 Liberty Natl. Bank Bldg.  
WSAV-TV DA-N 3-0234  
NBC  
Blair

Harben Daniel, p, gm  
Robert W. Ward, cm  
M. E. Thompson, opr mgr  
Elmer Alley, pmm  
Robert B. Roth, pd  
Byron Strong, ce

WSGA 1400 Coastal Bcstg. Co.  
1956 250 34 E. Bryan St.  
Adams 3-8807

D. K. Jones, p, gm  
John Williams, cm  
C. Rawlinson, pd  
George F. Andrews, ce  
Fred Heckman, nd

**For more than 15 Years  
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Stanback Company  
Economy Auto Stores  
The Borden Company  
General Motors  
Chrysler Corporation  
Belk Stores  
and other leaders**

**W L A G  
LaGrange, Georgia**

**NATIONAL REPS:**

**Indie Sales  
Dora-Clayton Agency**

**GEORGIA**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SAVANNAH (Cont.)</b>			
WTOC 1929 WTOC-TV	1290 5,000 DA-N	Savannah Bcstg. Co. 516 Abercorn St. Adams 2-0127 CBS Avery-Knodel	William T. Knight Jr., p. gm Ben Williams, vp, cm Dwight S. Bruce, vp, pd Frank S. Bryson Jr., pmm Gordon Hester, radio ce Ben H. Quick, pd
WTOC-FM 1946	97.3mc 7.9kw		
<b>STATESBORO (Bulloch County)</b>			
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 Jim Watson, cm, sd Jack V. LoPresti, sm, ce, pd Eloise Ware, nd Ralph E. Mikell, fd Mrs. Ernest Brannen, wd
<b>SUMMERVILLE (Chattooga County)</b>			
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 Hoyt Ramey, pd James S. Stowers Jr., ce
<b>SWAINSBORO (Emanuel County)</b>			
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	101.7mc 0.97kw		

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**WORLD SALES AND PROGRAM SERVICE**  
WORLD BROADCASTING SYSTEM, INC.  
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INCORPORATED HOLLYWOOD

STATIONS BUILD SALES with . . .

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

**SYLVANIA (Screven County)**

WSYL 1955	1490 250	Sylvania Bcstg. Co. P. O. Box 502 6601 KBS Ga. Assn. of Local Stations	Robert H. Thompson Sr., o. gm Edwin H. Bass, sm, ce, cm, pmm Peter Franklin, pd Shirley Scott, nd
<b>THOMASTON (Upson County)</b>			
WSFT 1947	1220 250-D	Thomaston Bcstg. Co. WSFT Bldg. 5421 MBS, KBS Dora-Clayton	S. J. Carswell, gm
<b>THOMASVILLE (Thomas County)</b>			
WKTG 1946 WCTV (TV)	730 1,000-D	John H. Phipps Bcstg. Stations P. O. Box 358 CA 6-5343 Clark	John H. Phipps, o Herschel L. Graves, gm Louie T. Porter, sm Frank Johnson, pd Leon Lloyd, ce, fd Betty Williams, nd, wd
WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. Canal 6-4110	H. Wimpy, o & gm Al Feinberg, cm
<b>THOMSON (McDuffe County)</b>			
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 Mary J. Young, traff. mgr
<b>TIFTON (Tift County)</b>			
WWGS 1946	1340 250 (CP-1430 5,000-D)	Tifton Bcstg. Corp. 800 S. Main St. 921 MBS Clark	Ralph N. Edwards, p, gm Wm. E. Sides, sm Evelyn K. Edwards, cm Norm Anderson, pd Frank Raley, nd Jack Chambers, pdm
WTIF (CP)	1340 250	C. N. Todd P. O. Box 72 Douglas, Ga.	
<b>TOCCOA (Stephens County)</b>			
WLET 1941	1420 5,000-D	R. G. LeTourneau 425 Prather Bridge Rd. Tucker 6-3181 MBS Clark Dixieland	R. G. LeTourneau, o Virgle E. Craig, gm, cm Gene Bollinger, pd, pmm C. H. Sutton, ce Jim Dillard, nd, sd Evelyn Bruce, wd
WLET-FM 1947	106.1mc 0.73kw		
WNEG 1956	1320 1,000-D	Stephens County Bcstg. Co. 108 E. Savannah St. Tucker 6-3131	Charles H. Gaines, ptrn, co-gm, pd, sd Roy E. Gaines, ptrn, co-gm, cm, nd W. B. Schaefer, ptrn Robert E. Shiflet, ptrn Ray Shader, pmm, fd J. Carl Meeks, ce Jean L. Bailey, wd
<b>VALDOSTA (Lowndes County)</b>			
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 Bryant Lane, sd Frankie Sowell, wd
WGOV 1940	950 5,000-D 1,000-N DA-N	Georgia-Florida Radio & Tv Co. P. O. Box 1452 Quitman Hiway Dora-Clayton	W. H. Keller Jr., p, gm A. B. Smith, vp, sta. dir Mrs. Nettie T. Keller, sec-treas Mrs. A. B. Smith, slm Irving F. Key, ce Denny Denman, fd
WJEM 1955	1150 1,000-D	Lowndes Co. Bcstrs. P. O. Box 368	James E. Massey Jr., gm Julian Tucker, slm
<b>VIDALIA (Toombs County)</b>			
WVOP 1946	970 5,000-D	Vidalia Bcstg. Co. Box 391 3029 KBS Continental Sales	Howard C. Gilreath, p, gm, cm Dobbie Thompson, pd Ruby Bryant, pmm, wd Loren Dorough, ce Max McKinzie, nd, fd Joe Duggan, sd
<b>WARNER ROBINS (Houston County)</b>			
WRPB 1954	1350 1,000-D	Warner Robbins Bcstg. Co. P. O. Box 727 1350 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

WASHINGTON (Wilkes County)

WKLE 1370 Max G. Pfaender  
1955 1,000-D P. O. Box 189  
Hartwell, Ga.

Max G. Pfaender, o  
Grady Berry, gm  
Burch Griffin, cm  
Tucker Irvin, pd  
Ben McWorter, nd  
Grace Walton, wd

WAYCROSS (Ware County)

WACL 570 Teletronics Inc.  
1951 1,000 P. O. Box 858  
DA-N Clark

James S. Rivers Sr., p  
William B. Hill, gm, cm  
L. C. McKinney, ce

WAYX 1250 Jack Williams  
1956 250 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

WAYNESBORO (Burke County)

WBRO 1310 Burke County Bcstg. Co.  
1954 1,000-D Inc.  
P. O. Box 151  
2199  
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)

WRLD 1490 Valley Bcstg. Co.  
1940 250 P. O. Box 312  
2-2771  
ABC  
Clark  
Ga. Assn. of Local Stations

J. C. Henderson, p, gm  
Johnny M. Driskill, sm, cm  
Aileen Love, pd, pmm, wd  
Dorothy Forrester, pdm  
James E. McKay, ce  
John Hodges, nd

WRLD-FM 102.9mc  
1947 10kw

WINDER (Barrow County)

WIMO 1300 Winder-Monroe Bcstg. Co.  
1952 1,000-D P. O. Box 526  
4831  
KBS  
Best

W. C. Woodall Jr., p  
C. H. Grider, gm, cm  
Joy Simpson, pd, wd  
Royce A. Jones, pmm, nd  
D. E. Stafford, ce

IDAHO  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales		Food Sales		Passenger	
			1955(\$'000)	1955(\$'000)	1955(\$'000)	1955(\$'000)	Cars	
Ada	70,649	23,740	\$109,141	\$20,243	\$3,225	34,586		
Adams	3,347	870	2,059	746	103	1,086		
Bannock	41,745	11,990	52,369	11,748	1,475	16,492		
Bear Lake	6,834	1,760	8,483	1,454	235	2,761		
Benewah	6,173	1,460	4,750	1,017	143	2,460		
Bingham	23,271	6,400	23,550	4,217	579	8,025		
Blaine	5,384	1,260	5,930	417	154	2,039		
Boise	1,776	580	1,371	303	825	825		
Bonner	14,853	4,250	16,690	3,782	390	5,952		
Booneville	30,210	9,460	54,159	9,626	1,312	14,276		
Boundary	5,908	1,450	6,701	1,390	79	2,296		
Butte	2,722	780	2,624	709	74	1,224		
Camas	1,079	290	472	219	63	389		
Canyon	53,597	16,190	61,671	11,793	1,541	21,162		
Caribou	5,576	1,850	5,873	1,141	121	2,392		
Cassia	14,629	3,690	18,904	3,064	588	4,964		
Clark	918	190	782	110	...	828		
Clearwater	8,217	2,000	7,549	1,770	253	3,280		
Custer	3,318	960	2,801	687	82	1,095		
Elmore	6,687	2,800	10,246	1,609	105	4,598		
Franklin	9,867	2,450	9,284	2,212	320	3,755		
Fremont	9,351	2,240	8,046	1,589	407	3,106		
Gem	8,730	2,140	7,766	1,596	142	3,395		
Gooding	11,101	3,120	9,666	1,624	357	3,690		
Idaho	11,423	2,980	12,620	2,500	288	4,106		
Jefferson	10,495	2,640	7,275	1,483	315	3,394		
Kootenai	12,080	3,220	13,023	2,283	539	4,229		
Kootenai	24,947	7,390	30,112	6,808	952	12,833		
Latah	20,971	5,760	22,521	4,738	824	7,518		
Lemhi	6,278	1,640	6,371	1,507	153	2,124		
Lewis	4,208	1,160	4,569	943	207	1,710		
Lincoln	4,256	1,070	2,402	705	158	1,235		
Madison	9,156	2,250	12,278	2,035	296	3,034		
Minidoka	9,785	2,250	11,547	2,179	233	4,037		
Nez Perce	22,658	6,990	46,087	9,081	1,250	10,844		
Oneida	4,387	980	3,387	730	149	1,871		
Owyhee	6,307	1,540	4,750	946	232	2,403		
Payette	11,921	3,420	10,855	2,357	329	4,583		
Power	3,988	870	4,578	814	106	1,519		
Shoshone	22,806	6,420	25,292	7,736	652	8,922		
Teton	3,204	680	2,183	416	139	1,032		
Twin Falls	40,979	12,600	56,958	10,641	1,790	16,367		
Valley	4,270	1,070	4,061	407	67	1,433		
Washington	8,576	2,240	11,211	2,179	136	3,168		
Total	588,637	169,190	\$722,707	\$143,534	\$20,563	240,588		

# WVOP — Vidalia, Georgia

IS

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5,000 WATTS

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Dial Spot

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Rich Tobacco Belt

Phone 3029



WE OFFER:

- TOP COVERAGE
- TOP ANNOUNCERS
- GOOD MUSIC
- FULL TIME LOCAL NEWS DEPARTMENT
- MORE RESULTS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BLACKFOOT (Bingham County)</b>			
KBLI 1951	1490 250 (CP-690 1,000-D)	Blackfoot Bcstg. Co. P. O. Box 192 780	Howard Johnson, p Thos. L. Morrison, gm, sd Frank Samargis, cm
<b>BOISE (Ada County)</b>			
KBOI 1946 KBOI-TV	950 5,000 DA-N	Boise-Valley Bcstrs. Inc. 1007 W. Jefferson 3-2511 CBS Peters, Griffin, Woodward	Westerman Whitlock, p, gm Earl Glade Jr., sm, cm Hal Knudson, pmm James M. Johntz, ce Dave Johnson, nd William Eames, pd
KGEM 1946	1140 10,000 DA-1	Idaho Bcstg. & Tv Co. 5601 Cassia 4-3511 ABC Intermountain Avery-Knodel	Cecil Hefelt, gm Roy Vance, sm Merrill L. Skinner, cm Bob Beodles, ce Charles Freed, pdm Clara Nagle, wd Ken Bart, reg. mgr.
KIDO 1925 KIDO-TV	630 5,000 DA-2	KIDO Inc. Chamber of Commerce Bldg. 2-4611 NBC Great Western Blair	Georgia M. Davidson, p, gm John Young, cm Del Lundbom, pd Harold W. Toedtemeier, ce Wayne Davis, nd Grant McDaniel, fd
KYME 1955	740 500-D	Radio Boise Inc. Hotel Boise	Roger L. Hagadone, p, gm Bert Godfrey, vp, pd Richard K. Mooney, natl adv dir Lou Clemens, local sm Martha Godfrey, traff dir
<b>BURLEY (Cassia County)</b>			
KBAR 1946	1230 250	KBIO Inc. Box 461 OR 8-2244 ABC MBS Intermountain	Jessica Longston, p K. Clark, sm Bob Sumbardo, cm Marilyn Hall, pd, wd Don Lockwood, ce
<b>CALDWELL (Canyon County)</b>			
KCID 1947	1490 250	Caldwell Bcstg. Co. Inc. 819 Main St. 9-3608 Oakes	Clair B. Hull, p, gm Duane D. Wolfe, sm, cm Fran Booton, pd, nd, fd Jim Young, ce Takaki Yominaka, sd Alice Ballantyne, wd
<b>COEUR D'ALENE (Kootenai County)</b>			
KVNI 1946	1240 250	Coeur d'Alene Bcstg. Blackwell Island Mohawk 4-2522 MBS Don Lee	Alan Pollock, o Bernard Merriman, cm

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.  
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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.

RADIO'S NO. 1 SOURCE OF MONEY-MAKING  
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FEATURES!**



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

<b>GRANGEVILLE (Idaho County)</b>			
KORT 1954	1230 250	Far West Radio Inc. P. O. Box 72 51	Hub Warner, p, gm, pd, nd Helen H. Warner, sec-treas, wd Don Manning, ce John McBoyle, sd
<b>IDAHO FALLS (Bonneville County)</b>			
KID 1928 KID-TV	590 5,000-D 1,000-N DA-N	Idaho Radio Corp. P. O. Box 701 4 CBS Gill-Perna	A. W. Schwieder, p C. N. Layne, gm Leonard Wasden, cm Leo Higham, pd, pmm Carroll Secrist, ce Elayne Bybee, nd
KIFI 1946	1400 250	Eastern Idaho Bcstg. & Tv Co. P. O. Box 581 1054 ABC MBS Intermountain Avery-Knodel	James M. Brady, p, gm J. L. Thomas, cm Bobbie Barker, pd, wd Muriel Smith, pmm Cecil B. Criddle, ce Keith Clarke, nd, sd
<b>JEROME (Jerome County)</b>			
KART 1956	1400 250	Northside Bcstrs. Inc. 128 W. Maine St.	Karl Metznerberg, p Herbert Everitt, vp, gm Tom Prescott, sec Charles L'Harrison, treas
<b>LEWISTON (Nez Perce County)</b>			
KLER 1953	1300 5,000-D 1,000-N DA-N	Cole E. Wylie 2829 Country Club Dr. 3-5558 Grant	Cole E. Wylie, o William C. Rhodes, gm Henry Neal Currie, pd Irving Faling, fd
KOZE 1955	950 500-D	Lewis-Clark Bcstg. Co. 924 Main St. Sherwood 3-2502 Grant Webb Jacobson	John Matlock, co-o Eugene Hamblin, co-o Reg Roos, gm, cm Jack Wilbur, pd, ce
KRLC 1935	1350 5,000-D 1,000-N DA-N	Donald Thomas & Elaine S. Thomas Box 363 3-1551 MBS Don Lee Forjoe Art Moore	Donald Thomas, o, gm Al Nelson, pd George Reeve, slm William Neumann, ce George Schreve, nd Bill Dodell, pmm
<b>MOSCOW (Latah County)</b>			
KRPL 1947	1400 250	KRPL Inc. P. O. Box 396 Tucker 2-1283 KBS Moore & Lund Best	Roy Anderson, p Randolph Gretes, gm, cm Robert Tompkins, pd, fd James Sanberg, slm, pmm Jack Hewitt, sd, nd Jack Lewis, ce
<b>NAMPA (Canyon County)</b>			
KFXD 1950	580 5,000 DA-N	Frank E. Hurt & Son Inc. P. O. Box 891 6-4611 MBS Intermountain Avery-Knodel	Edward Hurt, p, gm Doyle Gain, sm, sd Shirl Black, pd, pmm, fd Gilbert Rose, ce Byron Taylor, nd
<b>POCATELLO (Bannock County)</b>			
KSEI 1926 KSEI-TV (CP)	930 5,000 DA-N	Radio Service Corp. P. O. Box 31 4000 NBC Great Western Weed Feltis	Henry H. Fletcher, p, gm, cm Ruthe A. Fletcher, pd, wd Ellis W. Call, ce John Hardaway, nd, fd, sd
KWIK 1946	1240 250	Pocatello Tv Corp, 1140 Yellowstone Ave. 3400 MBS, KBS Intermountain Avery-Knodel	G. Nicholas lift, p James H. Schoonover, gm
KYTE 1956	1290 1,000-D	J. Ronald Bayton 355 Yellowstone Ave. 1290 Best William A. Ayres	J. Ronald Bayton, o Jerry Fennell, gm, cm Don Fuhrmann, pd Mac Fennell, pmm
<b>PRESTON (Franklin County)</b>			
KPST 1948	1340 250	Voice of the Rockies Inc. P. O. Box 395 600 KBS Continental	Leo R. Hawks, p D. A. Nash, gm Geraldyn Hobbs, pd, wd D. A. Nash Jr., ce, fd, sd
<b>REXBURG (Madison County)</b>			
KRXK 1950	1230 250	Snake River Radio & Tv Inc. 455 S. 2nd E. 700 KBS Western Radio Sales	Gene Shumate, p, gm, nd, sd Wes Lawrence, cm James Clawson, pd, fd Merrill Andrus, ce May-Floyd Shumate, wd

ROBERT (Minidoka County)

Table with columns for Call Sign, Year, Population, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Entry: 970 Inland Bstg. Co. HE 6-3746 Mervin V. Ling, p, gm...

SANDPOINT (Bonner County)

Table with columns for Call Sign, Year, Population, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Entry: 1400 Bauer Bstg. Co. Norman E. Bauer, p, gm, sd...

TWIN FALLS (Twin Falls County)

Table with columns for Call Sign, Year, Population, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Entry: 1450 Radio Sales Corp. D. Spencer Grow, p...

Table with columns for Call Sign, Year, Population, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Entry: 1910 Southern Idaho Bstg. & Tv Co. A. L. Glasmann, p...

Table with columns for Call Sign, Year, Population, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Entry: 1270 Radio Bstg. Corp. F. M. Gardner, p, gm...

WALLACE (Shoshone County)

Table with columns for Call Sign, Year, Population, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Entry: 620 Metals Bstg. Co. R. Lee Black, p, gm...

WEISER (Washington County)

Table with columns for Call Sign, Year, Population, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Entry: 1240 Inland Bstg. Co. Mervin V. Ling, p...

Large table for Idaho counties listing Population 1950, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Includes counties like La Salle, Lawrence, Lee, etc.

Note: Population 1950, U. S. Census, Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced...

ILLINOIS

ILLINOIS

MARKET DATA BY COUNTIES

Large table for Illinois counties listing Population 1950, Radio Homes, Retail Sales, Food Sales, Drug Sales, and Passenger Cars. Includes counties like Adams, Alexander, Bond, Boone, Brown, Bureau, etc.

ALTON (Madison County)

Table for Alton, IL: WOKZ 1948, 1570 Pop, 1,000-D Radio, Palen Bstg. Corp. Edward N. Palen, p, gm...

ANNA (Union County)

Table for Anna, IL: WRAJ 1957, 1440 Pop, 500-D Radio, Anna Bstg. Corp. Pierce E. Lackey, ptnr...

AURORA (Kane County)

Table for Aurora, IL: WMRO 1938, 1280 Pop, 250-D Radio, WMRO Inc. Martin R. O'Brien, o, m...

BELLELEVILLE (St. Clair County)

Table for Belleville, IL: WIBV 1947, 1260 Pop, 1,000-D Radio, Belleville Bstg. Co. Inc. John W. Lewis, p, gm...

BLOOMINGTON (McLean County)

Table for Bloomington, IL: WJBC 1924, 1230 Pop, 250 Radio, Bloomington Bstg. Co. Loring Merwin, p...

CAIRO (Alexander County)

Table for Cairo, IL: WKRO 1942, 1490 Pop, 250 Radio, Cairo Broadcasting Co. Oscar C. Hirsch, p...

ILLINOIS

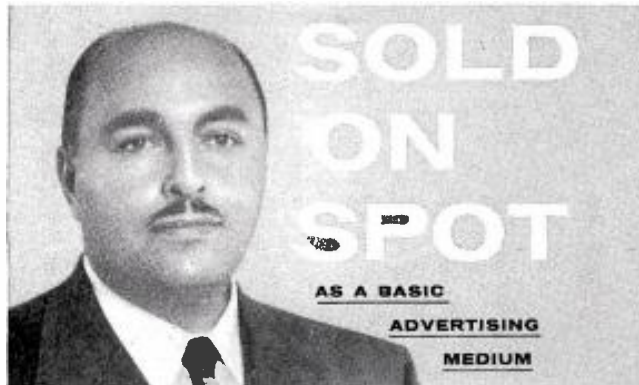
City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CANTON (Fulton County)</b>			
WBYS 1947	1560 250-D	Fulton County Bcstg. Co. East Linn Limits 1877 KBS	Harriett B. Winsor, p Charles E. Wright, gm, cm Elizabeth Sawyer, pmm Howard Elliott, ce Don Frederick, fd George Tierney, pd, nd
<b>CARBONDALE (Jackson County)</b>			
WCIL 1946	1020 1,000-D	Southern Illinois Bcstg. Partnership 218 W. Main 167	Paul F. McRoy, p, gm, cm, pd, pmm, ce Bob Armstrong, nd Roy Freeman, fd Johnnie Hollister, wd
<b>CARMI (White County)</b>			
WROY 1949	1460 1,000-D	Carmi Bcstg. Co. P. O. Box 31 4161	Samuel A. Hassan, gm, pmm Fred Mosiman, cm Bill Baker, pd, nd, sd John Greenwood, ce Marty Westfall, wd
WROY-FM 1951	97.3mc 11.2kw		
<b>CARTHAGE (Hancock County)</b>			
WCAZ 1921	990 1,000-D	Superior Bcstg. Service 502 Wabash Ave. 520 Sears & Ayer	Zola Compton, p John M. Palmer, gm Jerry Nutt, pd Wayne Meredith, ce
<b>CENTRALIA (Marion County)</b>			
WCNT 1946	1210 1,000-D	Southern Illinois Bcstg. Corp. P. O. Box 428 Centralia 5151 KBS	Carson W. Rodgers, p Benjamin E. Shore, cm Dick Bieser, pd, fd Sammy Cervi, pmm, wd Ray Millmaker, ce Martin Meyers, nd
<b>CHAMPAIGN (Champaign County)</b>			
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 Dick Schmitz, nd
WDWS-FM 1949	97.5mc 27kw		
<b>CHARLESTON (Colias County)</b>			
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 Strodtbeck, fd, sd Louise Taylor, wd
<b>CHICAGO (Cook County)</b>			
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
WAIT 1934	820 5,000 SH	Radio Station WAIT Daily News Plaza Franklin 2-0660 Headley-Reed	Robert O. Miller, gm, pd Lloyd F. Webb, sm William Travis, slm Julius Miller, cm Harry W. Berg, ce Irving Rantanen, nd
WBBM 1923 WBBM-TV	780 50,000	Columbia Bcstg. Sys. Inc. 410 Michigan Ave. Whitehall 4-6000 CBS CBS Radio Spot Sales	H. Leslie Atlasi, vp, gm James P. Hensley, cm Art Mercier, pd Harry Wilber, pmm William Fligel, ce William Garry, nd George Menard, fd John Harrington, sd Eloise Kummer, wd
WBBM-FM 1941	96.3mc 10.5kw		

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MORE broadcasts to  
MORE Negroes who  
actually Buy More

ROLLINS BROADCASTING, INC.  
National Sales Mgr.: Graeme Zimmer

New York Office 585 Fifth Ave., EL 5-1515  
Chicago: 8205 S. Cottage Grove Ave., NO 7-4124

CHICAGO (Cont.)

WCBD 1947	820 5,000 SH	(See Zion listing)	
WCFL 1926	1000 50,000 DA-2	Chicago Federation of Labor 666 Lake Shore Drive Mohawk 4-2400 Burke Stuart	Martin F. Hogan, gm Thomas E. Haviland, cm Bob Finnegan, pd Betty Jones, pub rel dir Charles E. Willett, ce Vic Barnes, nd Bob Elson, sd
WGLM (FM) (CP)	101.9mc 17.19kw	Carol Music Inc. 333 N. Michigan Ave. (1)	Carol J. Drenthe, p Laura Drenthe Magginas, vp Marie L. Drenthe, sec-treas
WCRW 1926	1240 100 SH	Clinton R. & Josephine A White 2756 Pine Grove Ave. Diversey 8-4440	Clinton R. White, o, ce J. A. White, gm
WDHF (FM) (CP)	95.5mc 30kw	deHann Hi-Fi Inc. 1655 W. 79th St.	James de Hann, p Abel J. de Hann, vp
WEFM (FM) 1940	99.5mc 44kw	Zenith Radio Corp. 6001 W. Dickens Ave. Berkshire 7-7500	E. F. McDonald Jr., p Ted Leitzell, gm Violet Kmety, pd Ross Utter, ce
WENR FM 1948 WBKB (TV)	94.7mc 4.3kw	American Bcstg.-Paramount Theatres Inc. 20 N. Wacker Dr. Anderson 3-0800	Sterling C. Quinlan, vp Mathew Vieracker, treas, gm Clair Heider, natl spot slm Dan Schuffman, pgm mgr William Kusack, ce Elliott (Ell) Henry, dir adv, prom, publicity
WFDC 1926	1240 250 SH	Emil Denmark Inc. 3860 W. Ogden Ave. Crawford 7-4100	Emil Denmark, p Bill Mack, gm, cm, pd Wayne Smith, ce Tony Ventrella, sd Helen Jones, wd
WFMT (FM) 1949	100.3mc 33kw	Functional Music Inc. 1313 W. Randolph St. Canal 6-7313	Carl J. Weitzel, p Gerald J. Broderick, gm, cm, pd Ivan Bukovsky, ce
WFMT (FM) 1951	98.7mc 29.5kw	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
WGN 1924 WGN-TV	720 50,000	WGN Inc. 441 N. Michigan Ave. Michigan 2-7600 Petry	J. Howard Wood, p Ward L. Quaal, vp, gm William A. McGuineas, cm Bruce W. Dennis, pd Charles A. Wilson, pmm Carl J. Meyers, ce Norman Kraeft, fd Jack Brickhouse, sd Myrtle Stahl, educ-rel-dir
WIND 1927 WIND-TV (CP)	560 5,000 DA-2	Westinghouse Bcstg. Co. 400 N. Michigan Whitehall 4-2170 Am Radio Sales	Ralph L. Atlas, gm John T. Carey, cm H. Leslie Atlas Jr., pd Robert Peel, pmm Kenneth Shirk, ce James Dale, nd
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 Carl Warner, nd Randy Blake, fd
WLS 1924	890 50,000	WLS Inc. 1230 W. Washington Blvd. Monroe 6-9700 ABC MBS Blair	James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm Herb Howard, pd Perry Hamilton, pmm Thomas L. Rowe, ce Wm. Salzman, nd Maynard Bertsch, fd
WMAQ 1922 WNBQ (TV)	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8500 NBC NBC Spot Sales	Jules Herbeveaux, gm Russell Stebbins, sls dir Rudi Neubauer, slm Harry Trigg, pd John M. Keys, pmm Howard C. Lutgens, ce William Ray, nd Everett Mitchell, fd
WMAQ-FM 1948	101.1mc 24kw		
*WMBI 1926	1110 5,000-D L-KFAB, WBT	Moody Bible Institute 820 N. LaSalle St. Michigan 2-1970	Dr. William Culbertson, p C. B. Norland, gm Robert Parsons, pd John H. Raymond, pmm A. P. Frye, ce Don Turner, nd, fd
WNIB (FM) 1955	97.1mc 11kw	Northern Illinois Bcstg. Co. 6 N. Hamlin Nevada 8-6262	William C. Florian, p, pd Donald E. Robinson, ce

# delivering MORE



# WGN

Television, Ch. 9—Radio—Dial 720

Midwest Office: 441 N. Michigan Ave., Chicago 11;  
Eastern Office: 220 E. 42nd St., New York, 17;  
also represented by Edward Petry & Co., Inc.

\* WGN-TV, offering the highest-rated local children's programs, and sports programs; top syndicated film features and feature film presentations — plus more competitive live programming.

\* WGN-Radio reaching more homes than any other Chicago advertising medium.

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CHICAGO (Cont.)</b>				<b>EFFINGHAM (Effingham County)</b>			
WSBC 1925	1240 250 SH	WSBC Bcstg. Co. 2400 W. Madison St. Monroe 6-9060 Stars Natl.	Louis B. Lee, p, gm, cm Odette La Mare, pd Walter Byrnes, ce	WCRA 1947	1090 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090 KBS	Joseph E. McNaughton, p George Walker, gm. Tom Mathis, pd, ce Zona B. Davis, nd, wd
WSEL (FM) 1953	104.3mc 40kw	Chicago Skyway Bcstg. Co. 188 W. Randolph St. Andover 3-6767	William Irvin, p D. Irvin, gm Virgil Kraft, cm Doris Keane, pd Ronald Piotrowski, ce	WSEI (FM) 1954	95.7mc 20kw	Ill. Bcstg. Co. 1100 E. Pershing Rd. Decatur, Ill. 5371 Weed	M. H. Stuckwisch, gm
<b>CICERO (Cook County)</b>				<b>ELGIN (Kane County)</b>			
WHFC 1926 WHFC-TV (CP)	1450 250	WHFC Inc. 3350 S. Kedzie Ave. Townhall 3-6305	Charles J. Lauphler, gm F. Summers, sm E. P. Hayes, ce	WRMN 1949	1410 500-D	Elgin Bcstg. Co. 156 Division St. Sherwood 1-7700 McGillvra	J. Richard Sutter, p, gm, cm, pmm George Walker, gm Phyllis Warner, nd Ron Miller, sd Florence Rogers, wd
WEHS (FM) 1941	97.9mc 21kw	(WHFC, Am Affiliate)		<b>ELMWOOD PARK (Cook County)</b>			
<b>CLINTON (DeWitt County)</b>				WLEY (FM) 1947	105.9mc 32kw	Elmwood Park Bcstg. Co. 2526 N. Harlem Ave. Tuxedo 9-1133 Reese	Zeb Zarnecki, p, gm Robert Brandt, cm W. Covine, pd Don Larsen, ce
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 Frenk C. Jennings, pd Bill Ward, nd, sd John Barton, fd	<b>EVANSTON (Cook County)</b>			
<b>DANVILLE (Vermilion County)</b>				WEAW 1953	1330 1,000-D DA-D	North Shore Bcstg. Co. Inc. 2425 Main University 4-4606 Good Music Bcstrs.	Edward A. Wheeler, p, gm Don Springgate, cm Dale Stockwell, pd Virginia McCowan, pmm Fred Dennison, ce Martin Robinson, nd
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 Norlyn Dossey, ce	WEAW-FM 1947	105.1mc 36kw		
WITY 1953	980 1,000 DA-1	Vermilion Bcstg. Corp. P. O. Box 142 1312 KBS Burn-Smith	Dr. G. E. Metzger, p Chas. A. Schacht, Jr., gm Robert Bivans, pd Catherine Scheurich, wd James McClain, pmm Taylor Clawson, ce	WNMP 1948	1590 1,000-D	Evanston Bcstg. Co. 1580 Sherman Ave. Greenleaf 5-1590	Angus D. Pfaff, p, cm Hal Bohm, pd Larry Attebery, nd, sd
<b>DECATUR (Macon County)</b>				<b>FAIRFIELD (Wayne County)</b>			
WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744 Peters, Griffin, Woodward	Charles C. Caley, p Frank C. Schroeder Jr., vp, gm Robert B. King, cm E. James Seaney, pd L. E. Mayfield, ce E. James Seaney	WFIW 1953	1390 500-D	Wayne County Bcstg. Co. P. O. Box 72 2159 KBS Webb	Thomas S. Land, co-o, gm, fd Bryan Davidson, co-o Garnet Williams, cm, sd Gilbert T. Wallace, pd, ce Dick Berry, nd Gladys Onstott, wd
WSOY 1925	1340 250	Illinois Bcstg. Co. 1100 E. Pershing Rd. 5371 CBS Weed	F. W. Schaub, p Merrill Lindsay, exec vp M. H. Stuckwisch, gm Dale E. Eyman, cm Eugene C. Dorsey, pd, pmm Allan L. Doyle, ce	<b>FREEPORT (Stephenson County)</b>			
WSOY-FM 1946	102.1mc 31kw			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 Bud Walters, pd
<b>DE KALB (DeKalb County)</b>				<b>GALESBURG (Knox County)</b>			
WLBK 1947	1360 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 David Lee, nd Marge Given, wd	WGIL 1938	1400 250	Galesburg Bcstg. Co. 312 Hill Arcade Bldg. 4626 Rambeau	William C. Pritchard, gm, cm A. H. (Jerry) Tallman, pd Richard L. Braughman, ce David W. Loring, nd A. R. Kemp, fd James E. Dunleavy, sd
<b>DIXON (Lee County)</b>				<b>HARRISBURG (Saline County)</b>			
WSDR 1949	1240 100	(See Sterling listing)		WEBQ 1923	1240 250	First Trust Assn. 100 E. Poplar St. 28 KBS	Inglis M. Taylor, gm, cm Norma Slaton, pd Ken Hamilton, pmm, sd Elmer Gladson, ce Charles Branum, nd Bob Wood, fd
<b>DuQUOIN (Perry County)</b>				WEBQ-FM 1947	99.9mc 4.2kw		
WDQN 1951	1580 250-D	DuQuoin Bcstg. Co. 30¼ W. Main Lindon 2-3894 McGillvra	M. R. Lankford, o Phil Richardson, sm, cm J. V. Walker, slm Art Smith, pd, sd Bert Pike, ce	<b>HARVARD (McHenry County)</b>			
<b>EAST ST. LOUIS (St. Clair County)</b>				WMCW 1955	1600 500-D	Esther Blodget 205 E. Brainard St.	
WTMV 1935	1490 250	On The Air Inc. Broadview Hotel Bridge 1-4625 Bogner & Martin	Alvin O. Eads, p F. J. Prendergast, gm Thelma Curray, cm D. Dellamano, pd Dan Stengel, pmm Erle White, ce	<b>HARVEY (Cook County)</b>			
<b>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. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</b>				WBEE 1955	1570 1000-D DA-D	Rollings Bcstg. Inc. 6205 Cottage Grove Chicago, Illinois Normal 7-4124	O. Wayne Rollins, p Richard C. Scheele, gm William H. Smith, sm E. Beasley, pdm A. Edelenbos, ce
<b>Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.</b>				<b>HERRIN (Williamson County)</b>			
<b>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. V—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.</b>				WJPF 1940	1340 250	Egyptian Bcstg. Co. P. O. Box 179 581 MBS Pearson	Maybelle J. Lyeria, p Charles R. Cook, gm, cm, pmm Ben Orf, ce Chet Townsend, nd, sd Robert Fulkerson, fd



**JACKSONVILLE (Morgan County)**

WLDS 1180  
1941 1,000-D  
Jacksonville Radio & Tv Bstg. Corp.  
Fox Theatre Bldg.  
Chestnut 5-7171  
Holman

WLDS-FM 100.5mc  
1948 9.0kw

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

**JOLIET (Will County)**

WJOL 1540  
1929 250  
WJOL Inc.  
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

**KANKAKEE (Kankakee County)**

WKAN 1320  
1947 1,000-D  
Kankakee Daily Journal  
Co.  
185 N. Schuyler Ave.  
3-6633  
Sears & Ayer

Burrell Small, gm  
Bruce Brown, sm  
Robert J. Hawkins, asst sm  
Donald Hoover, slm  
Richard Eckels, ce  
Stan Ronald, nd

**KEWANEE (Henry County)**

WKEI 1450  
1952 100  
WKEI Bstg. Co.  
202½ N. Tremont  
4471  
Best

E. D. Scandrett, p, gm, cm,  
pmm, ce  
Paul Messplay, pd  
Bert Jackson, nd, fd  
Phil Miller, sd  
Bette Jackson, wd

**LA GRANGE (Cook County)**

WTAQ 1300  
1950 500  
DA-N  
S & S Bstg. Co.  
P. O. Box 408  
Fleetwood 2-1300  
Gill-Perma

Charles F. Sebastian, p, gm  
Ralph Faucher, cm, sd  
Ted Carlson, pd  
Arthur Schlaman, pmm  
William Wardle, ce  
Vincent Essig, nd

**LA SALLE (LaSalle County)**

WLPO 1220  
1947 1,000-D  
DA-D  
LaSalle County Bstg. Corp.  
P. O. Box 215  
3100

Peter Miller, p  
William Holm, gm, pmm  
Roy Kurkowski, cm  
Phil Kane, pd  
Lawrence McCann, ce  
Laverne Waltman, nd, fd, sd

**LINCOLN (Logan County)**

WPRC 1370  
1951 500-D  
Prairie Radio Corp.  
P. O. Box 37  
1370  
Sears & Ayer

Ray F. Knochel, p, gm  
Paul Rankin, cm  
William Brady, pd, nd  
John H. Deal, pmm  
Donald Thompson, ce  
Harold Brinkmeyer, fd

**LITCHFIELD (Montgomery County)**

WSMI 1540  
1950 1,000-D  
Mid-Illinois Bstg. Co.  
P. O. Box 241  
100  
Best

Hayward L. Talley, p, gm  
Clark O. Whitman, slm  
Donald W. Yaeger, pd, nd  
Orin Coddington, merc dir  
Robert Miller, ce, fd  
Ed Johnson, sd

**MACOMB (McDonough County)**

WKAI 1510  
1947 250-D  
Macomb Bstg. Co.  
113 E. Carroll St.  
1350

William E. Schons, p  
Robert E. Douglas, sm, cm  
Jack Hallstrom, slm  
Dave Naber, pmm, pdm  
Don Newberg, nd, sp  
Howard Welty, ce

**MARION (Williamson County)**

WGGH 1150  
1949 5,000-D  
DA-D  
Marion Bstg. Co.  
P. O. Box 311  
824  
Sears & Ayer

George W. Dodds, p, ce  
Jim Duncan, gm, pd  
Ina Trammell, cm, wd  
Irv Coppi, pmm  
John Anastopolis, nd, fd

**MATTOON (Coles County)**

WLBH 1170  
1946 250-D  
Mattoon Bstg. Co.  
1632½ Broadway  
6484  
Holman

J. R. Livesay, o, p, gm  
Ken Woodcell, cm, sd  
Bob Guest, pd, nd  
Robert Veech, pmm  
Ray Livesay, ce  
Howard Miller, fd

WLBH-FM 96.9mc  
1949 23kw

**WPRC**  
Lincoln  
LOGAN

500 Watts 1370 KC  
Repeated surveys and the constant flow of station mail prove the pulling power of WPRC  
Central Illinois' Best Salesman

STATION MAIL  
Solid coverage of 16 counties  
Mail Area - 42 counties

Put Central Illinois' Best Salesman to work for you!

MARKET DATA  
within 0.1 MV/M contour  
POPULATION 1,433,000  
TOTAL RETAIL SALES \$1,591,000,000

*Lincoln, Illinois*

THE NATION'S RICHEST FARMLAND

WPRC has a solid 82% circulation of the Logan County audience, and ranges from 14% to 63% circulation in the adjacent counties.

Eight of the counties covered, rank among the first hundred in value in farm products.

**BONUS LISTENERS:**

Thousands of automobile and truck radios on the Chicago—St. Louis main route, #66.

**WPRC** "Central Illinois' Best Salesman"  
PRAIRIE RADIO CORPORATION  
Ray F. Knochel, President & Gen. Mgr.

City Call Letters Established Tv Affiliate	Chsn. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>METROPOLIS (Massac County)</b>			
WMOK 1951	920 1,000-D	Fort Massac Bcstg. Co. Natl. State Bank Bldg. 2106 Holman	James H. Firmin, gm, pmm V. E. Smith, cm, sd Fleeta Firmin, pd Carlos M. Steele, ce Odell Korte, nd J. R. Strubinger, fd
<b>MOLINE (Rock Island County)</b>			
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
<b>MONMOUTH (Warren County)</b>			
WRAM (CP)	1330 1,000-D DA-D	PrairieLand Bcstrs. R.R. #3 Mount Carmel, Ill.	Stephen P. Bellinger, mgng ptr
<b>MOUNT CARMEL (Wabash County)</b>			
WVMC 1948	1360 500-D	Radio Station WVMC N. Cherry St. Rd. 1360 KBS Best	Charles H. Green, gm, cm Gilbert T. Wallace, pd Eugene D. Garrett, ce Bert Freedman, nd Venus Vaughn, fd Jessie Burke, wd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* cvp; *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.  
Data corrected to Dec. 15, 1956. 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.

<b>MOUNT VERNON (Jefferson County)</b>			
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 Ed Howell, ce Steve Rowan, nd Curt Bradley, fd
WMIX-FM 1946	94.1mc 15.2kw		
<b>MURPHYSBORO (Jackson County)</b>			
WINI 1954	1420 500-D	Robert D. & Martha M. Rapp P. O. Box 647 282 KBS Best	Robert D. Rapp, co-o Martha M. Rapp, co-o
<b>OAK PARK (Cook County)</b>			
WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Village 8-5760 Forjoe	Egmont Sonderling, p, gm Albert C. Michel, sm S. Mitchell, pd Sidney Schneider, ce Jay Smith, nd Wayne Osborn, sd
WOPT (TV) (CP)			
WOPA-FM 1950	102.3mc 1kw		
<b>OLNEY (Richland County)</b>			
WVLN 1947	740 250-D	Olney Bcstg. Co. 2156 KBS Holman	Marshall H. Poole, o, p, gm Charles R. Griggs, cvp, cm Joe Kosack, pd Les Mitchell, nd W. C. Phelps, fd Paul Hartsey, ce
WVLN-FM 1953	92.9mc 18.5kw		
<b>OTTAWA (LaSalle County)</b>			
WCMY 1952	1430 500-D	Carl H. Meyer 417 W. Madison St. 551 Sears & Ayer	Carl H. Meyer, o, gm, ce Dorothy M. Meyer, cm Robert C. Meyer, sm Ron Wilson, nd Dan Dunlap, fd Stuart Norgard, sd
<b>PARIS (Edgar County)</b>			
WPRS 1951	1440 500-D	Paris Bcstg. Corp. P. O. Box 262 3-1440	Adlai C. Ferguson Jr., p, gm, slm James D. Savoye, cm Claude V. Thomas, ce John Powell, sd
WPRS-FM 1952	98.3mc 1kw		
<b>PEKIN (Tazewell County)</b>			
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
<b>PEORIA (Peoria County)</b>			
WEEK 1946	1350 1,000	West Central Bcstg. Co. 2907 Springfield Rd. 9-3961	Robert S. Kerr, p Fred C. Mueller, gm Coleman Scott, sm, pd Al Knapp, pmm NBC Headley-Reed
WEEK-TV	DA-2		
WIRL 1948	1290 5,000	Illinois Valley Bcstg. Co. 125 N. Jefferson Ave. 4-9239	Timothy W. Swain, p John H. Altorfer, vp, gm James T. Butler, asst gm Boby Weaver, pd Effe Sams, slm Jeanne Luukinen, pmm Rudy Luukinen, ce Ralph Smith, nd
WIRL-TV (CP)	DA-2	ABC MBS H-R Reps.	
WMBD 1927	1470 5,000 DA-2	WMBD Inc. 212 S. Jefferson 6-0711 CBS Peters, Griffin, Woodward	Charles C. Caley, p Robert O. Rannerstrom, vp Robert M. Riley Jr., natl slm Water Thurman, pd John Lauer, pmm George Pyle, ce
WMBD-FM 1947	92.5mc 2.5kw		
WPEO 1946	1020 1,000-D	WPEO Inc. 926 Main 4-9249 Burke-Stuart	John R. Livingston, p, gm David T. Pritchard, slm Harry Harrison, pd, sd Gerald G. DeVore, ce F. R. (Bill) Oakley, nd Dick Herm, fd

OVER  
1000  
SUBSCRIBERS

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**NEW EXCITEMENT**  
**NEW AUDIENCES**  
**NEW PROFITS**

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PROGRAM SERVICE

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

## PITTSFIELD (Pike County)

WBBA 1580 Pike Bstg. Co.  
1954 250-D 650  
Continental

G. B. Meyer, p  
Bill Meyer, gm  
Frank Luepke, ce

## QUINCY (Adams County)

WGEM 1440 Quincy Bstg. Co.  
1948 1,000 Hotel Quincy  
WGEM-TV DA-2 Baldwin 2-6840  
ABC  
Young

T. C. Oakley, p  
Joe Bonansinga, gm  
J. Ben Stewart, cm  
Fred Colgan, pd  
Hal Heidbreder, dir adv  
Frank E. Laughlin, ce

WGEM-FM 105.1mc  
1947 8.3kw

WTAD 990 Lee Bstg. Inc.  
1926 5,000-D W.C.U. Bldg.  
WQHA-TV 1,000-N Baldwin 2-6200  
DA-N CBS  
Weed

Lee P. Loomis, p  
Walter J. Rothschild, gm,  
nat'l sm  
Merritt Milligan, asst mgr,  
pd  
Dick Faler, pdm, fd  
Dick Moore, pmm  
J. E. Gray, ce  
Don Nicholson, nd  
Bill Crews, sd  
Marian Milligan, wd

WTAD-FM 99.5mc  
1948 27kw

## ROBINSON (Crawford County)

WTAY 1570 Ann Bstg. Co.  
1956 250-D 1025 W. Market St.  
Taylorville, Ill.

Edwin P. Phelps Jr., o, gm  
Willard Lindsay, sm  
Earl Johns, ce  
Wilma Renchen, pmm  
Phil Brook, nd  
Clyde White, fd

## ROCKFORD (Winnebago County)

WROK 1440 Rockford Bstgs. Inc.  
1929 1,000-D News Tower  
500-N 2-6621  
ABC  
H-R Reps.

E. Kenneth Todd, p  
John J. Dixon, gm, cm  
Maurice P. Owens, pd, sd  
Bruce Richardson, asst pd  
Betty Thro, pmm  
Maurice H. Nelson, ce

WROK-FM 97.5mc  
1949 16kw

WRRR 1380 Rock River Bstg. Co.  
1955 1,000-D 113 S. Court St.  
DA-D 8-2263  
Radio-Tv Reps.

William E. Walker, p  
William R. Walker, gm  
Jack Harvey, asst mgr  
H. I. Tingley, pd  
Virginia Colwell, pmm  
George Reynolds, ce

## ROCK ISLAND (Rock Island County)

WHBF 1270 Rock Island Bstg. Co.  
1925 5,000 Telco Bldg.  
WHBF-TV DA-N 6-5441  
CBS  
Avery-Knodel

Ben H. Potter, p  
Leslie C. Johnson, vp, gm  
Maurice Corken, asst gm,  
sis dir  
F. S. Hicks, pd  
H. E. Darton, merc, pmm  
Robert J. Sinnett, ce

WHBF-FM 98.9mc  
1947 3.7kw

## SALEM (Marion County)

WJBD 1350 Salem Bstg. Co.  
1956 500-D 121 S. Walnut  
2000  
Webb

Thomas S. Land, co-o  
Bryan Davidson, co-o, gm,  
cm, pd, ce, nd

## SPARTA (Randolph County)

WHCO 1230 Hirsch Communication  
1955 250 Engineering Corp.  
P. O. Box 223  
333

Robert O. Hirsch, p  
Oscar C. Hirsch, gm  
Buford L. Mabery, cm

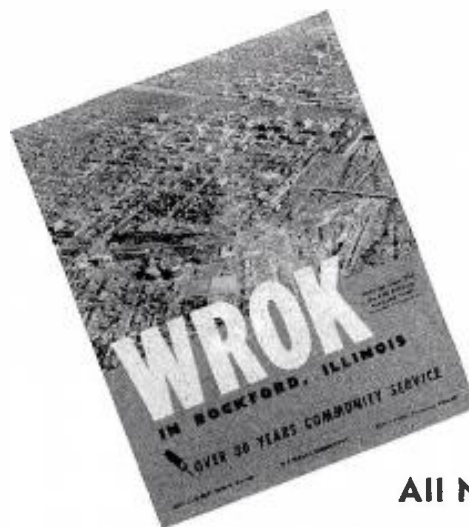
## SPRINGFIELD (Sangamon County)

WCVS 1450 WCBS Inc.  
1926 250 3000 S. 4th St.  
WICS (TV) 4-9895  
ABC  
MBS  
Bogner & Martin

Harold L. Dewing, p  
C. W. Neeld, gm, cm  
John C. Geil, pd  
Kenneth E. Spengler, pmm  
Bruce Still, sd

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JOHN DIXON, Gen. Mgr.

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Springfield, Illinois

W C V S

SPRINGFIELD'S

FIRST

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PROMOTION

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MERCHANDISING

Affiliated with ABC and MBS



Bogner &amp; Martin—Nat'l Reps.

P.O. BOX 1088

**More Audience Than  
Other Springfield Stations  
Combined!**

Year after year HOOPER has shown WTAX far in front in Springfield, Illinois. The October 1956 Index, released one week before the deadline for this Yearbook, again confirms WTAX's wide margin—more audience than other Springfield stations combined—Morning—Afternoon—Evening.

**WTAX**

CBS Radio Affiliate  
Represented by Weed & Company

**ILLINOIS**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SPRINGFIELD (Cont.)</b>			
WMAY 1950 WMAY-TV (CP)	970 1,000-D 500-N DA-2	Lincoln Bestg. Co. Myers Bldg. 4-1766 NBC Pearson	Gordon Sherman, p, gm, cm Syl Binkin, pd Mel Kampe, pmm Melvin Feldman, ce W. F. Miller, nd Don Hanley, sd
WTAX 1950	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
WTAX-FM 1948	103.7mc 6.7kw		
<b>STERLING (Whiteside County)</b>			
WSDR 1949	1240 100	Blackhawk Bestg. 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
<b>STREATOR (LaSalle County)</b>			
WIZZ 1953	1250 500-D DA-D	Streator Bestg. Co. P. O. Box 431 22947 Best	Stephen P. Bellinger, mgng ptr Vernon R. Nunn, gm Jim Austin, cm Kes Pollock, asst mgr, pd, sd Shirley Smith, nd Verne Buland, ce, fd

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 Div. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. 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.



*Could I Interest You—  
In A Good Proposition?*

Call me in Springfield, Ill., at 4-1766

I'll give you the inside on the  
station that has the—

**POWER + PROGRAMS + PERSONALITIES**

to produce **RESULTS** in Central Illinois!

*Isn't that what you want?*

**WMAY**



Springfield, Illinois

970 KC. 1000 watts, day, 500 watts, night

Represented By JOHN E. PEARSON COMPANY

TAYLORVILLE (Christian County)

WTIM 1410 Moyer Bstg. Co. Rober L. Moyer, p
1949 1,000-D P. O. Box 481 James C. Hilderbrand, gm, cm
DA-D 1410 Continental Sales Keith W. Moyer, pmm

URBANA (Champaign County)

\*WILL 580 University of Illinois Dr. David D. Henry, p
1922 5,000-D 1010 S. Wright Frank E. Schooley, gm
WILL-TV DA-D 7-6611 John A. Regnell, pd
Pat Jordan, pmm
Rob R. Beldom, ce
Don Brown, nd

\*WILL-FM 1971

90.9mc 300kw

WKID 1580 WKID Bstg. Co. Donald Harding, p
1948 250-D Box 192 Joseph S. Rider, gm
75431 Pearson

WAUKEGAN (Lake County)

WKRS 1220 News Sun Bstg. Co. William Just, p
1949 1,000-D P. O. Box 500 Joseph B. Kirby, gm, cm
DA-D Delta 6-7900 Robert Sorensen, pd
McGilvra Stanley Chadwick, ce

WEST FRANKFORT (Franklin County)

WFRX 1300 Pyramid Radio Bstg. & C. W. Lambert, p
1951 1,000-D Tv Co. Walter C. Schafer, gm, cm, slm
P. O. Box 359 Billy E. Spangler Jr., pd, pmm, nd
1300 Everett T. Kennedy, ce, fd
Deanna Sukoski, wd

ZION (Lake County)

WCBZ 820 Michael J. Mintern Michael J. Mintern, mng dir
1947 5-000-SH 2714 Enoch Ave. Carl Q. Lee, cm
Trinity 2-4521

INDIANA

INDIANA

MARKET DATA BY COUNTIES

Table with columns: County, Population 1950, Radio Homes, Retail Sales 1955(\$000), Food Sales 1955(\$000), Drug Sales 1955(\$000), Passenger Cars 1955. Lists data for Adams, Allen, Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clark, Clay, Clinton, Crawford, Daviess, Dearborn, Decatur, De Kalb, Delaware, Dubois, Elkhart, Fayette, Floyd, Fountain, Franklin, Fulton, Gibson, Grant, Greene, Hamilton, Hancock, Harrison, Hendricks, Henry, Howard, Huntington, Jackson, Jasper, Jay, Jefferson, Jennings, Johnson, Knox, Kosciusko, La Grange, Lake, La Porte, Lawrence, Madison, Marion, Marshall, Martin, Miami, Monroe, Montgomery, Morgan, Newton, Noble, Ohio, Orange, Owen, Parke.

Table with columns: County, Population 1950, Radio Homes, Retail Sales 1955(\$000), Food Sales 1955(\$000), Drug Sales 1955(\$000), Passenger Cars 1955. Lists data for Perry, Pike, Porter, Posey, Pulaski, Putnam, Randolph, Ripley, Rush, St. Joseph, Scott, Shelby, Spencer, Starke, Steuben, Sullivan, Switzerland, Tippecanoe, Tipton, Union, Vanderburgh, Vermillion, Vigo, Wabash, Warren, Warrick, Washington, Wayne, Wells, White, Whitley, Total.

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ANDERSON (Madison County)

WCBC 1470 Civic Bstg. Corp. Paul E. Billheimer, p
1946 1,000-D P. O. Box 350 Gordon L. Beck, gm
WCBC-TV 3-5321 David Rubbs, cm
(CP) Best Charles Bates, pd, sd
Robert Mostrom, ce
Evelyn Beck, wd

WHBU 1240 Anderson Bstg. Corp. C. Bruce McConnell, p
1923 250 640 Citizens Bank Bldg. John R. Atkinson, gm
7791 CBS
Bolling

BEDFORD (Lawrence County)

WBIW 1340 Bedford Bstg. Co. Joseph H. McGillvra, co-o,
1948 250 P. O. Box 472 co-m
4421 Agnes I. McGillvra, co-o,
McGilvra co-m
Carl Finger, ce

BLOOMINGTON (Monroe County)

\*WFIU (FM) 103.7mc Trustees of Indiana Elmer G. Sulzer, dir
1950 33kw University James E. Lynch, pd
L. James Rolfe, ce

WTTS 1370 Sarkes Tarzian Inc. Sarkes Tarzian, p
1949 5,000-D 535 S. Walnut Glenn Van Horn, gm, pd
WTTV (TV) 500-N 2-3366 C. Raymond Bartlett, cm,
ABC pmm
Meeker John Snider, nd
Maurice Latimer, sd
Virginia Fiscus, wd

BOONEVILLE (Warrick County)

WBNI 1540 Boonville Bstg. Co. H. C. Sanders, co-o, p, ce
1950 250-D Lynville Rd. Norman Hall, co-o, mgr, pd,
980 sd
KBS Owen Guthrie, cm
Indiana State Net. George McCoy, pmm
Triangle Radio Net. C. K. Kleinlein, nd
Continental Olus Justus, fd

COLUMBUS (Bartholomew County)

WCSI 1010 Syndicate Theatres Inc. Joseph P. Finneran, p
1950 500-D Carr Hill Dick Jewell, gm, cm, pd
7411 Max Cockley, ce
Rambeau Jerry Castor, nd, sd
A. V. Keesling, fd
Margaret Wells, wd

CONNERSVILLE (Fayette County)

WCNB 1580 News-Examiner Co. G. S. Tatman, sec
1948 250-D 406 Central Ave. E. M. Jackson, gm
7411 R. T. Underwood, ast mgr,
pd, sd
Francis Chomel, nd
Cecil Miller, ce

WCNB-FM 100.3mc
1948 9.8kw

INDIANA

City	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Company	Address	Executives
<b>CRAWFORDSVILLE (Montgomery County)</b>								
	*WBBS (FM) 1953	106.3mc	1kw	First Baptist Church 116 S. Walnut St. 755	D. J. Burns, gm Janice Conner, pd Arthur B. Lewellen, ce			
<b>ELKHART (Elkhart County)</b>								
	WCMR 1956	1270	500-D DA-D	Clarence C. Moore 17th at Michawaka Rd. 3-4567	Clarence C. Moore, p Harry Waterhouse, pd Jack L. Miller, ce			
	WCMR-FM (CP)	95.1mc	4.4kw					
	WTRC 1931	1340	250	Truth Radio Corp. P. O. Box 636 3-1960	John F. Dille Jr., p Don McFall, sm Don Freed, cm Lester Zellmer, ce Bill Donnella, nd			
	WSJV (TV)			NBC				
	WTRC-FM 1947	100.7mc	9.7kw					
<b>EVANSVILLE (Vanderburgh County)</b>								
	WEOA 1936	1400	250	WEHT Inc. P. O. Box 395 Harrison 4-9215	Edwin G. Richter, p Ernest Felix, evp Wilbur Walker, cm Robert M. Cleveland, ce Anita Cook, pmm Vic Sterling, sd			
	WEHT (TV) Henderson, Ky.			CBS Young				
	WGBF 1925	1280	5,000-D 1,000-N DA-N	On The Air Inc. P. O. Box 485 (3) Harrison 2-1171	Alvin Q. Eades, p Martin L. Leich, evp, gm, cm Pat Roper, pd Erwin P. Schoeny, ce Gene Crawford, nd, fd, pmm Marvin Bates, sd			
	WIKY 1947	820	250-D	South Central Bcstg. Corp. 1162 Mt. Auburn Rd. Harrison 4-8284	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	104.1mc	19kw					
	WJPS 1948	1330	5,000-D 1,000-N DA-2	WJPS Inc. 206 1/2 Main St. Harrison 5-2221	Robert S. Davis, p Jack McLean, gm, cm, sd Charles Caldwell, pd Verne Paule, nd James Jared, ce Clara Henry, bus mgr			
<b>FORT WAYNE (Allen County)</b>								
	WANE 1948	1450	250	Indiana Bcstg. Corp. 1205 Ft. Wayne Bank Bldg. Anthony 6212	C. Wrede Petersmeyer, p Robert F. Bryan, sec-treas Reid G. Chapman, gm Merlin Smith, cm Doug Hadley, pd			
	WINT (TV) Waterloo, Ind.			CBS H-R Reps.				
	WGL 1924	1250	1,000 DA-2	News-Sentinel Bcstg. Co. 201 W. Jefferson Eastbrook 3366	Helene R. Foellinger, p Merrill C. Johnson, vp, gm, cm Norman C. Widenhofer, pd Robert Storey, pmm Damon Wilson, ce I. en Davis, sd			
	WKJG 1947	1380	5,000 DA-2	Northeastern Indiana Bcstg. Co. 220 E. Jefferson St. Anthony 2295	Clarence L. Schust, p Edward G. Thoms, gm Carleton B. Evans, cm Calo Mahlock, pd Wilson Schroeder, pmm Eugene A. Chase, ce			
	WKJG-TV			NBC MBS Raymer				
	WOWO 1925	1190	50,000 DA-N	Westinghouse Bcstg. Co. 124 W. Washington Anthony 9496	Donald H. McGannon, p Carl W. Vandagriff, gm H. D. Longworth, cm Cal Bollwinkel, pd Carol A. Johnson, pmm Harold L. Brokaw, ce Cal Stewart, nd, sd Jay Gould, fd Jane Weston, wd			
	Peters, Griffin, Woodward							
<b>FORTSMITH (Clinton County)</b>								
	WILO 1953	1570	250-D	Lake Erie Radio & Tv Corp. 52 1/2 E. Washington 5358	Ted M. Nelson, p Lewis M. Shroyer, gm, ce Phil Wise, cm James Cronkright, pd, pmm, nd Helen Carroll, wd			
				KBS Best				
<b>GARY (Lake County)</b>								
	WGRY 1950	1370	500-D			WGRY Inc. 3669 Broadway Turner 5-7511	George M. Whitney, p, gm S. E. Siders, cm Lee Hartgrave, music dir Albert Gibson, fd	
	WVCA 1949	1270	1,000 DA-1			Lake Bcstg. Co. 578 Broadway Turner 6-9171	Dee O. Coe, p Boyd W. Lawlor, sm, cm Tom Whitmore, pd, pmm Jerry Healey, sd Victor H. Voss, ce Patt Patterson, fd	
<b>GOSHEN (Elkhart County)</b>								
	WKAM 1949	1460	500-D			Kosciusko Bcstg. Corp. 612 W. Pike St. 3-2219	William N. Udell, p Richard S. Olson, evp, sm C. J. Pajakowski, evp, cm Robert E. Pfister, nd, pd Howard Murdock, sd Les Rash, ce	
<b>HAMMOND (Lake County)</b>								
	WJOB 1928	1250	250			South Shore Bcstg. Corp. Radio Center 6405 Olcott Tilden 4-1230	Robert C. Adair, p, gm Joe Fife, cm Gerold Mitchell, pd, fd Len Ellis, pmm Jess Peters, ce William Spellbring, nd	
	WJOB-FM 1947	92.3mc	3.1kw					
<b>HUNTINGTON (Huntington County)</b>								
	WHLT (CP)	1500	500-D DA-D			Huntington Bcstg. Co.	Ted Nelson, p	
<b>INDIANAPOLIS (Marion County)</b>								
	WFBM 1924	1260	5,000 DA-N			Consolidated Tv & Radio Bcstrs Inc. 1530 N. Meridian St. Melrose 4-8521	Harry M. Bitner Jr., p William F. Kiley, gm Hugh L. Kibbey, sm Franklin H. Small, cm Charles Breece, pd Estel D. Freeman, pmm Harold Holland, ce Gilbert Forbes, nd	
	WFBM-TV					ABC MBS Katz		
	WFMS (FM) (CP)	95.5mc	4.5kw			Williams Fm Service 750 N. Meridian St. Melrose 4-1512	Indiana Bcstg. Corp. gm M. L. Morris, cm Elizabeth J. Williams, pd Martin R. Williams Jr., ce	
	WGEE (CP)	1590	5,000-D DA-D			Rollins Bcstg. Inc. 4800 E. Raymond St.	O. Wayne Rollins, p Arnold C. Johnson, gm	
	WIBC 1938	1070	50,000-D 10,000-N DA-2			WIBC Inc. 2835 N. Illinois St. Walnut 4-2661	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	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	
	WISH 1941	1310	5,000-D 1,000-N DA-N			Martin R. Williams Sr., p, 1440 N. Meridian St. Melrose 4-6411	C. Wrede Petersmeyer, p Robert B. McConnell, vp, gm Robert F. Ohleyer, cm William Frosch, pd James A. Buck, pmm Stokes Gresham Jr., ce Dallas DeWeese, nd	
	WISH-TV					CBS Bolling		
	WXLW 1948	950	5,000-D DA-D			Radio Indianapolis Inc. 3005 Kessler Blvd. Walnut 5-6494	Lyman S. Ayres, p Robert D. Enoch, vp, gm Eugene W. Strack, asst mgr Greg Smith, pd Norbert Goetzinger, ce	
<b>JASPER (Dubois County)</b>								
	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 Pat Pinnick, pmm Peter L. Russo, ce Jim Eisenmenger, nd	
	WITZ-FM 1954	104.7mc	1.65kw					

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.  
Data corrected to Dec. 15, 1956. 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.

**KENDALLVILLE (Noble County)**

WKTL 1955	1570 250-D DA-D	Noble-DeKalb Bcstg. Co. P. O. Box 47 764 KBS Best	Carl V. Shellene, p Charles R. Palmquist Jr., gm cm, sd Donald L. Head, sm, ce, pd H. Brooks Dawson, nd William Miller, nd, fd Charlotte Whitson, wd
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**KOKOMO (Howard County)**

WIOU 1948	1350 1,000 DA-2	Booth Radio & Television Stations Inc. 700 Buhl Bldg., Detroit, Mich. WO 2-0220 CBS Weed	John L. Booth, p John Carl Jeffrey, gm, cm, pmm Elvin Cunningham, ce Dan O'Meara, nd Ray Watson, fd Art Collier, sd
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**LAFAYETTE (Tippecanoe County)**

WASK 1942 WFAM-TV	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, pd
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**LA PORTE (La Porte County)**

WIMS 1947	1420 1,000-D 500-N DA-N	Northern Ind. Bcstrs. Inc. 611 Pine Lake Ave.	(See Michigan City listing)
WLOI 1948	1540 250-D	La Porte County Bcstg. Co. 906 Lincolnway 3734 Pearson	Dee O. Coe, p Bob Harris, sm L. B. Weller, pdm, pmm Maxine Ford, pd Ben Munson, ce Earl Feather, fd

**LINTON (Greene County)**

WBTO 1954	1600 500-D	Linton Bcstg. Co. State Hwy. 54	Henry C. Sanders, ptrn Norman Hall, ptrn
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**LOGANSPORT (Cass County)**

WSAL 1949	1230 250	Logansport Bcstg. Corp. 5111 MBS	Glenn L. Miller, p Richard E. Jackson, gm Joseph A. Wiler, cm Gene Waters, pd, fd Donald C. Neal, pmm Raymond A. Olson, ce Bill Knisely, nd
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**MADISON (Jefferson County)**

WORX 1956	1270 1,000-D DA-D	Electronic Laboratories Inc. P. O. Box 96 1270 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	96.7mc 0.35kw		

**MARION (Grant County)**

WBAT 1947	1400 250	Marion Radio Corp. Resneck Bldg. 5500 CBS Everett-McKinney	Lester Spencer, p, gm William C. Fowler, vp, sm James L. Landry Jr., pd 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 Perice, pmm Lloyd Smith, ce Harry Waterhouse, nd
WMRI-FM 1948	106.9mc 31kw		

**MICHIGAN CITY (La Porte County)**

WIMS 1947	1420 1,000-D 500-N DA-N	Northern Indiana Bcstrs. Inc. Old Chicago Road, Route 2 5-5245 611 Pine Lake Ave. La Porte, Ind. (also)	William N. Udell, p Al Halus, co-cm Richard S. Olson, pd Stewart C. McDonnell, pmm Robert J. Schilling, ce John H. Gleason, co-nd Robert E. Pfister, co-nd
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**MT. VERNON (Posey County)**

WPCO 1955	1590 500-D	Mt. Vernon Bcstg. Co. Hiway 62-W PO 8-4484 Triangle Radio Net.	H. C. Sanders, co-o Norman Hall, co-o, pd F. Courtney Smith, gm Owen Guthrie, cm Jerry Webb, pmm John Davis, ce
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# WIBC—Leads in Indiana



The walls of the lobby at WIBC are crowded with community service awards and certificates. WIBC's staff and management are proud of these awards because they represent successful integration into the community efforts of their listeners, and consequent leadership among the radio stations of Indianapolis and Indiana.

WIBC's leadership in public service has brought with it leadership in audience, too. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.\**

\*Pulse Area Study, Sept.-Oct., 1955

WIBC's success in building big audiences and in public service is due largely to the efforts of the station's well known personality salesmen . . . names like Easy Gwynn, Robin Bright, Al Brooks, Jim Shelton, Gordon Graham and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.



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the Best Buy... the Only Buy Is... WIBC!**



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Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,  
President and General Manager

**JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVE**

INDIANA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MUNCIE (Delaware County)</b>				<b>SOUTH BEND (St. Joseph)</b>			
WLBC 1926 WLBC-TV	1940 250	Tri City Radio Corp. P. O. Box 271 U. S. Highway No. 35 So. of Muncie 4403 CBS Holman	Don Burton, p, gm Bill Craig, cm, pmm Lee Allerton, pd, sd Maury Crain, ce Fred Hinshaw, nd	WHFS (FM) 1956	101.3mc 8.6kw	Commercial Sound & Hi-Fidelity 114 North Hill St. Central 2-6730	Allen E. Kester Sr., ptnr Allen E. Kester Jr., ptnr John P. Schumacher, sm James R. Hougren, slm Frederic W. Syburg, music dir Kevin A. Joyce, pdm
WMUN (FM) 1947	104.1mc 7.4kw	(WLBC, Am Affiliate)		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 Jack Freeborn, pd Stephen Grundtner Jr., ce Bob Porter, nd Louise Ottersen, wd
<b>NEW ALBANY (Floyd County)</b>				WNDU 1944 WGNU-TV	1490 250	Michiana Tcstg. Corp. P. O. Box 989 Central 5-7111 ABC Petry	Bernard C. Barth, vp, gm William T. Hamilton, sm D. Martin, cm William Etherton, pd Clark B. Kelsey Jr., pmm Bazil O'Hagan, ce
WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Inc. P. O. Box 285 WH 4-2235	Roy L. Hickox, p, gm Lynn Stephens, cm Jerry Fordyce, pd, nd Joe Gillum, pmm Tom Allebrandi, ce Keith L. Reising, sd	WSBT 1921 WSBT-TV	960 5,000 DA-2	South Bend Tribune 300 W. Jefferson Blvd. Central 3-3141 CBS Raymer	Franklin D. Schurz, vp Neal B. Welch, gm Wilbur Darch, natl slm Robert J. Drain, pd Judd Choler, pmm Arthur R. O'Neil, ce
<b>NEW CASTLE (Henry County)</b>				<b>TELL CITY (Perry County)</b>			
WCTW (FM) 1947	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 Jamie Cunningham, nd	WTCJ 1948	1230 250	Tell City Bcstg. Co. 740	James R. Brewer, o, gm
<b>NORTH VERNON (Jennings County)</b>				<b>TERRE HAUTE (Vigo County)</b>			
WOCH 1955	1460 500-D	Dorrell Ochs P. O. Box 46 Fillmore 9-8421	Dorrell Ochs, o Donald K. Edwards, gm, cm Edwin P. Healy, asst mgr, ce Eddie Sears, fd Marguerite Ochs, wd	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 Plasad, nd A. D. Luers, fd
<b>NOTRE DAME (St. Joseph County)</b>				WTHI 1947 WTHI-TV	1480 1,000 DA-1	Wabash Valley Bcstg. Corp. 918 Ohio St. Crawford 9481 CBS Bolling	Anton Hulman Jr., p J. M. Higgins, gm Tom Lawrence, radio dir Don E. Petit, ce Howard Caldwell, nd, sd Helen Ryan, wd
WNDU 1944 WNDU-TV		(See South Bend listing)		WTHI-FM 1947	99.9mc 7.4kw		
<b>PERU (Miami County)</b>				WWVR (CP)	1300 500-D	Citizens Bcstg. Co. 2327 Lafayette Ave. North 3985	Archie S. Mobley, p, cm, fd Paul D. Ford, vp, gm, ce, nd Eleanor J. Ford, sec, pd Pauline A. Mobley, treas, pmm, wd
WARU 1954	1600 1,000-D	Wabash Peru Bcstg. Co. 3-4448 KBS	Dr. Wendell Hansen, p Robert Bassett, ce Floyd Sonafrank, sd Fran Henderson, wd	<b>VINCENNES (Knox County)</b>			
<b>PORTLAND (Jay County)</b>				WAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787 MBS Free & Peters	Eugene C. Pulliam, p Howard Greenlee, gm A. H. Edmondson Sr., sm, nd William Kepler, pd William Litherland, slm Ralph Baldwin, ce
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	<b>WABASH (Wabash County)</b>			
<b>PRINCETON (Gibson County)</b>				WAIU-FM 1955	97.5mc 4.6kw	Wabash-Peru Bcstg. Co.	Dr. Wendell Hansen, p Howard Roby, gm Lou Spradling, ce
WRAY 1950 WRAY-TV (CP)	1250 1,000-D	Princeton Bcstg. Co. P. O. Box 8 Fulton 5-4861 McGillvra	M. R. Lankford, o, gm D. T. Critchfield, cm Stuart K. Lankford, pd Harold S. Bass, ce Richard Lankford, nd	<b>WARSAW (Kosciusko County)</b>			
<b>RICHMOND (Wayne County)</b>				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
WKBV 1926	1490 250	Central Bcstg. Corp. West Main St. 3-1156 ABC Everett-McKinney	Lester G. Spencer, gm Roland L. Nusbaum, cm C. E. Stevens, slm Marie Robbins, pd Bill Woehrmann, pmm Louis Dunning, ce Ted Westbrook, nd	WRSW-FM 1948	107.3mc 34kw		
<b>SALEM (Washington County)</b>				<b>WASHINGTON (Daviess County)</b>			
WSLM 1955	1220 1,000-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	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 Judy Breedlove, wd
<b>SEYMOUR (Jackson County)</b>				WFML (FM) 1948	106.5mc 14kw	(WAMW, Am Affiliate)	
WJCD 1949	1890 1,000-D	Dr. Azra C. Baker 1534 Ewing JA 2-5969	Dr. Azra C. Baker, o Bob Shippee, sm Eugene Perrigo, ce Vi Jaynes, wd	<b>WEST LAFAYETTE (Tippecanoe County)</b>			

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**IOWA**  
**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Adair	12,292	3,820	\$11,064	\$1,837	\$237	4,498
Adams	8,753	2,550	7,434	1,354	151	3,107
Allamakee	16,351	4,480	17,320	2,036	246	5,203
Appanoose	19,683	5,860	14,509	3,457	369	5,734
Audubon	11,579	3,430	13,172	1,379	260	4,391
Benton	22,656	6,940	26,236	4,823	408	8,470
Black Hawk	100,448	33,740	140,179	26,318	3,899	38,961
Boone	28,139	8,030	30,150	6,555	895	10,071
Bremer	18,884	5,570	23,126	4,134	385	7,414
Buchanan	21,927	5,820	18,219	3,829	283	7,019
Buena Vista	21,113	6,970	30,648	4,828	647	8,742
Butler	17,394	5,270	22,012	2,603	442	6,937
Calhoun	16,925	5,180	16,825	3,766	390	6,383
Carroll	23,065	6,350	33,246	5,183	555	8,505
Cass	18,532	6,060	27,356	4,408	688	7,304
Cedar	18,910	5,380	23,756	2,801	478	6,530
Cerro Gordo	46,053	14,380	72,098	12,042	1,875	17,749
Cherokee	19,052	5,090	22,052	3,693	549	7,024
Chickasaw	15,228	4,300	18,646	2,685	296	5,236
Clarke	9,369	2,930	10,036	2,081	22	3,168
Clay	18,103	5,970	24,635	4,427	536	7,482
Clayton	22,522	6,320	23,338	3,209	283	7,651
Clinton	49,664	15,860	74,673	13,170	1,590	18,594
Crawford	19,741	5,380	20,013	3,386	453	6,904
Dallas	23,661	7,520	28,425	5,470	702	9,408
Davis	9,959	2,810	7,499	1,670	164	3,521
Decatur	12,601	3,590	8,544	2,228	217	3,653
Delaware	17,734	5,000	15,159	2,465	325	6,316
Des Moines	42,056	14,150	51,703	11,600	1,026	16,063
Dickinson	12,758	3,920	14,890	1,781	591	5,161
Dubuque	71,337	20,130	93,584	18,266	3,122	22,599
Emmett	14,102	4,120	18,538	3,598	429	5,797
Fayette	28,294	7,940	31,858	5,682	660	9,675
Floyd	21,505	6,830	24,625	4,652	363	8,034
Franklin	16,268	4,990	19,993	3,245	266	6,460
Fremont	12,323	3,410	10,912	1,815	312	4,137
Greene	15,544	4,690	19,677	2,993	218	6,135
Grundy	13,722	4,210	18,840	1,753	488	5,618
Guthrie	15,197	4,290	13,882	2,736	247	5,303
Hamilton	19,660	6,170	28,225	4,441	538	7,792
Hancock	15,077	4,210	17,790	2,724	400	5,720
Hardin	22,218	7,240	33,124	5,081	585	8,921
Harrison	19,560	5,470	16,933	3,111	600	6,256
Henry	18,708	5,470	21,346	3,343	467	6,644
Howard	13,105	3,790	13,670	2,066	333	4,576
Humboldt	13,117	3,910	18,018	3,052	263	5,125
Ida	10,697	3,120	12,322	1,534	272	4,336
Iowa	15,835	4,680	18,385	3,417	354	5,719
Jackson	18,622	5,450	22,751	4,275	510	7,026
Jasper	32,305	9,990	38,783	9,798	1,175	12,888
Jefferson	15,696	4,890	19,304	3,856	457	5,760
Johnson	45,756	12,860	51,610	8,869	1,680	14,228
Jones	19,401	5,550	23,163	3,793	388	6,988
Keokuk	16,797	5,370	17,952	2,881	324	6,045
Kossuth	26,241	7,240	31,705	4,773	499	9,568
Lee	43,102	13,150	44,583	10,163	1,407	15,399
Linn	104,274	36,600	160,457	28,516	5,370	42,985
Louisia	11,101	3,100	11,355	2,551	289	4,034
Lucas	12,069	3,600	10,871	2,660	178	4,020
Lyon	14,897	4,100	14,337	2,433	254	5,489
Madison	13,131	4,070	15,675	2,744	523	4,612
Mahaska	24,672	7,640	29,873	5,611	668	9,024
Marion	25,930	7,320	22,181	4,505	630	8,240
Marshall	35,611	10,980	50,528	9,220	1,697	13,824
Mills	14,064	3,410	11,043	2,140	265	4,383
Mitchell	13,945	4,010	16,611	3,184	243	5,166
Monona	16,303	4,770	16,352	3,293	313	5,607
Monroe	11,814	3,020	10,420	2,298	185	3,844
Montgomery	15,685	4,990	19,960	3,847	497	5,902
Muscatine	32,148	10,560	40,811	8,223	740	12,150
O'Brien	10,180	5,870	26,911	4,533	414	7,475
Osceola	18,101	2,940	12,503	1,844	203	4,031
Page	23,921	7,040	31,928	5,270	824	8,011
Palo Alto	15,891	4,210	18,596	2,732	303	5,561
Plymouth	23,252	6,550	29,138	4,338	686	8,702
Pocahontas	15,496	4,320	17,008	2,943	392	5,961
Polk	226,010	80,110	337,357	63,911	11,391	87,165
Pottawattomie	69,882	21,300	71,107	16,508	2,492	26,320
Poweshiek	19,344	5,570	19,989	4,159	481	6,975
Ringgold	9,528	2,930	6,166	1,116	155	3,167
Sac	17,518	5,280	22,149	3,384	353	6,941
Scott	100,698	33,090	150,194	27,967	4,707	41,014
Shelby	15,942	4,300	16,154	1,814	365	5,877
Sioux	26,381	7,120	29,862	4,125	572	9,743
Story	44,294	13,130	55,139	12,780	1,512	15,117
Tama	21,688	6,750	24,096	3,765	509	7,812
Taylor	12,420	3,800	7,434	1,340	207	4,086
Union	15,651	5,450	15,892	3,459	527	5,439
Van Buren	11,007	3,510	9,535	2,089	112	3,635
Wapello	47,397	14,800	47,504	10,745	1,761	15,830
Warren	17,758	5,180	15,246	3,443	184	6,618
Washington	19,557	6,120	28,099	3,461	583	7,154
Wayne	11,737	3,610	9,520	1,845	242	3,878
Webster	44,241	13,590	63,871	12,073	1,930	17,127
Winnebago	13,450	3,820	16,272	3,308	313	5,176
Winnesiek	21,639	6,350	19,039	3,238	377	6,989
Woodbury	103,917	35,560	147,730	26,112	4,639	36,133
Worth	11,068	3,110	9,295	1,855	126	3,988
Wright	19,652	6,170	24,855	4,644	584	7,510
Total	2,621,073	811,490	\$3,241,308	\$591,121	\$84,085	966,649

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ALGONA (Kossuth County)</b>				
KLGA	1956	1600 5,000-D DA-D	Kossuth County Bstg. Co. McGregor Road Walker	Frederick Epstein, p James J. Wychor, gm Ruth Epstein, wd
<b>AMES (Story County)</b>				
KASI	1948	1450 1,000-D	Ames Bstg. Co. Main at Burnett Cedar 2-3152 KBS Iowa Tall Corn Net. Pearson	W. S. Rupe, p A. A. Skinner, vp, gm L. J. Grafunder, cm Ruby Tillerson, pd Doyle Kelso, ce Basil Grimes, nd
WOI	1922	640 5,000-D	Iowa State College Service Bldg. Cedar 2-3400	Dr. James H. Hilton, p Robert C. Mulhall, gm James H. Davis, assoc. gm Nancy F. Sealey, pmm Wally Bishop, nd Richard F. Vogl, pd Keith K. Ketcham, ce
*WOI-FM 1949 90-1mc 16kw Iowa State College of Agriculture & Mechanic Arts				
<b>ATLANTIC (Cass County)</b>				
KJAN	1950	1220 250-D	Nishna Valley Bstg. Co. North Olive 1717 KBS	Franklin G. Miller, p, co-gm H. A. (Skeet) Preston, co-gm, sd E. G. Faust, cm Roy Marsh, pd Bob Freund, ce Robert Einhaus, nd, fd
<b>BOONE (Boone County)</b>				
*KFGQ	1927	1260 250-D	Boone Biblical College 924 W. 2nd St. 1119W	Lois Crawford, p, gm Gerald Kleppinger, pd Kieth Ketcham, co-ce Bill Hughes, co-ce
*KFGQ-FM 1950 99.3mc 0.31kw				
KWBG	1950	1590 1,000-D 500-N DA-N	Boone Bstg. Co. P. O. Box 36 1590	Mrs. H. A. Garvey, p H. A. Garvey, gm Dick Canier, cm Tom Quinlan, pd Dale Burge, ce Don Reed, nd
<b>BURLINGTON (Des Moines County)</b>				
KBUR	1941	1490 250	Burlington Bstg. Co. Roosevelt Ave. Plaza 2-2701 ABC Rambeau	G. B. McDermott, p David H. Steinle, gm Marc Howard, cm, sd Dick Mosena, pd Roy A. Hodges, pmm John F. Gallino, ce
<b>CARROLL (Carroll County)</b>				
KCIM	1950	1380 1,000 DA-2	Carroll Bstg. Co. Radio Park 3586 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
<b>CEDAR RAPIDS (Linn County)</b>				
KCRG	1947	1600 5,000 DA-N	Cedar Rapids Tv Co. First Ave. at First St. SW EM 4-4194 MBS Everett-McKinney	Joseph F. Hladky Jr., vp Edna A. Herbst, gm Robert C. Richards, dir of radio Ralph D. Willey, pd Carl Rollert, ce Richard D. Yoakam, nd
KPIG	1949	1450 250	Cedar Rapids Bstg. Corp. 211 First St. S.W. 3-8265 Devney	James I. Mitchell, gm Kenneth C. Delp, cm Robert Carpenter, pd LaMar Hay, ce, nd Wayne C. Cornils, sd

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.  
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**Anyone who reads  
this is interested  
in radio**

*(So, we might add, are we, so  
look out for that last paragraph)*

Once upon a time there was a preacher who got up early. This was four years ago. The preacher was a Rev. Jones, who lives near Clarence, Iowa. When he got up early, he turned on the radio and there was Chuck Worcester telling about Myzon, which is an additive that you feed to poultry, hogs or cows if you have poultry, hogs, or cows, which this preacher had because he was also a farmer on the side, which isn't too unusual in Iowa, but he hadn't heard of Myzon before, which is. The way Chuck carried on about Myzon made it sound pretty good, so the preacher tried it. Today the Rev. Jones swears by . . . well, let's just say he thinks Myzon is great. He says his flock (of hens—140 at last count) sometimes gives him 100 eggs a day and seldom less than 72. He says he can get his hogs ready for market now in 5½ months, which is like writing an advertisement in 5½ minutes. This speaks well for Myzon, of course, and it also proves that preachers believe what they hear on WMT.

Items like the paragraph above convey the impression that Iowa is full of farmers. It is, of course, but it would be nice to find a preacher who is a part-time manufacturer so we could make another point. Our home county ranks among the hundred leading U.S. counties in the manufacture of food and kindred products as well as in the manufacture of machinery. The industrial payroll is 2½ times the agricultural income for the country. The state's *industrial* income is greater than its farm income.

Go ahead and think of Iowa as great farm country. But don't overlook industry. Four of the five top industrial counties of Iowa are located within our 2½ mv contour. All of the counties within the 2½ mv contour add up to two-thirds of the state total. Yet, there is no big concentration of consumer buying power, industrial payrolls or farm income in Iowa. You've got to have coverage in Iowa. Our 600 kc 5,000 watt signal gives it to you. Plus listeners—more, in fact, in our 33-county primary area than all other radio stations in the area combined. For details, see the man from Katz.

*WMT • Mail address: Cedar Rapids • CBS*



City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	
<b>CEDAR RAPIDS (Cont.)</b>									
WMT	1922	600 5,000	American Bcstg. Stations Inc.	William B. Dolph, p William B. Quarton, vp, gm	KROS	1941	1340 250	Clinton Bcstg. Corp. 246 5th Ave. South Chapel 2-1252 MBS Iowa Tall Corn Net. Pearson	Bernard M. Jacobsen, p, gm Darline Gordon, cm Gerald A. Parker, ce Lee White, nd David Sylvester, fd Hank Dihlmann, sd
WMT-TV		DA-N	Paramount Theatre Bldg. Empire 4-0171 CBS Katz	Kenneth L. Hastie, slm Dean Landfear, pd James Bowermaster, pmm George Hixenbaugh, ce Leo Cole, bus mgr	KROS-FM	1947	96.1mc 13kw		
<b>CENTERVILLE (Appanoose County)</b>					<b>COUNCIL BLUFFS (Pottawattamie County)</b>				
KCOG	1947	1400 100	Hiawatha Bcstg. Co. 1910 S. Main St. 407 MBS	Alex Chesley, p Clyde Holbrook, gm Richard Moran, cm Don-Carroll, pd Vic Avers, pmm, nd Gene Logston, fd	KSWI	1947	1560 500-D	Nonpareil Bcstg. Co. 120 S. Main 4041 Hagg	Robert H. O'Brien, p, gm, ce Donald Gillman, cm Robert M. Hallgren, pd, nd Marjorie W. Morris, pmm, wd Walter Gibbs, sd
<b>CHARLES CITY (Floyd County)</b>					<b>CRESTON (Union County)</b>				
KCHA	1949	1580 250-D	Radio Incorporated 300½ N. Main 787 KBS	Charles J. Ellis, p, pmm, ce LuVerne J. Bromberg, sm, cm, pd Phyllis Boggess, nd Robert Monroe, sd	KSTB	1946	1520 1,000-D	Southwest Iowa Bcstg. Co. State 2-2155 Iowa Tall Corn Pearson	Arden D. McKee, p E. M. Horning, gm, cm Jack Mills, pd, pmm, nd William Zollman, ce Dutch Horning, sd Delores Thorp, wd
<b>CHEROKEE (Cherokee County)</b>					<b>DAVENPORT (Scott County)</b>				
KCHE	1952	1440 500-D	Cherokee Bcstg. Co. 219½ W. Main St. 51 Best	Charles Reznikov, p, gm, pd, pmm, fd, cm Sterling Heil, ce Caryl Lee Cline, nd	KFMA	1952	1580 500-D	KFMA Bcstg. Co. 415 Perry St. 6-4407 McGillvra	Lester L. Gould, p, gm Howard N. Fisher, cm, pmm Bill Greener, pd, nd, fd, sd, wd Walter Atamanec, ce Dorothy R. Gould, wd
<b>CLINTON (Clinton County)</b>					<b>WOC-TV</b>				
KCLN	1956	1890 1,000-D	Mississippi Valley Bcstg. Co. 514 S. 2nd St. Chapel 3-2174 Best	W. L. Murray, gm, tech dir K. A. Willis, cm Russell H. Snow, pd, nd	KSTT	1946	1170 1,000 DA-2	Quint Cities Bcstg. Co. 310½ Harrison St. 6-2541 MBS Walker	Frederick Epstein, p, gm, cm Joseph Coval, pd, ce Jack Barlow, fd Jim Watt, sd Ruth Epstein, wd
					<b>WOC-FM</b>				
					1948 103.7mc 33kw				

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# IT'S RADIO ACTIVE

There's Buying Power In This Here Valley



Tri-City Broadcasting Co., Davenport, Iowa

Our geiger-counter shows this is a market with money to spend — actually a market with an annual effective buying income of \$463,891,000.\* That's a lot of power to spread among 253,800 people . . . it represents an annual per capita effective buying income of \$1,827 . . . or more than \$200 above the national per capita average. Also, it represents an annual per family effective buying income of \$5,955 . . . or almost \$500 above the national per family average.

"Stake out your claim" on this market by placing a schedule of advertising on WOC — the radio-active station that has delivered this market's favorite listening since 1922.

WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate. Peters, Griffin, Woodward, Inc. Exclusive National Representatives.

\*SALES MANAGEMENT "Survey of Buying Power — 1956"

# WOC

Col. B. J. Palmer, President  
Ernest C. Sanders, Manager  
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.  
Exclusive National Representatives

City	Call Letters	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>DECORAH (Winneshiek County)</b>				
KDEC	1947	1240 250	Scenic Bcstg. Co. 508½ W. Water St. 1240 KBS Pearson	Verne Koenig, p, gm, pd Kenneth Bjerke, cm Arnold Zaruba, ce
*KWLC	1926	1240 250 5H	Luther College 687	Esther J. Olson, gm, pd Oliver M. Eitrem, ce Robert Ruen, nd
<b>DENISON (Crawford County)</b>				
KDSN	1956	1580 500-D DA-D	Denison Bcstg. Co. 45	Walter Morrison, p, gm Jim A. Peterson, pd, ce, fd Tony Larson, nd, sd
<b>DES MOINES (Polk County)</b>				
KCBC	1947	1390 1,000 DA-1	Majestic Bcstg. Co. 3512 Ingersoll Crestwood 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
KIOA	1948	940 10,000-D 5,000-N DA-2	Town & Farm Co. 10th & Mulberry Atlantic 2-9191 ABC H-R Reps.	Don Searle, p Bill Martin, evp Joe Rohrer, gm, vp Willard Morton, bus mgr Albert Michael, pmm Ed Montray, pd, sd U. I. Lynch, ce R. J. Nash, nd Bill Hitt, f dept mgr Scott Lamb, fd Les Wright, f specialist
KRNT	1935	1550 5,000	Cowles Bcstg. Co. 9th & Pleasant AT 8-3671 CBS Katz	Luther L. Hill, p Robert W. Dillon, sm Paul M. Elliott, cm Wm. H. Hippee, slm Richard H. Covey, pd Joe C. Hudgens, pmm Charles F. Quentin, eng dir
KRNT-TV		DA-N		
KSO	1921	1460 5,000 DA-N	KSO Inc. 1910 Ingersoll Ave. Cherry 3-0571 Pearson	Lyman S. Ayres, p Raymond W. Baker, gm Robert D. Enoch, evp Lee R. Lemon, pd Rex Hargitt, slm Samuel Mazza, ce Glenn Goodwin, nd Bob Earle, sd
KWDM	1948	1150 1,000 DA-2	Des Moines Bcstg. Corp. 419½ Locust AT 2-8363 MBS Indie	George W. Webber, p, cm, pmm Robert L. Webber, gm Edith D. Webber, pd, wd Werner C. Schwarz, ce John T. Flynn, nd Max P. Rauer, sd
WHO	1924	1040 50,000	Central Bcstg. Co. 1100 Walnut St. Atlantic 8-6511	Col. B. J. Palmer, p Dr. D. D. Palmer, vp, treas Ralph Evans, evp
WHO-TV				
WHO-FM	1948	100.3mc 24kw	NBC Peters, Griffin, Woodward	Paul A. Loyet, vp, res mgr W. W. Woods, asst mgr Robt. H. Harter, slm Jack Kerrigan, pd Cecil Hutzinger, prod mgr Reed E. Snyder, ce Jack Shelley, nd Herb Plambeck, fd Jim Zabel, sd
<b>DUBUQUE (Dubuque County)</b>				
KDTH	1941	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 3-7351 ABC Iowa Tall Corn Net. Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm Robert Gribben, pd Gordon Kilgore, pmm Donald Abitz, ce Ed DeFontaine, nd G. McAlece, fd, sd Mary McGuire, wd
WDBQ	1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	John J. Roshek, p James R. King, gm Patrick C. Fleming, cm
WDBQ-FM	1948	103.3mc 15kw	MBS Meeker	Thomas G. Goodman, pd, fd Donald Heim, co-ce Francis Barker, co-ce Vaughn Gayman, nd

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**ESTHERVILLE (Emmet County)**

KLIL	1952	1340 100	Estherville Bcstg. Co. Emerson 2-3521	William E. Schons, p, gm Jack Turnbul, sm Cleon LeMont, ce James Colston, nd Mavis L. Peterson, wd
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**FAIRFIELD (Jefferson County)**

KFAD	1953	1570 250-D	Hiawatha Bcstg. Inc. P. O. Box 494 345	Ray Hatley, p Richard J. Moran, cm, sd Vic Avera, nd Warren Cohn, ce Myrtle Nelson, wd
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**FORT DODGE (Webster County)**

KEOK	1956	540 1,000-D DA-D	Ft. Dodge Bcstrs. 540 A St. 7-2651 Everett-McKinney	Harold W. Cassill, p Wyman N. Schnepf, sm Ralph Carroll, pd, fd Wilbur Flaherty, ce
KVFD	1939	1400 250	Northwest Bcstg. Co. Warden Bldg. 4-0351 MBS Iowa Tall Corn Pearson	Edward Breen, p, gm Max Landes, cm Drexel Peterson, pd Ruth McTigue, pmm David Gilbert Sinclair, ce Kenneth Peterson, nd
KQTV (TV)				

**FORT MADISON (Lee County)**

KXGI	1948	1360 500-D	KXGI Inc. Marquette Bldg. 1360	J. E. McNaughton, p Jack Armel, gm Jack Lee, pd Jim Tchantz, ce M. E. Mosley, nd
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**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 C. M. Ludwig, fd
*WSUI	1919	910 5,000	State University of Iowa 8-0511	Carl H. Menzer, gm Lee Eitzen, pd S. J. Ebert, ce
*KSUI (FM)	1947	DA-2 91.7mc 17.5kw		Paul Eells, sd

**KEOKUK (Lee County)**

KOKX	1947	1310 1,000-D 500-N DA-2	Keokuk Bcstg. Co. 5th & Main Sts. 235 Pearson	H. W. Stadler, p R. W. Erickson, gm Bud Duvall, cm Joe Malkin, pd, ce Lee Loomis, pmm Eddy Rodgers, fd
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**LE MARS (Plymouth County)**

KLEM	1954	1410 1,000-D	George M. DeRuyter P. O. Box 1410 1410	Harry Mower, slm Larry O'Toole, fd, sd cm Bob Coddington, ce, pd George M. DeRuyter, gm
				Heinz Wilms, pdm Lois De Ruyter, 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
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**MASON CITY (Cerro Gordo County)**

KGLO	1937	1300 5,000	Lee Radio Inc. Second & Pennsylvania 2800 CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp, gm Lloyd Loers, cm Paul Millen, natl. slm Bob Clausen, pd Don Harrer, pmm Roger Sawyer, ce
KGLO-TV		DA-N		
KGLO-FM	1948	101.1mc 16kw		

KRIB	1948	1490 250	Edward B. Lamson 402 19th S.W. 5400 Pearson	Ed Lamson, p, gm, pd, fd Emmanuel Frank, cm, sm, pmm John Hibbard, ce Stuart Grummon, nd Nancy Kelly, wd, pdm Jim Gogg, sd
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KSMN	1948	1010 1,000-D	Land-O-Corn Bcstg. Weir Bldg. 5420 Holman Devney	Charles Warren, p Ray Malmberg, gm John Powell, res mgr Robert Boone, pd, nd Hubert Marshall, ce
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# A HALF DOLLAR

will go  
a long way  
these days on **WHO Radio!**



Take 9 a.m. to 12 noon as an example . . .

**F**AR be it from us to suggest that radio is the *only* worthwhile advertising medium — but we do say it can get more mileage out of a dollar than most people realize. *Especially on WHO Radio!*

## LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 9 a.m. and 12 noon delivers a minimum of 47,086 actual listening homes, in Iowa alone!

That's at least 496 homes for half a dollar, or 1000 homes for \$1.01—**ALL LISTENING TO WHO!**

That's the half-dollar *minimum*. With its 50,000-watt, Clear-Channel voice, WHO also gets thousands of unmeasured listeners, both in and outside Iowa. Iowa alone has 527,000 extra home sets and 573,000 car radios — and "Iowa Plus" coverage represents a *third* big bonus!

Let Peters, Griffin, Woodward give you full details — including availabilities.

*(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)*

WHO Radio is part of  
Central Broadcasting Company,  
which also owns and operates  
WHO-TV, Des Moines  
WOC-TV, Davenport

# WHO

for Iowa **PLUS!**

**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.  
*National Representatives*



City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MUSCATINE (Muscatine County)</b>			
KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser Amherst 3-2442 Iowa Tall Corn Net. Pearson	George J. Volger, ptrn, gm, cm Mrs. George J. Volger, ptrn Marion Templeman, pd Lee McKee, ce Frank Mangold, nd, sd Joyce Bausman, wd
KWPC-FM 1948	99.7mc 0.78kw		
<b>NEWTON (Jasper County)</b>			
KCOB 1955	1280 500-D DA-D	Newton Bcstg. Co. P. O. Box 190 2100	John J. Brandt, gm Blean A. Calkins, slm Marvin Kettnich, pd, nd Jim Edwards, ce, fd Frances Lynn, wd
<b>OELWEIN (Fayette County)</b>			
KOEL 1950	950 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 Dale Wood, pd, pmm Burt N. Murphy, ce Dick Petrik, nd
<b>OSKALOOSA (Mahaska County)</b>			
KBOE 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 Donn Kirton, pdm Robert Moore, ce Lew Hudson, nd, sd Geraldine Freed, wd
<b>OTTUMWA (Wapello County)</b>			
KBIZ 1941 KTVO (TV) (Kirksville, Mo.)	1240 250	KBIZ Inc. 209 E. 2nd St. Murray 2-4555 ABC MBS	James J. Conroy, p, gm Alice E. Fisher, sm, cm, nd Woody Hirsch, pd Loyd Hanson, ce Dean Osmundson, fd Chuck Fellers, sd
KLEE 1954	1480 500-D	Mid-America Bcstg. Co. Inc. 425 1/2 West Second St. Murray 4-5425 Forjoe Devney	David M. Segal, p, gm Ray L. Watton, sm, cm Von Neubauer, pd, pmm David Barcus, ce Darrell Bray, nd, sd Myrna Peterson, wd
<b>SHENANDOAH (Page County)</b>			
KFNH 1924	920 1,000-D 500-N	Capital Bcstg. Co. 1302 MBS Pearson	Don Searle, p William A. Martin, evp K. D. Titus, vp, gm
KMA 1925	960 5,000 DA-N	May Bcstg. Co. Lowell & Elm Sts. 192	Edward W. May, p Owen Saddler, evp, gm Anthony J. Koelker, sm, slm
KMTV (TV) (Omaha, Neb.)	ABC Petry	Warren Nielson, pdm Floyd Nelson, pmm R. J. Schroeder, ce Dean Naven, pd, nd Merrill Langfitt, fd	
<b>SIOUX CITY (Woodbury County)</b>			
KMNS 1949	620 1,000 DA-2	Siouxland Bcstg. Co. Insurance Exchange Bldg. 8-0628 Pearson	William F. Johns Jr., p Robert J. Flynn, gm Don Frost, pd Ray Coffie, pmm Phil Maher, ce Don Miller, nd
KSCJ 1927 KTIV (TV)	1360 5,000 DA-N	Perkins Brothers Co. 415 Douglas St. 5-7995 ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, gm, cm Elizabeth Sammons, pd Jean Harraday, pmm Don Stone, pdm 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 Darlene Dahl, wd

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<b>SPENCER (Clay County)</b>			
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
<b>STORM LAKE (Buena Vista County)</b>			
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Park Bldg. 1490	Oscar Grau, p Paul Benson, gm, pmm Andy Lynn Statz, pdm Aleda Horner, cm Robert I. amp, ce Dave Wayne, nd
KAYL-FM 1949	101.5mc 8.9kw		
<b>WATERLOO (Black Hawk County)</b>			
*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 Robert R. Goffrier, res mgr, pd Charles A. Frank, ce
KWWL 1947 KWWL-TV	1330 5,000-D 1,000-N DA-2 (CP-5,000 DA-2)	Black Hawk Bcstg. Co. Hotel Russell Lamson Adams 4-4404 MBS Avery-Knodel	R. J. McElroy, p, gm Don E. Inman, sls dir John Talbot, pd Naomi McElhinney, pmm T. W. Kirksey, ce Ed Falk, nd Frank Arney, fd Clare Rampton, sd Libbie Vaughn, wd
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Hwy. 20 East Adams 3-3371 ABC Bolling	Edmont Sonderling, p Alan Henry, vp, sm Don E. Kassner, opr dir, ce Al Laval, pmm Grant Price, nd Byron Gosden, sd Ralph Vogel, fd
<b>WEBSTER CITY (Hamilton County)</b>			
KJFJ 1950	1570 250-D	Land O'Corn Bcstg. Co. E. Hwy. U. S. 20 1500 Best	C. V. Warren, p Ray Ma'mberg, gm Charles H. Warren, cm G. D. Warland, pd, nd, fd Aldis Hendrickson, ce

KANSAS

KANSAS  
MARKET DATA BY COUNTIES

Parish	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Allen	18,187	5,830	\$17,022	\$3,646	\$241	6,471
Anderson	10,267	3,210	8,650	1,972	223	3,577
Atchison	21,496	6,410	18,000	4,131	705	7,103
Barber	8,521	2,910	11,462	2,764	502	3,512
Barton	29,909	10,930	46,160	9,228	1,557	14,366
Bourbon	19,153	6,000	18,174	3,868	464	6,374
Brown	14,651	4,860	14,087	3,139	546	5,206
Butler	31,001	12,050	44,763	8,839	1,071	15,163
Chase	4,831	1,550	3,379	866	125	1,656
Chautauqua	7,376	2,110	7,268	1,167	243	2,558
Cherokee	25,144	7,840	15,995	4,685	572	8,594
Cheyenne	5,668	1,460	4,907	860	158	2,002
Clark	3,946	1,070	3,878	853	293	1,522
Clay	11,697	3,710	15,269	2,571	241	4,473
Cloud	16,104	5,140	18,221	3,870	605	5,591
Coffey	10,408	2,640	8,007	1,390	330	3,348
Comanche	3,888	1,180	3,533	830	178	1,472
Cowley	36,905	11,860	48,729	9,487	1,326	14,860
Crawford	40,231	14,770	39,354	9,594	1,382	13,494
Decatur	6,185	2,240	5,953	1,188	156	2,417
Dickinson	21,190	7,220	23,664	4,882	617	8,198
Doniphan	10,499	3,270	5,996	1,839	167	3,510
Douglas	34,086	10,740	39,242	8,220	1,264	12,943
Edwards	5,936	1,950	6,666	1,078	207	2,239
Elk	6,679	1,950	4,516	1,080	152	2,266
Ellis	19,043	5,160	27,725	4,866	559	6,677
Ellsworth	8,485	2,910	8,666	1,896	320	3,316
Finney	15,092	4,090	25,488	5,048	524	5,538
Ford	19,670	6,250	35,692	4,879	861	7,867
Franklin	19,928	6,520	21,658	5,319	633	7,226
Geary	21,671	6,030	28,307	5,779	719	10,217
Gove	4,447	970	3,496	797	134	1,481
Graham	5,020	1,560	5,128	915	230	2,080
Grant	4,638	1,440	8,058	1,565	191	1,848
Gray	4,894	1,230	4,173	720	184	1,772
Greely	2,010	580	2,700	483	64	750
Greenwood	13,574	4,180	12,114	2,383	399	4,910
Hamilton	3,896	780	4,712	879	120	1,162
Harper	10,263	3,420	11,845	2,561	475	4,109
Harvey	21,898	7,510	27,750	5,316	606	8,953
Haskell	2,606	780	2,675	483	98	1,095
Hodgeman	3,310	880	3,088	348	88	1,339
Haskell	11,098	3,380	10,142	2,745	180	4,058
Jefferson	11,084	3,580	8,920	1,724	233	3,916
Jewell	9,698	2,820	5,365	1,305	171	3,497
Johnson	62,783	37,710	79,114	26,841	4,204	43,672
Kearny	3,492	870	2,361	601	96	1,146
Kingman	10,324	3,400	9,573	2,180	245	4,186
Kiowa	4,743	1,360	5,360	1,004	231	1,911
Labette	29,285	10,200	28,057	6,586	810	10,153
Lane	2,808	970	3,982	869	111	1,233

County	Population 1950	Radio Homes	Sales				Passenger Cars 1955
			Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Drug Sales 1955(\$'000)		
Leavenworth	42,261	10,560	32,066	8,033	1,156	12,493	
Lincoln	6,643	1,950	5,579	1,125	75	2,494	
Linn	10,053	3,080	8,966	1,268	182	3,101	
Logan	4,206	1,170	5,882	1,158	118	1,488	
Lyon	26,576	7,780	29,467	5,715	1,161	9,530	
McPherson	23,670	7,320	23,981	4,639	807	5,919	
Marion	16,307	5,140	15,835	2,635	417	6,764	
Marshall	17,926	5,740	18,475	3,399	2,359	9,247	
Meade	5,710	1,460	5,100	1,108	226	2,107	
Miami	19,698	6,220	18,293	3,983	522	6,883	
Mitchell	10,520	2,920	18,041	2,310	418	3,799	
Montgomery	46,487	16,390	55,180	13,302	1,822	17,977	
Morris	8,485	2,440	7,324	1,380	83	3,251	
Morton	2,610	860	4,233	947	129	1,114	
Osage	14,341	4,170	13,620	2,361	452	4,636	
Osborne	20,348	6,800	20,154	4,264	556	7,558	
Pawnee	6,322	2,050	5,188	1,239	182	2,313	
Phillips	8,808	2,810	10,609	1,880	377	3,424	
Pottawatomie	12,811	4,370	11,467	2,607	271	4,628	
Pratt	8,558	2,540	7,203	1,670	179	3,267	
Reno	7,265	2,440	5,828	1,113	165	2,821	
Republic	11,041	3,020	11,115	2,426	384	4,130	
Rice	9,273	3,590	10,174	1,866	276	3,809	
Riley	12,344	3,690	14,927	2,261	373	4,209	
Saline	12,156	3,980	20,556	3,487	578	5,364	
Schuyler	5,728	1,560	4,836	953	154	2,030	
Sedgewick	54,058	18,780	77,804	14,784	2,147	23,642	
Seward	11,478	3,590	8,693	1,753	270	4,085	
Shawnee	15,835	4,980	15,212	3,988	498	6,227	
Shelby	33,405	7,640	38,020	7,290	1,048	11,734	
St. John	9,043	3,110	13,110	2,555	379	3,885	
St. Louis	7,231	2,140	7,610	1,236	272	2,784	
St. Paul	13,406	4,000	15,715	3,227	592	5,341	
Saline	33,409	13,370	65,873	11,745	1,592	17,725	
Scott	4,921	1,260	8,263	1,686	307	1,982	
Sedgewick	222,290	103,940	411,597	77,752	15,716	124,662	
Seward	9,972	3,590	21,390	3,701	605	4,553	
Shawnee	105,418	41,280	159,836	32,654	5,349	46,054	
Sheridan	4,607	1,070	4,360	589	97	1,597	
Sherman	7,373	2,150	6,694	1,622	211	2,716	
Smith	8,846	2,720	6,778	1,305	170	3,388	
Stafford	8,816	2,730	9,554	1,701	193	3,614	
Stanton	2,263	480	1,746	218	72	748	
Stevens	4,516	1,170	6,180	1,123	277	1,785	
Sumner	23,646	8,750	28,224	5,818	721	10,792	
Thomas	7,572	2,340	13,322	2,357	366	2,929	
Trego	5,868	1,550	5,823	1,063	193	2,192	
Wabaunsee	7,212	2,120	5,052	1,092	138	2,521	
Wallace	2,508	690	2,445	241	55	863	
Washington	12,977	3,990	7,908	1,695	169	4,756	
Wichita	2,640	770	3,728	651	...	1,001	
Wilson	14,815	4,950	13,894	3,393	441	5,449	
Woodson	6,711	1,940	5,270	1,134	142	2,250	
Wyandotte	165,318	60,060	176,038	44,088	7,140	84,928	
Total	1,905,299	670,470	\$2,344,582	\$487,229	\$78,569	795,569	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by 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	Oscar S. Stauffer p S. C. Thompson, vp, gm N. Wayne Owens, ce Arch E. Gibson, nd, sd
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ATCHISON (Atchison County)

KARE 1939	1470 1,000 DA-1	Griffith-Buening Bcstg. Co. 5th & Kansas Ave. 2477 KBS Sears & Ayer	James M. Griffith, co-ptnr, gm, fd Paul H. Buening, co-ptnr, cm L. D. Winegardner, ce Ed Arthur, nd Bill Ervin, sd
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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, cm, pmm, ce Paula Hoisington, pd, wd Tom Alden, nd, fd Dale Spry, sd
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COFFEYVILLE (Montgomery County)

KGGF 1930	690 10,000-D 5,000-N DA-2	Midwest Bcstg. Co. 8th & Elm 1845 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
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COLBY (Thomas County)

KXXX 1947	790 5,000-D	Western Plains Bcstg. Co. Inc. 580 W. Fourth St. 790 H-R Repts.	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, pd Doc Embree, fd Pete Howard, sd Janice Brillhart, wd
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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 Peters, Griffin, Woodward	Donald D. Davis, p, cm, pmm John T. Schilling, evp George Higgins, vp, slm John F. Cash, vp, treas Dick Smith, gm Henry Goldenberg, ce Claude Dorsey, nd
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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 Phil Atkisson, sd Nancy Nading, wd
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DODGE CITY (Ford County)

KGNO 1950	1370 5,000-D 1,000-N DA-N	Dodge City Bcstg. Co. 705 2nd St. Hunter 3-5151 MBS Hagg	Jess Denious Jr., p Wendell Elliott, gm Ruth Petersen, cm Herschel Holland, pd Bob Ellinger, ce Don Hopkins, nd
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EL DORADO (Butler County)

KBTO 1953	1360 500-D	El Dorado Bcstg. Co. 205 1/2 S. Main 3480 Indie	Jim Platt, gm Jay Pratt, cm Chuck Nichols, pd Billie Jo Harms, pmm Jay Williams, ce Bob Lutz, nd
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EMPORIA (Lyon County)

KVOE 1939	1400 250	Lyon County Bcstg. Co. Inc. P. O. Box 950 153 MBS KBS Holman	Sherwood R. Parks, p, gm Richard Fraley, slm Curt Stallings, pd Charles Stark, ce, nd, sd Coleen Dawson, wd
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FORT SCOTT (Bourbon County)

KMDO 1954	1600 500-D	Fort Scott Bcstg. Co. P. O. Box 72 2545 Ozark Net. Best	Lloyd Clinton McKenney, p Jim McKenney, sm George Brock, slm Victor Lindsey, pd, nd Phil Hendricks, ce Jim Ross, sd
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GARDEN CITY (Finney County)

KIUL 1935	1240 250	KIUL Inc. 509 1/2 N. Main 3251 NBC KBS Holman	Robert Wells, p, gm, sd Joe Weddle, cm Tony Jewell, pd, nd, fd Mary Connors, pmm Joe Tennesen, ce Lucille Kaiser, wd
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KNCO 1948	1050 1,000-D	Ark Valley Bcstg. Co. P. O. Box 247 3041 Continental	Elsworth Sherman, p John Hendry, gm, nd Wilma Goulding, pd Gene Conjurski, ce Jim Nichols, sd John Straus, fd
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GOODLAND (Sherman County)

KWGB 1947 KWGB-TV	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
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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
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HAYS (Ellis County)

KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 4-2578 KBS Holman	Ross Beach Sr., p Bob Schmidt, gm, cm Kay Melia, pd, sd Bud Ryan, pmm Glen Barnett, ce Don Gill, nd
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HUTCHINSON (Reno County)

KWBW 1935	1450 250	Nations Center Bcstg. Co. Inc. 17th & Harding Mohawk 2-4486 NBC KBS Devney	Bess Marsh Rickard, p Fred L. Conger, evp, gm Robert Hanna, slm, sd Kenn Maloney, pd, nd Don W. Warnock, ce
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KWHK 1946	1260 1,000-D 500-N DA-2	KWHK Inc. 18 W. 5th St. 5-4461 Everett-McKinney	J. D. Hill, o, gm Vern Minor, slm Stan Gribble, pd M. H. Clary, ce Monte Moore, nd, sd Dick Jones, music dir
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INDEPENDENCE (Montgomery County)

KIND 1947	1010 250-D	Central Bcstg. Inc. 10'0 MBS KBS	Nels Rupard, p, gm Frances Hagan, wd Jimmy Goodman, fd
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# KANSAS

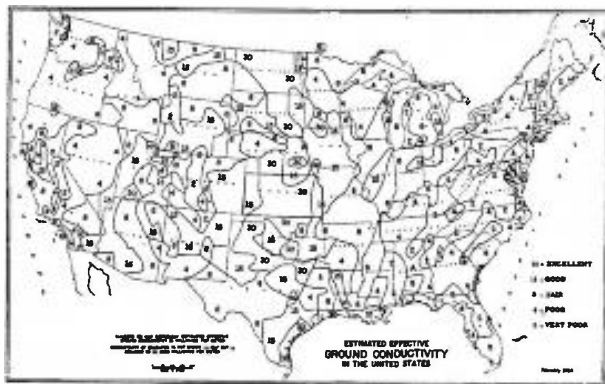
City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>JUNCTION CITY (Geary County)</b>								
KJKC	1420	1,000-D	Junction City Bcstg. Co. 724½ N. Washington 8-3165 Indie	Ralph L. Weir Jr., p, gm, cm Tony Valencia, slm Don Whitebread, pmm Royce Baerg, ce Bruce Karns, nd Hayes Beck, fd				
<b>KANSAS CITY (Wyandotte County)</b>								
KCKN	1340	250	Cy Blumenthal Walktower Bldg. Victor 2-3864 Capper	Cy Blumenthal, o				
<b>LAWRENCE (Douglas County)</b>								
*KFKU	1250	5,000	University of Kansas Viking 3-2700	R. Edwin Browne, dir Mildred Scaman, pd Glenn Price, pdm R. P. Stringham, ce Alice Davis, sports mgr				
*KANU (FM)	91.5mc	35kw						
KLWN	1320	500-D	Lawrence Bcstrs. Inc. R. 5 Viking 3-1320 Indie	Arden Booth, gm Tom Beal, cm Prentice Jefferies, pd Earl Sundbye, ce Ken Coy, nd E. C. Quigley, sd				
<b>LEAVENWORTH (Leavenworth County)</b>								
KCLO	1410	500-D	George Basil Anderson Florence L. Anderson P. O. Box 809 Mutual 2-1410 KBS Best	George Basil Anderson, co-o, gm Florence L. Anderson, co-o Paul Deck, sm Chester Kozak, cm Amedeo Moretti Jr., ce				
<b>LIBERAL (Seward County)</b>								
KSCB	1270	1,000-D	Seward County Bcstg. Co. Inc. P. O. Box 311 Maine 4-3891 Best	Alf M. Landon, p Leon S. Salathiel, gm J. Hobart Hill, cm Wayne Pash, ce				
<b>MANHATTAN (Riley County)</b>								
KMAN	1350	500-D	Manhattan Bcstg. Co. 114 N. 4th P. O. Box 391 Prescott 8-4451 KBS	Fred A. Seaton, p Lowell E. Jack, gm, pd, pmm Peter Wimsatt, cm Harold Luerhing, ce Saralena Sherman, nd, wd				
*KSAC	580	5,000-D	Kansas State College Prescott 6-8811	James A. McCain, p Kenneth E. Thomas, dir, pd, pmm G. E. Landon, ast. dir, pdm Bernard P. Holbert, ce Frank Jones, nd, fd, sd Mitiam Dexter, wd				
KSAC-TV	500-N	ST-WIBW						
<b>MARYSVILLE (Marshall County)</b>								
KNDY	1570	250-D	Marshall Transmitter Inc. 803½ Broadway 255	Andrew J. E. Grauer, p, gm, cm, pmm Al Hunter, pd, sd Gary Vadnais, ce Lindell Grauer, nd, wd				
<b>McPHERSON (McPherson County)</b>								
KNEK	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 Jay Conard, sd Betty Jo Donham, wd				
<b>NEWTON (Harvey County)</b>								
KJRG	950	500-D	George Basil Anderson P. O. Box 77 3240 KBS	George Basil Anderson, p Bob Kent, gm, cm, ce Hugh Ross, nd, fd Ted Hill, sd				
<b>OTTAWA (Franklin County)</b>								
KOFO	1220	250-D	Ottawa Bcstg. Co. P. O. Box 46 1045	Roderick B. Cupp, co-o, gm Edwina W. Cupp, co-o Ronald G. Reed, slm Gerald Servatius, ce				
<b>PARSONS (Labette County)</b>								
KLKC	1540	250-D						Community Bcstg. Co. 109½ S. Central 4050 KBS Magic Circle
<b>PITTSBURG (Crawford County)</b>								
KOAM	860	10,000-D						Pittsburg Bcstg. Co. Professional Bldg. 2165 NBC Sunflower Net. Pearson
KOAM-TV	5,000-N	DA-N						
KSEK	1340	250						KSEK Bcstg. Co. P. O. Box 610 742 KBS Magic Circle Cooke
<b>PRATT (Pratt County)</b>								
KWSK	1570	250-D						Clem Morgan 207½-209½ S. Main 1570
<b>RUSSELL (Russell County)</b>								
KRSL	990	250-D						Prairie States Bcstg. Co. KRSL Bldg., Box 548 Hudson 3-2194 KBS
<b>SALINA (Saline County)</b>								
KSAL	1150	5,000						KSAL Inc. 201 W. Iron Ave. Tailor 3-9701 MBS Pearson
<b>TOPEKA (Shawnee County)</b>								
KJAY	1440	5,000-D						KJAY Inc. 908 Kansas Ave. 3-1336 Walker
KTOP	1490	250						Charles B. Axton Route 6 4-3444 MBS
WIBW	580	5,000						Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377 CBS Capper
WIBW-TV	5,000	DA-N						ST-KSAC
WREN	1250	5,000						WREN Bcstg. Co. 411 W. 10th St. 2-0505 ABC Sunflower Net. Pearson
WREN	1250	5,000						ST-KFKU
<b>WICHITA (Sedgwick County)</b>								
KAKE	1240	250						KAKE Bcstg. Co. 1500 North West St. Whitehall 3-4221 MBS McGillivra
KAKE-TV	250							
KANS	1480	5,000-D						State Bcstg. Co. 1015 N. Broadway Hobart 4-2387 NBC Simmons
KANS	1480	5,000-D						1,000-N
KANS	1480	5,000-D						DA-2
KFBI	1070	10,000-D						1,000-N
KFBI	1070	10,000-D						DA-N
KFH	1330	5,000						Radio Station KFH Co. KFH Bldg. Amherst 2-4491 CBS Blair
KFH-FM	100.3mc	11kw						
KWB	1410	1,000						Wichita Beacon Bcstg. Co. Inc. P. O. Box 486 Temple 8-3331 Hollingbery Brown
KWB	1410	1,000						DA-2



# Let These RADIO BASICS Guide Your RADIO BUYING

Thirty years ago, when WIBW first went on the air, every time buyer knew the basic radio facts for determining a station's effective coverage, listenability, and audience. Today, only a handful of old timers are familiar with this information and use it to their advantage.

Because distorted "Surveys" and irresponsible salesmanship have jeopardized the foundation upon which radio was built, we are reproducing TWO BASICS OF RADIO COVERAGE that will help guide your selection of any radio station. Study them! Use them! They're fundamentals!



## DOWN TO EARTH

The better the ground conductivity, the better any station's signal. The first step in evaluating a station's coverage is to locate it on this map. Note that WIBW is favored with the nation's highest ranking ground conductivity. This means that people living in four states can hear WIBW clearly, easily. And it's this same, wonderful soil that accounts for the rich Kansas farm land and the wealth of the farm families that make up the majority of WIBW's steady listeners.

## POWER IS NOT ENOUGH

The higher a station's frequency, the smaller its coverage. High power and high frequency cancel each other out. For example, let's check WIBW on this table. Our 5,000 watts on 580 kc., with excellent ground conductivity delivers a socking DAYTIME half-millivolt signal in every direction for 200 miles. No wonder the old timers use WIBW so consistently. They're getting RESULTS because they're getting maximum coverage at minimum cost. Isn't this something that you too should consider?

APPROXIMATE RANGE OF HALF-MILLIVOLT SIGNAL - DAYTIME						
Power	Frequency	Excellent Ground	Good Ground	Fair Ground	Poor Ground	Very Poor Ground
Clear Channel Stations 50,000 watts	( 640kc	302 miles	207 miles	151 miles	115 miles	76 miles
	( 870kc	217 "	150 "	109 "	82 "	54 "
	( 970kc	192 "	132 "	96 "	72 "	48 "
	(1190kc	160 "	106 "	77 "	58 "	39 "
	(1480kc	125 "	85 "	62 "	47 "	31 "
Regional Channel Stations 5,000 watts	( 560kc	237 "	162 "	118 "	89 "	59 "
	( 830kc	206 "	141 "	105 "	77 "	51 "
	( 880kc	145 "	97 "	71 "	55 "	35 "
	( 960kc	131 "	90 "	65 "	49 "	33 "
	(1220kc	101 "	69 "	50 "	38 "	25 "
Local Channel Stations 500 watts	(1200kc	54 "	38 "	27 "	20 "	14 "
	(1600kc	45 "	30 "	22 "	16 "	11 "

PRINTERS' INK for April 26, 1949

For free 8x10 copies of the above charts, call your Capper Man



## OUR 30th YEAR

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.  
WIBW & WIBW-TV  
in Topeka

KCKN in Kansas City

Rep: Capper Publications, Inc.

KENTUCKY

MARKET DATA BY COUNTIES

Table with columns: County, Population 1950, Radio Homes, Retail Sales 1955(\$000), Food Sales 1955(\$000), Drug Sales 1955(\$000), Passenger Cars 1956.

Summary table for the state with columns: County, Population 1950, Radio Homes, Retail Sales 1955(\$000), Food Sales 1955(\$000), Drug Sales 1955(\$000), Passenger Cars 1956.

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DIRECTORY OF AM AND FM STATIONS

Table listing radio stations by county with columns: City, Call Letters, Chan. or Freq., Power, Licensee Headquarters Telephone Network Station Rep., Executives.

# WHAS RADIO IS GREAT RADIO . . .

And in each market  
ONE GREAT STATION  
stands out\*



Serving and selling Kentucky  
and Southern Indiana



Go where there's growth . . .  
Go **WHAS RADIO**

50,000 Watts  
A-1 Clear Channel

Victor A. Sholis, Director      Neil Cline, Station Mgr.

Represented Nationally by

**Henry I. Christal Co., Inc.**

\*Alfred Politz Research, Inc.

Associated with the Courier-Journal and Louisville Times

a Whopper of a buy

# WHOP

fulltime CBS Radio  
for  
Hopkinsville and Ft. Campbell,  
Kentucky

FULLTIME LOCAL NEWS DEPT.  
FULLTIME FARM DIRECTOR  
FULLTIME WOMENS DIRECTOR

F. Ernest Dutch Lackey  
President & General Manager

**WHOP**  
1230 Kc  
250 watts

+

**WHOP - FM**  
98.7 MC  
8800 watts

**MORE** news

**MORE** features

**MORE** regional coverage



... and **MORE**

radio and television stations use

**THE ASSOCIATED PRESS**

## KENTUCKY

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CENTRAL CITY (Muhlenberg County)</b>			
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, sm, cm, sd Johnny Tooley, pd, nd, fd A. Harry Zoog, ce
WNES 1955	1600 500-D	Muhlenberg Bcstg. Co. P. O. Box 512 1000	Andy Anderson, p Ronald L. Beane, gm, sd Murrel Fortney, cm Dean Harden, pd, nd Robert J. Beane, ce Don Markwell, fd Jacqueline Beane, wd
<i>WNES (FM)</i> 1956	<i>101.9mc</i> <i>21.5kw</i>		
<b>COLUMBIA (Adair County)</b>			
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
<b>CORBIN (Whitley County)</b>			
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
<b>COVINGTON (Kenton County)</b>			
WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave. Juniper 1-5300 KBS Kentucky Radio Sales	Arthur L. Ellerman, p, gm Francis Mc Nerney, cm Paul F. Mathew, ce Frank Scholle, sd Carmen G. Ellerman, wd
<b>CUMBERLAND (Harlan County)</b>			
WCPM 1951	1490 250	Tricity Bcstg. Co. 260 KBS	E. F. Shadburne, o, gm, cm Clyde Beal, pd Jim Egbert, ce Bettie Shadburne, wd
<b>CYNTHIANA (Harrison County)</b>			
WCYN 1956	1400 100	WCYN Radio Inc. Pike & Walnut Sts. 1480	Estil R. Anderson, p, ce Bob Doll, gm Helen Williams, cm Bob Chandler, pd, nd, fd John Warner, pmm Lewis Tolle, sd
<b>DANVILLE (Boyle County)</b>			
WHIR 1947	1230 250	Commonwealth Bcstg. Corp. P. O. Box 632 1230 MBS KBS Holman	W. T. Isaac, p, cm David B. Highbaugh, vp, pd, nd, fd Henry C. Lovell, ce Hank Royce, sd Martha Elliott, wd
<b>ELIZABETHTOWN (Hardin County)</b>			
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151 KBS Best	J. W. Hodges, p Walter D. Huddleston, gm Calvin Skaggs, cm Tom Skinner, pd Thomas M. Baldwin, ce, fd Bill Earle, nd
<b>EMINENCE (Henry County)</b>			
WSTL 1956	1600 500-D	J. W. Dunavent Best	J. W. Dunavent, o, gm, pd, pmm Gene Jones, cm Paul D. Milby, ce Ron Carrell, nd Charles Schumann, fd Billie Wentworth, wd
<b>FRANKFORT (Franklin County)</b>			
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 Garland, pd, pmm, wd Wallace Roach, ce Robert Heath, fd Paul Scott, sd

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. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

Data corrected to Dec. 15, 1956. 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.

FRANKLIN (Simpson County)

WFKN 1220 Franklin Bcstg. Co.  
1954 250-D North High St.  
▲ 33  
KBS  
Best

L. L. Valentine, p, gm, fd  
A. W. Kockritz Jr., evp  
Howard H. Ogles, cm  
Nell Hill James, pd, wd  
William French, ce  
Stan R. Portmann, sd

FULTON (Fulton County)

WFUL 1270 Ken-Tenn Bcstg. Corp.  
1951 1,000-D P. O. Box 482  
1270  
Best

Paul Westpheling, p  
Jo Westpheling, gm  
J. O. Lewis, cm  
Horace Bowden, ce  
Bing Hampton, pd  
Gene Gardner, nd, fd  
Mary-Nelle Wright, wd

WFUL-FM 104.9mc  
1951 0.5kw

GLASGOW (Barren County)

WKAY 1490 Glasgow Bcstg. Co.  
1946 250 Olive 1-2141  
KBS

Jack Pedigo, p  
Clovis Sadler, gm, pmm, ce, fd  
John M. Barrick, cm  
Moena Sadler, pd, nd  
Opal E. Cherry, wd

HARLAN (Harlan County)

WHLN 1280 Radio Harlan Inc.  
1941 1,000-D 625-626  
KBS  
Burn-Smith (Nat.)  
Ky. Radio Sales

J. Francke Fox Jr., p  
James T. Morgan, gm  
Jack McCoy, pd, sd  
Marvin E. Johnson, ce  
Jack Hoskins, nd  
Pat Farmer, wd

HARRODSBURG (Mercer County)

WHBN 1420 Fort Harrod Bcstg. Corp.  
1955 1,000-D

I. G. Spencer Sr., p  
Vic Bellamy, vp, gm  
Joann Warner, bus mgr  
Joe Polsgrove, ce  
Buzz Riggins, nd

HAZARD (Perry County)

WKIC 1430 Mountain Bcstg Service Inc.  
1947 1,000-D Peoples Bank Bldg.  
720  
MBS  
Best

Fred Bullard, co-o, p  
Robert S. Mansfield, co-o,  
gm, sd  
Julius Lasslo, cm  
Norma Strong, pd, wd  
Yancy Bowling, ce

WWOW 1390 Perry County Bcstg. Co.  
(CP) 5,000-D Whitesburg, Ky.

Frank L. Jones, ptrn  
Claude P. Stephens, ptrn

HENDERSON (Henderson County)

WSON 860 Henderson Bcstg. Co.  
1941 500-D 121 North Main St.  
3923

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 99.5mc  
1946 20kw

HOPKINSVILLE (Christian County)

WHOP 1230 Hopkinsville Bcstg. Co.  
1940 250 1102 So. Va. St.  
Tuxedo 5-5331  
CBS

F. Ernest Lackey, p, gm  
Katherine Peden, cm  
Margaret Wyatt, pd, wd  
Joyce Ann Kane, pmm  
Leo Y. Wilson, ce  
Frank Cameron, nd

WHOP-FM 98.7mc  
1948 8.8kw

WKOA 1480 Pennyrite Bcstg. Co.  
1954 1,000-D P. O. Box 101  
Tuxedo 6-1204  
KBS

Charles W. Stratton, p, gm  
Don Ritter, cm  
Susan Hyde, pmm  
Bob Spradlin, pd  
Walter Wilson, ce  
Robert McGaughey, nd, fd

LEBANON (Marion County)

WLBN 1590 Lebanon-Springfield  
1953 1,000-D Bcstg. Co.  
P. O. Box 647  
486  
KBS  
Best

Charles Shuffett, co-o, cm  
C. H. Hulse, co-o, ce  
E. Jeffries, pd  
J. T. Whitlock, pmm  
Emerson Lay, fd  
Mary Lou Clements, wd

LEXINGTON (Fayette County)

WLAP 630 Community Bcstg. Co.  
1922 5,000-D Radio Bldg.  
WLAP-TV 1,000-N 3-2727  
DA-2 ABC  
Pearson

Frederic Gregg Jr., co-o  
Charles H. Wright, co-o  
Harry C. Feingold, co-o

WLAP-FM 94.5mc  
1950 3.5kw

WLEX 1300 Central Kentucky Bcstg.  
1946 1,000 Co.  
WLEX-TV DA-N 134 N. Limestone St.  
3-0435  
Bolling  
Dora-Clayton

J. D. Gay Jr., p  
Earl L. Boyles, evp, gm  
Harry C. Barfield, asst mgr  
Les Tackett, cm  
Jim Robertson, ce  
Sue Fennimore, nd, wd

WVLK 590 Bluegrass Bcstg. Co.  
1947 1,000 Phoenix Hotel  
DA-1 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

LONDON (Laurel County)

WFTG 1400 London Bcstg. Co.  
1955 250 P. O. Box 333  
598

Elmo Mills, gm  
Russell Henson, sm, ce  
Ray Asher, cm, pd  
Charles Nelson, sd  
Fred Johnson, nd  
Benard Stallard, fd



Your Best Buy in the Blue Grass!

ABC, as of April, 1956, gives Lexington City Zone a population of 101,428. New, big industry—including huge plants of International Business Machine and R. J. Reynolds Tobacco Company—moving into this market makes it one of the fastest growing areas in the country today! Independent WLEX, with well balanced, appealing LOCAL programing is your hardest hitting radio buy!

Lexington's Only Non-Directional Station

WLEX • LEXINGTON, KENTUCKY

Earl L. Boyles, V. P. and Gen. Mgr.

Contact the Bolling Company, Inc.

In Deep South—Dora-Clayton Agency

COVERING CENTRAL KENTUCKY LIKE THE BLUE GRASS



DECISION-MAKERS WHO DIRECT  
NATIONWIDE BUSINESS EXPANSION ARE



LAWRENCE L. MACK, THE PRESIDENT AND FOUNDER OF SLENDERELLA INTERNATIONAL, PULLS NO PUNCHES WHEN HE DESCRIBES SPOT'S ROLE IN HIS BUSINESS:

"WE'VE FOUND THAT SPOT RADIO IS THE MOST EFFECTIVE MEDIUM TO BUILD OUR SERVICE, MARKET BY MARKET. WE'RE LIVING ON OUR SUCCESS WITH SPOT!"



*Sewing the Flourishing* LOUISVILLE *Negro Market!*

**WLOU**

1350 KC — 1000 WATTS

LOUISVILLE'S ONLY 100% NEGRO PROGRAMMED STATION  
ALL NEGRO AIR PERSONALITIES  
PRIMARY COVERAGE COMPLETELY BLANKETS LOUISVILLE METROPOLITAN TRADING AREA.  
ALSO SERVES SOUTHERN INDIANA  
COVERS THE LOYAL AND ATTENTIVE RICH NEGRO MARKET WITH HIGH FAMILY INCOMES.  
OFFICES: 2549 S. 3RD ST., LOUISVILLE

THE ROUNSAVILLE STATIONS

WCIN, CINCINNATI  
WLOU, LOUISVILLE  
WSOK, NASHVILLE  
WQBS, JACKSONVILLE  
WIOK, TAMPA-ST. PETERSBURG  
WMBM, MIAMI-MIAMI BEACH  
"100% NEGRO PROGRAMMED"

WQXI, ATLANTA

THE SOUTH'S OUTSTANDING  
MUSIC AND NEWS  
INDEPENDENT

Home Offices: Rounsville Radio, Peachtree at Mathieson, Atlanta 5, Ga.  
National Representatives: GILL-PERNA, INC.  
Southeastern Representative: DORA-CLAYTON AGENCY

A ROUNSAVILLE STATION

KENTUCKY

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>LOUISVILLE (Jefferson County)</b>			
WAVE 1933	970 5,000-D	WAVE Inc. 354 E. Broadway Wabash 2201 NBC NBC Spot Sales	George W. Norton Jr., p Nathan Lord, gm Woody Dulaney, cm James Caldwell, pd, pmm Wilbur Hudson, ce Rodney Ford, nd
WGRC 1936	790 5,000-D 1,000-N DA-2	Northside Bcstg. Corp. Ky. Home Life Bldg. Juniper 7-8871 MBS Walker	J. Porter Smith, p Charles L. Harris, gm Tom Underwood, cm, pmm George Partridge, pd W. J. Morrison, ce Jerry East, fd
WHAS 1922	840 50,000	WHAS Inc. 525 W. Broadway Wabash 2211 CBS Christal	Barry Bingham, p Victor A. Sholis, vp, dir Neil D. Cline, sm John M. Fouts, sls dir Samuel H. Gifford, pd William F. Loader, pmm Orrin W. Towner, eng dir William J. Small, nd Barney Arnold, fd George Walsh, sd Phyllis Knight, wd
WINN 1940	1240 250	Kentucky Bcstg. Corp. 412 Speed Bldg. Juniper 5-5148 Forjoe	Emil J. Arnold, p Glen A. Harmon, vp, gm James J. Nathan, cm Johnny Martin, pd Melvin C. Scarsdale, ce Helen Roberts, pdm
WKLO 1948	1080 5,000-D 1,000-N DA-2	Mid-America Bcstg. Corp. Henry Clay Hotel Juniper 3-4441 ABC Air Trails Net. Blair	Charles Sawyer, p J. P. Williams, evp, gm Alexander Buchan, vp William H. Spencer, sm Pat Fredericks, pmm William J. Faulkner, ce
WKYW 1947	900 1,000-D	Radio Kentucky Inc. 431 Jefferson St. (2) Juniper 3-4811 Burn-Smith	F. Eugene Sandford, p, treas Edwin E. S. Weldon, vp, sm H. Parker Smith, cm
WLOU 1948	1350 1,000-D	Rounsville of Louisville Inc. 2549 S. 3rd St. Melrose 7-3689 Gill-Perna Dora-Clayton	Robert W. Rounsville, p Arthur Selley, gm William Summers, cm Jerry Schwartz, slm Paul Cram, tech dir Steve Dawson, ce
WQXL-TV			
<b>MADISONVILLE (Hopkins County)</b>			
WFMW 1947	730 250-D	Messenger Bcstg. Co. P. O. Box 351 1885 KBS	Edgar Arnold Sr., p H. W. Wells, gm, nd, fd E. L. Kelley, cm, sd John Gatlin, pd Jim Hearon, pmm Chas, Lee, ce
WFMIV-FM 1949	93.9mc 2.8kw		
WTTI 1956	1310 500-D	Hopkins County Bcstrs. 342 N. Seminary St.	Evers Mick, ptrn Conway M. Smith, ptrn
<b>MANCHESTER (Clay County)</b>			
WWXL 1956	1580 250-D	The Wilderness Road Bcstg. Co. P. O. Box 333 Columbia, Ky.	Clifford Spurlock, o
<b>MAYFIELD (Graves County)</b>			
WKTm 1946	1050 1,000-D	Kentucky Bcstg. Co. P. O. Box 232 46 Best	Fred L. Thomas, o, gm Jerry Watson, cm John Latham, ce
WKTm-FM 1955	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
WNGO-FM 1955	94.7mc 2.3kw		
<b>MAYSVILLE (Mason County)</b>			
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 Lawrence McGill, pd Chester A. Terry, ce J. Scott True, fd

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. pmm  
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Directional Antenna, same pattern day and night. DA-2—Directional Antenna, differs  
pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunse  
N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

Styled after Monitor . . .

that's "DIAL 970"—

Exclusive in Louisville

with **WAVE!**

## NIGHT BEAT

"The Pulse of Louisville After Dark"  
(9:15—12 midnight)

*Night Beat* is DIAL 970's most unusual program — "the pulse of Louisville after dark". It's headed up by Bob Kay who keeps a running commentary on events as they happen — often direct from the scene.

Ed Kallay and a staff of 22 correspondents cover sports, with half-time and final scores on *all* high school and college games in the Louisville area reported immediately.

In addition, *Night Beat* features local news, human-interest items, fire and police calls — all framed in popular music. It's on-the-spot radio at its best — dynamic, flexible, up-to-the-minute.

DIAL 970—  
WAVE'S DYNAMIC NEW RADIO SERVICE  
FOR A DYNAMIC NEW LOUISVILLE!

# WAVE

5000 WATTS • NBC AFFILIATE



SPOT SALES

Exclusive National Representatives



### Other Coordinated DIAL 970 Programs Complementing MONITOR—

**ROAD SHOW** Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

**WAKE UP WITH WAVE** Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news. Sports scores and other services.

**CAROUSEL** Fun and facts for busy Louisville homemakers. Club news and interviews. Book reviews and music. Brass-ring contest.

# KENTUCKY

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>MIDDLESBORO (Bell County)</b>			
WM1K 1948	560 500-D	Cumberland Gap Bcstg. Co. P. O. Box 698 980 KBS McGillivra	U. G. Brummett, p Maurice K. Henry, gm, cm K. Bronell Reedy, ce Cris Rogers, sd Bill Baker, pd, nd
<b>MONTICELLO (Wayne County)</b>			
WFLW 1955	1570 250-D	Fred A. Staples P. O. Box 36 192	James Shacklette, p, gm, pd Welby Hoover, cm Ralph Fondell Clinton Collins, fd Edward Brandon, sd Charline Conley, wd
<b>MOREHEAD (Rowan County)</b>			
WMOR 1955	1350 1,000-D	Morehead Bcstg. Co. Inc. Main Street 880	J. Earl McBrayer, p Joe J. Mauk, vp William M. Whitaker Jr., vp, gm Tommy C. Combs, sec-treas John M. Ridenour, cm, pd Earl S. Young, ce Murvel J. Hall, asst engr
<b>MT. VERNON (Rockcastle County)</b>			
WRVK (CP)	1460 500-D	Renfro Valley Bcstrs. Inc. Renfro Valley, Ky.	John Lair, p Thomas G. Hargis, vp
<b>MUNFORDVILLE (Hart County)</b>			
WLOC 1956	1150 1,000-D	Souht Central Kentucky Bcstg. Co. Ja 4-4111	H. T. Parrott, p J. W. Pickett, gm, cm, pmm Mary Goodman, pd Glenn C. Frogge, ce William O. Mardis, nd Herbert Edwards, fd
<b>MURRAY (Calloway County)</b>			
WNBS 1948	1340 250	Murray Bcstg. Co. Box 548 1340	H. T. Waldrop, o & p Ed Griffin, sm J. J. Johnson, nd, sd
<b>NEON (Letcher County)</b>			
WNKY 1956	1450 250	Letcher Bcstg. Corp. 7714 KBS	Dave L. Craft, p Hence Eversole, gm Estill Stewart, asst. gm, cm James R. Branham, pd Joseph W. Good, ce Beryl L. Davis, nd
<b>NEWPORT (Campbell County)</b>			
WNOP 1948 WNOP-TV (CP)	740 1,000-D DA-D	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 1-7100	James G. Lang, p Ann Rolfe Lang, gm R. Doug Nunn, sm, pd, pmm, nd, fd Richard L. Pike, cm, sd Jack L. Tichenor, ce
<b>OWENSBORO (Daviess County)</b>			
WOMI 1938	1490 250	Owensboro Bcstg. Co. 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	92.3mc 19.5kw		
WVJS 1947	1420 1,000 DA-2	Owensboro On The Air 324 Allen St. Murray 3-3521 ABC Rambeau	Vincent P. Steele, p Malcolm Greep, vp, gm John T. Rutledge, asst gm, cm Earl Fisher, pd Joe Bell, pmm Robert Earl Jagoe, ce Irene May, nd
WVJS-FM 1950	96.1mc 45kw		
<b>PADUCAH (McCracken County)</b>			
WKYB 1946	570 1,000-D 500-N DA-2	WKYB Inc. 504 Kentucky Ave. 2-1678 NBC Pearson	E. J. Paxton Jr., p, gm Sam Livingston, bus mgr Ernest Pell, ce, pdm Bob Swisher, sd Mal Topping, rd
WKYB-FM 1947	93.3mc 31.5kw		
NPAD 930	1450 250	Paducah Bcstg. Co. 4th & B'way 2-8251 CBS Sears & Ayer	Pierce E. Lackey, p Frewitt Lackey, gm Ray Moilfield, asst mgr, pd, pmm, nd, fd, sd U. C. Morris, ce D. J. Henderson, wd
VPAD-FM 946	96.9mc 36kw		

<b>PAINTSVILLE (Johnson County)</b>			
WSIP 1949	1490 250	Big Sandy Bcstg. Co. Silvert Bldg. 1196 MBS KBS Best	Ted Arnold Silvert, gm Bill Barker, pd, fd Gene Baldrige, ce
<b>PARIS (Bourbon County)</b>			
WKLX 1955	1440 1,000-D	Stephens Industries Inc. 611	D. C. Stephens, o Rex Osborne, gm Dora Stephens, sm, pmm, pd Woody Pridemore, cm Kenney Rosenbury, wd Bill Williams, ce Tom Jones, nd
<b>PIKESVILLE (Pike County)</b>			
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 Phil Pummill, nd Guy N. Ferrell, ce Mike Faxton, fd
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. 1280 MBS KBS	Jack L. Hatcher, p, gm Robert W. Tarbeck, sm James K. Hoskins, ce J. Virginia Hatcher, wd
<b>PINEVILLE (Bell County)</b>			
WMLF (CP)	1230 250	States Bcstg. System Inc.	Charles F. Trivette, p South C. Bevins, gm
<b>PRESTONBURG (Floyd County)</b>			
WPRT 1952	960 1,000-D	Stephens Industries Inc. South Lake Drive 2050 KBS	D. C. Stephens, p Rex Osborne, gm, cm, pmm Ollie Robinson, pd V. E. Hutchinson, ce Charles Spradlin, nd Ellis Boggs, fd
<b>PRINCETON (Caldwell County)</b>			
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
<b>RADCLIFF (Hardin County)</b>			
WSAC 1955	1470 1,000-D	Ft. Knox Bcstg. Corp. Ft. Knox, Ky. Rose Terrace 3-2354	Byron E. Cowan, p, gm Seymour Goodman, vp Gerald W. Howard, sec, treas Clement Cockrel, pd Eugene K. Hornback, ce Dick Landfield, nd
<b>RICHMOND (Madison County)</b>			
WEKY 1953	1340 250	WEKY Inc. McKee Bldg. 1340 MBS KBS	Dages I. Boyle, p O. C. Halyard Jr., gm, sd Fred Welch, cm John Sullivan, pd Jack Parrish, pmm Paul Smith, ce Ray Hooper, nd
<b>RUSSELLVILLE (Logan County)</b>			
WRUS 1953	800 1,000-D (CP-610 500-D)	South Kentucky Bcstrs. Nashville Rd. 459 KBS Best	Roth E. Hook, p Woodrow Sosh, gm Earl Johnson, sm, ce James H. Johnson, cm, pd Stanford Murphy, fd Gene Locke, nd, sd
<b>SOMERSET (Pulaski County)</b>			
WSFC 1947	1240 250	Southeastern Bcstg. Co. P. O. Box 740 KY 1247 MBS Kentucky Radio Sales	Mike Layman, p, gm Donald F. Orwin, cm John A. Harnett, pd Ralph F. Denton, tech dir Johnny Agostine, ce Clyde Denton, nd
<b>VANCELEVE (Breathitt County)</b>			
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
<b>WHITESBURG (Letcher County)</b>			
WTCW 1953	920 1,000-D	Folkways Bcstg. Co. 2711	Wm. R. McDaniel, p Don Crosthwaite, sm Wm. Gregory, ce
<b>WINCHESTER (Clark County)</b>			
WWKY 1954	1380 1,000-D	Winchester Bcstg. Co. P. O. Box 492 1380 MBS Best	N. B. Ratliff, p Charles Drew, gm Tom Wade, cm Betty Barnett, pd Thomas Bratton, ce Herman Kelly, nd, fd



**LOUISIANA**  
**MARKET DATA BY PARISHES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1956
Acadia	47,050	12,130	\$37,741	\$ 6,305	\$ 933	*779,229
Allen	18,035	5,030	14,059	1,976	365	
Ascension	22,387	5,680	16,197	3,395	376	
Assumption	17,278	3,780	7,869	1,265	280	
Avoyelles	38,031	9,740	19,922	3,538	730	
Beauregard	17,766	5,170	11,780	2,986	326	
Bfenville	19,105	4,250	8,105	2,084	274	
Bossier	40,139	12,130	32,204	9,308	656	
Caddo	176,547	56,600	249,421	53,932	8,327	
Calcasieu	89,635	32,200	115,385	21,752	3,398	
Caldwell	10,293	2,500	5,100	1,049	130	
Cameron	6,244	1,240	3,347	1,194	97	
Catahoula	11,834	2,540	8,075	3,198	287	
Claiborne	25,063	5,930	15,492	3,587	838	
Concordia	14,398	3,570	10,784	2,100	376	
De Soto	24,398	5,470	16,041	3,381	394	
E. Baton Rouge	158,236	56,940	217,520	40,750	7,999	
E. Carroll	16,302	3,680	6,684	1,773	241	
E. Feliciana	19,133	3,150	5,168	1,122	85	
Evangeline	31,629	8,270	12,987	1,968	316	
Franklin	29,376	6,750	11,900	2,097	471	
Grant	14,066	3,200	5,006	1,473	102	
Iberia	40,059	10,610	36,922	7,392	1,096	
Iberville	26,750	6,710	13,046	3,358	340	
Jackson	15,434	3,460	22,846	2,291	330	
Jefferson	103,873	41,230	97,406	34,719	3,218	
Jefferson Davis	26,298	6,910	23,831	4,687	678	
Lafayette	57,743	18,980	60,201	9,598	1,560	
Lafourche	42,209	10,600	38,946	8,155	886	
La Salle	12,717	3,630	8,755	1,957	255	
Lincoln	25,782	6,440	22,357	4,421	533	
Livingston	20,054	5,270	11,638	3,210	261	
Madison	17,451	4,210	11,252	1,910	397	
Morehouse	32,038	8,470	22,171	5,984	813	
Natchitoches	38,144	8,830	17,275	3,558	480	
Orleans	570,445	177,640	701,766	118,767	29,156	
Ouachita	74,713	23,640	95,782	18,854	2,570	
Plaquemines	14,239	3,430	9,781	3,787	199	
Pointe Coupee	21,841	4,970	8,457	2,416	356	
Rapides	90,648	26,890	84,174	16,200	2,226	
Red River	12,113	2,540	5,785	1,236	169	
Richland	26,672	6,060	16,808	3,730	398	
Sabine	20,880	4,970	10,016	2,598	372	
St. Bernard	11,087	3,350	6,081	2,367	146	
St. Charles	13,363	3,450	7,104	1,267	259	
St. Helena	9,013	2,270	1,655	419	14	
St. James	15,334	3,310	9,012	1,773	138	
St. John the Baptist	14,861	3,230	5,764	1,774	255	
St. Landry	78,476	18,900	55,429	8,999	1,092	
St. Martin	26,353	5,800	11,993	1,981	196	
St. Mary	35,848	9,620	31,620	8,966	1,004	
St. Tammany	26,968	7,670	24,273	4,767	627	
Tangipahoa	53,218	15,010	46,818	9,942	1,367	
Tensas	13,269	2,970	6,217	1,025	295	
Terrebonne	43,328	11,070	42,843	9,928	1,034	
Union	19,141	4,510	10,558	2,147	244	
Vermilion	36,929	9,620	26,970	5,434	879	
Vernon	18,974	5,580	10,565	2,147	280	
Washington	38,371	10,360	28,818	6,835	1,045	
Webster	35,704	9,750	31,911	7,738	948	
W. Baton Rouge	11,738	3,030	4,871	1,194	123	
W. Carroll	17,248	3,560	7,329	746	209	
W. Feliciana	10,169	1,480	2,984	784	85	
Winn	36,119	4,180	8,895	2,577	463	
Total	2,683,516	772,140	\$2,530,692	\$512,463	\$84,007	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

**ABBEVILLE (Vermillion Parish)**

KROF 960 Abbeville Bcstg. Service George P. Martin, gm, cm  
1948 1,000-D P. O. Box 620 ce  
90 Ebba Lou Martin, pd

**ALEXANDRIA (Rapides Parish)**

KALB 580 Alexandria Bcstg. Co. T. B. Lanford, o  
1935 5,000-D 601 Washington St. Walter Melson, gm  
KALB-TV 1,000-N 3-2543 Alex Marchand, asst mgr  
DA-N ABC W. F. deTournillon, slm  
Louisiana State Net. Jim Gaines, sta dir  
Weed Robert E. Miller, ce  
Norma Sartori, pmm  
Lois Creduer, nd

KALB-FM 96.9mc  
1948 11.5kw

KDBS 1410 Dixie Bcstg. Service Irving Ward-Steinman, ptrn,  
1955 1,000-D P. O. Box 306 gm  
3-7454 John Anthony Lazarone,  
ptrn  
Dallas Ed Pebbles, cm  
William G. Lynch, sta dir  
David Ward-Steinman,  
music ed.  
Henry J. Lazarone, ce

KSYL 970 KSYL Inc. Milton Fox, p, cm  
1947 1,000 Bolton Ave. at Hwy. 71 Virgil G. Evans, gm, pmm  
DA-N 6611 Bruce Rainey, pd, fd  
NBC Jim Perkins, ce  
Everett-McKinney Gary Tyler, nd, sd  
Clarke Brown Francis Faulk, wd

**AMITE (Tangipahoa Parish)**

WABL 1570 Amite Broadcasting Co. Louis Alford, co-o  
1956 500-D P. O. Box 611 Phillip D. Brady, co-o  
Amite, La. Albert Mack Smith, co-o  
8585 Wehman Fitz, sm, cm, pmm  
Jim McLaughlin, pd  
A. M. Smith, ce

**BASTROP (Morehouse Parish)**

KTRY 730 Morehouse Bcstg. Co. Nathan Bolton, co-o  
1948 250-D P. O. Box 193 A. R. McCleary, co-o  
1400 Bill Davis, gm  
KBS C. I. Johnson, cm  
Harry Howard, ce

**BATON ROUGE (E. Baton Rouge Parish)**

WAFB 1460 Modern Bcstg. Co. of Tom E. Gibbens, p, gm  
1948 5,000-D Baton Rouge Inc. Ron Littler, slm  
WAFB-TV 1,000-N 929 Government St. Owen Elliott, mgr of radio,  
DA-N 4-8571 pd  
ABC Grace McElveen, pmm  
MBS Donald K. Allan, ce  
Young Roland Day, nd

**WAFB-FM 104.3mc**

1948 3kw  
WEND 1380 Vox Inc. G. T. Owen, p  
1956 500-D Texas Eastern Bldg. Scott W. Erwin, asst mgr, pd  
Shreveport, La. Olas Olsen, cm  
E. E. Case, ce  
Bernard Zuccaro, nd

**WJBO 1150 Baton Rouge Bcstg. Co.**

1934 5,000 444 Florida St. Douglas L. Manship, p  
WBRZ (TV) DA-1 2-5271 Chas. P. Manship Jr.,  
sec-treas  
NBC R. Kelly Maddox, gm  
Louisiana Net. John D. Wooldridge, slm  
Hollingbery Jim Cathey, prod sup  
Theodore Hubert, ce  
Ed Clinton, nd

**WBRL (FM) 98.1mc (WJBO, Am Affiliate)**

1941 7.6kw  
WLCS 910 Air Waves Inc. Norman Saurage, p  
1946 1,000 204 North St. Lamar Simmons, vp, gm  
DA-1 2-4411 T. A. LeBlanc, cm, slm  
Rambeau Herman E. Nelson Jr., pd,  
pmm, nd  
L. E. Van Valkenburg, ce

**WXOK 1260 WXOK Inc.**

1955 1,000-D 249 Convention St. Jules Paglin, co-o  
4-7604 Stanley Ray Jr., co-o  
Forjee Tommy McGuire, gm  
Lucille J. Pollack, pd  
Francis Fenderson, ce  
Bert Winder, nd

**BOGALUSA (Washington Parish)**

WHXY 920 Bogalusa Bcstg. Corp. Charles W. Holt, p  
1954 1,000-D P. O. Box 689 Robert N. Robinson, vp, gm  
Republic 2-4254 Bill Seewart, sm  
Dixie Bcstg. Sys. J. D. Davis, pd, nd, fd, sd,  
Clark wd  
Don Estes, ce

**WIKC 1490 Curt Siegelin**

1947 250 607 Rio Grande St. John H. Knight, gm, cm, fd  
Republic 5-1955 Delos Knight Jr., pd, sd  
KBS William Morris, ce  
Lacy Richardson, nd  
Billie Bond, wd

**COVINGTON (St. Tammany Parish)**

WARB 730 A. R. Blossman Inc. David C. Blossman, p, gm  
1953 250-D 590 Betty Ferrer, cm  
KBS Rick Webb, ce

**CROWLEY (Arcadia Parish)**

KSIG 1450 KSIG Bcstg. Co. Hirsch J. Scholl, p  
1947 250 P. O. Drawer 228 Louis M. Basso, gm  
1450 Ninfa C. Caudry, cm  
Clark Boyce J. Trahan, pd  
W. H. Bland, ce  
Alden C. Sonnier, nd, fd

**DE RIDDER (Beauregard Parish)**

KDLA 1010 Sabine Bcstg. Co. Cyril W. Reddoch, ptrn  
1950 1,000-D P. O. Box 46 John B. McCrary, ptrn  
7600 Ralph L. Hooks, gm  
KBS Wayne L. Sanders, cm  
Ted Thompson, pd, ce  
Winsett Reddoch, pmm

LOUISIANA

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>EUNICE (St. Landry Parish)</b>			
KEUN 1952	1490 250	Tri-Parish Bcstg. Co. Inc. 5041 MBS	Vincent Riehl, p John A. Chauvin, gm, sd Terrell McGrory, cm Bob Compton, ce Herman Miller, fd Houston Le Jeune, nd
<b>FERRIDAY (Concordia Parish)</b>			
KFNV 1956	1600 1,000-D	Miss-Lou Bcstg. Co. 7200	Mrs. Marie K. Zuccaro, o Joseph S. Zuccaro, gm Ervin Parks, cm Jeff Holt, pd, sd W. S. Perkins, pmm, nd Ervin Parks Jr., ce
<b>GOLDEN MEADOW (Lafourche Parish)</b>			
KLFT 1955	1600 500-D	Leo J. Theriot Theriot Bldg. 5-5165 Best	Leo J. Theriot, p, gm H. Earl Herron, sm, pd, ce S. R. Vidrine, cm Judy Charpentier, pmm Katherine Richardelle, nd Jerry Chatagnier, nd
<b>HAMMOND (Tangipahoa Parish)</b>			
WFPR 1947	1400 250	Louisiana Bcstrs. P. O. Box 432 960 KBS	Cyril W. Reddoch, co-o, gm Jack Moore, sm, cm Ralph L. Hooks, co-o
<b>HAYNESVILLE (Claiborne Parish)</b>			
KLUV 1956	1580 250-D	Charles E. Ray 3678 Beckham Drive Shreveport, La. 8-1552	Charles Edward Ray, o, gm, cm, pd Gale Straley, ce Carl Roberts, fd Joe Rosser, sd June Rosser, wd
<b>HOMER (Claiborne Parish)</b>			
KVHL 1955	1320 1,000-D	Claiborne Bcstg. Corp. Homer, La. 3804	Frank Harkness, p, gm Jim Blanchard, slm Beverly Harkness, pd
<b>HOUMA (Terrebonne Parish)</b>			
KCIL 1948	1490 250	KCIL Inc. P. O. Box 1031 6828 NBC KBS Indie	Denver T. Brannen, p L. H. Thesmar, sec-treas Virginia Wade Ryder, vp, pd Les Ryder, sm, cm Ken Rogers, nd Tom Chancey, ce, sd
<b>JENNINGS (Jeff Davis Parish)</b>			
KJEF 1950	1290 1,000-D 500-N DA-N	Jennings Bcstg. Co. 1521 Lake Arthur Ave. 1155 MBS KBS	Clovis L. Bailey, p, gm, ce Jerry Dugas, cm Jackie Todd, wd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sia. 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.  
Data corrected to Dec. 15, 1956. 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.

<b>JONESVILLE (Catahoula Parish)</b>			
KLEC 1956	1480 500-D	Old South Bcstg. Co. 2481 KBS	Laurie G. Ratcliffe, p Paul Schilling, gm, cm Doug Moulds, ce Mildred Osmon, pmm Don Partridge, pd Jim Dowdy, nd, sd
<b>LAFAYETTE (Lafayette Parish)</b>			
KLFY 1950 KLFY-TV	1420 1,000-D 500-N DA-N	Camellia Bcstg. Co. Box 398 Center 5-9494 ABC Louisiana Rambeau	Paul H. DeClouet, p James W. Lucas, gm Bob Castellon, cm Ernie Alexander, 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 Donna Cox, pmm M. E. Case, ce James Drake, sd
<b>LAKE CHARLES (Calcasieu Parish)</b>			
KAOK 1947	1400 250	KAOK Inc. 1 Mill St. Hemlock 6-7541 MBS Forjoe	Jules J. Paglin, 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
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 Gertrude Levens, slm Rollie Rowlands, pd, nd G. M. Meisner, ce
KPLC 1935 KPLC-TV	1470 5,000-D 1,000-N DA-N	Calcasieu Bcstg. Co. P. O. Box 1521 Hemlock 9-2713 NBC Louisiana Net. Weed	T. B. Lanford, p Pelham Mills, gm R. L. White, cm NBC A. B. Craft, pd, ce Rachael Davidson, pmm Joe Keith, nd
<b>LEESVILLE (Vernon Parish)</b>			
KLLA 1956	1570 250-D	Leesville Bcstg. Co. P. O. Box 1323	Irving Ward-Steinman, ptrn, gm, slm, pmm John Anthony Lazarone, ptrn Ed Marshall, cm Bob Hamm, pd Gwene Heiser, wd Byron Stokes, ce
<b>MANSFIELD (DeSoto Parish)</b>			
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
<b>MARKSVILLE (Avoyelles Parish)</b>			
KAPB 1954	1370 1,000-D	Avoyelles Bcstg. Corp. 110 W. Mark St. 7206 Best	W. L. Billups, p Chester J. Coco, evp Dave Chapman, gm, pd Willie J. Borden, cm Katherine Ducote, pmm Charles Woodside, ce
<b>MINDEN (Webster Parish)</b>			
KAPK 1952	1240 100	Parish Bcstg. Corp. Lakeview Dr. 2940	Martin Kirsch Jr., p, gm M. E. Brown, sm Billy Hyatt, ce Robert Holliday, nd Billy Sue Bryant, wd
<b>MONROE (Ouachita Parish)</b>			
KLIC 1950	1230 250	Dr. Frank P. Cerniglia Bernhardt Bldg. 9-4617 MBS	Dr. Frank P. Cerniglia, p, gm, pmm Harry Van Sant, cm Billie Gates, pd Joe Turbyfill, ce Bob Jacobs, nd John Lacy, sd
KMLB 1930	1440 5,000-D 1,000-N DA-N	Liners Bcstg. Station Inc. Alvis Hotel 7161 ABC NBC Pearson	Mrs. R. W. Gaston, p Charles Price, vp, gm J. C. Limer III, cm, pmm J. R. Plaisance, pd O. L. Morgan, ce Laurence Gibbs, nd, sd
KMLB-FM 1947	104.1mc 17kw		
KNOE 1944 KNOE-TV	1390 5,000 DA-N	James A. Noe KNOE Rd. 8155 H-R Reps.	James A. Noe, p Paul Goldman, vp, gm Dick Amundson, sm Bill Enis, pd, pmm, co-nd Jack Ratliff, ce Jack Peart, co-nd

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<b>MORGAN CITY (St. Mary Parish)</b>			
KMRC 1954 4	1430 500-D	Tri City Bcstg. Inc. P. O. Box 889 2011 KBS	Warren J. Fortier, p Earl Wooton, gm J. Brown, ce Robert Boys, pd Jo Jordan, wd
<b>NATCHITOCHE (Natchitoches Parish)</b>			
KNOC 1947	1450 250	Natchitoches Bcstg. Co. Box 74 MBS KBS	B. Hillman Bailey Jr., p, gm & ce Jim Soileau, pdm Norman A. Fletcher, cm & pd Don Lyons, pmm Dwayne Murphy, fd Alta Marie Osborn, wd
<b>NEW IBERIA (Iberia Parish)</b>			
KANE 1946	1240 250	New Iberia Bcstg. Co. P. O. Box 383 Emerson 9-6726 ABC KBS	George H. Thomas, ptrn Donald Bonin, gm John Selleck, pd, nd Ken Nowell, sd Myrtle Case, ce
KVIM 1951	1560 1,000-D	Queen City Bcstg. Co. P. O. Box 50 Emerson 4-5826	Paul M. Cochran, p John H. Coco, gm, sd A. J. Guerin, slm Eldridge White, ce Paul Carrol, nd B. Romero, fd
<b>NEW ORLEANS (Orleans Parish)</b>			
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 Fred Schwarz, cm Dave Schaeffer, pd, pmm John Rhode, ce Hardin Smith, nd, fd
WDSU 1923 WDSU-TV	1280 5,000 DA-1	WDSU Bcstg. Corp. 521 Royal St. Tulane 4371 NBC Blair	Edgar B. Stern Jr., p Robert D. Swezey, evp A. Louis Read, vp Hal Mathews, sm Hal Fredericks, pd Marion Annenberg, pmm Lindsey Riddle, ce Nick Gearhart, nd, sp events dir
WDSU-FM 1948	105.3mc 3.4kw		
WJBW 1926	1250 250	Louise C. Carlson Inc. Cigali Bldg. Magnolia 3488	Louise C. Carlson, p, gm Edward C. Carlson, asst gm Milton J. Hansman, cm Johnny Rhode, ce Vern Cook, pd Richard Fahey, nd
WJMR 1946 WJMR-TV	990 250-D	Supreme Bcstg. Co. 1500 Canal St. Canal 0356 Burke-Stuart	Chester F. Owens, p George A. Mayoral, vp, gm, cm Robert Jeffers, vp, sec-treas
WRCM (FM) 1943	97.1mc 3.9kw	(WJMR affiliate)	
WMRY 1950	600 1,000-D	Southland Bcstg. Co. WMRY Building 2906 Tulane Ave. Galvez 4112 Gill-Perna Dixieland	Lester Kamin, p Mort Silverman, evp, gm John Revisore, sm Mike Verges, cm Larry McKinley, pd, nd, sd Al Shea, pmm, pdm Samuel Perkins, ce
WNOE 1925	1060 50,000-D 5,000-N DA-2	James A. Noe St. Charles Hotel Express 2173 H-R Reprs.	James A. Noe, o, p B. C. Baldwin, vp, gm Larry Monroe, pd A. J. Bourgeois, ce
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921 ABC Weed	Henry G. Plitt, p John R. O'Meallie, vp, gm Dennis V. Donegan, cm Marshall Pearce, pd Ben Shirley, nd Louis Grunewald, pmm Harold G. Nebe, ce
WTIX 1953	1450 250	Mid-Continent Bcstg. Co. 624 Canal St. Magnolia 3562 Young	Todd Storz, p Fred Berthelson, vp, gm Robert L. Lewis, slm Eddie Clarke, pd Mike Secrest, pdm Dale L. Moudy, vp, en dir Charles E. Schmid, ce
WTPS 1948	940 1,000-D 500-N DA-N	Times Picayune Publishing Co. 615 Howard Ave. Canal 5561 MBS Branham	John F. Tims, p Henry F. Wehrmann, gm Carl J. Junker, pd Martin Burke, pmm



**NEW ORLEANS? That's where WTIX is still rocketing, still first in audience by a wide margin**

Among New Orleans' 11 radio stations, WTIX has been a commanding first for some time now, and month after month maintains or widens its first place position, per Hooper. Of 220 weekly Hooper quarter hours, 170 belong to WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower.

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New Orleans, 16, La.  
**"A STORZ STATION"**

# LOUISIANA

City	Call Letters	Established	Chan. or Freq.	Power	Licenses Headquarters Telephone Network Station Rep.	Executives	KTBS-FM 1952	96.5mc 14kw	International Bcstg. Corp.	
<b>NEW ORLEANS (Cont.)</b>										
	WWEZ	1947	690	5,000	WWEZ Radio Inc. 614 N. Rampart Canal 3521	Webb	A. L. Chilton, p J. A. Oswald, gm, cm Harrison C. Mondy, ce	1130 50,000 DA-N	P. O. Box 1387 2-8711 CBS Branham	William H. Bronson, p Henry B. Clay, evp, gm F. A. Watkins Jr., cm Frank Page, pd James T. Briggs, pmm W. E. Antony, tech dir O. S. Droke, ce Gene Goss, nd Jack Timmons, fd Jack Fiser, sd
	WWL	1922	870	50,000	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	KWKH-FM 1948 94.5mc 13.5mc		
	WWMT (FM)	1954	95.7mc	48kw	Fidelity Bcstg. Inc. 2031 St. Charles Ave. Raymond 3904		George R. Montgomery, p Macy O. Teeter Jr., gm James H. Hilbun, ce			
<b>OAKDALE (Allen Parish)</b>										
	KREH	1953	900	250-D	Louisiana Bcstg. Service P. O. Box 371 900 KBS		Cyril W. Reddoch, co-o Ralph L. Hooks, co-o, gm Mel Bennett, cm, sm	1460 1,000-D	Springhill Bcstg. Co. P. O. Box 614 669 KBS	Roy M. Fish, p Johnnie K. Hill, gm Arthur Dickerson, cm Howard Clark, pd Robert R. Wainwright, ce, nd Don Burford, fd
<b>OPELOUSAS (St. Landry Parish)</b>										
	KSLO	1947	1230	250	KSLO Bcstg. Co. P. O. Box 392 2635 ABC KBS Sears & Ayer		W. E. Jones, gm A. B. Reed Jr., cm Wandell Allegood, pd, sd Rita Valin, pmm R. M. Cole, ce Jim Schmitt, nd, fd	1310 500-D DA-D	Lake Bcstg. Co. Inc. 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 Feggy Petty, wd
<b>RUSTON (Lincoln Parish)</b>										
	KRUS	1947	1490	250	Clarence E. Faulk, Jr. Railroad Ave. 1490 KBS Best		Clarence E. Faulk Jr., p Wm. S. Carter, gm	1360 500-D	Howard E. Griffith Radio KTL D 1360 Best Pelican Sales	Howard E. Griffith, p, ce Si Willing, gm, cm Nap Nappier, pd Max Mac Donald, fd Pearle Luckett, wd
<b>SHREVEPORT (Caddo Parish)</b>										
	KANV	1954	1050	250-D	Northwest Louisiana Bcstg. Corp. P. O. Box 3611 2-3122 Dora-Clayton United Bcstg. Oakes		Travis T. Hailey, p Glenn V. Wilson, gm, cm Doris F. Nargassans, pd, pmm Carl Goulden, ce Brown E. Moore, nd Ernest Miller, sd	630 500-D	Delta Bcstrs. Inc. Lafourche Comet Bldg. 9006 Louisiana Net. Best	Ferd H. Block, p Ray Saadi, gm Lee Martin, ce Roy Hill, pdm Jim Eisner, nd, sd Leroy Martin, fd
	KCIJ	1950	980	5,000-D	Southland Bcstg. Co. 205 Milam St. 4-6681 Young Brown		John H. Pace, gm, cm	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 Cappell, fd, sd Henrietta D. Freeman, wd
	KENT	1947	1550	1,000-D 500-N DA-N	Frank H. Ford 311 Milam Bldg. 3-8681 MBS Walker		Frank H. Ford, o Frank H. Ford Jr., gm Robert Shipley, cm William F. Ford, slm Sid Knight, pd Bill Monroe, pmm L. J. Carlson, ce	1600 500-D	Joel Ellis Wharton 309 1/2 Airport Dr. Shreveport, La.	Joel Ellis Wharton, o, ce
	KJOE	1954	1480	1,000-D	Audiocasting Inc. 529 1/2 Crockett St. 2-0732 Forjoe		Joe Monroe, p, gm Vern Stierman, cm Bobby Ward, pmm Don Gillispie, ce Doug Way, nd, sd Dollye Lloyd, wd	1310 1,000-D	Howard E. Griffith P. O. Box 616 2-1491	Howard E. Griffith, o, gm, ce Harry C. Howard, cm
	KLUE (CP)		1300	1,000-D	Twin City Bcstg. Co. 206 Texas Eastern Bldg. 4-1461		Charles E. Ray, p, gm			
	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 Fred J. Hosli, cm Elizabeth A. Roberts, pd W. J. Wilkinson Jr., ce Dave Hagli, nd	1590 1,000-D	Big League Bcstg. Co. c/o Mrs. Elayn Hunt Reywood Bldg. Baton Rouge, La.	William C. Lee Jr., p
	KRMD-FM	1949	101.1mc	11.8kw						
	KTBS	1922	710	10,000-D	KTBS Inc. 312 E. Kings Hwy. 7-8644 NBC Texas Quality Net. Petry		E. Newton Wray, p, gm Michael A. Roppolo Jr., sm Podge M. Reed, cm Mary Lou O'Brien, pmm C. H. Maddox, ce Maury Wayne, nd	1870 1,000-D	Southern Bcstg. Co. P. O. Box 548 5822 Best	James A. West Jr., ptrn Elgie M. Risinger, ptrn Delvin R. White, ptrn William G. Darland Jr., gm, cm Charles Christie, pd John Burdue, ce
	KTBS-TV		5,000-N	DA-2						
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.										
Data corrected to Dec. 15, 1956. 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.										
<b>WINNFIELD (Winn Parish)</b>										
	KVCL	1955	1870	1,000-D						
	KMAR (CP)		1570	500-D						
<b>WINNSBORO (Franklin Parish)</b>										
	KMAR		1570	500-D						

MAINE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Androscoggin	83,594	24,350	\$88,000	\$22,079	\$1,679	*253,485
Aroostook	96,039	23,770	96,774	23,682	2,576	
Cumberland	169,201	50,710	207,427	46,367	7,805	
Franklin	20,682	5,520	15,174	4,454	428	
Hancock	32,105	9,830	36,036	10,155	696	
Kennebec	83,981	23,250	111,944	29,359	2,599	
Knox	28,121	8,380	30,506	7,895	885	
Lincoln	18,004	5,150	21,742	5,507	502	
Oxford	44,221	11,770	39,471	10,114	886	
Penobscot	108,198	29,340	134,559	31,356	2,704	
Piscataquis	18,617	4,980	16,169	4,575	534	
Sagadahoc	20,911	6,140	17,423	4,599	376	
Somerset	39,785	10,850	35,281	10,223	1,077	
Waldo	21,687	6,040	20,742	5,186	340	
Washington	35,187	9,540	34,929	10,803	1,046	
York	93,541	27,290	109,283	32,140	3,066	
Total	913,774	256,920	\$1,015,460	\$258,264	\$27,179	

\* State wide total.

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

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 Wheeler	Faust Couture, p Norman G. Gallant, gm Harry Simons, cm Mona Toothaker, pd Gregory Evans, pmm Joseph Roy, sup eng
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. Hubley, pd, pmm Harold T. Dinsmore, ce Lawrence Geraghty, nd Linwood Brofee, fd


BANGOR (Penobscot County)

WABI 1924 WABI-TV	910 5,000 DA-N	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 Walter L. Dickson, ce John Manchester, fd
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WGUY 1947	1230 250	Bangor Bcstg. Corp. 26 Central St. 7354 CBS Lobster Net. Richard O'Connell Harry Wheeler	Sherwood J. Tarlow, p Kenneth A. Manley, sm Nicholas A. Bell, cm Robert G. Shaw, pd Donald H. Sylvia, ce Dick Thackery, nd
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 Irving Hunter, pd John Wibby, ce William Mincher, nd Jake Brofee, fd
<b>BIDDEFORD (York County)</b>			
WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566 MBS Yankee Raymer	Victor C. Diehm, co-o Arthur Peters, p, gm, ce Carl Swanson, cm Tom Lummis, pd William Petit, nd, sd
<b>BRUNSWICK (Cumberland County)</b>			
WCME 1955	900 250-D (CP: 500-D)	Westminster Bcstg. Corp. River Road Parkview 5-5507	Roger H. Strawbridge, p, gm Clifford Kemberling, evp, sm Glenn H. Hillmer, pd Melville T. Whitcomb, ce Holland Lowe, nd Annetta Colic, wd
<b>CARIBOU (Aroostook County)</b>			
WFST 1956 WFST-FM 1956	600 1,000-D 97.7mc 0.19kw	Northern Bcstg. Co. P. O. Box 65 3731 Richard O'Connell Harry Wheeler	F. Sidney Tibbetts, o, ce Elby Stevens, gm, pd, pmm, nd Lois Clemens, cm, wd
<b>HOULTON (Aroostook County)</b>			
WABM 1950	1340 250	Aroostook Bcstg. Corp. 1340 N. Road 2257 MBS, KBS Yankee Maine Bcstg. Sys. Webb	Harold D. Glidden, l, gm Stanley Lyons, sm, ce
<b>LEWISTON (Androscoggin County)</b>			
WCOU 1938	1240 250	Twin City Bcstg. Co. 223 Lisbon St. 4-6921 MBS Yankee-Lobster O'Connell Wheeler Holman	Faust Couture, p John C. Libby, gm, sd Oscar Normand, cm Annette Howanic, pd Carl F. Rounds, ce Don Roberts, nd
WCOU-FM 1948	93.9mc 13.7kw		
WLAM 1947	1470 5,000 DA-1	Lewiston-Auburn Bcstg. 129 Lisbon St.	F. Parker Hoy, p, sm Frank S. Hoy, gm
WLAM-TV (CP)	4-5401 ABC Everett-McKinney Kettel-Carter L. F. O'Connell		Romeo E. Sansoucy, cm Harold W. Dutch, pd Herbert Wiles, ce Frederick Gage, nd, sd Sonia Forgue, wd

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CINCINNATI      HOLLYWOOD

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

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	PRESQUE ISLE (Aroostook County)		
<b>PORTLAND (Cumberland County)</b>				<b>WAGM</b> 1450 Aroostook Bcstg. Co. 1925 250 489 Main St. WCSH-TV DA-N NBC 9-2461 New England MBS Regional Net. Yankee Net. Weed Maine Bcstg. Sys. Webb		Harry Umphrey, p Dick Marshall, sm, cm, pd Elmer Snow, ce Dick Meyer, nd, fd Dewey Dewitt, sd
WCSH 1925 WCSH-TV	970 5,000 DA-N	Maine Radio & Tv Co. 157 High St. Spruce 2-0181 NBC New England Regional Net. Weed	Adeline B. Rines, p William H. Rines, mgng dir Arthur Owens, opr dir Ray Mercier, pd Linwood T. Pitman, pmm Charles R. Brown, ce Philip N. Johnson, nd	<b>ROCKLAND (Knox County)</b>		
WGAN 1938 WGAN-TV	560 5,000 DA-1	Guy Gannett Bcstg. Services 390 Congress St. Spruce 2-4661 CBS Aveyry-Knodel Foster	Jean Gannett Williams, p Creighton E. Gatchell, vp, gm Francis H. Farnum Jr., sm Charles R. Sanford, pd Robert W. Jennings, cm Perleston L. Pert Jr., pmm Roger W. Hodgkins, ce	<b>WRKD</b> 1450 Knox Bcstg. Co. 1952 250 493 Main St. 1600 ABC Kettel-Carter		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
WLOB 1956	1310 1,000-D	Casco Bcstrs. Corp. 212 Middle St. Lobster Net. Richard O'Connell Hal Holman Harry Wheeler	Sherwood J. Tarlow, p Melvin L. Stone, vp, gm Elliot Field, pd Thomas R. Dunn, ce	<b>RUMFORD (Oxford County)</b>		
WPOR 1946 WMTW (TV)	1490 250	Oliver Bcstg. Corp. 477 Congress St. Spruce 3-8111 ABC, MBS Yankee Downeast Hollingbery Kettell-Carter	Harold H. Meyer, p, gm William J. Mullen, natl sm Henry Jordan, loc sm Robert O' Wrill, pd, nd Thomas F. Conneen, ce Howie Leonard, sd	<b>WRUM</b> 790 Rumford Bcstg. Co. 1953 1,000-D 89 Congress St. 1057 Lobster O'Connell Wheeler Holman		Melvin L. Stone, p, nd Kenneth J. Ellis, gm, sd, pd George B. Cunningham, cm Stan Milton, fd Peter Paul, pmm Edward J. Tremblay, ce
				<b>SKOWHEGAN (Somerset County)</b>		
				<b>WGHM</b> 1150 Pineland Bcstg. Co. 1956 1,000-D 61 Water St. 7-2727 Lobster O'Connell Wheeler		Melvin L. Stone, co-o, p, gm Harold Andrews, sm, pd, fd Edward J. Tremblay, co-o, ce Donald Brough, sm Raymond Maxwell, nd John Dalton, sd
				<b>SOUTH PARIS (Oxford County)</b>		
				<b>WKTQ</b> 1450 Oxford Bcstg. Corp. 1955 250 Alpine St. 1061		Gerald T. Higgins, p, cm Elden H. Shute Jr., vp, sm Dick Dean, pd Louise Keith, pmm Don Winslow, ce Denny Shute, nd
				<b>WATERVILLE (Kennebec County)</b>		
				<b>WTVL</b> 1490 Kennebec Bcstg. Co. 1946 250 36 Silver St. TR 3-3311 ABC Kettell-Carter Hollingbery		Carleton D. Brown, p, cm Harold L. Vigue, cm Fred Preble, pd Ken Chase, pmm fd Don Sutherland, ce Ralph Wallace, nd

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.  
 Data corrected to Dec. 15, 1956. 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 1954 \*Pulse 1956

**NETWORKS:**  
 American  
 Downeast  
 Mutual  
 Yankee

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 GEORGE P. HOLLINGBERY COMPANY  
 BOSTON - KETTEL - CARTER

**PORTLAND, MAINE**

**MARYLAND**  
**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Allegany	89,556	25,020	\$85,019	\$23,259	\$2,396	23,035
Anne Arundel	117,392	37,640	127,428	42,173	4,767	44,234
Baltimore	1,219,981*	355,330	1,534,600	343,969	61,770	358,269
Calvert	12,100	2,770	11,752	2,398	34	3,834
Caroline	18,234	4,950	24,595	3,870	628	6,425
Carroll	44,907	11,460	48,077	9,656	1,005	16,328
Cecil	33,356	9,000	32,897	7,205	497	12,407
Charles	23,415	5,260	29,535	7,975	572	8,078
Dorchester	27,815	7,250	31,224	7,558	492	8,356
Frederick	62,287	17,430	65,938	13,596	1,394	20,799
Garrett	21,259	4,510	17,140	3,574	414	5,040
Harford	51,782	15,650	66,638	15,159	1,867	20,182
Howard	23,119	6,320	20,554	2,613	531	9,048
Kent	13,677	3,580	15,462	3,404	266	4,794
Montgomery	164,401	69,430	280,066	70,067	10,447	95,792
Prince Georges	194,182	71,890	224,934	77,936	10,772	93,052
Queen Annes	14,579	3,710	11,825	2,384	235	4,615
St. Marys	29,111	7,420	23,165	5,506	685	7,042
Somerset	20,745	5,140	17,840	5,363	458	4,805
Talbot	19,428	5,580	36,360	6,418	1,193	6,962
Washington	78,886	22,490	98,574	20,198	2,547	27,085
Wicomico	39,641	11,790	72,927	13,476	1,720	14,393
Worcester	23,148	6,630	48,373	7,774	1,132	7,062
Total	2,343,001	710,250	\$2,925,914	\$695,531	\$105,822	801,637

\* Independent city of Baltimore combined with Baltimore County.

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**DIRECTORY OF AM AND FM STATIONS**

**ABERDEEN (Harford County)**

WAMD 970 Harford County Bstg. Co. John L. Allen, o  
(CP) 500-D P. O. Box 485  
DA-D

**ANNAPOLIS (Anne Arundel County)**

WANN 1190 Annapolis Bstg. Corp. Morris H. Blum, p, gm  
1947 1,000-D P. O. Box 749  
Colonial 3-2500  
Dora-Clayton

WASL 810 Norwalk Bstg. Co. Robert L. Blalock, p, cm  
1946 250-D Truxton Heights Joel Dan Lehman, gm, ce  
Colonial 3-9211 Muriel E. Blalock, pd, wd  
Joseph P. Raymond, pmm, nd  
Robert J. Bennett, sd  
Patrick W. Larkin, pdm

WNAV 1450 Capital Bstg. Co. Albert H. MacCarthy, p  
1948 1,000 P. O. Box 829 Malcolm A. Campbell Jr., m,  
DA-N Colonial 3-2639 sd  
Forjoe Elizabeth Straubel, pd, wd  
Select Alan Laffler, ce  
Bill W. Fillingham, asst mgr,  
fd  
Mike James, nd

WNAV-FM 99.1mc  
1948 16.6kw

**BALTIMORE (Baltimore County)**

WAYE 1955 (See Dundalk listing)

WBAL 1090 Hearst Corp. Charles B. McCabe, vp, exec  
1925 50,000 2610 N. Charles St. dir  
WBAL-TV DA-N Hopkins 7-3000 D. L. Provost, vp, gm  
NBC Leslie H. Peard Jr., vp, sm  
Christal John T. Wilner, eng g vp  
Howard E. Williams, pd  
Alfred Burk, slm  
F. W. Cardall, bus m  
Galen Fromme, nd  
Conway Robinson, fd  
Mollie Martin, wd  
Joseph M. Croghan, sd  
William C. Bareham, ce

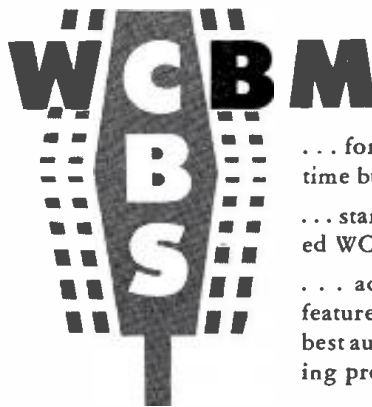
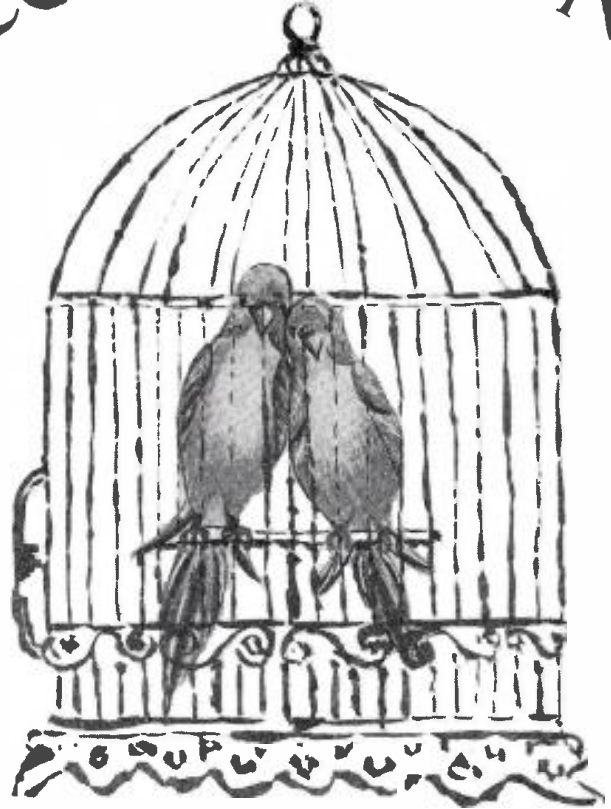
WBMD 750 Key Bstg. Corp. George E. Hull, p  
1947 1,000-D 879 Park Ave. H. Shelton Earp Jr., gm, cm  
Mulberry 5-7095 Thomas O'Connor, pd, fd  
Leo W. Karns, ce  
Roger Griswold, sd  
Polly Dorsey, wd

WCAO 600 Plough Bstg. Co. Inc. Harold Burke, vp, gm  
1922 5,000 1102 N. Charles St. (1) Edward L. Anzmann Jr., cm  
DA-1 Mulberry 5-0600 Dick Covington, pd  
Radio-TV Reps.

WCAO-FM 102.7mc  
1948 20kw

WCBM 680 Baltimore Bstg. Corp. John Elmer, o., p  
1924 10,000-D North & Harford Aves. George H. Roeder, evp, gm  
5,000-N Belmont 5-8400 John K. Healy, cm  
DA-2 CBS Charles A. Roeder, pd, nd  
Bolling Newell Warner, pmm  
G. Porter Houston, ce  
Edward Fenton, sd  
Jacqueline Sobie, wd

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... for lower cost-per-thousand radio time buying in Baltimore!

... start with top-rated, well established WCBM local shows!

... add famous CBS radio network features ... and you end up with the best audience-building, audience-holding programming in Baltimore!

Since WCBM offers more listening pleasure to more Baltimoreans throughout the day and night ... you can sell more products to more Baltimoreans at a lower cost-per-thousand ... when your Baltimore radio schedules include ... WCBM.

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**WASHINGTON**

**MARYLAND**

**DELAWARE**

**VIRGINIA**

**WASHINGTON**

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Guy S. Erway, President  
Baltimore 1, Md.  
VE 7-5160

National Representatives: HIL F. BEST COMPANY

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CHICAGO—228 N. LaSalle  
DETROIT—Park Ave. Building

ATLANTA—Mortgage Guarantee Bldg.  
SAN FRANCISCO—Monadnock Bldg.  
LOS ANGELES—439 La Cienega

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

## MARYLAND

City	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BALTIMORE (Cont.)</b>						
	WEBB	1955	1360	5,000-D DA-D	1360 Bcstg. Co. Mulberry 6-3180 Gill-Perna	Leon Back, p Bentley A. Stecher, gm Norman N. Baum, sm Leroy Reckling, ce Frank Graham, fd Buddy Young, sd
	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, ast gm, sls dir W. Bert Hanauer, pd Jean L. Mowbray, pmm William R. Hoos, ce Lou Corbin, nd
	WITH	1941	1230	250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 9-7808 Forjoe Select	Thomas G. Tinsley Jr., p R. C. Embry, evp George Shaffer, cm Anna Ray Suter, pd Paul Custer, ce Joel Chaseman, sd
	WITH-TV	(CP)				
	WITH-FM	1949	104.3mc	20kw		
	WSID	1947	1010	1,000-D	United Bcstg. Co. of Eastern Maryland Inc. 912 N. Charles St. (1) Saratoga 7-8250 Dora-Clayton United Bcstg. Co.	Richard Eaton, p, nd Marvin Mirvis, vp, gm, cm Helen G. Wberley, pd, pmm, wd A. A. Snowberger, ce
	WTLF (TV)	(CP)				
	WTOW	1955	1570	1,000-D	(See Towson listing)	
	WWIN	1951	1400	250	Belvedere Bcstg. Corp. 1119 N. Charles St. Saratoga 7-3555 MBS Meeker	Thomas F. McNulty, p, gm Clifford Inman, ce Jack Dawson, cm, pd Anthony B. Hartman, pmm
<b>BETHESDA (Montgomery County)</b>						
	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 Arnold Beland, ce Jerry Buffay, nd
	WUST-FM	1951	106.3mc	0.5kw		
<b>CAMBRIDGE (Dorchester County)</b>						
	WCEM	1947	1240	250	Shore Bcstg. Co. The Pines 1580	G. P. Richards, o, gm S. M. Cannon Jr., sm, cm Bette B. Robbins, pd Wilson D. Price, ce
<b>CUMBERLAND (Allegany County)</b>						
	WCUM	1948	1230	250	Tower Realty Co. P. O. Box 360 Parkview 4-5400 CBS Clark	Karl F. Steinmann, p Eldred Steinmann, gm, pmm Roy Knotts, cm James Webster, pd, fd James Simpson, ce William Criswell, nd, sd
	WCUM-FM	1948	102.9mc	1.39kw		
	WTBO	1928	1450	250	Cumberland Valley Bcstg. Corp. 31 Frederick St. Parkview 2-6666 NBC Branham	Arthur W. German, p, gm M. Virginia Rosenbaum, ast gm, wd Sam Cozad, pd Chad Riley, cm Robert Rosamond, nd Ralph Wigram, ce
<b>DUNDALK (Baltimore County)</b>						
	WAYE	1955	860	500-D DA-D	Erway Bcstg. Corp. North Charles St. Baltimore, Md. Vernon 7-5160 Best	Guy S. Erway, p, gm Frieda Boessel, cm Duane Cornett, ce John Ademy, nd Ron Wilner, sd

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.

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**HUNDALK (Cons.)**

<b>WEBB</b> 1955	1360 1,000-D DA-D	1360 Bcstg. Co. P. O. Box 6222 Baltimore (6) Murdock 6-3180 Gill-Perna	Leon Back, p Bentley A. Stecher, gm Wiley Daniels, pd Joseph Sporney, ce Milton Macfarland, nd Billiam Dupre, pmm William Johnson, nd Lucille Sevel, wd
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**FREDERICK (Frederick County)**

<b>WFMD</b> 1956	930 1,000 DA-N	Monocacy Bcstg. Co. 1 W. 7th St. Monument 3-4181 CBS Gill-Perna	Laurence Leonard, p Roger A. Beane, sm Eve Leonard, pd E. C. Johnston, ce
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**HAGERSTOWN (Washington County)**

<b>WARK</b> 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 Richard Collyer, pd, fd Lyn Keller, nd G. Harold Brewer, ce John Staub, pmm
<b>WJEJ</b> 1952	1240 250	Hagerstown Bcstg. Co. Franklin Court Regent 9-2323 ABC MBS Burn-Smith	Grover C. Crilley, p, gm Wm. H. Paulsgrove, cm, pmm Robert Leasher, pd George McIntire, ce Glenn Thomas, nd, sd Jim Solt, fd
<b>WJEJ-FM</b> 1947	104.7mc 9.36kw		

**HAVRE de GRACE (Harford County)**

<b>WASA</b> 1948	1330 1,000-D	Chesapeake Bcstg. Co. P. O. Box 97 800	Jason T. Pate, p, gm Charles W. Irwin, cm Gerald D. Johnson, ce Allen Anderson, sd Monica Schwarz, wd
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**LEONARDTOWN (St. Mary's County)**

<b>WKIK</b> 1953	1370 1,000-D	Southern Maryland Bcstrs. Inc. Greenwood 5-2211	James L. Bittner, p, gm, ce, nd, fd, sd William C. Redd, cm, pmm
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**LXINGTON PARK (St. Mary's County)**

<b>WPTX</b> 1953	920 500-D	Patuxent Radio Inc. Volunteer 2-1031 KBS	William J. Thomas, p Sam H. Stonebraker, gm Ralph W. Hawkins, pd Guy Willie, nd, sd, ce Mike Loyd, fd Ellen Wilkinson, wd
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**MORNINGSIDE (Prince Georges County)**

<b>WPGC</b> 1954	1580 1,000-D (CP: 10,000-D DA-D)	WPGC Inc. 4421 Southern Ave. S. E. Washington 19, D. C. Jordon 8-6677	Maxwell Richmond, p Melvin Winters, ce John Marquette, pd
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**OAKLAND (Prince Georges County)**

<b>WRNC (FM)</b> 1947	95.5mc 16.3kw	WPGC Inc. 4421 Southern Ave. S.E. Washington 19, D. C.	Maxwell Richmond, p Melvin Gene Winters, ce John Marquette, pd
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**POCOMOKE CITY (Worcester County)**

<b>WDVM</b> 1955	540 500-D	Eastern Shore Bcstg. Co. Dun Swamp Rd. 937 Zimmer	G. Russell Chambers, o Dave Welborne, gm Phil Goethals, pd Eddie Matherly, fd Claude Jones, ce Catherine Sparrow, cmml info
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**W S I D**  
BALTIMORE, MD.

- **BALTIMORE'S PIONEER**  
**NEGRO PROGRAMMED STATION**  
**NON-DIRECTIONAL 1010 Kc**
- **AIDING YOUR PRODUCT SALES**  
**THROUGH WSID PLUS**  
**MERCHANDISING**

**U**  
**B**  
**C**

**W A R K**  
CBS IN HAGERSTOWN

1. Capital of Western Maryland
2. 2nd in Sales

**WARK Leads the Entire Area**

so mark  
**WARK**

# WINX

The Voice of Suburban Maryland

ROCKVILLE, MD.

The first and only fulltime station serving two of the richest counties in the United States—Montgomery, and Prince Georges Counties, Maryland.

For complete details on this rich Maryland market, see

Bob Wittig

at United Broadcasting Company's

New York Office

40 East 51st Street

PLaza 5-9145

## MARYLAND

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ROCKVILLE (Montgomery County)</b>			
WINX 1951	1600 1,000-D 500-N DA-N	Montgomery County Bcstg. Co. 8 Baltimore Rd.	Pierre D. Eaton, gm Richard Denham, pd Peter Giordano, cm John Robbins, pmm James Moore, ce Nancy Graybell, wd
<b>SALISBURY (Wicomico County)</b>			
WBOC 1940	960 5,000-D 1,000-N DA-2	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 Bill Anderson, nd John B. Greenberger, sd
WBOC-TV			
WICO 1956	1320 500-D	Elizabeth Evans & W. Courtney Evans P. O. Box 144 Frankford, Del. United Bcstg. Co.	W. Courtney Evans, co-o, p Elizabeth Evans, co-o
WMPY (CP)	1470 5,000-D DA-D	Hoyt C. Murphy 411 N. Fourth St.	Hoyt C. Murphy, o
<b>SILVER SPRING (Montgomery County)</b>			
WGAY 1946	1050 1000-D	Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Juniper 9-1050 Walker	John W. Kluge, p Marion B. Brechner, vp Joseph L. Brechner, gm Stuart J. Hepburn, cm Chuck Dulane, pd, nd, fd Arthur McDougall, ce Val Thomas, sd Gini Maxwell, wd

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.

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W  
B  
O  
C

# NOW 5,000 WATTS

TWICE AS MANY PEOPLE NOW ENJOY  
ONE OF AMERICA'S FINER STATIONS

AN AUDIENCE LOYAL TO THE STATION AND ITS ADVERTISERS

With its 16 years' experience, know-how, and resources WBOC daily brings the best in radio to Del-Mar-Va.

WEEKDAYS: 5:45 AM to 12:05 AM; Sundays: 8 AM to 12:05 AM

## \$681,383,000 RETAIL SALES

And WBOC is the DOMINANT advertising medium in this market. . . .  
Used by 58% more advertisers day by day than any other medium  
(except WBOC-TV)

Contact **Burn-Smith Co., Inc.**, or

Now 172,392  
Radio Homes

# WBOC

Radio-TV Park  
Salisbury, Md.

John W. Downing, President

Charles J. Truitt, Gen. Mgr.

Your best buy

in SALISBURY  
is WICO

THE BRIGHTEST SPOT ON THE DIAL  
COVERING THE SHORE

For complete details in selling the big Eastern Shore Market, see

W. Courtney Evans, President  
700 East Main Street • Pioneer 2-3203

United Broadcasting Co.,  
40 East 51 St., N.Y.C. • PLaza 5-9145

MARYLAND

TOWSON (Baltimore County)

WTOW 1570 WTOW Inc. John S. Booth, p, gm  
1955 1,000-D 26 W. Pennsylvania Ave. Edward W. Hearn, sm  
Valley 5-9660 Ed Baeky, pd  
Green & Ward John Steele, nd  
Charles Buffington, ce

WESTMINSTER (Carroll County)

WTTR 1470 Carroll County Bstg. Corp. Russell H. Morgan, vp, gm,  
1953 1000-D Westminster 1170 cm, ce  
Severne S. MacLaughlin, pd  
Gladys Wimert, wd

WHEATON (Montgomery County)

WDON 1540 Everett L. Dillard, o, gm  
1953 250-D 1319 F St., N.W. Nelson Griggs, sm  
Washington, D. C. Harold Levy, sm  
District 7-1336 William Mockbee, pmm, pdm  
Richard Patrick, pd  
Sonald E. Dillard, sd  
Eugene V. Jurasinski, ce

MASSACHUSETTS

MASSACHUSETTS  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Passenger			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
Barnstable	48,805	16,900	\$95,877	\$24,879	\$3,609	*1,358,640
Berkshire	132,966	40,800	159,960	39,341	4,381	
Bristol	381,569	120,430	410,141	104,716	12,609	
Dukes	5,633	1,810	11,495	4,528	468	
Essex	522,384	166,400	617,837	160,760	20,425	
Franklin	52,747	17,030	58,685	12,920	1,540	
Hampden	367,971	117,010	482,174	106,056	15,986	
Hampshire	87,594	24,830	85,354	19,948	2,689	
Middlesex	1,064,569	320,140	1,237,403	313,557	39,286	
Nantucket	3,484	1,070	7,649	2,072	262	
Norfolk	392,308	129,520	451,284	109,142	15,424	
Plymouth	189,468	62,910	242,125	63,871	7,854	
Suffolk	896,615	241,150	1,476,057	343,744	39,538	
Worcester	546,401	172,700	624,927	152,136	18,899	
Total	4,690,514	1,474,200	\$5,960,968	\$1,457,870	\$182,970	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ATTLEBORO (Bristol County)

WARA 1920 Attleboro Radio Assn. Howard H. Sweet, p  
1950 1,000 8 N. Main St. Keith S. Field, gm  
DA-2 1-1320 William A. Dawson Jr., cm  
Walker David P. Mohr, pd  
Raymond D. Arnold, ce  
Charles J. Mahan, nd

MASSACHUSETTS

BOSTON (Suffolk County)

WBMS 1090 WBMS Inc. Jack Berkman, p  
1946 1,000-D Hotel Somerset Norman Furman, gm  
Copley 7-3005 Harry Foster, sm  
Indie Harry Paul, pmm  
Don Snider, ce  
Steve James, nd, fd

WBZ† 1030 Westinghouse Bstg. Co. Donald H. McGannon, p  
1921 50,000 Inc. Paul E. Mills, gm  
WBZ-TV DA-1 1170 Soldiers Field Rd. William J. Williamson, cm  
Brighton Grady Edney, pd  
Algonquin 4-5670 Roy M. Schwartz, pmm  
Peters, Griffin, Woodward W. H. Hauser, ce  
Rod McLeish, nd  
Malcolm MacCormack, fd  
Leo Egan, sd

WBZA† (See Springfield listing)  
1924

WCOP 1150 Plough Bstg. Co. Roy V. Whisnand, vp, gm  
1935 5,000 489 Boylston St. (16) Peter T. McGovern, cm  
DA-2 Copley 7-0123 Irvin E. Dierdorff Jr., pd  
Radio-TV Reprs. Roland C. Hale, ce

WCOP-FM 100.7mc  
1948 20kw

WCRB 1330 Charles River Bstg. Theodore Jones, p, gm, sim  
1948 5,000-D Co. Inc. Richard L. Kaye, sm  
1,000-N Boston 54, Mass. Robert Vail, pd  
DA-2 Twinbrook 3-7080 Leonard Buckwalter, ce  
Good Music T. F. Conley, nd  
Bcstrs.

WCRB-FM 102.5mc  
1954 9.2kw

WEEI 590 Columbia Bstg. Sys. Inc. Arthur Hull Hayes, p  
1924 5,000 182 Tremont St. Thomas Y. Gorman, gm  
DA-1 Hubbard 2-2323 Robert Smetton, sm  
CBS Kenneth R. Ovenden, pd  
CBS Radio Joseph Cullinane, pmm  
Spot Sales Warren J. Stevens, ce  
Arthur C. King, nd  
Louis A. Webster, fd  
Fred Cusick, sd

WEEI-FM 103.3mc  
1948 20kw

WHDH 850 WHDH Inc. Robert B. Choate, p  
1929 50,000 6 St. James Ave. William B. McGrath, vp,  
DA-2 Hancock 6-5500 mgng dir  
Blair Alexander M. Tanger, cm  
John Day, pd, nd  
William E. Shea, pmm  
Phillip K. Baldwin, ce  
Joe Kelly, fd  
Curt Gowdy, sd  
Christine Evans, wd

WHDH-FM 94.5mc  
1949 20kw

WMEX 1510 The Northern Corp. Wm. S. Pote, p, gm  
1934 5,000 70 Brookline Ave. George Lasker, cm  
DA-1 Commonwealth 6-3900 George Kaplan, pd, pmm  
Wm. Ferruzzi, ce  
Frank Fallon, sd

WNAC 680 RKO Teleradio Pictures Thomas F. O'Neil, p  
1922 50,000 21 Brookline Ave. Norman Knight, evp, gm  
WNAC-TV DA-1 Commonwealth 6-0800 George Steffy, vp  
NBC Thomas Bateson, cm  
MBS John D. Maloy, pd  
Yankee George W. Hallberg, pmm  
H-R Reprs. Irving B. Robinson, ce  
Le'and Bickford, nd  
Louise Morgan, wd

WNAC-FM 98.5mc  
1948 20kw

† WBZ Boston and WBZA Springfield, Mass., operate synchronously.

**MASSACHUSETTS**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BOSTON (Cont.)</b>			
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 Stan Richards, 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 ABC Raymer	Victor C. Diehm, p Len Hornsby, gm Jim Pansullo, pd Elaine McDonnell, pmm Yale Lasker, slm George Jowdy, ce James Murray, nd
WBOS 1948		(See Brookline listing)	
<b>BROCKTON (Plymouth County)</b>			
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, wd
WBET-FM 1947	97.7mc 0.8kw		
<b>BROOKLINE (Suffolk County)</b>			
WBOS 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

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Com. Mgr.* cm; *Sales Mgr.* slm; *Frog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
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**CAMBRIDGE (Middlesex County)**

WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-0500 Richard O'Connell	Frank L. Lyman Jr., p Wallace Dunlap, gm, cm Ed Penney, pd John Ackles, ce Ken Wayne, nd, sd Bob Mehrman, fd
WXHR (FM) 1946	96.9mc 20kw	(WTAO, Am Affiliate)	

**CHICOPEE (Hampden County)**

WACE 1946		(See Springfield listing)	
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**FALL RIVER (Bristol County)**

WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400 MBS Yankee O'Connell	George L. Sisson Jr., p, gm Markey Goscimsinski, slm Madeleine Hamel, cm Roland Berube, ce Chris Barnes, nd, sd Evelyn Lowenstein, wd
WSAR 1921	1480 5,000 DA-2	Fall River Bcstg. Co. Walker St. Somerset, Mass. Fall River 7-9477 ABC Headley Reed Kettell-Carter	Frank W. Miller, p Lincoln W. N. Pratt, gm, treas Cornelius D. Sullivan, cm Joseph Welch, pd, nd, fd, sd Arnold Malloy, ce

**FITCHBURG (Worcester County)**

WEIM 1941	1280 5,000-D 1,000-N DA-2	WEIM Fitchburg Inc. 717 Main St. 2-3677 MBS Yankee Kettell-Carter	Henry G. Molina Jr., p James W. Chalmers, gm, cm Theodore Kalin, ce Richard Hennessy, slm Dorothy Prevost, pmm Guy Andrews, pdm Sherman L. Baldwin, nd, fd
WFGM 1950	1580 1,000-D	Wachusett Bcstg. Corp. 455 Main St. 3-4897 Walker	David M. Myers, p Ruane B. Hill, gm Richard W. Ziegler, cm Tal Hood, pd Ray V. Loter, nd Donald L. Coleman, ce

Member of the "VIC" DIEHM RADIO GROUP  
(The Best of Buys In Radio Represented by Paul H. Raymer Company)

**WHOL • WAZL • WHLM • WIDE • WVDA**  
Allentown, Pa. Hazleton, Pa. Bloomsburg, Pa. Biddford-Saco, Me. Boston, Mass. ABC  
NBC-MBS MBS-Yankee

**FRAMINGHAM (Middlesex County)**

WKOX 1190 WKOX Inc.  
347 1,000-D Mountwalte Ave.  
Trinity 3-7409  
Webb  
Kettell-Carter

Richard E. Adams, gm  
A. A. Anderson, sm  
John Centri, pd  
Francis W. Bartol, ce  
Les Levinson, nd  
Bill Galvin, sd

**GARDNER (Worcester County)**

WGAW 1340 Gardner Bcstg. Co.  
1946 250 3 Pleasant St.  
1490  
Webb  
Borgatti

Emelien R. Robillard, p  
William C. Engel, vp, gm  
Perry C. Copeland, cm  
Durham Caldwell, pd, pmm  
Gordon Wiley, ce  
Robert E. Johnson, nd

**GREAT BARRINGTON (Berkshire County)**

WSBS 860 Berkshire Bcstg. Co.  
1949 250-D U. S. Route 7  
Bay State Quality

James W. Miller, co-o  
John T. Parsons, co-o, gm  
Ralph N. Winquist, ce

**GREENFIELD (Franklin County)**

WHAI 1240 Haigis Bcstg. Corp.  
1938 250 486 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

WHAI-FM 98.3mc  
1948 1kw

**HAVERHILL (Essex County)**

WHAV 1490 WHAV Bcstg. Co.  
1947 250 30 How St.  
Drake 4-4733  
Nona Kirby  
Stars Natl.

Robert I. Kimel, gm  
James Simmons, pd  
Edward I. Cetlin, treas  
David E. Cate, ce  
Edward V. Johnson, nd  
Alan H. Noyes, sd

**HOLYOKE (Hampden County)**

WREB 930 Valley Bcstg. Corp.  
1950 500-D Holyoke Natl. Bank Bldg.  
Jefferson 2-3296  
WREB Radio Sales (N.Y.)  
Nona Kirby (Boston)

John H. Vendell Jr., sm  
Robert H. Berger, slm  
William D. Trumbull, pd  
David E. Forester, nd  
Frank T. Cook, ce

**LAWRENCE (Essex County)**

WCCM 800 Lawrence Bcstg. Co.  
1947 1,000-D 278 Essex St.  
3-7171  
Walker

George H. Jaspert, p, gm  
Daniel B. Ruggles III, cm  
Forrest N. Morgan, pd  
Bernard J. Fionte, pmm  
Norman Round, ce  
Alexander C. Macbeth, sd

WLLH (See Lowell listing)  
1934

**LOWELL (Middlesex County)**

WCAP 980 Northeast Radio Inc.  
1951 1,000-D 243 Central St.  
Glenview 4-0404  
Grant Webb  
Kettell-Carter

Israel Cohen, p  
William J. Warren, gm, cm  
Theodore Cohen, ce

WLLH 1400 Merrimac Bcstg. Co.  
1934 250 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 99.5mc  
1948 12.2kw

**LYNN (Essex County)**

WLYN 1360 Puritan Bcstg. Service  
1946 1,000-D 7 Willow St.  
5-6200  
Walker

Theodore Feinstein, p  
Melvin Lahr, gm, cm

**MEDFORD (Middlesex County)**

WHIL 1430 Conant Bcstg. Co.  
1952 1,000-D 99 Revere Beach Pky.  
Mystic 6-1430  
Bcstg. Time  
Sales

Sherwood J. Tarlow, p, gm  
Joseph Kruger, sm, cm  
Bob Walsh, pd  
Jim Alyward, pmm  
Sal Fulchino, ast mgr, ce  
Cy Kassel, nd, sd

**MILFORD (Worcester County)**

WMOO 1490 Milford Bcstg. Corp.  
1956 250 Opera House Bldg.  
1490  
Bay State Quality  
Nona Kirby

James W. Miller, p, treas  
Robert F. Nims, vp, gm  
Henry F. Murray, cm  
Joseph Hyder, pd  
Lena Nargl, pmm  
Ralph N. Winquist, ce

**NEW BEDFORD (Bristol County)**

WBSM 1420 Bay State Bcstg. Co.  
1949 1,000 Pope's Island  
DA-1 Wyman 3-1767  
Boiling

Joseph P. Duchaine, p  
Otto F. A. Arnold, gm  
Richard C. Evans, cm  
Hal Peterson, pd  
James Wooler, ce  
Jerry Jerome, nd

WBSM-FM 97.3mc  
1949 2.5kw

WNBH 1340 E. Anthony & Son Inc.  
1921 250 432 County St.  
Wyman 8-5228  
MBS  
Yankee  
Walker

Basil Brewer, vp  
Henry M. Solomon, m, cm

WNBH-FM 98.1mc  
1946 20kw

**NEWBURYPORT (Essex County)**

WNBP 1470 Theodore Feinstein  
(CP) 500-D 185 Devonshire St.  
Boston, Mass.

Theodore Feinstein, o

**NORTH ADAMS (Berkshire County)**

WNNB 1230 Northern Berkshire Bcstg.  
1947 250 466 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

**NORTHAMPTON (Hampshire County)**

WHMP 1400 Pioneer Valley Bcstg. Co.  
1950 250 78 Main St.  
JU 4-4275  
Borgatti  
Webb

John H. Williams, p  
Alexander W. Milne, gm, cm  
Joseph Fennessey, pd, nd, sd  
Dan Marou, ce

**ORANGE (Franklin County)**

WCAT 1390 Miller's River Bcstg. Corp.  
1956 1,000-D First Natl. Bank Bldg.  
Athol, Mass.  
2340  
Bay State  
Nona Kirby

James W. Miller, p  
Robert F. Nims, vp, gm, pmm  
Paul A. Belaire, cm  
Bradford Drawbridge, pd  
Chandler K. Waterman, ce  
Chuck Stone, nd

**AM** **WCRB NOW 5000 WATTS** **FM**

**BOSTON'S FINE MUSIC STATION**

(Listed under Waltham, Mass.)

Rep: GOOD MUSIC BROADCASTERS  
N.Y.C. MU 3-2295

**WCRB • BOSTON 54, TW 3-7080**

See Boston Hooper for proof "Boston Loves Fine Music"

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>PITTSFIELD (Berkshire County)</b>			
WBEC 1947	1420 1,000 DA-2	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
WBEC-FM 1947	94.3mc 1kw		
WBRK 1937 WMGT (TV)	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553 MBS Yankee Walker	Leon Podolsky, p Walter Kearsley, gm Martin Schecter, cm William Nickum, pd Walter Keogh, nd Dan Healy, sd
<b>PLYMOUTH (Plymouth County)</b>			
WPLM 1955	1390 500-D	Plymouth Rock Bcstg. Co. 2600 Walker	John T. Campbell, p, gm, cm Robert Wells, pd, pmm Richard Taylor, ce Charles Gordon, nd, sd Arthur E. Pratt, slm Wellington O. Sawyer, fd
<b>QUINCY (Norfolk County)</b>			
WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. P. O. Box 373 Mayflower 9-1300	James D. Ashler, p, gm Kenneth P. Fallon Jr., cm Winslow Bettinson, pd Arthur Fred Lane, ce Herbert Fontaine, nd

Executive Abbreviations: Owner o; Pres. p; Exec. v.p. cvp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Proin. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd. fd, sd, wd.  
Data corrected to Dec. 15, 1956. 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.

<b>SALEM (Essex County)</b>			
WESX 1939	1230 250	North Shore Bcstg. Corp. P. O. Box 710 5670	James D. Ashler, treas William C. Asher, gm, pmm Charles E. Asher, cm Norman Durkee, pd, ce, nd, fd Thomas Brown, sd
<b>SOUTHBRIDGE (Worcester County)</b>			
WESO 1955	970 500-D	WESO Bcstg. Co. Blanchard Bldg. Porter 4-4581 Walker (Boston only)	Joseph L. Rosenmiller, p Peter A. Bordes, vp Joseph C. Amaturio, vp, gm Robert S. Binet, pd Sumner Weisman, ce Joseph P. Capillo, nd, sd
<b>SPRINGFIELD (Hampden County)</b>			
WACE 1946	730 1,000-D	Regional Bcstg. Co. Hotel Bridgeway Lyceum 4-6654 Bolling	John S. Begley, o David Hayes, p Ralph J. Robinson, gm, cm Sy Levy, pd Dick Glinka, ce Ruth Batcheller, wd
WBZA 1924	1030 1,000	Westinghouse Bcstg. Co. 651 Page Blvd. E. Springfield Springfield 7-0537 Peters, Griffin, Woodward	Donald H. McGannon, p Paul E. Mills, gm William J. Williamson, cm Grady Edney, pd Roy M. Schwartz, pmm W. H. Hauser, ce Rod McLeish, nd
WHYN 1941 WHYN-TV	560 1,000 DA-1	The Hampden-Hampshire Corp. 1300 Liberty St. Republic 4-1126 CBS Branham Weed	Charles N. DeRose, gm Patrick J. Montague, cm Michael Horn, pmm Harold Schumacher, ce Bill Keating, sd
WHYN-FM 1947	93.1mc 3.2kw		
WJKO 1948	1600 5,000-D	Springfield Bcstg. Co. P. O. Box 898 Republic 2-7487 Gill-Perna Nona-Kirby	Earle G. Hewinson Sr., p, cm Chris M. Mantzas, gm, pd, ce Phil Drumheller, nd William Kupec, fd Carol Stowe, wd Fran Henry, sd
WMAS 1932	1450 250	WMAS Inc. 101 West St. Republic 7-1414 MBS Yankee H-R Reps.	Gerald Harrison, p Robert Donahue, gm Zack Land, cm Roland Dumas, pd, nd John Michnovetz, ce George Sands, sd
WMAS-FM 1947	94.7mc 1.35kw		
WREB 1950	930 500-D	(See Holyoke listing)	
WSPR 1936	1270 1,000 DA-1	WSPR Inc. 63 Chestnut St. Republic 2-4182 ABC Hollingbery Kettell-Carter	Alan C. Tindal, p, gm Jack Sullivan, cm Paul Monson, pd, pmm Valentino Partyka, ce Durham Caldwell, nd Keith Silver, sd
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 James L. Spates, ce
<b>TAUNTON (Bristol County)</b>			
WPEP 1949	1570 1,000-D	Silver City Bcstg. Corp. 174 Broadway VA 4-7528 Walker	J. Marshall McGregor, p, gm Earle Blackwell, cm Joseph G. Quill, sm, pd Lawrence Prado, ce Edward Litchfield, nd, sd Harold Woodward, fd
<b>WALTHAM (Suffolk County)</b>			
WCRB 1948	1330 5,000-D 1,000-N DA-2	(See Boston listing)	
WCRB-FM 1954	102.3mc 9.2kw		

**MORE** news  
**MORE** features  
**MORE** regional coverage



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**THE ASSOCIATED PRESS**

**W  
A  
A  
B**

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(PULSE OCTOBER 1956)

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2. More Sports Coverage
3. More Special Events
4. More Personalities
5. 199,000 Radio Families

**W  
A  
A  
B**

## WORCESTER, MASSACHUSETTS

Rep. by: George P. Hollingsbery Co.  
In Boston: Kettell-Carter

### MASSACHUSETTS

#### WARE (Hampshire County)

WARE 1938	1250 1,000-D (CP: 1,000 DA-N)	Central Mass. Bcstg. Co. Off East St. 1250 MBS Yankee Webb Wheeler
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Bertram Roberts, p  
Allan W. Roberts, evp, gm  
Sherwood J. Tarlow, treas  
Lillian Winiarski, cm  
Joe Martin, pd  
Dick Cole, pmm, pdm  
Tom Moriarty, nd

#### WEST SPRINGFIELD (Hampden County)

WTXL 1949	1490 250	(See Springfield listing)
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#### WEST YARMOUTH (Barnstable County)

WOCB 1940	1240 250	E. Anthony & Sons Inc. S. Sea Ave. Hyannis 501 MBS Yankee Walker
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Basil Brewer, p  
Paul W. Stiles, mgr, cm  
Joan Holbrook, pd  
Frank L. Lynch, pd  
Edgar H. Semprini, nd, sd  
Maggie Perkins, wd

#### WOCB-FM 1948

94.3mc  
1kw

#### WORCESTER (Worcester County)

WAAB 1931	1440 5,000 DA-2	Waterman Bcstg. Corp. 34 Mechanic St. Pleasant 2-5611 NBC ABC, MBS Yankee Hollingsbery Kettell-Carter
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Bernard Waterman, p, gm  
Tom Sawyer, pd, pmm, nd  
George Capalbo, ce  
Chestet Kaminski, slm  
Vera Green, wd

#### 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

#### WORC 1925

1310  
1,000  
DA-1  
(CP-5,000-D  
1,000-N  
DA-2)

WORC Inc.  
Bancroft Hotel  
Swift 9-0581  
Forjoe  
Harry Wheeler

Robert F. Bryar, p, gm  
Bernard Koteen, vp  
Bart Coblenz, treas, cm  
Herman Gruzen, ce

#### WTAG 1924

580  
5,000  
DA-2

WTAG Inc.  
20 Franklin St.  
Pleasant 5-4321  
CBS  
Christal

Robert W. Booth, p  
Herbert L. Krueger, vp, gm  
Robert J. Brown, cm  
Ben G. Oman Jr., sm  
A. J. Brissette, prog-prod mgr  
E. A. Browning, ce  
James G. Little, nd

#### WTAG-FM 1940

96.1mc  
10kw

### MICHIGAN

### MICHIGAN

#### MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Alcona	5,856	1,520	\$6,758	\$1,654	\$412	2,217
Alger	10,007	2,500	8,360	2,912	221	2,737
Allegan	47,493	15,010	46,455	10,652	941	19,059
Alpena	22,189	6,470	27,297	7,232	934	8,772
Antrim	10,721	3,230	8,594	2,755	366	3,477
Arenac	9,644	2,570	11,137	2,333	283	3,599
Baraga	8,037	2,090	4,831	1,650	249	2,191
Barry	26,183	8,700	28,180	6,690	1,013	10,605
Bay	88,461	27,700	109,864	25,151	3,912	35,596
Benzie	8,306	2,300	8,384	2,220	392	3,288

### MICHIGAN

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Berrien	115,702	41,250	167,953	41,240	6,520	53,098
Branch	30,202	9,680	37,070	8,153	1,050	12,564
Calhoun	120,813	39,870	153,422	38,159	5,582	48,526
Cass	28,185	10,170	24,374	7,138	796	12,466
Charlevoix	13,475	3,730	16,040	3,654	422	4,883
Cheboygan	13,731	3,400	15,954	3,780	683	4,497
Chippewa	29,206	8,100	34,501	9,228	635	9,699
Clare	31,253	3,220	14,502	3,063	602	4,407
Clinton	31,195	9,340	28,931	6,461	599	11,851
Crawford	4,151	1,200	5,592	1,183	196	1,675
Delta	32,913	9,000	37,538	10,000	958	11,086
Dickinson	24,844	7,360	25,496	6,396	568	8,784
Eaton	40,023	13,170	41,530	10,834	1,381	16,727
Emmett	16,534	4,500	23,728	4,705	688	5,385
Genesee	270,963	96,130	503,160	107,548	18,709	137,189
Gladwin	9,451	2,320	10,282	2,495	281	3,526
Gogebic	27,053	7,700	26,410	7,210	640	8,582
Grand Traverse	28,598	8,290	48,344	9,551	1,360	10,750
Gratiot	33,429	9,790	38,850	8,219	919	13,262
Hillsdale	31,916	11,170	36,484	7,634	671	12,868
Houghton	39,771	10,850	34,357	11,793	839	11,030
Huron	33,149	8,940	41,000	7,602	1,203	13,152
Ingham	172,941	58,490	285,208	57,287	9,122	76,398
Ionia	38,158	10,980	44,258	9,276	1,199	15,347
Iosco	10,906	3,690	19,785	4,992	1,010	5,271
Iron	17,692	5,200	16,906	4,680	521	6,682
Isabella	28,964	7,780	29,601	6,419	671	9,843
Jackson	107,925	34,750	148,193	32,355	5,266	44,831
Kalamazoo	126,707	42,990	183,948	37,717	7,509	54,557
Kalkaska	4,597	1,220	3,541	1,013	167	1,584
Kent	288,292	97,580	431,625	94,731	19,875	123,945
Keweenaw	2,918	630	1,407	722	...	889
Lake	5,257	1,560	4,204	1,332	185	1,813
Lapeer	35,794	10,190	41,223	8,301	1,233	13,825
Leelanau	8,647	2,330	5,930	1,939	238	3,391
Lenawee	64,630	21,380	88,500	19,359	2,473	28,738
Livingston	26,725	8,800	36,844	7,897	818	12,143
Lucas	8,147	1,440	6,159	1,569	381	1,899
Mackinac	9,287	2,340	11,454	3,889	84	3,052
Macomb	184,961	69,930	300,830	85,846	9,384	107,554
Manistee	18,524	5,980	17,884	4,628	664	6,481
Marquette	47,654	14,300	47,734	16,766	905	16,188
Mason	20,474	6,320	24,080	6,356	734	7,703
Mecosta	18,968	5,280	16,583	4,202	629	6,112
Menominee	25,299	7,260	18,751	4,860	243	8,934
Midland	35,662	11,500	46,463	12,568	1,539	15,151
Missaukee	7,458	1,970	7,723	2,006	64	2,362
Monroe	75,666	24,780	88,787	19,451	2,191	33,642
Montcalm	31,013	10,220	40,986	10,076	1,248	13,353
Montmorency	4,125	1,090	5,613	1,337	310	1,707
Muskegon	121,545	40,710	155,769	41,196	5,803	50,555
Newaygo	21,517	6,620	20,278	5,064	617	8,045
Oakland	369,001	153,170	729,607	168,715	24,956	228,599
Oceana	16,105	4,880	17,046	4,904	478	5,875
Ogemaw	9,345	2,690	10,261	2,528	588	3,294
Ontonagon	10,282	2,610	9,647	2,732	193	3,480
Oscoda	13,797	3,930	13,268	2,950	398	8,819
Oseola	3,134	870	4,039	901	101	1,128
Otsego	6,435	1,550	10,087	2,213	320	2,560
Ottawa	73,751	24,470	93,500	21,853	2,480	32,083
Presque Isle	11,996	2,700	10,566	3,137	358	4,168
Roscommon	5,916	2,410	10,925	3,142	478	2,946
Saginaw	153,515	48,150	210,784	40,088	7,307	62,065
St. Clair	91,599	30,170	120,804	32,711	3,703	37,425
St. Joseph	35,071	11,850	41,943	8,891	1,413	15,310
Sanilac	30,837	8,980	32,972	7,520	885	12,402
Schoolcraft	9,148	2,350	10,860	2,665	347	3,111
Shiawassee	45,967	14,560	64,710	14,717	1,552	19,370
Tuscola	38,258	11,290	40,975	9,186	1,116	15,048
Van Buren	39,184	13,370	46,963	12,269	1,532	17,188
Washtenaw	134,606	41,030	185,370	42,446	7,487	54,111
Wayne	2,435,235	775,320	3,811,177	831,489	159,428	996,661
Wexford	18,628	5,660	20,452	4,903	690	6,599
Total	6,371,766	2,071,100	\$9,271,611	\$2,107,109	\$344,775	2,716,713

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction uncensored. Automobiles supplied by state.

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Affiliated with WPON, Pontiac, Mich.

## MICHIGAN

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ADRIAN (Lenawee County)</b>			
WABJ 1945	1490 250	Gerity Bcstg. Co. 2982 Treat Rd. Colfax-5-7123 ABC Best.	James Gerity Jr., p Robert W. Casna, sm J. O. Stone, pd, nd Galen Stutzman, ce Don Dean, fd Keith Roper, sd
<b>ALBION (Calhoun County)</b>			
WALM 1952	1260 1,000-D	Calhoun Bcstg. Co. 101 N. Superior 5065 KBS	L. E. Bedient, p W. J. Schwoebell, gm
<b>ALMA (Grafton County)</b>			
WFYC 1948	1280 1,000-D	WFYC Inc. 5310 N. State Rd. 95 KBS	Victor R. Wilson, p David W. Sommerville, gm David Van Sluyters, sm, pmm Bruce Rigg, fd Don Seaman, nd
<b>ALPENA (Alpena County)</b>			
WATZ 1946	1450 250	Midwestern Bcstg. Co. 1049 MBS KBS Paul Bunyan Holman	Les Biederman, p Drew McClay, gm William Kiker, ce
<b>ANN ARBOR (Washtenaw County)</b>			
WHRV 1947	1600 1,000 DA-1	M. W. Bcstg. Inc. ABC Walker	Charles H. Mayne, p Donald T. Wattrick, vp

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.

Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.

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ANN ARBOR (Cont.)

WUOM-FM 94.8	91.7mc 115kw	Regents U. of Michigan 504 S. State St.	W. Abbot, dir E. Burrows, pd Wm. Stegath, nd, sd J. J. Swanick, ce
WPAG 1954 WPAG-TV	1050 1,000-D	Washtenaw Bcstg. Co. Inc. Hutzel Bldg. Normandy 2-557 Everett-McKinney	Edward F. Baughn, o, gm Kenneth MacDonald, cm Albert Samborn, pd, nd Donald Bowditch, ce Howard Heath, fd Robert Ufer, sd

NAD AXE (Huron County)

WLEW 1950	1340 250	Stevens-Wismer Bcstg. Co. 935 S. Van Dyke Rd. 1010	John Wismer, gm Jim Muchlenbeck, sm Don Hill, pd Loren Guild, ce Dick Jeffries, nd
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BATTLE CREEK (Calhoun 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 Bob Geedes, ops dir Jack Newman, pmm Earl Stone, ce

BAY CITY (Bay County)

WBCM 1925	1440 1,000-D 500-N	Michigan Bcstg. Co. Wenonah Hotel TW 3-7551 ABC Hollingbery	Robert H. Holmes, p Leo A. Jylha, gm Hal Shore, pd Cal Meyers, nd Ralph H. Carpenter, ce G. Edward Vallender, fd
WWBC 356	1250 1,000-D	Water Wonderland Bcstg. Co. 306 Phoenix Bldg. Twinbrook 3-4588 Best	Mrs. Patrick J. Trahan, p Charles E. Anthony, gm, cm Robert F. Benkelman, pd, pmm Ralph Carpenter, ce Pat Dakin, nd C. Hansen, fd

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 Dwight Edmonds, pd Munson U. Robinson, ce Ray Mittan, nd
WHFB-FM 1947	99.9mc 9.2kw		

BIG RAPIDS (Mecosta County)

WBRN 1953	1460 1,000-D	WBRN Inc. 13804 Northland 648 Best	Spencer Denison, p, gm, cm, pd Richard F. Cook, ce
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CADILLAC (Wexford County)

WATT 1945	1240 250	Midwestern Bcstg. Co. U. S. 131 South Prospect 5-7831 MBS Paul Bunyan Holman	Les Biederman, p Art Nyhus, gm Merritt L. Chandler, slm Bill Kiker, ce
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CHARLOTTE (Eaton County)

WCER 1956	1390 1,000-D DA-D	Eaton County Bcstg. Co. P. O. Box 269 1390 Best	Roy W. McLean, p, gm Robert S. Greenhoe, cm, pd, pmm, nd J. Irving Grove, ce, fd John Wheeler, sd
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CHEBOYGAN (Cheboygan County)

WCBY 1954	1240 250	Straits Bcstg. Co. Mackinaw Ave. 554 Best	Richard E. Hunt, p, gm, pmm Ben Morrow, cm, sd Dick Welsh, pd Norb Poepelman, ce Cliff Richmond, nd Geri McDonald, wd
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COLDWATER (Branch County)

WTVB 1949	1590 5,000-D 500-N DA-N	Twin Valley Bcstrs. Inc. P. O. Box 32 1230 Southern Michigan Radio Net. Best	James B. Luck, sm, cm Virgil Royer, ce William J. H. Smith, nd Ron Hutson, pdm Joyce Walker, wd
WTVB-FM 1950	98.3mc 0.26kw		

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Must—the  
Battle Creek-Kalamazoo  
Area

**MICHIGAN BROADCASTING COMPANY** Battle Creek, Mich.

MICHIGAN

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	WCHB 1956	1440 500-D	(See Inkster listing)	
<b>DEARBORN (Wayne County)</b>							
WKMH 1946		(See Detroit listing)		*WDET (FM) 1948	101.9mc 52kw	Wayne State University Temple 1-1450	Paul B. Rickard, gm Lee S. Dreyfus, sm J. Daniel Logan, asst mgr Robert F. Schlorff, ce
<b>DETROIT (Wayne County)</b>							
CKLW 1931 CKLW-TV	800 50,000 DA-1	Western Ontario Bstg. Co. Guardian Bldg. Woodward 1-7200 MBS Young	J. E. Campeau, p, gm E. Wilson Wardell, cm John Gordon, pd S. C. Ritchie, pdm A. R. Gloster, pmm William Carter, ce Austin Grant, nd, fd Art Laing, sd Myrtle Labbitt, wd	WJBL 1926	1500 10,000-D 1,000-N DA-2	Storer Bstg. Co. Second & Bethune Trinity 3-7400 Katz	George B. Storer, p Harry R. Lipson, vp, mgng dir Herbert J. Weber Jr., gen slm Leonard Spragg, ce Norm Lenhardt, nd Peter Stoner, nd Barney Lee, sd Rosemary McGann, wd
CKLW-FM 1949	93.9mc 0.25kw			WJBL-FM 1946	93.1mc 30kw		
WCAR 1939	1130 50,000-N (CP-50,000-D 10,000-N DA-2)	WCAR Inc. 18915 7 Mile Rd., W. Kenwood 5-9000 AM Radio Sales	H. Y. Levinson, p, gm Wayne N. Cook, evp, ce Lawrence W. Bova, sls, serv dir James R. Balmer, asst ce Bruce G. Martyn, sd	WBRI (FM) 1941	97.9mc 3.3kw	(WJBL, AM Affiliate)	
				WJR 1927 WJRT (TV) (CP)	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, vp, slm Ron Gamble, pd Andrew Friedenthal, ce Jack White, nd James H. Quello, pmm Marshall Wells, fd Bob Reynolds, sd Agnes May, wd
				WJR-FM 1948	96.3mc 24kw		

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.  
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**CKLW-TV**  
channel  
**9**  
325,000  
WATTS

**CKLW**  
radio  
800 kc  
50,000  
WATTS

**THE MOST POWERFUL  
RADIO AND TELEVISION  
COVERAGE  
IN THE  
MARKET!**

YOUNG TELEVISION CORP.  
ADAM YOUNG, INC.  
National Representatives

J. E. Campeau, Pres.  
Guardian Bldg.  
Detroit



**Some seem to have more than others . . .**

That's the way it is. Some folks have more buying power than others—and that's important to anyone who has something to sell.

People who want to sell radio listeners in Metropolitan Detroit and the Great Lakes area just naturally call on WJR—and with good reason. WJR reaches the most people with the most buying power.

According to the Bureau of the Census, folks 30 years of age and over control 81% of the purchasing power. According to a survey made by

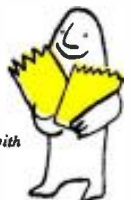
Alfred Politz Research, Inc., WJR has more listeners in this choice group on an average day than the next six Detroit radio stations combined! That's a lot of people, a lot of money, and a lot of purchasing power.

We'd like to give you a closer look at our figures, and prove just how much WJR and its multitude of listeners can do for you and your products.

Get in touch with the Henry I. Christal representative in your area. He's got the facts and will be glad to go over them with you.

*The Great Voice of the Great Lakes*

**WJR** *Detroit*  
 50,000 Watts CBS Radio Network

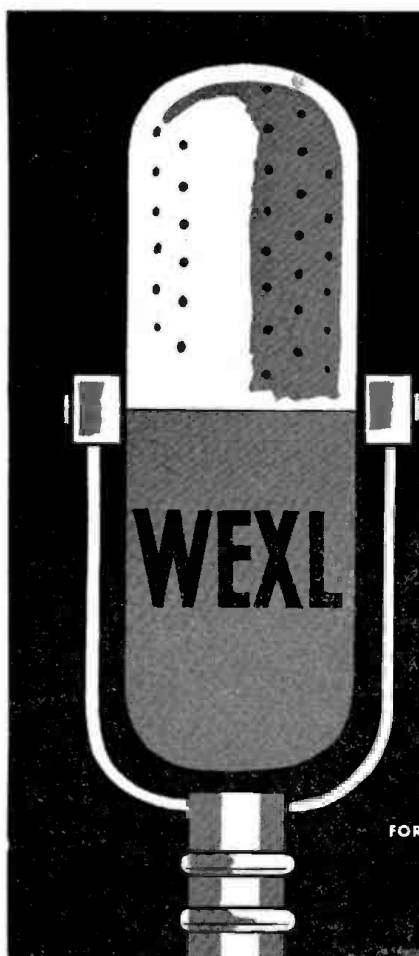


*Build up your buying power for the future with U. S. Savings Bonds.*

**MICHIGAN**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters Frequency Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>DETROIT (Cont.)</b>						
WKMH 1946	1310 5,000 DA-2	Knorr Bcstg. Corp. WKMH Bldg. Tiffany 6-8500 Michigan Bcstg. Sys. Headley-Reed	Frederick A. Knorr, p, o John Carroll, gm John O. Gilbert Jr., cm Robin Seymour, pd Jack Davidson, pmm Jerrold Martin, ce Frank Gaal, nd Richard Buller, fd	WXYZ 1925 WXYZ-TV	1270 5,000 DA-N	WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321 ABC Blair  James G. Riddell, p Hal Neal, gm Robert Baldrice, slm Robert Baker, pd Page Heldenbraud, pmm Charles Kocher, ce Thomas A' Hearne, nd Donald Watrick, sd
WKMH-FM 1946	100.3mc 7kw			WXYZ-FM 1948	101.1mc 14kw	
WLDM (FM) 1949	95.5mc 20kw	Lincoln Bcstg. Co. 15401 W. Ten Mile Rd. (37) Good Music Bcstgs.	Harold I. Tanner, p, gm Robert J. Conger, cm Richard J. Bernard Jr., pd Jerome F. Steadley, ce	<b>EAST LANSING (Ingham County)</b>		
WMAUZ (FM)	103.5mc 25kw	Mich. Music Co. 15,900 Hamilton Ave. (3) Townsend 8-1366		*WKAR 1922 WKAR-TV	870 5,000-D	State Board of Agriculture Edgewood 2-1511  John A. Hannah, p Robert J. Coleman, gm Lawrence Frymire, pd John Blakeslee, ce Rob Downey, nd Art Boroughs, fd
WVJ 1920 WVJ-TV	950 5,000 DA-N	Evening News Assn. 622 W. Lafayette Woodward 2-2000 NBC Peters, Griffin, Woodward McDermott	Warren S. Booth, p Edwin K. Wheeler, gm Don DeGroot, asst gm Henry C. Rogers, bus mgr Robert J. McIntosh, slm Robert Henabery, pd Edgar J. Love, ce James F. Clark, nd John Merrifield, fd Fran Harris, wd	WKAR-FM 1948	90.5mc 93kw	
WVJ-FM 1941	97.1mc 50kw			<b>ESCANABA (Delta County)</b>		
				WDBC 1941	680 1,000 DA-2	Delta Bcstg. Co 606 Ludington St. 3190 MBS  Geo. D. Lindenthal, p, gm, cm F. J. Lindenthal, sec-treas W. J. Duchaine, pmm, nd H. C. Olsen, ce Frank Bourke, co-sd Bob Locke, co-sd
				<b>FLINT (Genesee County)</b>		
				WAMM 1955	1420 500-D DA-D	Binder-Carter-Durham Inc. 3506 E. Kearsley St. Cedar 9-8631 Rambeau  Richard S. Carter, p, gm Harry I. Binder, evp Ronald Craig, slm Noble R. Cavellin, pd Charles R. Wallace, ce Melvin Beogman, sd

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.  
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# PICK-UP and . . .

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.

# DELIVERY

Twenty-four hours a day, W E X L delivers Greater Detroit. It's Michigan's oldest independent—33 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 33 YEARS MICHIGAN'S OLDEST INDEPENDENT SERVING OVER 950,000 HOMES

ROYAL OAK — DETROIT — MICHIGAN

# WEXL



» » *there's a* **NEW** **SOUND**  
*for* **SOUND SELLING** *in Detroit*

**WWJ's new Hi-Fi quality transmitter makes station a better buy than ever**

New transmitter, new phasing equipment, and other technical improvements have added even greater distinction to Detroit's oldest and most esteemed radio voice.

WWJ's high fidelity signal penetrates with crystal clarity every corner of the big, prosperous Detroit-area market. Listeners enjoy a new high in brilliant radio reception. Advertisers get more . . . much more . . . for their money.

Buy the new WWJ for its great personalities, its crack news and sports coverage, its NBC programming—and its new Hi-Fi quality. Use this new sound for sound selling in Detroit and southeastern Michigan.

*the new* **WWJ** AM and FM **RADIO**

**WORLD'S FIRST RADIO STATION**  
Owned and operated by **The Detroit News**  
National Representatives: Peters, Griffin, Woodward, Inc.

NBC Affiliate

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>FLINT (Cont.)</b>			
WBBC 1947	1350 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, sm Sam Samora, pd E. H. Clark, ce Larry Jones, nd Jim Rush, sd
WFDF 1922	910 1,000 DA-1 (CP-5,000-D 1,000-N DA-2)	The Trebit Corp. Garland at First Ave. Cedar 2-7158 NBC Katz	H. M. Bitner Jr., p L. W. Lindow, vp, gm Marvin Levey, cm, pmm E. A. Knopf, pd, fd Gerald Wolpert, ce Geo. Jaks, nd
WKMF 1953	1470 1,000 DA-1	Knorr Bestg. Corp. 112 W. Water St. Cedar 9-7608 Headley-Reed	Fred A. Knorr, p W. Eldon Garner, gm Philip R. Munson, cm, pmm Stan High, pd Tom McHale, sd John C. Woodard, ce Oscar Huff, nd
WMRP 1946	1570 1,000-D	Methodist Radio Parish Inc. 3217 Lapeer St. (S) Cedar 3-5112	Arthur Howard, p William H. Morford, gm Virgil Lewis, cm Robert Swayze, ce

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.  
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# WMIC - 560 kc

## Monroe, Michigan

- ★ First dial spot in Michigan!
- ★ Monroe County's Only Station!
- ★ Service to the communities between Detroit and Toledo!
- ★ 0.5 mv/m signal over the most populous counties of Eastern Michigan!
- ★ Maximum Independent Coverage!

with

# WMIC

THE McINTYRE BROADCASTING CO., INC.

*Les Dana, General Manager*

Phone: Cherry 1-5550      Mailing Address: P.O. Box 306

## Monroe, Michigan

WTAC 1946	600 1,000-D 500-N DA-2	WTAC, The Big Station Inc. P. O. Box 929 Owen 4-4146 ABC Hollingbery	John M. Shaheen, p David Mendelsohn, gm Walter L. Dennis, sm Thomas J. Warner, natl slm Robert Wheaton, ce Michael Joseph, pd
<b>FREMONT (Newaygo County)</b>			
WBFC 1955	1490 250	Paul A. Brandt Beebe St. 415 KBS Capital Radio Net. Best	Paul A. Brandt, o Earl Peterson, gm, cm Dave Kolk, ce, pd Neal Johnson, nd, sd Jean McGowen, wd
<b>GAYLORD (Ottawa County)</b>			
WATC 1950	900 1,000-D	Midwestern Bestg. Co. MBS Paul Bunyan Holman	Les Biederman, p, gm C. O. Reed, cm Robert Fritz, pd William H. Kiker, ce
<b>GRAND HAVEN (Ottawa County)</b>			
WGHN 1956	1370 500-D	Grand Haven Bestg. Co. 228 Washington St. 5397	Robert N. Runyon, p, pd, nd Robert L. Kirby, gm, cm Robert T. Schmitt, ce Bob Walker, sd Del Rose Heinelman, wd
<b>GRAND RAPIDS (Kent County)</b>			
WFUR 1947	1570 1,000-D	Furniture City Bestg. Corp. 599 Garfield Ave. S. W. Glendale 6-9541	William Kuiper Sr., p, gm, pd Peter Vanden Bosch, cm William E. Kuiper Jr., pmm Gilbert Waite, ce Doug Tjapkes, nd Henry Van Hattem, fd, sd
WGRD 1947	1410 1,000-D	Music Bestg. Co. 35 Lafayette Ave. N.E. 94-111 Gill-Perna	Paul F. Eichorn, p, gm Glenn R. LePard, vp, sm Richard Groenevelt, ce Tom Van Tol, nd Rudy Pessel, fd Bruce Grant, sd Mid Baer, wd
WJEF 1945	1230 250	Amalgamated Properties Inc. 187 Monroe N.W. Glendale 6-8512 CBS Avery-Knodel	John E. Fetzer, p Carl E. Lee, mngn dir Martin Giarmo, sm, cm, pd Bruce M. Glycagdis, ce Margaret Curly, wd John Oakvik, nd
WJEF-FM 1945	93.7mc 115kw		
WLAV 1940	1340 250	Versluis Radio & Tv Inc. 6 Fountain St. N.E. Glendale 6-5461 ABC Burke-Stuart	Leonard A. Versluis, p Lee C. Stevens, gm Donald Mullen, pd Carroll Hutchings, ce Ray Blair, nd Jack Harrison, sd Edith Kaleser, wd
WLAV-FM 1947	96.9mc 1.75kw		
WMAX 1954	1480 1,000-D	WMAX Inc. Keith Theater Bldg. Glendale 6-8621 McGillvra	Charles A. Sprague, gm Joseph C. Hooker, cm Ed Fitzgerald, pmm Ron Newhouse, nd Bob Trap, pd John Rader, pdm
WOOD 1924	1300 5,000 DA-N	Grandwood Bestg. Co. 120 College Ave. S.E. Glendale 9-4125 NBC Katz	Harry M. Bitner Jr., p Willard Schroeder, gm Michael O. Lareau, slm Frank Sisson, pd Clark Grant, pmm Charles Robison, ce Dick Cheverton, nd
WOOD-TV			
<b>HANCOCK (Houghton County)</b>			
WMPL (CP)	920 1,000-D	Copper Country Bestg. Co. P. O. Box 147	Ben D. Miller, p Clifford F. Paulson, vp Francis S. Locatelli, sec-treas
<b>HILLSDALE (Hillsdale County)</b>			
WBSE 1955	1340 100	Baw Beese Bestg. Inc. 92½ N. Broad St. Hemlock 7-4444 Southern Michigan Net. Best	Stanley H. White, p E. Harold Munn Jr., gm, ce Lincoln A. Mayo, cm, pd E. Harold Munn Sr., acting station dir Merritt Greene, nd John O'Brien, sd
WBSE-FM 1956	103.9mc 1kw		
<b>HOLLAND (Ottawa County)</b>			
WHTC 1948	1450 250	Holland Bestg. Co. 5 East 8th St. 9482 Best	W. A. Butler, p Sandy Meek, gm, cm Harold Franken, pd William Young, nd Julius Van Oss, ce Harold Volkema, sd

**HOLLAND (Cont.)**

WJBL 1956	1260 500-D DA-D	Ottawa Bcstg. Co. P. O. Box 808 6-5281	Bernard Gysen, gm Leonard Ver Schure, cm John Klungie, pd, ce Clarence Walters, pmm Jack McCauley, nd, fd Don Reynolds, sd
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**BOUGHTON (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
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**BOUGHTON 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. Ditmer, sm, sd Lee Hohisel, nd Lloyd Andersen, fd
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**HOWELL (Livingston County)**

WHMI (CP)	1350 500-D	Livingston Bcstg. Co. 201 1/2 W. Grand River Owosso, Mich. Hil Best	M. H. Wirth, o
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**INKESTER (Wayne County)**

WCHB 1956	1440 500-D DA-D	Dr. Haley Bell 9521 Joseph Campau Detroit 12 Trinity 5-1440 Pearson	William J. Jory, gm Larry Dean Faulkner, pd John Hasket, ce Herman Griffith, nd Bill Matney, sd Trudy Haynes, wd
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**IONIA (Ionia County)**

WION 53	1430 500-D	Ionia Bcstg. Co. P. O. Box 143 1537 Best	Monroe MacPherson Jr., p, gm, pd Kenneth Chapin, cm Erwin L. Fuller, ce Harry Boyes, nd, sd Ellis Shotwell, pdm Jim Pegg, fd
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**IRON MOUNTAIN (Dickinson County)**

WMIQ 1947	1450 250	Iron Mountain-Kingsford Bcstg. Co. Inc. 211 East Ludington St. 2031 ABC	Frank J. Russell, p William C. Johnson, gm, cm, sm
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**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 Silfven, nd
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**IRONWOOD (Gogabic County)**

WJMS 1931 WJMS-TV (CP)	630 1,000 DA-N	Upper Michigan-Wisconsin Bcstg. Co. Inc. 124 E. McLeod Ave. 20 Best	William L. Johnson, p, gm Laura Johnson, pd Arne Dahlbacka, ce Joe Bloke, nd Bob Olson, sd, pdm Rose Isaacs, wd
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**ISHPEMING (Marquette County)**

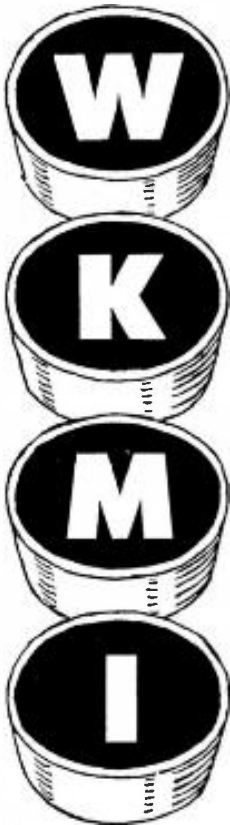
WJPD 1947	1240 250	Ishpeming Bcstg. Co. Jenks Block Hudson 6-9937 KBS	Mrs. James P. Deegan, p Howard Smith, sm Eldon Wallace, cm Baker Urdan, sd, pd Don Ryan, nd Louis Roncogione, ce
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**JACKSON (Jackson County)**

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 Al Waters, pd Carl Hahn, nd Paul Wolfcale, ce
WKHM 1951	970 1,000 DA-2	Jackson Bcstg. & Tv Corp. 441 Wildwood Ave. State 4-7181 MBS Headley-Reed	Fred A. Knott, p, gm Merritt W. Greene, mgng dir

**KALAMAZOO (Kalamazoo County)**

WKLZ 1956	1470 500-D	Circle Corp. 2315 Schippers Lane Fireside 4-2541 Gill-Perna	Joseph F. Butler, p, gm Ralph E. Patterson, evp, sm Leon VanDam, pmm Dennis Burgess, nd, sd Marion Oosting, wd
WKMI 1947	1360 5,000-D 1,000-N DA-N	Steere Bcstg. Corp. State Theatre Bldg. Fireside 4-0111 Bcst. Time Sales	Howard D. Steere, p Emil J. Popke Jr., gm F. K. Doyle, cm Dan Daniels, pd Kenneth Farrance, ce Bob Barr, nd



**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**

City	Call Letters	Chan. or Freq. Power	Established	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>KALAMAZOO (Cont.)</b>					
WKZO	1923	590 5,000-DA-N		Fetzer Bestg. Co. 124 W. Michigan Ave. Fl 5-2101 CBS Avery-Knodel	John E. Fetzer, p Carl E. Lee, vp, mgng dir John W. O'Harrow, natl sls dir Otis T. Gaston, radio adm asst Ken Hirsch, pmm Charles T. Lynch, pd Arthur E. Covell, ce Len Colby, nd, sd
WVAC (FM)	1951	102.1mc 36kw		Western Mich. College of Education	
<b>LANSING (Ingham County)</b>					
WILS	1947	1320 5,000-D 1,000-N DA-2		Lansing Bestg. Co. 407 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
WJIM	1934	1240 250		Gross Telecasting Inc. 2820 E. Saginaw IV 2-1333 ABC, CBS NBC Peters, Criffin, Woodward	Harold F. Gross, p, gm Howard K. Finch, vp, cm Gar Meadowcroft, sm Bert Mitchell, pd Carleton Musson, ce
<b>LAPEER (Lapeer County)</b>					
*WMPC	1926	1230 250		Liberty St. Gospel Church	Frank S. Hemingway, p
<b>LUDINGTON (Mason County)</b>					
WKLA	1944	1450 250		Ludington Bestg. Co. E. Ludington Ave. 1450 ABC KBS Best	Raymond A. Plank, p, gm, pmm Gordon Andersen, cm Charles J. Hagerman, pd, ce Tom Roy, nd, sd John Thiel, fd Charlene R. Englebrecht, wd
<b>MANISTEE (Manistee County)</b>					
WMTE	1951	1340 250		Manistee Radio Corp. P. O. Box 322 1340 Best	James R. Sumbler, p Stephen P. Cole, gm Edward H. Owens, cm Ken Kott, nd Bob Amsterburg, fd Bruce Anderson, sd Betty Noteware, wd

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.  
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RADIO PROGRAMMING IDEAS  
THAT SPONSORS BUY!  
OVER 1000 STATIONS BUILD SALES with . . .

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

<b>MARINE CITY (St. Clair County)</b>					
WDOG	1931	1590 1,000-D DA-D		Radio St. Clair Inc. Rockwell 2-1111	Jerry W. Coughlin, o, p John S. Bell, gm Harry Coughlin, cm Robert Burr, co-ce Carleton Goodwin, co-ce Jim Sullivan, nd, sd
<b>MARQUETTE (Marquette County)</b>					
WDMJ	1931	1320 1,000 DA-N		Lake Superior Bestg. Co. 247 W. Washington Canal 6-3524 MBS	Frank J. Russell Jr., p W. H. Treloar, gm Robert J. Luke, sm, slm John Holmes, pd Paul Anick, ce James P. Dolan, sd
<b>MENOMINEE (Menominee County)</b>					
WAGN	1952	1340 250		Men-Mar Bestg. Corp. Glickman Bldg. UNion 3-5551 KBS	Vernon H. Uecker, p, gm Edward Swartzby, cm Larry Koesling, ce B. M. Johnson, pd Robert Macaulay, nd E. V. Mottard, wd, pdm Thomas Ferega, pmm Roger Christ, sd
<b>MIDLAND (Midland County)</b>					
WMDN	1948	1490 250		Rich Publishing House 2500 Swede Rd. Temple 9-9988 Best	Philip T. Rich, p Peter A. Wolf, gm, cm, ce Ernie Strickland, fd Gerry Roberts, nd Bill Steele, sd Virginia Florey, wd
<b>MONROE (Monroe County)</b>					
WMIC	1956	560 500-D DA-D		McIntyre Bestg. Co. P. O. Box 306 Cherry 1-5550	C. S. McIntyre, p Lester A. Dana, gm Donald J. Wolf, cm Kenneth Zank, pd, nd George Stearns, ce Roy Hines, fd
<b>MT. CLEMENS (Macomb County)</b>					
WBRB	1956	1430 500-D DA		WBRB Inc. Colonial Hotel Howard 3-5876	Morris H. Ravitz, p, gm Bob Maxwell, slm, pd Jim Hughs, nd Jack Brookbank, ce Dick Cline, fd, sd
<b>MT. PLEASANT (Isabella County)</b>					
WCEN	1949	1150 1,000-D 500-N DA-N		Paul A. Brandt Blue Grass Rd. Spring 3-3171 Best	Paul A. Brandt, p Russell Holcomb, gm, cm
<b>MUNISING (Alger County)</b>					
WMAB	1956	1400 250		Munising-Alger Bestg. Co. First Natl. Bank Bldg. 518	Charles Symon, ptrn Stanley L. Sadak, ptrn Richard E. Hunt, ptrn, gm Walt Jonas, sm Ray Bloomquist, pd Francis Locatelli, ce
<b>MUSKEGON (Muskegon County)</b>					
WKBZ	1926	850 1,000 DA-1		Ashbacker Radio Corp. 432 Apple Ave. 2-6051 ABC Meeker	Arch Shawd, p, gm, cm Jack Roach, pd Bill Bennett, pmm George Krivitsky, ce Dick Hughes, nd Jack Roach, sd Betty Van Haver, wd
WKNK	1949	1600 5,000 DA-N		Nick and Gladys Kuvis Federal Square 32-126 Gill-Perna	Nick Kuvis, o, gm William B. Murphy, sm, cm Grace Boes, pd Bill Musgrave, pmm James Swanson, ce Skip Knight, nd
WMUS	1947	1090 1,000-D		Greater Muskegon Bcstrs. Inc. 517 W. Giles Rd. 41-672 McGillvra	R. Bunker Rogoski, p Dalton C. Hille, gm, cm Emily Kadlec, pd Ralph Bell, ce Dick Knudsen, nd-sd Henry Johnson, fd
<b>NILES (Berrien County)</b>					
WNIL (CP)		1290 500-D		Lawrence J. Plym 1105 N. Front St.	L. J. Plym, o
<b>OWOSSO (Shiawassee County)</b>					
WOAP	1948	1080 250-D		Owosso Bestg. Co. 2300 N. Shiawassee 980 McGillvra	J. E. Campbell, p M. H. Wirth, gm Merrill Walker, sm Fran Bowles, ce Rita Pattee, wd
<b>PETOSKEY (Emmet County)</b>					
WMBN	1946	1340 250		Midwestern Bestg. Co. MBS Paul Bunyan Holman	Les Biederman, gm





**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, '56, 6-county Pulse Report for the Kalamazoo-Battle Creek area credits WKZO with almost 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 . . . 13.8% 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 Fetzler 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.*

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>PONTIAC (Oakland County)</b>			
WPON 1954	1460 500 DA-N	Gerity Bcstg. Co. 7 S. Perry St. Federal 8-0444 Michigan Spot Sales	James Gerity Jr., p Russell Gohring, gm William L. Belaney, slm Don Zee, pd Carl Kuck, ce Larry Payne, nd Gib Shanley, sd
<b>PORT HURON (St. Clair County)</b>			
WHLS 1938 WHLS-TV (CP)	1450 250	Stevens-Wismer Bcstg. Co. 932 Military St. Yukon 2-8536 Gill-Perna Michigan Spot Sales	John F. Wismer, ptrn, gm Thomas G. Sickelsteel, sm John J. Shepard, cm Harold E. Oliver, ce William Saunders, nd
WTTW 1947	1380 1,000 DA-1	Times Herald Co. 606 Water St. Yukon 5-5171 ABC	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
<b>ROGERS CITY (Presque Isle County)</b>			
WHAK 1948	960 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 Bob Shurts, nd, sd Jack Brown, fd Ellen Furtaw, wd

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.  
Data corrected to Dec. 15, 1956. 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.

# "AUDIOSCOPE"

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1460  
Kilocycles

**WPON**  
Pontiac, Mich.  
A Gerity Station

DAY  
&  
NIGHT

Affiliated with  
WNEM-TV, Flint, Saginaw, Bay City

Affiliated with  
WABJ, Adrian, Mich.

<b>ROYAL OAK (Oakland County)</b>			
WEXL 1923	1340 250	Sparks Bcstg. Co. P. O. Box 190 Jordan 4-6523	Jacob B. Sparks, p, gm Gordon A. Sparks, sm, pd Ernie F. Holder, slm Garnet G. Sparks, vp, ce Jack Ihrie, nd Bob Terry, sd
WOMC (FM) 1947	104.3mc 18kw		
<b>SAGINAW (Saginaw County)</b>			
WKNX 1947 WKNX-TV	1210 1,000-D	Lake Huron Bcstg. Corp. 221 S. Washington Ave. PLEasant 3-4471 Gill-Perna	William J. Edwards, p, gm Hon. Alvin M. Bentley, vp Howard H. Wolfe, sm Robert M. Chandler, cm Charles Renwick, pd L. Lee Purvis, bus mgr Max W. Thomas, ce Don Potter, nd
WSAM 1940	1400 250	Knorr Bcstg. Corp. 2435 Holland Ave. 2-8161 NBC Michigan Bcstg. Sys. Headley-Reed	Fred A. Knorr, p Richard Schueler, mgng dir Orrin A. Nordenskjold, ce Bruce Malle, nd, sd Ken Clark, fd Marilyn Dinninger, wd
WSAM-FM 1947	98.1mc 1.7kw		
WSGW 1950	790 1,000 DA-2	Booth Radio & Tv Stations Inc. Mason Bldg. PL 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 Arnold Kaine, fd
<b>ST. JOSEPH (Berrien County)</b>			
WSJM 1956	1400 250	Lake Bcstrs. 220 State St. Yukon 3-5579	Maurice G. Humphrey, p Richard W. Lee, sm Ralph W. Newland, cm Carl L. Benson, ce Bob Carlin, news ed Jan Hendryks, wd
<b>SALINE (Washtenaw County)</b>			
WOIA (CP)	1290 500-D DA-D	Saline Bcstg. Co. 220 Detroit St.	Meredith Bixby, p Eugene H. Hannah, vp Henry Leutheuser, treas
<b>SAULT STE. MARIE (Chippewa County)</b>			
WSOO 1940	1230 250	Hiawathaland Bcstg. Co. 208 Ashmun St. Melrose 2-2251 Independent Northern Broadcast Sales	Stanley R. Pratt, p J. Oscar Frenette, pd Bill Thorne, pmm Wm. F. Morris, ce Homer W. Foster, nd
<b>STURGIS (St. Joseph County)</b>			
WSTR 1951	1230 250	WSTR Inc. P. O. Box 67 1199 Southern Michigan Net. Best	Hugh A. White, p Frank Cummins, sta dir Chas. Hill
WSTR-FM 1953	103.1mc 0.283kw		
<b>TRAVERSE CITY (Grand Traverse County)</b>			
WTCM 1941 WPBN (TV)	1400 250	Midwestern Bcstg. Paul Bunyan Bldg. 2700 MBS Paul Bunyan Holman	Les Biederman, gm

**MINNESOTA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Drug Sales 1955(\$'000)	Passenger	Cars 1954
						Cars	
Aitkin	14,327	3,850	\$10,027	\$2,548	\$216	5,901	5,901
Anoka	35,579	14,070	27,995	8,790	937	15,810	15,810
Becker	24,836	6,500	21,221	4,077	389	11,172	11,172
Beltrami	24,982	6,710	25,037	5,065	759	9,595	9,595
Benton	15,911	3,990	15,899	3,600	351	6,742	6,742
Big Stone	9,607	2,440	9,795	1,861	219	4,955	4,955
Blue Earth	38,327	11,290	59,392	10,769	1,452	20,710	20,710
Brown	25,895	7,390	34,215	5,431	1,076	13,635	13,635
Carlton	24,584	6,570	23,878	6,568	554	10,924	10,924
Carver	18,155	4,960	18,132	3,375	418	8,910	8,910
Cass	19,468	5,200	13,679	3,590	351	7,528	7,528
Chippewa	16,739	4,680	22,239	3,512	416	8,857	8,857
Chisago	12,669	3,770	12,410	2,403	274	6,551	6,551
Clay	30,383	9,660	32,651	5,674	701	15,619	15,619
Clearwater	10,204	2,470	7,718	1,080	167	4,429	4,429
Cook	2,900	860	4,081	1,227	138	1,458	1,458
Cottonwood	15,763	4,500	19,699	2,070	392	9,176	9,176
Crow Wing	30,875	9,210	34,698	6,636	751	15,237	15,237
Dakota	49,019	15,440	54,765	9,862	1,126	22,587	22,587
Dodge	12,824	3,510	12,291	2,002	352	5,986	5,986
Douglas	21,304	6,120	23,827	3,670	388	10,981	10,981
Faribault	23,879	6,940	37,244	5,542	613	13,936	13,936
Fillmore	24,465	7,060	24,557	4,432	483	12,001	12,001
Freeborn	34,517	10,350	38,107	5,319	756	17,248	17,248
Goodhue	32,118	9,820	38,390	6,668	856	15,964	15,964
Grant	9,542	2,610	10,789	1,380	185	5,022	5,022
Hennepin	678,579	228,810	1,065,916	209,703	34,905	310,767	310,767
Houston	11,435	4,070	12,326	2,492	247	7,237	7,237
Hubbard	14,063	3,080	9,236	2,452	192	5,037	5,037
Isanti	12,123	2,590	11,922	1,930	345	5,274	5,274
Itasca	33,321	11,500	36,961	8,748	1,007	16,594	16,594
Jackson	16,306	4,480	17,086	3,381	407	8,594	8,594
Kanabec	9,192	2,320	6,952	1,208	167	4,074	4,074
Kandiyohi	28,844	8,100	36,111	5,514	622	13,275	13,275
Kittson	9,649	2,430	9,927	905	162	5,639	5,639
Koochiching	16,910	4,760	17,527	4,560	433	7,300	7,300
Lac Qui Parle	15,545	3,820	12,931	2,363	257	7,419	7,419
Lake	7,781	3,770	10,673	2,402	242	4,720	4,720
Lake of the Woods	4,955	1,140	4,128	701	143	2,615	2,615
Le Sueur	19,088	5,730	23,097	3,912	434	9,915	9,915
Lincoln	10,150	2,810	9,646	1,277	363	5,433	5,433
Lyon	22,253	6,450	30,092	5,314	719	11,232	11,232
Mt. Leod	22,198	6,810	31,234	4,761	686	13,312	13,312
Mahnomen	7,059	1,430	5,026	951	146	2,658	2,658
Marshall	16,125	4,100	12,788	1,728	164	8,380	8,380
Martin	26,655	7,750	36,668	6,351	835	14,320	14,320
Meeker	18,966	5,230	19,169	2,801	482	9,183	9,183
Mille Lacs	15,165	4,730	15,472	2,547	291	7,282	7,282
Morrison	25,832	6,830	22,182	3,665	661	11,240	11,240
Mower	42,277	12,520	51,958	8,636	1,236	21,172	21,172
Murray	14,801	4,400	13,741	2,417	231	7,333	7,333
Nicollet	20,929	5,380	14,765	3,165	609	8,647	8,647
Nobles	22,435	6,450	35,008	6,067	447	11,993	11,993
Norman	12,909	3,080	11,154	1,921	187	7,109	7,109
Norman	48,228	13,440	70,386	9,243	1,136	22,384	22,384
Otter Tail	51,320	13,040	44,056	7,341	1,230	22,166	22,166
Pennington	12,965	3,580	16,807	2,876	378	6,257	6,257
Pine	18,223	4,700	14,545	2,427	265	8,037	8,037
Pipestone	14,003	4,190	20,932	3,774	299	8,119	8,119
Polk	35,900	10,090	38,216	7,740	872	17,845	17,845
Pope	12,862	3,430	8,545	1,891	215	6,355	6,355
Ramsey	355,332	116,530	508,703	109,331	17,042	152,058	152,058
Red Lake	6,806	1,570	6,092	965	...	2,930	2,930
Redwood	22,127	6,220	28,464	3,769	547	12,507	12,507
Renville	23,954	6,830	28,557	4,018	482	13,298	13,298
Rice	36,235	9,360	32,775	6,367	889	14,458	14,458
Rock	11,278	2,720	14,209	1,767	171	6,038	6,038
Roseau	14,505	3,760	11,485	1,996	251	6,373	6,373
St. Louis	206,062	65,740	247,717	59,737	6,756	87,336	87,336
Scott	16,486	4,390	19,314	2,874	324	7,731	7,731
Sherburne	10,661	2,300	9,097	1,452	201	4,598	4,598
Sibley	15,816	3,810	15,121	1,969	380	8,590	8,590
Stearns	70,681	18,330	78,690	11,419	2,598	28,888	28,888
Steele	21,155	5,760	28,224	5,060	639	11,286	11,286
Stevens	11,108	3,020	12,594	2,004	253	6,261	6,261
Swift	15,837	4,290	20,305	3,073	309	7,753	7,753
Todd	25,420	6,550	30,530	3,830	421	10,220	10,220
Traverse	8,053	2,040	10,025	1,512	186	4,352	4,352
Wabasha	16,878	4,710	17,884	3,548	304	7,657	7,657
Wadena	12,806	3,370	18,948	2,506	294	5,646	5,646
Vasaca	14,957	4,770	16,975	2,907	347	7,431	7,431
Washington	34,544	11,040	32,721	8,091	894	15,511	15,511
Watsonwan	13,881	4,010	17,058	3,080	442	7,620	7,620
Wilkin	10,567	2,340	9,423	2,084	273	5,247	5,247
Winona	39,841	11,410	40,869	7,457	969	16,866	16,866
Wright	27,716	7,760	28,493	5,366	548	13,741	13,741
Yellow Medicine	16,279	4,600	15,766	3,187	398	8,465	8,465
Total	2,982,483	903,670	\$3,718,743	\$715,064	\$103,423	1,393,332	1,393,332

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

**ALBANY (Stearns County)**

KASM 1950	1150 500-D	Stearns County Bcstg. Co. 5-3005 KBS Continental	William Blattner, p Urban J. Keppers, gm Lee Kraus, cm Cliff Mitchell, pd, nd Charles Gilbert, ce Dick Hamilton, sd
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BROADCASTING • TELECASTING

**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 Tom Golden, cm Bill Rudd, pd Robert Holt, ce Cliff Cairns, fd
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**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. Tessler, sm Kenneth C. Bechtel, pd Kenneth L. Olson, ce, fd Erceel Aga, nd Ray Long, sd
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**ANOKA (Anoka County)**

KANO 1956	1470 1,000-D	Anoka Bcstg. Co. c/o John H. Lemme 105 E. Broadway Little Falls, Minn.	John H. Lemme, p Dean Johnson, sm Stan Frost, fd Cliff Thomas, cm
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**AUSTIN (Mower County)**

KAUS 1948	1480 1,000	Minn.-Iowa Tv Co. Hemlock 3-8836	Gene P. Loffer, gm, pd Ken Soderberg, cm
KMMT (TV)	DA-2	MBS Avery-Knodel	Leo Chenier, ce Bill Gilbert, nd Chuck Painter, fd Dick Mahar, sd

**BEMIDJI (Beltrami County)**

KBUN 1946	1450 250	Paul Bunyan Bcstg. Co. 511 Beltrami 1900 MBS	James R. Hambacher, vp, gm, cm, pd Robert Zellmer, ce James Carrington, nd, sd Norm Rick, fd
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**BENSON (Swift County)**

KBMO 1956	1290 500-D	Arline H. Steinbach 1205 Pacific Ave. Viking 2-4601	Arline H. Steinbach, o, gm George McLellen, cm, fd David W. Hodgins, pd, pmm, nd Dale Schultz, ce Dick Logan, sd Lois Burington, wd
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**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 Robert Barker, ce Nordua Thabes, wd, nd George Melin, ce Al Leighton, sd
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**BRECKENRIDGE (Wilkin County)**

KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave. Wahpeton, N. D. 2-5567 Valley Radio Net.	Robert E. Ingstad, p, gm George W. Kaufmann, cm, sd Newell Grant, pd Al Knight, nd Harold Grant Unkenholz, ce Marly's Stone, wd
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**CLOQUET (Carlton County)**

WKLK 1949	1230 250	Cloquet Bcstg. Co. Reliable Bldg. Triangle 9-6725 KBS	Richard A. Rall, o, gm Sidney Markusen, ce
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**CROOKSTON (Polk County)**

KROX 1948	1260 1,000-D 500-N	Crookston Bcstg. Co. Inc. Eagles Bldg. 1050 DA-N KBS UMBS Cooke Tracy Moore	William J. Kiewel, co-o, gm Jerome A. Dahberg, co-o, pd E. R. Melbye, sm Earl Handyside, ce John Kalin, nd
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**DETROIT LAKES (Becker County)**

KDLM 1951	1340 250	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100 KBS Continental Radio Sales UMBS	Garfield L. Fox, p, gm Norman Engstrom, cm Robt. Ackerman, pd Marcy Yerka, pmm Bill Wilson, ce Garry Fox, nd
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**DULUTH (St. Louis County)**

KDAL 1956	610 5,000	Red River Bcstg. Co. 218 Bradley Bldg. Randolph 2-2628 CBS	Dalton LeMasurier, p Olin S. Ramsland, cm Jack Gordon, pd Dale Cowle, pmm R. A. Dettman, ce Bill Krueger, nd
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WDSM  
1959  
WDSM-TV (Superior, Wis.)

WEBC 1924	560 5,000 DA-2	Head of the Lakes Bcstg. Co. WEBC Bldg. Randolph 2-2873 NBC Arrowhead Net. Hollingbery	Morgan Murphy, p Walter Bridges, vp Robert J. Rich, gm Dennis Murphy, pd, sd Norman Gill, ce Glen Maxham, nd
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MINNESOTA

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ELY (St. Louis County)</b>			
WELY 1954	1450 250	Charles B. Persons WELY Bldg. 744 KBS	Charles B. Persons, p, gm, cm, cc Scott Dudley, pd Mark Whitney, nd Robert Kimball, sp events Bob Basnik, sd June Persons, wd
<b>EVELETH (St. Louis County)</b>			
WEVE 1948	1340 250	Carl Bloomquist Virginia Rd. 1340 MBS KBS Paul Bunyan	Carl Bloomquist, o Arthur F. Nelson, gm, cm Joe Cezar, pd, ce Al Williams, sd Rose Ullman, wd
<b>FAIRMONT (Martin County)</b>			
KSUM 1949	1370 1,000 DA-2	Fairmont Bcstg. Co. Inc. 506 N. Park St. 1370 MBS UMBS Rambeau	Leo J. Seifert, p Frank Endersbc, gm Ev. Ohrt, cm V. P. Halligan, pmm Wm. V. Small, off mgr Larry Lawson, ce
<b>FARIBAULT (Rice County)</b>			
KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 4-4345 UMBS	J. E. Hyde Jr., gm Palmer Dragsten, cm Irv Kjelland, pd Richard Biddick, nd Dean Curtiss, fd James Lundquist, sd
<b>FERGUS FALLS (Ottertail County)</b>			
KGDE 1926	1250 1,000-D 500-N DA-N	Fergus Radio Corp. 6996 MBS Bulmer & Johnson	Harold L. Dell, evp, gm Frederic T. Dell, sm, cm, fd Roger Larson, pd, pmm, nd Harold E. Allen, ce June V. Barnum, wd
<b>GRAND RAPIDS (Itasca County)</b>			
KOZY 1948	1490 250	Itasca Bcstg. Co. 207 1/4 N. 1st Ave. W. Fairview 6-3446 MBS	Robert D. Kennedy, p, gm, cm Bud Germ, pd Ross Fesenmeyer, ce
<b>HIBBING (St. Louis County)</b>			
WMFG 1955	1240 250	Head of the Lakes Bcstg. Co. 37th St. & 7th Ave. W. Amherst 9-7531 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
<b>HOPKINS-EDINA-ST. LOUIS PARK (Hennepin County)</b>			
KRSI (CP)	950 1,000-D DA-D	Radio Suburbia Inc. 1151 Plymouth Blvd. Minneapolis	William E. Schons, co-o Edward Schons, co-o

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.  
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<b>HUTCHINSON (McLeod County)</b>			
KDUZ 1953	1260 1,000-D	North American Bcstg. Co. Hiway 15 1555 Best	Albert Tedesco, p Heinz Fruck, gm Dean Nolt, cm Lorraine Lhotka, pd John Speech, pmm, nd Darell Gander, ce
<b>LITTLE FALLS (Morrison County)</b>			
KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105 1/2 E. Broadway 367 KBS	John H. Lemme, p, gm Charles J. McCartney, cm, sd Richard J. Rudeck, slm Wesley Olson, pd, nd Gordon O. Lommen, ce Robert Pro, fd
<b>MANKATO (Blue Earth County)</b>			
KTOE 1950	1420 5,000 DA-N	Minnesota Valley Bcstg. Co. 4537 ABC Dairyland Net. Pearson	H. W. Linder, p Don Linder, gm, cm Wayne Will, fd Steve Wolf, ce Bob Wetherill, nd Bill Smith, sd Marion Mason, 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 Corniea, pmm James Houts, ce Steve Henry, nd Earl Koehnen, fd
<b>KYSM-FM 1948</b>			
	103.5mc 47kw		
<b>MARSHALL (Lyon County)</b>			
KNHL 1946	1400 250	Harry Willard Linder KNHL Bldg. 2282 ABC Pearson	Harry W. Linder, o Gilmore F. Frayseth, gm
<b>MINNEAPOLIS (Hennepin County)</b>			
KEVE 1948	1440 5,000-D	Western Bcstg. Corp. 917 N. Lilac Dr. Orchard 5-5601 Gill-Perna	Robert M. Purcell, p R. M. (Mack) Lester Jr., vp, gm Bob Kaye, pd Denny Doty, ce
KSTP 1923 KSTP-TV		(See St. Paul listing)	
*KTIS 1949	900 1,000-D	Northwestern College 50 Willow St. Federal 8-3244	Loren F. Bridges, gm Paul E. Ramseyer, sm E. Brandt Gustavson, pd Wayne Jacobsen, nd Clarence LaBonte, tech dir David Brush, ce
*KTIS-FM 1949	98.5mc 5.3kw		
*KUOM 1922	770 5,000-D ST-WCAL	University of Minnesota 1 Eddy Hall Federal 2-8158	Burton Paulu, gm Robert Boyle, pd Lawrence A. Brogger, ce Ray Wolf, fd Audrey June Booth, wd
KIWFAL (FM) (CP)	97.1mc 9.7kw	Fidelity Bcstg. Co. 3800 Minnehaha Ave.	
WCCO 1924 WCCO-TV	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 Larry Lewis, slm Bob McKinsey, pd Clayton Kaufman, prom dir Kermit Sueker, ce Jim Bormann, nd Charles H. Smith, research djr Maynard Speece, fd Dick Enroth, sd Meg Kingbay, wd

RADIO'S NO. 1 SOURCE OF...

# TUNE-IN JINGLES, TIME SIGNAL JINGLES WEATHER JINGLES!

STATIONS  
BUILD SALES with ...



## WORLD

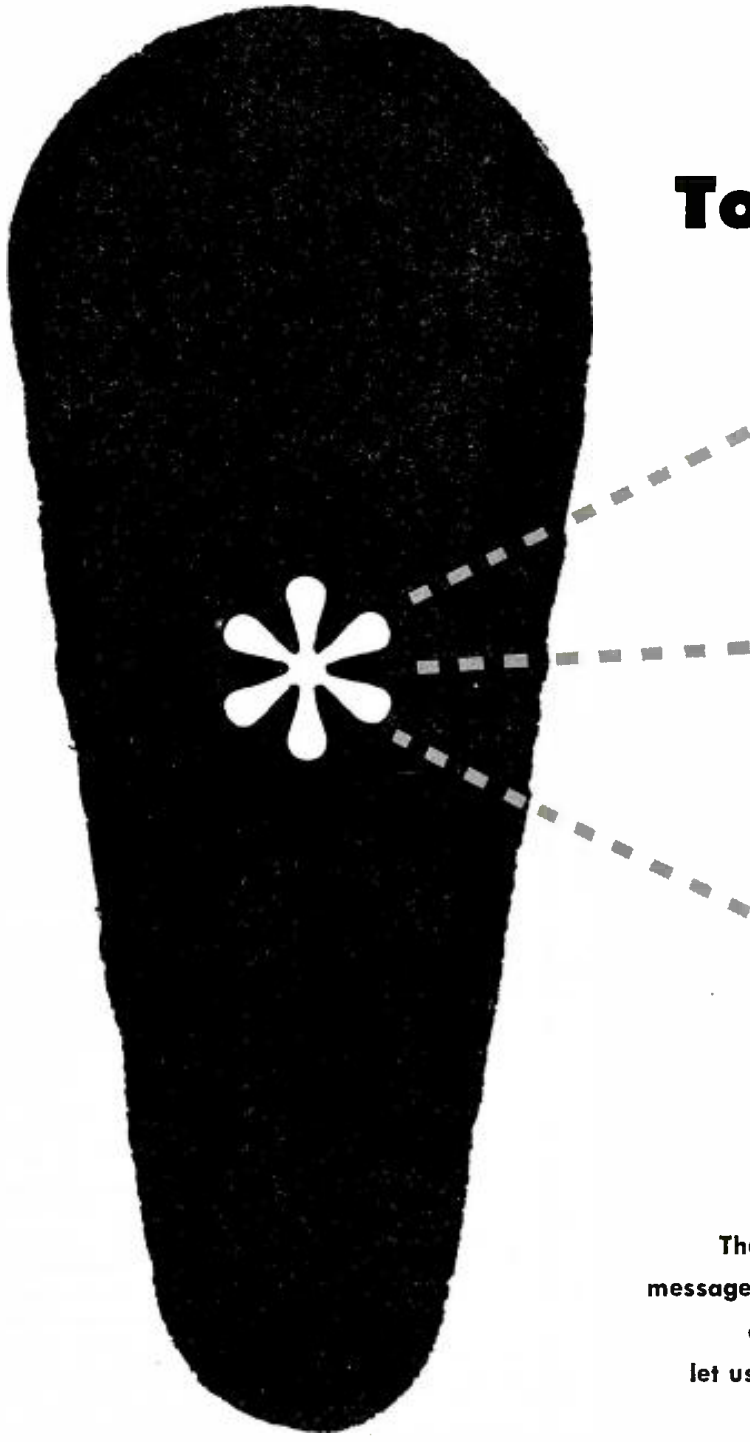
**SALES AND  
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York

CINCINNATI      HOLLYWOOD

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

# To the Point . . .



\* Only three cities in the nation have stations with larger average audiences than WCCO Radio!

\* More people listen to WCCO Radio than all other Minneapolis-St. Paul stations . . . combined!  
(53.8% share of audience!)

\* 34% more adults listen to WCCO Radio than all other Minneapolis-St. Paul stations . . . combined!  
(And it's even better in the daytime!)

The point is: If you have an advertising message for the vast, 109-county primary area† served by 50,000-watt WCCO Radio, let us make the point for you!

## WCCO RADIO

*The Northwest's 50,000-Watt Giant  
Minneapolis • St. Paul  
Represented by CBS Radio Spot Sales*

\*Nielsen Station Index reports, June-August '56,  
total station audience, total day, seven-day week.  
†SAMS.

MINNESOTA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MINNEAPOLIS (Cont.)</b>			
WDGY 1923	1130 50,000-D 25,000-N DA-2	Mid-Continent Bcstg. Co. Builders Exchange Bldg. Federal 5-2271 Blair	Todd Storz, p Steve Labunski, gm Donald Loughnane, pd Oscar Bennett, slm Bill Armstrong, pdm Herbert O. Anderson, pmm Dale L. Moudy, vp, eng dir
WLOL 1940	1330 5,000 DA-1	BFR Bcstg. Corp. 554 Northwestern Bank Bldg. (2) Federal 9-0406 Midwest Radio Net. AM Radio Sales	N. L. Bentson, p Joe Floyd, vp Wayne Williams, gm, cm Ray Christensen, pd, sd Bryce Ekberg, ce Don Kelly, nd
WLOL-FM 1956	99.5mc 10kw		J. Warren Burke, gm, cm
WMIN 1938		(See St. Paul listing)	
WPBC 1949	980 1,000-D	People's Bcstg. Co. 1133 Stinson Blvd. Sterling 9-4356 Sears & Ayer	William V. Stewart, o, p, gm, cm Becky Ann Stewart, pd, wd Jack I. Moore, pmm Eugene Chenette, ce Larry Paynter, nd
WTCN 1934	1280 5,000-D	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, slm Sev Widman, pd George Lord, pmm Joseph Kahnke, ce Stuart A. Lindman, nd
WTCN-TV	1,000-N		

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; 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.  
Data corrected to Dec. 15, 1956. 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.

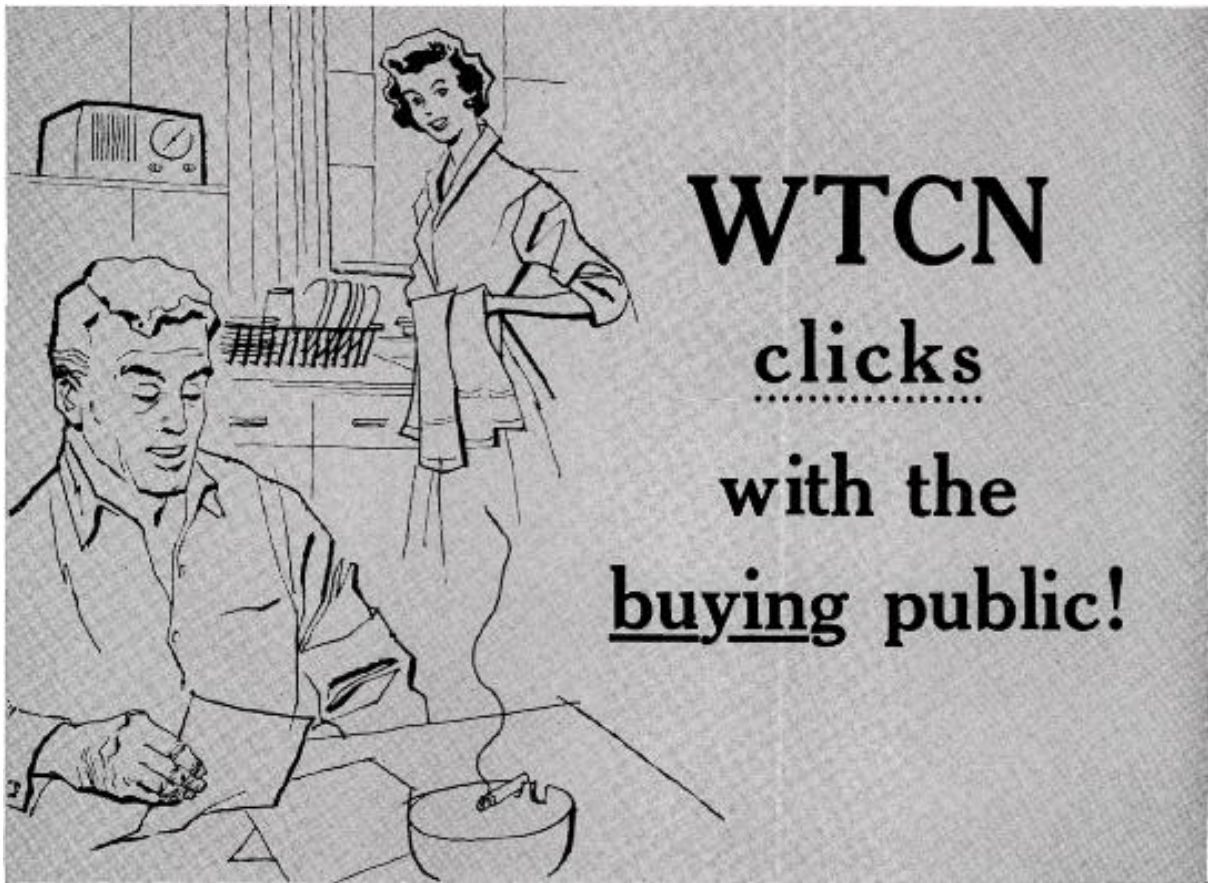
<b>MONTEVIDEO (Chippewa County)</b>			
KDMA 1951	1450 100	Midwest Bcstg. Corp. West Hwy. 212 8891 ABC Dairyland Net. Pearson	H. W. Linder, p Willard Linder, gm Richard Beckman, sm, ce
<b>MOORHEAD (Clay County)</b>			
KVOX 1937	1280 1,000-D 500-N DA-N	KVOX Bcstg. Co. Inc. Radio Ranch 3-1522 MBS Great Northern Bcstg. Sys. McGillvra	E. J. McKellar, o, p M. M. Marget, sm, sd R. L. Owens, asst mgr, cm Ed Klink, ce Tom Hannaher, nd
<b>MORRIS (Stevens County)</b>			
KMRS 1956	1570 1,000-D	Western Minn. Bcstg. Co. 68	Clifford L. Hedberg, o, gm Peter Steel, cm Paul Stacke, pd Paul Hedberg, pmm James Wanke, ce
<b>NEW ULM (Brown County)</b>			
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minnesota St. 904 KBS	Walter K. Mickelson, p George Korenchen, gm, cm
<b>NORTHFIELD (Rice County)</b>			
*WCAL 1921	770 5,000-D ST-KUOM	St. Olaf College 0500	Milford C. Jensen, gm Carl B. Helgen, pmm Paul Lundy, ce Edwin Gass, pd Arlen Wilson, nd Roger Engstrom, sd Elaine Pederson, wd
<b>ORTONVILLE (Big Stone County)</b>			
KDIO 1956	1350 1,000-D	Tri-State Bcstg. Co. P. O. Box 6 680	James D. Kaercher, p, treas, nd, sd Warren F. McCormick, sec, gm, cm Donald P. Egert, vp, pd, wd Richard S. Schultz, ce, fd
<b>OWATONNA (Steele County)</b>			
KRFO 1950	1390 500-D	Owatonna Bcstg. Co. 5541 KBS	Bob Behling, co-o, p, gm Charles Vais, co-o, vp, slm Duane Allen, co-o, vp, pd Gerald Boos, co-o, sec-treas, ce



Hooper, Pulse, Nielsen and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. There's a new listen in Minneapolis-St. Paul. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign.

Storz Station programming quality plus 50,000 watt coverage are doing a big job for an increasing number of national and local accounts whose audience story is up to date. Are yours? See the man from John Blair or talk to WDGY General Manager Steve Labunski.

**WDGY**  
50,000 watts and nearly perfect-circle daytime signal  
MINNEAPOLIS-ST. PAUL  
**"A STORZ STATION"**



**WTCN**  
clicks  
.....  
with the  
buying public!

In the Twin Cities market, WTCN Radio aims straight for the massive BUYING audience! WTCN features the kind of radio that more listeners prefer and this wide variety of programming is designed to appeal to all ages! WTCN reaches more people each week with: outstanding ABC Network shows, top local news and sports coverage, interesting civic discussions, current hit tunes and standard pops featuring favorite local personalities with music to suit *every* taste!

In Minneapolis-St. Paul your *best buy* is the station that delivers the *buying* audience! Call your nearest Katz office or WTCN Radio for the full story today.

# **WTCN Radio**

**1280 kilocycles 5,000 watts ABC Network**  
**MINNEAPOLIS-ST. PAUL**

Represented Nationally by the Katz Agency, Inc.

Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

# MINNESOTA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives			
<b>PINE CITY (Pine County)</b>							
WCMP (CP)		1350 1,000-D	Pine County Bcstg. Co.	Richard K. Power, p Dewey S. Campbell, vp			
<b>PIPESTONE (Pipestone County)</b>							
KLOH 1955		1050 1,000-D DA-D	Pipestone Radio Corp. 118 W. Main St. 1050	C. B. Thomas, p Gene Callahan, cm Clarence Ausham, ce Ron Overlander, nd			
<b>RED WING (Goodhue County)</b>							
KCUE 1949		1250 1,000-D	Hiawatha Valley Bcstg. Co. RFD 4 3511 Rambeau Bulmer & Johnson	Nicholas Tedesco, p Gene Elston, vp, gm Charles C. Bremer, cm Alan M. Kennedy Jr., ce Harley Flathers, pd, fd, sd			
<b>REDWOOD FALLS (Redwood County)</b>							
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			
<b>ROCHESTER (Olmstead County)</b>							
KROC 1955 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 Genevieve Holmes, pmm Robert Cross, ce Ray Thompson, nd			
<b>ST. CLOUD (Stearns County)</b>							
KFAM 1938 KFAM-FM 1948		1450 250 104.7mc 15kw	Times Publishing Co. Weber Bldg. Blackburn 2-1551 NBC Dairyland Net. Pearson	Frederick C. Schilplin, p Dale F. Rainsberger, gm Charles J. Williams, pd, nd, fd Loretta Hemberger, pmm Robert Witschen, ce Frank Farrington, sd			
WJON 1950		1240 250	Granite City Bcstg. Co. Lincoln Ave. S.E. Blackburn 1-4422 ABC	John Haerle, p, gm Richard Dunne, cm Van VanderArk, pd, fd Vincent Stephens, ce Sam Wenstrom, nd Earl Ellis, sd			
<b>ST. PAUL (Ramsey County)</b>							
KEVE 1948			(See Minneapolis listing)				
KSTP 1928 KSTP-TV		1500 50,000 DA-2	KSTP Inc. 3415 University Ave. Midway 5-2717 NBC Petty	Stanley E. Hubbard, p, gm K. M. Hance, exp, treas Marvin L. Rosene, sls vp Stanley S. Hubbard, research & development vp Karl A. Plain, sls, co-o Byron Anderson, natl slm D. Brooks Henderson, prod sup Wm. S. Sadler, ce William P. Davey, sls prom Julian Hoshal, nd Dick Nesbitt, sd			

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.

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MORE news

MORE features

MORE regional coverage



... and MORE

radio and television stations use

THE ASSOCIATED PRESS

*KTIS 1949					(See Minneapolis listing)		
*KTIS-FM 1949					(See Minneapolis listing)		
*KUOM 1922					(See Minneapolis listing)		
WCCO 1924 WCCO-TV					(See Minneapolis listing)		
WDGY 1923					(See Minneapolis listing)		
WISK 1951		1590 5,000-D (CP-630 1,000-D DA-D)	BVM Bcstg. Co. 158 N. White Bear Ave. Van Buren 5588 Rambeau	Nicholas Tedesco, exec dir Victor J. Tedesco, gm Sam Sabaen, sm, pd Gene Robinson, ce Marty O'Neill, sd Jeni Rein, wd			
WL0L 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., vp Jack Hazlett, gm Ralf Smith, pd Charles W. Loufek, pmm Bill Jesse, ce			
WPBC 1949					(See Minneapolis listing)		
WTCN 1934					(See Minneapolis listing)		
<b>ST. PETER (Nicollet County)</b>							
KRBI (CP)		1310 1,000-D DA-D	Gateland Bcstg. Corp.	John M. Oien, gm Bradley Millard, pd George Pearson, pmm Richard Lurth, ce			
<b>STILLWATER (Washington County)</b>							
WAVN 1949		1220 250-D	St. Croix Bcstg. Co. 1264 S. Main St. 46	Richard K. Power, p, gm Roger Erickson, pd, fd James Wicks, ce James McLaughlin, nd, sd Anita E. Buck, wd			
<b>THIEF RIVER FALLS (Pennington County)</b>							
KTRF 1947		1230 250	KTRF Radio Corp. 13th & Main 13 Bulmer & Johnson	Don Olson, p, gm Fred Franklin, ce Donna Eckstein, wd Shirley Hanson, nd			
<b>VIRGINIA (St. Louis County)</b>							
WHLB 1936		1400 250	Head of the Lakes Bcstg. Co. P. O. Box 75 2000 NBC NBC Spot Sales Hollingbery	Morgan Murphy, p Walter C. Bridges, gm Baldino Rodorigo, sm Norman Gill, ce Dick Skumave, nd Harold Aase, fd			
<b>WADENA (Wadena County)</b>							
KWAD 1948		920 1,000 DA-N	KWAD Bcstg. Co. P. O. Box 551 920 Bulmer & Johnson	Martin T. Obie, gm Harold O. Bakke, cm Bob Jensen, ce			
<b>WILLMAR (Kandiyohi County)</b>							
KWLM 1940		1340 250	Lakeland Bcstg. Co. 1340 N. 7th St. Belmont 5-1340 ABC Dairyland Net. Pearson	H. W. Linder, p Willard Linder, gm Jack Lynch, cm Francis Peterson, ce			
<b>WINONA (Winona County)</b>							
KAGE 1957		1570 1,000-D	Winona Bcstg. Co. 118 W. 4th St.	Albert S. Tedesco, p, gm John Kahanick, cm Joe Orlowski, pd			
KWNO 1938		1230 250	Winona Radio Service 216 Center St. 3315 ABC	M. H. White, co-o, p E. M. Allen, co-o, gm H. R. Hurd, co-o, slm Charles Williams, pd, sd Eugene Gappa, ce Ken Douglas, nd			
KWNO-FM 1948		97.5mc 18.5kw	Dairyland Net. Pearson				
<b>WORTHINGTON (Nobles County)</b>							
KWOA 1947		730 1,000-D	Worthington Bcstg. Co. 2-7501 Bulmer & Johnson	R. W. Olson, p Ralph Shepard, gm, pmm Arne Karhu, cm Walter Jensen, pd, nd, sd Clinton Knapp, ce Norman Robinson, fd Lorene Licht, wd			



**MISSISSIPPI  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Adams	32,256	8,540	\$34,559	\$7,196	\$1,236	*452,648
Alcorn	27,158	7,130	21,107	3,384	65	
Amite	19,261	3,860	7,577	1,062	130	
Attala	26,652	5,550	13,936	3,435	327	
Benton	8,793	1,740	997	188	42	
Bolivar	63,004	13,870	33,694	7,401	986	
Calhoun	18,369	3,840	6,679	1,146	288	
Carroll	15,499	2,750	2,301	890	66	
Chickasaw	18,951	3,950	7,541	1,954	252	
Choctaw	11,009	2,320	2,735	406	61	
Claiborne	11,944	2,380	6,055	1,435	173	
Clarke	19,362	3,920	7,464	1,713	197	
Clay	17,737	3,580	5,351	2,532	391	
Coahoma	49,361	13,020	32,447	8,974	814	
Copiah	30,493	6,630	13,850	3,944	612	
Covington	16,036	3,140	5,574	1,124	242	
De Soto	24,599	4,880	7,573	1,831	97	
Forrest	45,055	13,330	49,952	8,121	1,278	
Franklin	10,929	2,330	3,846	1,057	189	
George	10,012	2,300	7,182	1,576	161	
Greene	8,215	1,640	2,396	766	110	
Grenada	18,830	4,200	11,296	2,667	461	
Hancock	11,891	2,690	7,853	2,397	264	
Harrison	84,073	28,910	97,304	22,013	2,880	
Hinds	142,164	41,580	166,700	34,725	5,418	
Holmes	33,301	6,360	14,532	3,334	455	
Humphreys	23,115	4,480	9,113	2,288	315	
Issaquena	4,966	960	588	368	...	
Itawamba	17,216	3,780	4,777	755	100	
Jackson	31,401	10,290	31,560	9,627	1,134	
Jasper	18,912	3,690	6,675	1,178	221	
Jefferson	11,306	2,190	4,341	810	133	
Jefferson Davis	15,500	3,250	6,682	1,200	193	
Jones	57,235	15,940	36,235	8,248	1,296	
Kemper	15,893	2,840	3,435	566	136	
Lafayette	22,798	4,770	9,102	1,922	350	
Lamar	13,225	3,080	4,064	1,392	316	
Lauderdale	64,171	17,850	62,033	13,520	1,728	
Lawrence	12,639	2,500	4,940	833	232	
Leake	21,610	4,590	7,708	1,102	233	
Lee	38,237	10,300	36,745	7,460	1,558	
LeFlore	51,813	11,440	42,178	7,640	989	
Lincoln	27,899	6,940	19,280	4,893	681	
Lowndes	37,852	9,240	26,052	5,579	599	
Madison	33,860	6,540	15,715	3,024	303	
Marion	23,967	5,490	15,115	2,846	512	
Marshall	25,106	4,840	8,217	2,366	250	
Monroe	36,543	8,570	18,084	5,143	480	
Montgomery	14,470	3,190	7,703	1,854	78	
Neshoba	25,730	5,620	9,009	1,905	338	
Newton	22,681	4,870	11,306	2,265	326	
Noxubee	20,022	3,320	7,634	1,487	263	
Oktibbeha	24,569	5,420	11,515	2,879	399	
Panola	31,671	6,410	16,861	4,226	681	
Pearl River	20,641	5,180	16,861	3,162	514	
Perry	9,108	1,940	3,636	516	84	
Pike	35,137	8,440	28,443	6,562	861	
Pontotoc	19,994	4,530	8,450	1,218	302	
Prentiss	19,810	4,530	8,410	1,372	420	
Quitman	25,885	5,370	9,611	2,603	276	
Rankin	28,881	5,420	8,837	1,778	222	
Scott	21,681	4,540	19,742	1,682	401	
Sharkey	12,903	2,400	7,570	973	125	
Simpson	21,819	4,810	10,771	1,236	239	
Smith	16,740	3,270	4,234	635	232	
Stone	6,284	1,420	5,724	1,502	187	
Sunflower	56,031	11,190	25,477	4,993	826	
Tallahatchie	30,486	6,170	8,981	2,104	278	
Tate	18,011	3,560	11,000	2,176	200	
Tippah	17,522	3,690	5,981	1,168	181	
Tishomingo	15,544	3,630	5,962	1,284	215	
Tunica	21,664	4,460	9,511	2,463	188	
Union	20,262	5,020	11,100	2,366	351	
Walthall	15,563	2,910	7,380	1,211	241	
Warren	39,616	11,650	38,211	9,086	735	
Washington	70,504	18,560	59,108	13,768	1,383	
Wayne	17,010	3,290	9,771	1,553	287	
Webster	11,607	2,330	8,051	1,070	208	
Wilkinson	14,116	2,750	5,604	1,525	228	
Winston	22,231	4,680	10,233	2,657	348	
Yalobusha	15,191	3,210	6,200	1,630	250	
Yazoo	38,712	7,670	18,719	3,937	659	
Total	2,178,914	513,310	\$1,384,942	\$298,697	\$41,852	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

**ABERDEEN (Monroe County)**

WMPA 1951	1240 250	Ray Tolar Co. P. O. Box 402 1050 Skyline Net. Best	E. O. Roden, co-o James Reese, co-o Don Moore, gm, pmm, cm, ce Mat Moore, pd, wd
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**AMORY (Monroe County)**

WAMY 1955	1580 250-D (CP-5,000-D)	Charles C. Boren Jr. P. O. Box 54 500	Charles C. Boren Jr., p, gm, fd Jerry Barton, pd, nd Bobby Ritter, pmm, cm James D. Green, ce Elsie S. Sanderson, wd
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**BATESVILLE (Panola County)**

WBLE 1953	1290 1,000-D	Panola Bcstg. Co. Drawer 75 7266 KBS Best	Harold B. McCarley, p, gm, cm, pd Norman R. Phillips, ce R. B. Wade, nd W. C. Eaker, sd Billie P. Phillips, wd
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**BILOXI (Harrison County)**

WLOX 1948	1490 250	WLOX Bcstg. Co. Inc. Buena Vista Hotel Idlewood 6-5581 MBS Holman	J. S. Love Jr., p E. Ray Butterfield, gm, sd T. B. Majure, cm Mary Grace Miguies, pd Richard Kettering, pmm Blue Majure, ce
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WVMI 1950	576 1,000-D	Radio Associates Inc. P. O. Box 152 7001 McGillvra	Odes E. Robinson Sr., p, gm, cm, pmm Richard Crans, pd, nd Odes E. Robinson Jr., ce Hazel P. Crans, wd
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**BOONEVILLE (Prentiss County)**

WBIP 1950	1400 250	Booneville Bcstg. Co. U. S. Hwy. 45 South 678 KBS Dora-Clayton	E. O. Roden, p Don Moore, gm, cm Jean Cochran, pd
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**BROOKHAVEN (Lincoln County)**

WCHJ 1955	1470 1,000-D	Rural Bcstg. Co. 147 W. Enterprise St. Best	W. M. Jones, ptrnr Laura Jane Huff, ptrnr
WJMB 1948	1340 250	Brookhaven Bcstg. Co. 215 W. Chicasaw 1298 MBS Continental	Tullius Brady, p, gm, cm Dorothy Harrison, pd Aubrey H. Felder, ce Karl Austin, nd

**CANTON (Madison County)**

WDOB 1953	1370 1,000-D	Madison County Bcstg. Co. Hwy. 51 North 1370	Hugh Hughes, p Al Simmons Jr., gm Billy Harris, sm Martha Wren, cm Gene Maughn, pd
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**CENTREVILLE (Wilkinson County)**

WGLC 1951	1580 250-D	Southern Bcstg. Co. Inc. 4001 Continental	Alvin Sansing, p C. W. Wright, gm, cm, pmm Thelma McCraime, pd, nd, wd E. Case, ce Henry Ash, fd, sd
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**CLARKSDALE (Coahoma County)**

WKDL 1955	1600 1,000-D	Coahoma Bcstg. Co. 1 State St. Main 4-4908	W. L. Kent, gm Kersh Walters, sm Al Cassidy, asst sm, pd Robert N. Meader, ce
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WROX 1943	1450 250	Mrs. Eunice Tanner Imes Columbus, Miss. MBS Mid-South Net. McGillvra	Bob McRaney, gm P. B. Hinman, sm, pd Helen Suggs, cm, wd C. D. Graves, ce Jean Cauthen, nd Paul Barnett, sd
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**CLEVELAND (Bolivar County)**

WCLD 1949	1490 250	The Voice of the Delta 5-4091 KBS Best	Joseph W. Carson, p George C. Shurden, vp, gm, cm, ce Prentiss Webb, pd, nd, fd Lane Tucker, sd Belinda Norwood, wd
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**COLUMBIA (Marion County)**

WCJU 1946	1450 250	WCJU Inc. P. O. Box 472 Republic 6-2616 MBS KBS	Lester Williams, gm Ray Tolar, sm
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**COLUMBUS (Lowndes County)**

WACR 1950	1050 1,000-D	J. W. Furr P. O. Box 707 Fairfax 8-1735 Best	J. W. Furr, o, gm A. E. Cappe, sm Syd Thweatt, cm Landis Rogers, pd Jay Aldridge, ce Judy Whitley, wd
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WCBI-TV 1940	550 1,000-D 500-N DA-2	Columbus Bcstg. Co. Inc. Gilmer Hotel Fairfax 8-7271 MBS Mid-South Net. Mississippi Net. McGillvra	Birney Imes Jr., p Bob McRaney, gm, pmm James W. Eatherton, cm Jack Cochran, pd, nd, fd Thomas McFerrin, ce Evan Lewis, sd
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**CORINTH (Alcorn County)**

WCMA 1946	1230 250	Corinth Bcstg. Co. Inc. Ray Bldg. 5575 KBS Dixie Net. Headley-Reed	Aaron B. Robinson, p John E. Bell, gm, pmm Joe P. VanDyke, cm Tom Weaver, pd James D. Anderson, ce Lois Counce, nd, wd
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MISSISSIPPI

City	Call Letters	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives	City	Call Letters	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives	
<b>CORINTH (Cont.)</b>					<b>WHXY</b>					
WKBX	1956	1330 500-D	Triangle Bcstg. Co. 614½ Waldron St. 6691 Southeastern Key Net. Best	Luther C. Moore, ptrnr W. E. Gray, ptrnr Charles W. Bolton, ptrnr, gm, co-pmm E. H. Huntley, ptrnr, sm, co-pmm Jim Ward, pd, fd W. M. Essary, ce Jerry Thompson, nd, sd	1948	1290 250	Hub City Bcstg. Co. Inc. P. O. Box 1008 3-1741 ABC MBS Dixie Bcstg. System Clark	Charles W. Holt, p Robert N. Robinson, gm W. H. Slaton, pd Charles Sharpling, ce Al Lowe, nd Charles Pratt, fd, sd		
<b>FOREST (Scott County)</b>					<b>HAZLEHURST (Copiah County)</b>					
WMAG	1955	860 500-D	Scott Co. Bcstg. Co. Inc. Box 188	W. E. Farrar, p R. E. Hook, evp Hugh Hughes, gm Willie Weems, cm Leo Burns, slm Tom Estes, pd	WMDC	1953	1220 250-D	Southwestern Bcstg. Co. of Mississippi P. O. Box 571 869 KBS McGillvra	Louis Alford, gm A. M. Smith, sm, ce Mal Jones, cm, pd Bob Prather, pmm, fd Billy Armstrong, nd, sd Mary Francis Green, wd	
<b>GREENVILLE (Washington County)</b>					<b>HOUSTON (Chickasaw County)</b>					
WDDT	1956	900 1,000-D	WDDT Radio Co. 118 S. Broadway 4559 2-0526 Best	William Hodding Carter Jr., co-o John P. Gibson, co-o Ross Charles, gm W. H. Deans, cm Tommy Nelson, pd Ron Lundy, pmm, nd Joe Gunter, ce	WCPC	1955	1320 1,000-D	WCPC Bcstg. Co. P. O. Box 552 GL 6-3528 KBS	Robin H. Mathis, ptrnr, gm, cm, nd, fd Ralph C. Mathis, ptrnr, pd, pmm, sd, wd Rad W. Mathis, ptrnr John B. Skelton Jr., ptrnr, ce	
WGVM	1949	1260 1,000-D	Mid-America Bcstg. Co. 118 S. Broadway 4559 Deveney Melville Dixieland	David M. Segal, p Jack R. Stull, gm, cm Wallace D. Hoy, pd Joseph Gunter, ce Barbee Ashley, nd Charles Rickard, fd, sd	<b>INDIANOLA (Sunflower County)</b>					
WJPR	1939	1330 1,000-D 500-N DA-N	Radio Services Co. 120 South Poplar St. 9040 MBS Bogner & Martin	Emmett H. McMurray Jr., ptrnr, gm Frank W. Baldwin, ptrnr, cm Mildred Flowers, pd, pmm Percy Kuhn, ce Sidney Leak, nd Ina Rankin, fd	WNLA	1953	1380 500-D (CP-1,000-D)	Central Delta Bcstg. Co. Inc. 134 Baker St. 500 KBS	W. L. Kent, co-o John M. McLendon, co-o Kit Carson, gm, cm Paul Artman, pd, fd Robert N. Meador, ce, nd Carnell Tucker, sd	
<b>GREENWOOD (Leflore County)</b>					<b>JACKSON (Hinds County)</b>					
WABG	1950	960 1,000-D 500-N DA-N	Greenwood Bcstg. Co. 222 Howard St. 3010 ABC	Cy N. Bahakel, p, gm Tom Reardon, cm Lane Tucker, pd C. C. Greene, ce	WJDX	1929	620 5,000-D	Lamar Life Insurance Co. 715 S. Jefferson St. 2-2691 NBC Hollingbery	Fred L. Beard, gm Frank Gentry, cm Forrest Cox, pd Chuck Allen, pmm Percy G. Root, ce Dick Sanders, nd Howard Langfitt, fd Woodie Assaf, sd	
WGRM	1937	1240 250	Mrs. P. K. Ewing, executrix 600 Walnut St. 1900 NBC KBS Mississippi Net.	F. C. Ewing, gm	WLBT (TV)	1929	1,000-N DA-N			
<b>GRENADE (Granada County)</b>					<b>WJDX-FM</b>					
WNAG	1949	1400 250	Birney Imes Jr. 1400 MBS, KBS Mid-South Net. McGillvra Dixieland	Birney Imes Jr., o Bob McRaney, gm Monroe Looney, sm, cm, pd, pmm, nd Jimmie Pinnix, ce	1948	102.9mc 50kw				
<b>GULFPORT (Harrison County)</b>					<b>WJQS</b>					
WDEB	1955	1390 1,000-D	Denver T. Brannen P. O. Box 382 2832 Clark	L. H. Thesmar, gm B. R. Behrendt, cm, nd C. M. Pearson, ce LeRoy Drake, fd Irene Leach, wd	1947	1400 250	Miss. Bcstg. Co. Edwards Hotel 3-9681 CBS Miss. Network	Withers Gavin, p, gm		
WGCM	1928	1240 250	WGCM Bcstg. Co. 1500 22nd St. 1110 ABC KBS Bogner Martin	Hugh O. Jones, o, gm Holton Turnbough, sm Mrs. O. L. Owens, cm Tommie Meek, pd Donavan Murphy, ce	WJXN	1945	1450 250	Jackson Bcstg. Co. 916 Foley St. 2-6673 Indie	James T. Ownby, p Robert L. Statham, gm Al Evans, cm Ralph Starling, pd, ce John Bomer, nd Larry Parks, pmm	
WGCM-FM	1948	101.5mc 3kw			WOKJ	1954	1590 1,000-D (CP-5,000-D)	Dixieland Bcstg. Co. 1017 Lynch St. 3-7830 McGillvra	John McLendon, co-o, gm W. L. Kent, co-o Jay Gilbert, sm, ce William Anderson, slm Lee Nowell, pd	
<b>HATTIESBURG (Forrest County)</b>					<b>WRBC</b>					
WBKH	1954	950 5,000-D	Deep South Radio, Inc. 305 Bay St. Juniper 2-1986 McGillvra	B. L. Blackledge, p F. M. Smith, sec-treas, gm Laura McGee, asst mgr Walter Smith, cm Terry Speights, pd, fd Clarence Vogel, ce Gerald Howell, pmm	1947	1300 5,000-D 1,000-N	Rebel Bcstg. Co. of Mississippi Inc. 125½ S. Lamar St. 5-1562 MBS Rambeau Dixieland	T. E. Wright, p W. V. Dubard, gm, pd, pmm Percy H. Powers, cm G. G. Benson, ce		
WFOR	1925	1400 250	Forrest Bcstg. Co. 302 Hemphill St. Juniper 4-5432 NBC Rambeau Dixieland Rebel Net.	C. J. Wright Sr., p E. M. Jenkins, sm, cm Cliff Sessions, pd B. B. McLemore, 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	
					<b>KOSCIUSKO (Attala County)</b>					
					<b>WKOZ</b>					
					<b>LAUREL (Jones County)</b>					
					<b>WAML</b>					
					<b>WNSL (CP)</b>					
					<b>WLAU</b>					
					<b>WPWR (CP)</b>					

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.  
Data corrected to Dec. 15, 1956. 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. V—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

LOUISVILLE (Winston County)

WLSM 1270 Louisville Bcstg. Corp. William R. Parkes, sm  
1953 1,000-D 1000 Herb Guthrie, ce  
Best Dave Childs, fd

MACON (Noxubee County)

WMBC 1400 J. W. Furr, p J. W. (Billy) Furr, p  
1947 250 P. O. Box 151 Felix Adams Jr., gm, nd  
310 E. C. Farr, cm  
KBS Emmett Hadaway, pd  
Mississippi Net. John Houck, ce  
Best Troy York, fd

McCOMB (Pike County)

WAPF 980 Southwestern Bcstg. Co. Phillip Brady, gm, ce  
1948 1,000-D of Miss. Carl Welch, cm  
Pike Hotel Carl Dyer, pd  
1884 Bonne Sanders, local nd  
KBS  
McGillvra

WHNY 1250 Bcstg. Service Inc. Charles W. Holt, p  
1952 5,000-D P. O. Box 111 W. R. Tyler, gm  
500-N 2080 U. C. Hines, cm  
DA-N ABC Joe Jordan, slm  
Herb Knotts, pd, fd  
Dixie Bcstg. Sys. Robert Louis Sanders, ce  
Clark Dean Strickland, sd  
Maureen Clark, pmm, wd

MERIDIAN (Lauderdale County)

WCOB 910 Miss. Bcstg. Co. Withers Gavin, p, gm  
1926 5,000-D Threefoot Bldg. 2-7714  
WCOB-TV 1,000-N CBS  
(CP)

WMOX 1240 Birney Imes Jr. Birney Imes Jr., p  
1945 250 Columbus, Miss. Bob McRaney, gm  
MBS Joseph W. Carson, sm, pmm  
Mid-South Net. Ed Holladay, cm, pd  
McGillvra J. B. Griffith, ce  
J. Joiner, nd

WTOK 1450 Southern Television Corp. Robert Wright, p  
1947 250 Southern Bldg. Frank Hollifield, gm, cm  
2-6135 Dan Hollingsworth, pd  
WTOK-TV ABC Joe Saxon Sr., ce

NATCHEZ (Adams County)

WMIS 1240 Natchez Bcstg. Co. P. K. Ewing Jr., p  
1941 250 City Bank Bldg. Eddie Phelan, gm, cm  
2-2522 Bobby Brewer, pd  
NBC Bill Wall, pmm  
KBS George Wilson, ce  
Louisiana Net. H. L. Littlejohn, nd  
Mississippi Net.

WNAT 1450 Old South Bcstg. Co. Laurie G. Ratcliffe, p  
1949 250 Eola Hotel Paul Schilling, gm, cm  
4621 Jim Dowdy, pd  
ABC Don Partridge, pmm  
MBS Jim White, ce  
Elliott Trimble, nd

NEW ALBANY (Union County)

WNAU 1470 New Albany Bcstg. Co. V. Keith Wroten, p, gm, ce  
1955 500-D 202 Bankhead St. Dan Skilton, cm  
4361 Wynnez Wroten, pd, wd  
KBS Lee Elman, pmm, nd  
Joseph Bryant, fd  
Paul Jones, sd

NEWTON (Newton County)

WEGA 1410 Newton Bcstg. Co. Dennis N. Brown, gm, cm  
1956 500-D P. O. Box 58 Justina H. Brown, pd, wd  
596 Joe I.iber, ce, pmm  
Pete Ward, nd  
Albert Carr, fd  
Fred Speed, sd

OXFORD (LaFayette County)

WSUH 1420 Colonel Rebel Radio C. H. Quick, p, gm, cm  
1955 1,000-D University Ave. E. Netta Quick, pd, wd  
1135 Quin Ivy, pmm  
Skyline Net. Mitchell Self, sd, ce, nd  
Best John King, fd

PASCAGOULA (Jackson County)

WPMP 1580 Crest Bcstg. Co. Inc. Wm. R. Guest Jr., p, gm  
1951 1,000-D P. O. Box 391 Ollie Bales, slm, pmm  
83 Fred Strother, pd  
ABC Bill Collins, ce  
KBS Don Grider, nd, sd  
Mississippi Net. M. P. Lewis, fd  
Best

PHILADELPHIA (Neshoba County)

WHOC 1490 William H. Cole, o, gm, cm.  
1948 250 P. O. Box 26 pmm, nd, sd  
740 Jean Nicholson, pd  
Best Paul M. Miller, ce  
Bill Norton, fd  
Gerry W. Cole, wd

PICAYUNE (Pearl River County)

WRJW 1320 Tung Bcstg. Co. Inc. S. G. Thigpen Sr., p  
1949 5,000-D 8-4855 Sycamore Herb Witthauer, gm, cm  
Dixie Net. Archie Rushing Jr., pd, ce  
McGillvra E. C. "Pa" Mills, fd  
Maxie Stephens, sd

STARKVILLE (Oktibbeha County)

WSSO 1230 Starkville Bcstg. Co. Joe Phillips, p, gm, cm, pmm  
1948 250 Hwy. 12 Jayne McNeil, pd, wd  
1230 Travis Palmer, ce, nd  
KBS Jeff Holt, fd  
Mid-South Net. John Houck, sd

TUPELO (Lee County)

WELO 580 Tupelo Bcstg. Co. Inc. Birney Imes Jr., p  
1944 1,000-D S. Spring St. Robert McRaney, gm  
500-N 1400 Robert E. Evans, sm  
DA-2 MBS Ernest L. Bowen Jr., cm  
KBS Edward Cleary, pd  
McGillvra LeRoy Green Sr., ce  
William R. Sides, nd

WTUP 1380 Lee Bcstg. Co. E. O. Roden, p  
1953 1,000-D P. O. Box 362 James E. Reese, gm, cm, sd  
(CP-1,490 Vinewood 2-3301 Evelyn B. Morgan, pd, wd  
250 Skyline Net. Charlie Watts, pmm, fd  
Rawald Brandon, ce

VICKSBURG (Warren County)

WQBC 1420 Delta Bcstg. Co. Inc. L. P. Cashman, p  
1951 1,000-D Post-Herald Bldg. Mary-Van Cashman, gm  
500-N 312 L. L. Miller, cm  
MBS Charlotte Kahn, pd  
KBS Waverley Conway, ce  
Bogner & Martin

WVIM 1490 Radio Mississippi Inc. John F. Shea, p, gm, ce  
1948 250 P. O. Box 76 Roy Harris, sm, cm  
3901 Clark Mary F. Shea, wd  
Dora-Clayton

WAYNESBORO (Wayne County)

WABO 990 New Laurel Radio Station Dave Matison, co-o  
1954 250-D Inc. Harold Matison, co-o  
P. O. Box 95 Granville Walters, gm  
5-4700 Paul Carlisle, sm  
KBS Nathan Shoemaker, pmm  
Best Gene Perry, pd  
Forrest Williams, ce

WEST POINT (Clay County)

WROB 1450 Robert L. McRaney Sr. Robert L. McRaney Sr., p  
1947 250 1250 John E. King Jr., gm  
MBS Clyde W. McPherson, ce  
Mid-South Net.  
McGillvra  
Dixieland

YAZOO CITY (Yasoo County)

WAZF 1230 WAZF Inc. E. O. Roden, p  
1947 250 1300 Bruce Gresham, gm, pmm  
MBS Dennis Hancock Jr., cm, nd  
Skyline Fred Rand, pd, sd  
Earl B. Neal Jr., ce, fd  
Peggy Gresham, wd

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TOP PROGRAMS!  
TOP SELLING IDEAS!**

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SALES AND  
PROGRAM SERVICE**

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CINCINNATI HOLLWOOD

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

**MISSOURI  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Adair	19,689	6,470	\$20,213	\$4,429	\$512	5,238
Andrew	11,727	3,730	8,840	1,760	126	3,304
Atchison	11,127	3,290	11,898	1,847	306	3,089
Audrain	23,829	7,980	28,751	5,634	783	7,661
Barry	21,755	6,290	20,270	3,686	556	5,477
Barton	12,678	4,130	11,365	2,148	281	3,624
Bates	17,534	5,920	15,553	3,244	330	5,094
Benton	9,080	2,330	6,893	980	177	2,564
Bollinger	11,019	2,800	5,810	1,012	29	2,183
Boone	48,432	13,850	45,126	9,384	1,564	12,260
Buchanan	96,826	31,330	110,932	23,867	5,040	26,528
Butler	37,707	11,120	33,072	6,579	805	7,701
Caldwell	9,929	3,370	10,031	1,702	115	3,231
Callaway	23,316	6,140	15,826	2,781	460	5,536
Camden	7,861	2,270	6,825	1,678	103	2,247
Cape Girardeau	38,397	11,810	49,815	9,661	1,384	10,926
Carroll	15,589	4,870	13,110	2,674	289	4,423
Carter	4,777	1,300	2,315	428	57	892
Cass	19,325	6,300	22,371	4,826	949	6,988
Cedar	10,663	3,510	10,113	1,800	153	2,655
Chariton	14,944	4,580	12,450	2,312	253	3,667
Christian	12,412	3,710	7,103	835	181	3,241
Clark	9,003	2,660	7,287	1,283	111	2,741
Clay	45,221	19,050	124,530	17,457	5,057	20,125
Clinton	11,726	3,670	17,730	3,762	498	3,889
Cole	35,464	9,950	43,942	9,097	1,324	10,247
Cooper	16,608	4,970	14,024	2,465	502	4,284
Crawford	11,615	3,200	8,708	1,914	281	3,216
Dade	9,324	2,680	6,577	800	180	2,200
Dallas	10,392	2,920	8,140	1,133	200	2,685
Davies	11,180	3,480	8,559	1,327	247	3,089
De Kalb	8,047	2,690	6,061	1,223	129	2,429
Dent	10,936	2,990	10,522	3,035	213	2,836
Douglas	12,638	3,390	6,167	923	245	2,197
Dunklin	35,329	12,210	41,007	7,964	967	8,988
Franklin	46,046	11,230	39,220	9,186	1,094	12,596
Gasconade	12,342	3,900	12,496	2,544	473	3,706
Genry	11,036	3,240	9,873	1,848	295	3,157
Greene	104,823	38,210	130,021	25,455	4,219	34,448
Grundy	13,220	4,300	15,661	2,530	441	3,929
Harrison	14,107	4,190	16,722	2,391	326	3,876
Henry	20,043	6,300	20,794	4,224	821	6,258
Hickory	5,387	1,700	2,489	415	83	1,146
Holt	9,833	2,850	10,344	1,443	321	2,688
Howard	11,857	3,430	7,566	1,766	434	2,647
Howell	22,725	6,870	22,241	3,624	588	5,789
Iron	9,458	2,210	4,440	1,090	182	1,865
Jackson	541,035	194,570	980,543	158,734	49,259	181,100
Jasper	79,106	27,760	100,828	21,235	2,590	25,748
Jefferson	38,007	12,280	37,998	10,559	845	15,468
Johnson	20,716	7,460	19,422	4,281	740	6,911
Knox	7,617	2,310	6,038	1,080	147	2,110
Laclede	19,010	5,850	21,025	3,032	498	5,290
Lafayette	25,272	7,540	26,135	4,768	1,106	7,787
Lawrence	23,420	7,460	18,706	2,913	613	7,091
Lewis	10,733	3,460	10,528	1,432	132	3,380
Lincoln	13,478	4,620	15,471	2,155	191	4,635
Linn	18,865	6,330	17,597	3,886	624	5,699
Livingston	16,532	5,040	19,890	3,345	633	4,805
McDonald	14,144	4,010	12,413	1,519	198	3,218
Macon	18,332	5,720	16,199	2,688	500	5,190
Madison	10,380	2,990	9,040	2,039	228	2,780
Marion	7,423	1,890	3,773	460	87	1,732
Mercer	29,765	9,870	33,270	7,795	976	8,345
Miller	7,235	2,310	5,663	968	92	1,892
Missouri	13,734	3,930	11,681	2,346	186	3,814
Mississippi	22,551	5,830	17,698	4,282	507	4,379
Moniteau	10,840	3,310	8,963	1,664	147	3,115
Monroe	11,314	3,620	10,509	1,918	189	3,263
Montgomery	11,555	3,690	10,698	1,634	364	3,284
Morgan	10,207	2,810	9,275	2,514	127	2,821
New Madrid	39,444	9,620	21,904	4,720	609	5,801
Newton	25,240	8,590	26,948	3,945	546	7,870
Nodaway	24,033	7,290	21,419	3,607	670	6,730
Oregon	11,978	3,150	7,294	1,773	249	2,107
Osage	11,301	2,720	7,034	955	49	3,050
Ozark	8,856	2,110	3,763	522	111	1,448
Pemiscot	45,624	11,290	27,806	6,407	678	7,164
Perry	14,890	4,020	11,742	1,639	240	4,065
Pettis	31,577	11,440	39,271	7,642	1,077	10,112
Phelps	21,504	6,990	25,476	5,647	707	6,235
Pike	16,844	5,590	17,857	2,993	525	4,739
Platte	14,793	4,930	21,647	4,337	112	6,245
Polk	16,062	4,980	13,789	1,873	250	4,419
Pulaski	10,392	3,010	15,263	3,186	785	5,455
Putnam	9,166	2,670	5,594	918	208	2,343
Ralls	8,686	2,380	4,181	996	151	2,327
Randolph	22,918	7,720	27,520	5,034	712	6,864
Ray	15,932	5,290	12,311	2,424	521	4,616
Reynolds	6,918	1,460	3,209	519	21	1,101
Ripley	11,414	3,250	6,596	2,021	206	1,961
St. Charles	29,834	9,380	40,813	7,914	979	11,841
St. Clair	10,462	3,210	6,149	786	180	2,585
St. Francois	35,276	10,270	35,723	10,345	873	10,394
St. Louis	1,263,146*	423,410	1,719,420	391,521	59,924	388,016*
Ste. Genevieve	11,237	2,880	8,788	1,820	66	173,576
Saline	26,694	7,930	25,726	4,205	672	7,233
Schuyler	5,760	1,700	7,156	1,503	283	1,702
Scotland	7,332	2,280	6,087	1,096	220	2,160
Scott	32,842	9,700	33,786	7,458	712	7,997
Shannon	8,377	1,960	2,863	795	65	1,448
Shelby	9,730	3,430	9,460	1,704	193	2,897
Stoddard	33,463	8,650	23,884	4,774	378	6,707
Stone	9,748	2,440	4,768	740	58	2,146
Sullivan	11,299	3,340	6,592	1,121	213	2,737
Taney	9,863	2,800	9,008	1,533	289	2,940
Texas	18,992	5,500	12,306	2,787	310	4,558
Vernon	22,685	6,580	18,140	3,925	524	5,987

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Washington	14,689	3,640	8,339	2,040	106	3,065
Wayne	10,514	2,410	4,339	978	87	1,954
Webster	15,072	4,410	9,461	1,409	224	3,730
Worth	5,120	1,530	4,416	536	74	1,470
Wright	15,834	4,600	12,975	1,793	257	3,624
Total	3,954,473	1,276,520	\$4,821,512	\$961,919	\$169,650	1,169,371

\* Independent city of St. Louis combined with St. Louis County.  
 Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

City	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BOONVILLE (Cooper County)</b>			
KWRT 1953	1370 1,000-D	Radio Station KWRT KWRT Bldg. Tuxedo 2-6505 Indie	William R. Tedrick, o, gm James R. Gammon, cm Audrey M. Tedrick, pd, wd Don Shepard, pd Bob Wareham, nd Jim Gammon, sd
<b>BRANSON (Taney County)</b>			
KBHM 1956	1220 250-D	Shepherd of the Hills Bcstg. Co. 111 W. Pacific Edison 4-3153 Ozark Best	Robert Neathery, co-o L. C. McKenney, co-o Orville Barton, gm, nd, fd C. A. Barker, cm, sd Maynard Sloan, pd B. F. Piper Jr., ce
<b>BROOKFIELD (Linn County)</b>			
KGHM 1955	1470 500-D DA-D	Green Hills Bcstg. Co. 308½ N. Main St. 1800 Indie	Ira J. Williams, o C. W. Peck, gm Ron Lutz, pd Robert Breeding, ce Joan Bevier, wd
<b>CAPE GIRARDEAU (Cape Girardeau County)</b>			
KFVS 1925	960 1,000-D	Hirsch Bcstg. Co. 324 Broadway	Oscar C. Hirsch, p, gm Ralph L. Hirsch, cm
KFVS-TV	500-N DA-N	5-5511 MBS Pearson	
KGMO 1952	1220 250-D	KGMO-Radio Tv Inc. P. O. Box 274 KBS	William C. Brandt, p, pd, nd Richard C. Brandt, gm, pmm Jack H. Kohrumel, cm, sd William M. Bryan, ce
<b>CARTHAGE (Jasper County)</b>			
KDMO 1947	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 Donald Green, nd Marvin Van Gilder, sd
<b>CARUTHERSVILLE (Pemiscot County)</b>			
KCRV 1950	1370 1,000-D	Pemiscot Bcstrs. 106½ W. 3rd St. 965 KBS	Eric Taylor, p Edwin R. Dyer Jr., gm Harry Moreland, pd Albert Lawrence, ce, nd Jim Brassfield, sd W. F. James, fd
<b>CHARLESTON (Mississippi County)</b>			
KCHR 1953	1350 1,000-D	South Missouri Bcstg. Co. Inc. 2-4451 KBS	Kermit Barker, p, gm, cm, ce James L. Byrd III, pd
<b>CHILLICOTHE (Livingston County)</b>			
KCHI 1950	1010 250-D	Cecil W. Roberts & Jane Roberts Farmington, Mo. Farmington 107 Best	Cecil W. Roberts, p Howard G. Rion, gm, cm, ce John F. Way, pd, nd, sd Terry Cooper, pmm Jerry Litton, fd

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.  
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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 5-8050  
 Emerson Russell, gm  
 Emil Wilde, pdm  
 Rev. H. H. Hohenstein, extension sup  
 Larry N. Strahan, off mgr  
 Rev. Walter Grottrian, religious dir.  
 Albert H. Wiese, ce

\*KFUO-FM 1947 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 113 235 KBS  
 O. A. Tedrick, ptrn  
 William J. Allen, ptrn  
 William R. Tedrick, ptrn, gm  
 Robert F. Morey, sm  
 Irving Nagel, cm

COLUMBIA (Boone County)

KBIA 1955 1580 250-D Cecil W. & Jane A. Roberts P. O. Box 412 2-4401 KBS Best  
 Cecil W. Roberts, p  
 Robert R. Stoner, gm, cm  
 Ray Phipps, pd  
 Joseph F. Mackey, ce  
 Tod Oliver, nd, sd

KFRU 1925 1400 250 KFRU Inc. Hwy. 40 East 4141 ABC Webb  
 H. J. Waters Jr., p  
 Mahlon R. Aldridge, gm, pmm, sd  
 Greg Reeser, cm  
 Shirley Bauderer, pd  
 Robert Haigh, ce  
 Richard Cottam, nd  
 Evan Slack, fd  
 Shirley Mason, wd

DEXTER (Stoddard County)

KDEX 1955 1590 1,000-D Dexter Bcstg. Co. P. O. Box 125 1280 Sears & Ayer  
 Jerome B. Zimmer, gm  
 S. W. Stanton, pd  
 Lionel D. Speidel, sm, ce

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  
 Robert D. Rapp, gm

FESTUS (Jefferson County)

KJCF 1951 1010 250-D Jefferson County Radio & Tv Co. North Mill St. Yellowstone 7-3810 Magic Circle  
 Donald M. Donze, o, gm  
 Russell C. Seals Jr., ce

FLAT RIVER (St. Francois County)

KFMO 1947 1240 250 Lead Belt Bcstg. Co. GE 1-2000 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

FULTON (Callaway County)

KFAL 1950 900 1,000-D Missouri Central Bcstrs. 5th & Market Sts. 1400 Indie  
 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

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 Grant Webb  
 Lester M. Smith, p  
 F. J. LeGrand, gm  
 Wm. Stephenson, cm  
 Ken Albridge, pd  
 Ben Parrish, ce  
 Bob Voss, nd, sd

INDEPENDENCE (Jackson County)

KIMO 1947 1510 1,000-D Craig Siegfried 310 N. Osage Clifton 9815 Missouri Net.  
 Craig Siegfried, o  
 L. W. Hardt Jr., gm, cm, pd  
 Donna Tuttle, pmm  
 Bob Atkisson, ce  
 Ted Cramer, nd  
 Geo. Smith, fd

JEFFERSON CITY (Cole County)

KLIK 1954 950 5,000-D Empire Bcstg. Co. 410 E. Capital Ave. 6-3191 Walker  
 Jerrell A. Shephard, p  
 Ed Dahl, vp, gm  
 Don Steele, pd  
 Ed Sear, 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  
 M. L. Rose, gm  
 E. A. Richter, sm  
 L. S. Hackman, ce  
 Dick Chapman, nd  
 John Muessig, fd

KWOS-FM 1948 98.5mc .765kw

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  
 Robert A. Barry, cm  
 Ed Johnson, pd, pmm  
 Lloyd Frazier, ce  
 Jim Randall, nd  
 Leonard Brown, fd  
 Don Gross, sd  
 Linda Haslett, wd

KODE 1946 1230 250 WSTV Inc. 1928 W. 13th St. Mayfair 5-7260 CBS Avery-Knodel  
 Jack N. Berkman, p  
 John J. Laux, evp  
 Harry D. Burke, vp, gm  
 Rod Gibson, natl slm, pd  
 D. T. Knight, local slm  
 Jack Langford, ce

WMBH 1954 1450 250 Joplin Bcstg. Co. Frisco Bldg. Mayfair 4-4330 MBS Magic Circle Sears & Ayer  
 D. J. Poynor, p, gm  
 Merle Dunn, cm  
 Jerry O'Neal, pd  
 Maxine DeVaney, pmm, wd  
 Al Tourtlot, ce  
 Lee George, nd  
 Jim Howell, sd

WMBH-FM 1948 96.1mc .70kw

KANSAS CITY (Jackson County)

KCKN 1925 (See Kansas City, Kan., listing)

KCMO 1925 810 50,000-D Meredith Engineering Co. 125 E. 31st St. Jefferson 1-6789 CBS Katz  
 E. E. 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-FM 1948 94.9mc .56kw

KFRM 1947 (See Concordia, Kan., listing. Duplicates KMBC with studios at Kansas City)

KMBC 1921 980 5,000 DA-N KMBC Bcstg. Co. 11th & Central Sts. Harrison 1-2650 ABC MBS Peters, Griffin, Woodward  
 Donald D. Davis, p, cm, pmm  
 John T. Schilling, evp  
 George Higgins, vp, slm  
 Dick Smith, sm  
 Henry Goldenberg, ce  
 Claude Dorsey, nd  
 Phil Evans, fd

KPRS 1949 1590 1,000-D Twin City Advertising Agency Inc. 2814 E. 23rd St. Humboldt 9-3100 Pearson  
 Edward H. Pate, p, gm  
 Eugenia Lawton Pate, pd  
 Andrew R. Carter, ce  
 Dave Butler, nd  
 Chuck Moore, sd  
 Psyche Pate, wd

KUDL 1953 1380 1,000-D Heart of America Bcstrs. Inc. 1012 Baltimore Bldg. Baltimore 1-0077 Weed Tele Bcstrs.  
 H. Scott Killgore, p  
 Irving Schwartz, cm  
 Harold Backun, bus mgr  
 Wayne Stitt, pd  
 John Posch, ce

WDAF 1922 610 5,000 WDAF-TV The Kansas City Star Co. 3030 Summit St. Harrison 1-1200 NBC Christal  
 H. Dean Fitzler, mgng dir  
 V. S. Batton, sm  
 E. Manne Russo, cm  
 Julian Harris, pd, pmm  
 James Schmidt, ce  
 Randall Jessee, nd  
 Paul Vogel, fd  
 Jay Barrington, sd  
 Martha Spalding, wd

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>KANSAS CITY (Cont.)</b>			
WHB 1922	710 10,000-D 5,000-N DA-2	Mid-Continent Bstg. Co. Pickwick Hotel Baltimore 1-8300 Blair	Tod Storz, p George W. Armstrong, vp, gm John E. Pearson, pd A. A. Zimmerman Jr., pmm Dale L. Moudy, vp, eng dir Charles Gray, nd Gene Davis, fd Irv Smith, sd Jeanne Greendahl, wd
<b>KENNETT (Dunklin County)</b>			
KBOA 1947	830 1,000-D	Kennett Bstg. 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
<b>KBOA-FM</b> 98.9mc 1949 6.9kw			
<b>KIRKSVILLE (Adair County)</b>			
KIRX 1947	1450 250	North Missouri Bstg. Co. KIRX Bldg. Mohawk 5-3781 ABC KBS	Sam A. Burk, o, gm, sd J. J. Dougherty, cm, pmm Robert Carlson, pd Charles P. Porter, ce, fd Hal Oyler, nd Lois Daudel, wd
<b>LEBANON (Laclede County)</b>			
KLWT 1948	1230 250	Lebanon Bstg. Co. 221 E. Commercial 1015 Magic Circle	O. R. Wright, p Jack A. Sellers, gm, pd Clarence Duvaill, cm Eugene Clay, ce Delmar Hilton, nd, sd Everette Edwards, fd
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. Data corrected to Dec. 15, 1956. 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.			
<b>LEXINGTON (Lafayette County)</b>			
KLEX 1956	1570 250-D	Lexington Bstg. Co. P. O. Box 341 1096	Ralph E. Meador, gm Myron E. Chamberlain, pd
<b>MALDEN (Dunklin County)</b>			
KTCB 1954	1470 1,000-D	Tri County Bstg. Co. P. O. Box 278 851 KBS	Charles W. Craft, p Dick Wiethan, gm Carlton Garner, cm Mack Howerton, ce
<b>MARSHALL (Saline County)</b>			
KMMO 1949	1300 1,000-D	KMMO, Inc. 40 Pearson	F. V. Heinkle, p J. M. Silvey, gm Harold Douglas, cm Fred Miller, pd Bill Williams, ce John Hughes, nd, sd
<b>MARYVILLE (Nodaway County)</b>			
KNIM 1953	1580 250-D	KNIM Inc. P. O. Box 278 730 KBS	Les Ware, p Gil Poese, gm Jim Shaddock, ce, fd Arline Lynch, nd Elizabeth Pivalar, wd Donna Potter, pmm
<b>MEXICO (Audrain County)</b>			
KXEO 1948	1340 250	Audrain Bstg. Corp. 1705 E. Liberty 2340 MBS	W. Earl Dougherty, gm, cm Sue Gibbs, pd Hyle Lemen, ce Don Hague, nd, sd Emily Kaye, wd
<b>MOBERLY (Randolph County)</b>			
KNCM 1950	1250 250	Jerrell A. Shepherd 1600	Jerrell A. Shepherd, o, gm Jim Lipsey, asst mgr Dale Low, nd Jim Palmer, sd
<b>MONETT (Lawrence County)</b>			
KRMO 1950	990 250-D	Monett Bstg. Co. KRMO Bldg. Belmont 5-5220 KBS Magic Circle	Lloyd C. McKenney, p Floyd Stewart, gm, nd Marion Plant, cm Noel Moody, pd, sd Joe McCullah, pmm Jack Allen, ce



**KANSAS CITY? That's where WHB has top ratings . . . results . . . and an 87% renewal rate**

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956! WHB has a higher renewal percentage among both local and national advertisers than any other Kansas City Station.

Thus WHB is Kansas City's **RESULTS** station . . . and **RATINGS** station, because WHB is a dominant all-day first on every survey!

Latest Metro Pulse: WHB first 360 of 360 1/4's.

Latest Area Pulse: WHB first 263 of 288 1/4's.

Latest Area Nielsen: WHB first all day, every day!

Latest Hooper: WHB first all day, every day!

Talk ratings and results with Blair . . . or General Manager George W. Armstrong.

**W H B**

10,000 watts—710 kc.

**KANSAS CITY**

**"A STORZ STATION"**

**MOUNTAIN GROVE (Wright County)**

KLRS 1954	1360 1,000-D	Kickapoo Prairie Bcstg. Co. Inc. 650 KBS Magic Circle Best	John W. Billingsley, gm, pd S. Darrell Sietoff, cm Darrell Hodges, nd William R. Harris, sd Ward Hatcher, pdm Ted Russell, fd
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**NEOSHO (Newton County)**

KBTN 1954	1420 500-D	Neosho Bcstg. Co. 212½ E. Main 1666 KBS Magic Circle	Floyd W. Jones, p L. C. McKenney, gm Frank Edwards, sm William T. Allen, ce
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**NEVADA (Vernon County)**

KNEM 1949	1240 250	Radio KNEM Inc. P. O. Box 15 13 Best	John Blake, p Kenneth E. White, gm, ce Virgil Katchel, cm, sd John Beydler, pd Joe Young, pmm Glenna Seavers, wd
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**OSAGE BEACH (Camden County)**

KRMS 1952	1150 1,000-D	Lawrence Bestrs. Inc. Hiwy 54 Fl 8-2411	Arden Booth, gm George S. Strickland, sm, cm Norman Hagg, wd
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**POPLAR BLUFF (Butler County)**

KWOC 1938	930 1,000-D 500-N DA-N	Poplar Bluff Bcstg. Co. 428 Vine St. 3922 KBS Pearson	A. L. McCarthy, gm L. G. Stovall, cm Harold R. Kinkead, ce
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KWOC-FM 1948	94.5mc 14kw		
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**ROLLA (Phelps County)**

KTTR 1947	1490 250	"Show-Me" Bcstg. Co. P. O. Box 567 380 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
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**ST. JOSEPH (Buchanan County)**

KFEQ 1923	680 5,000	Midland Bcstg. Co. 40th & Faraon Sts. 3-2528 MBS Simmons	Kenyon Brown, p Glenn Griswold, gm
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KRES 1946	1550 5,000	KRES Radio Corp. 404 S. 8th 4-6946 Clark	Tee Casper, p, gm, nd Robert Mosiman, cm Dick Irving, pd, pmm Don Obrian, ce, fd Bud Lanham, sd Nita Krueggell, wd
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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 Vic Kearns, pd Ralph Doggett, ce Eleanor Shepherd, wd
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**ST. LOUIS (Independent City)**

KATZ 1955	1600 1,000	St. Louis Bcstg. Co. 812 Olive St. Chestnut 1-6000 Forjoe	William F. Garrett, p, gm R. M. Hetherington, cm Charles O. Rick, ce Roy Wood, nd
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KCFM (FM) 1956	93.7mc 21.5kw	Commercial Bcstg. Co. 314 N. Broadway	Harry Eidelman, p Robert E. Aiken, gm Dean Moore, pd Thomas MacMillan, pdm Edward Goodberlet, ce
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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 George Clare, pd Foster Brown, pmm Harry Harvey, ce Rex Davis, nd Ted Mangner, fd Bob Burnes, co-sd Harry Caray, co-sd
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RADIO'S EXCLUSIVE SOURCE  
OF PROFIT-BOOSTING

**"RADIO'S SELLING  
HEADLINES"!**

STATIONS  
BUILD SALES with . . .



**WORLD  
SALES AND  
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York

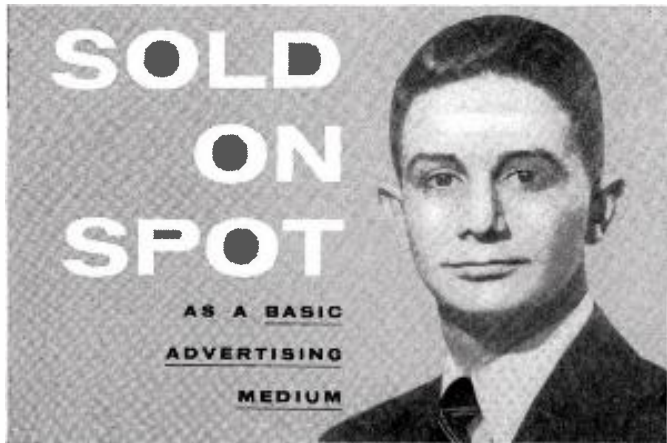
CINCINNATI      HOLLYWOOD

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

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>ST. LOUIS (Cont.)</b>			
KSD 1922 KSD-TV	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 Fred J. Mueller, pmm J. E. Kisk, ce
KSTL 1948	690 1,000-D	Radio St. Louis Inc. P. O. Box 1440 Bridge 1-6090 Everett-McKinney	Dick J. Kasten, p, gm Art Ford, cm Tony Glenn, pd, nd Bill Vietmeier, pimm Ira E. Pollock, ce Charley Stookey, fd Doris Jennemann, wd
KWK 1927 KWK-TV	1380 5,000 DA-N	KWK Inc. 1215 Cole St. (6) Main 1-9100 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 Tom Stanton, pmm N. J. Zehr, ce Jack Griffin, nd
KXLW 1947	1320 1,000-D	St. Louis County Bcstg. Co. 2735 Bompate Ave. Woodland 1-1320	John W. Kluge, p William W. Jefferay, vp, gm Wm. Don Herman, cm Marshall Zwick, pd James F. Mitchell, ce

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.  
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MEN WHO PLAN ADVERTISING CAMPAIGNS ARE



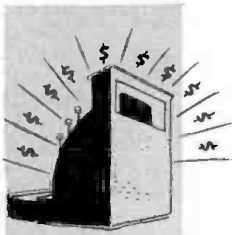
**GEORGE POLK**, IN CHARGE OF BROADCAST PLANNING AND DEVELOPMENT FOR BBD&O, COMES RIGHT TO THE POINT: "SPOT OFFERS BOTH DEEP PENETRATION OF MARKET AND HIGH FREQUENCY OF MESSAGE. IN ADDITION, OF COURSE, IT PROVIDES GOOD FLEXIBILITY."



SPOT SALES

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
WEW 1921	770 1,000-D	Barrington Co. 1014 Locust Chestnut 1-1921 Bolling	Bruce Barrington, p, gm Ed Wolfe, cm Don Phillips, pd Chas. C. Casey, ce
WIL 1922	1430 5,000 DA-2	Missouri Bcstg. Co. 3715 Lindell Blvd. Olive 2-4500	L. A. Benson, p, gm N. Pagliara, vp, asst gm C. W. Beintker, cm Roy A. May, pd R. Rives, pmm L. A. Benson, ce
<b>STE. GENEVIEVE (Ste. Genevieve County)</b>			
KSGM 1947	980 500 DA-N	Donze Enterprises Inc. 410 Merchant St. 980	Elmer L. Donze, p, gm, cm Mrs. Elmo Donze, pd, pmm Murel Rose, ce
<b>SALEM (Dent County)</b>			
KSMO 1953	1340 250	Zola Bcstg. Co. 4th & Hickory 303 KBS	William B. Smith, o, gm, ce
<b>SEDALIA (Pettis County)</b>			
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 Jim Murray, pd Jimmy Glenn, sd Dorothy Hopkins, wd
KSIS 1954	1050 1,000-D	Carl W. Yates Jr. KSIS Bldg. 590 Best	Carl W. Yates Jr., p, gm, cm Mrs. Carl Yates, sm Bette Baldwin, pd, wd Bud Pratt, ce Marion Pratt, nd, sd Richard Thomas, fd
<b>SIKESTON (Scott County)</b>			
KSIM 1948	1400 250	Sikeston Community Bcstg. Corp. 1	L. R. Bowman Jr., p R. L. Watkins Jr., gm, cm, pmm Raymond Norton, pd, nd, sd Ralph L. Hirsch, ce Nelson Wheeler, fd
<b>SPRINGFIELD (Greene County)</b>			
KGBX 1926	1260 5,000 DA-N	Springfield Bcstg. Co. 605 Boonville 4-2822 NBC Venard, Rintoul & McConnell	Keith G. Wells, p, gm Don C. Dailey, cm Dudley McGovern, pmm Richard Bowman, ce Ann Gibson, nd William West, sd
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co. Inc. 610 College St. 4-1561 MBS KBS Magic Circle Best	Floyd W. Jones, p Robert Vinyard, gm M. Richard Bradley, cm Gail Kline, pd Bill Dunham, ce Nova Nash, nd Robert Lee, sd
KTTS 1942 KTTS-TV	1400 250	Independent Bcstg. Co. P. O. Box 1716 S.S.S. 2-7474 CBS Sears & Ayer	J. H. Cooper, p G. Pearson Ward, gm, pmm Wendel Smith, pd William F. Curry, ce Bill Bowers, nd Bill Maynard, sd
KTTS-FM 1948	94.7mc 9.1kw		
KWTO 1933	560 5,000 DA-N	Ozarks Bcstg. Co. Inc. 1121 S. Glenstone 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
<b>THAYER (Oregon County)</b>			
KALM 1953	1290 1,000-D	Radio Station KALM P. O. Box 326 165 KBS Ozark Net.	Robert F. Neathery, p, gm, cm Thomas Stone, pd Carlie Hamilton, pmm Willis S. Beatty Jr., ce J. W. Gillespie, sd Ann Woodside, wd
<b>TRENTON (Grundy County)</b>			
KTTN 1955	1600 500-D	Trenton Bcstg. Co. 112 E. 9th St. 1600 KBS	Sam A. Burk, p, gm Ed Hundley, sm, pmm, fd Robert Dennis, cm, sd Lynn Bradley, ce Gib Keith, nd Rick McHargue, pd





## The local advertisers know . . .



The most sensitive barometer of a station's effectiveness is the local advertiser! To him the jingle of the cash register is an impartial gauge that produces irrefutable sales measurements!

During 1956, KSD served 163 LOCAL advertisers . . . more local advertisers than in any previous year! More than one-half, or 57.6% of those accounts had been on KSD the year before—27.6% had been on during the last five years! Most significant is the fact that nearly one-fourth, 22.7%, of all of KSD's 1956 local advertisers have been on the station continuously for the last five years.

KSD has repeatedly proved itself . . . producing the traffic—the sales results LOCAL advertisers must have! Check the KSD story. Put the KSD facilities to work for your business!

**THE ST. LOUIS POST-DISPATCH RADIO STATION**

**550**



**SPOT SALES**  
National  
Representative



**First in  
St. Louis**

# The Continental Divide Station

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Montana's Radio Network**

**ABC - NBC**

**Reps :**

**East - The Walker Co.**

**West - Pacific Northwest Broadcasters**

MISSOURI

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>UNION (Franklin County)</b>			
FLPW 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 Chuck Otte, sd LaVerna Latham, wd
<b>WARRENSBURG (Johnson County)</b>			
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
<b>WARRENTON (Warren County)</b>			
KWRE #949	730 500-D	W. T. Zimmerman 398 KBS Continental	W. T. Zimmerman, p, gm Russell Benton, cm Richard Cole, ce Francis Rees, fd Merle Zimmerman, wd
<b>WEST PLAINS (Howell County)</b>			
KWPM 1947	1450 250	Robert F. Neathery 1100 Abe Taylor Blvd. 700 KBS Ozark Best	Robert F. Neathery, p, gm Fritz Williams Dixon, cm Ann Woodside, pd, wd Laurel Thompson, ce, sd Oscar Johnson, nd
KWPM-FM 1951	97.3mc 3kw		
<b>WILLOW SPRINGS (Howell County)</b>			
(CP)	1330 500-D	Radio Station K c/o Station KWPM West Plains, Mo.	Robert F. Neathery, ptrn Robert Neathery, ptrn

MONTANA

MONTANA  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Passenger Cars			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	1955
Beaverhead	6,671	2,260	\$10,401	\$1,598	\$101	2,417
Big Horn	9,824	2,310	8,853	1,963	171	2,771
Blaine	8,516	2,240	9,650	1,864	130	2,325
Broadwater	2,922	860	2,754	468	91	1,032
Carbon	10,241	3,040	7,267	1,504	291	3,068
Carter	2,798	560	1,782	311	41	886
Cascade	53,027	19,360	90,822	15,976	2,524	21,382
Chouteau	6,974	2,220	10,842	1,223	282	3,156
Custer	12,661	3,630	19,122	3,117	697	4,666
Daniels	3,946	970	6,342	818	178	1,637
Dawson	9,092	2,820	15,783	2,463	279	4,555
Deer Lodge	16,553	4,950	16,666	4,788	374	5,800
Fallon	3,660	960	4,395	847	221	1,546
Fergus	14,015	4,420	19,161	3,407	597	5,226
Flathead	31,495	10,280	43,768	9,505	1,143	12,555
Gallatin	21,902	7,070	29,480	5,799	832	8,654
Garfield	2,172	660	1,323	404	41	641
Glacier	9,645	2,570	14,652	2,684	108	3,326
Golden Valley	1,337	390	1,235	120	44	447
Granite	2,773	950	4,949	659	113	1,092
Hill	14,285	4,780	27,974	4,699	562	5,862
Jefferson	4,014	950	3,375	510	101	1,232
Judith Basin	3,200	860	2,437	468	108	1,379
Lake	13,835	3,490	11,316	2,221	231	4,075
Lewis & Clark	24,540	8,420	32,768	7,624	793	9,594
Liberty	2,180	390	3,879	435	66	1,347
Lincoln	6,693	2,660	9,088	2,110	226	3,686
McCone	3,258	2,020	3,540	502	44	1,292
Madison	5,998	1,340	4,629	1,167	159	1,752
Meagher	2,079	770	2,001	383	40	876
Mineral	2,081	570	2,202	632	36	926
Missoula	35,493	12,750	51,535	10,015	1,378	14,411
Musselshell	5,408	1,730	5,633	1,225	223	1,858
Park	11,999	3,970	14,565	3,401	391	5,011
Petroleum	1,026	290	314	60	.....	397
Phillips	6,334	1,890	9,457	1,435	249	2,340
Pondera	6,392	1,620	12,116	1,708	210	2,766
Powder River	2,693	950	1,373	323	.....	865
Powell	6,301	1,630	6,999	1,791	270	2,560
Prairie	2,377	770	2,394	514	41	848
Ravalli	13,201	4,040	10,638	2,432	302	4,162
Richland	10,366	2,970	13,831	2,084	382	3,689
Roosevelt	9,580	2,770	20,201	3,018	616	3,950
Rosebud	6,570	1,520	5,360	1,042	78	1,802
Sanders	6,983	2,220	5,499	649	189	2,356
Sheridan	6,674	1,620	9,683	1,251	370	2,656
Silver Bow	48,422	18,820	71,663	17,308	1,557	17,215
Stillwater	5,416	1,440	4,972	1,038	231	2,121
Sweet Grass	3,612	1,040	3,765	637	176	1,247
Teton	7,232	2,290	9,865	1,584	289	2,933
Toole	6,867	1,910	13,346	2,053	191	3,053
Treasure	1,402	360	1,124	258	102	462
Valley	11,353	3,010	17,628	2,758	426	4,253
Wheatland	3,187	1,060	4,606	977	66	1,235
Wibaux	5,907	1,980	1,957	377	46	759
Yellowstone	55,875	21,650	102,717	18,641	2,894	27,335
Total	591,024	191,870	\$823,807	\$157,128	\$21,355	229,435

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

MONTANA

DIRECTORY OF AM AND FM STATIONS

<b>ANACONDA (Deer Lodge County)</b>			
KANA 1946	1230 250	Anaconda Bcstg. Co. Box 727 Gill-Perna	A. J. Mosby, p, gm Bud Moore, sm, cm
<b>BILLINGS (Yellowstone County)</b>			
KBMY 1946	1240 250	Billings Bcstg. Co. P. O. Box 2544 9-4586 MBS, KBS Intermountain Avery-Knodel	Rockwood Brown, p Ken Nybo, gm, cm Charles G. duBois, pd, pmm Ted Hildebrand, ce Don Jones, nd, fd Bob McCann, sd
KGHL 1928	790 5,000	Midland Empire Bcstg. Co. 420 N. Broadway 2-2222	P. N. Fortin, o, p Jeff Kiichli, gm, ce Warren Marshall, cm V. Braunberger, pd
KGHL-TV (CP)	DA-N	NBC Great Western Net. Katz	
KOOK 1951	970 5,000	Montana Network Inc. P. O. Box 2557 9-5970	Joseph S. Sample, p V. V. Clark, gm
KOOK-TV	DA-N	CBS Headley-Reed	W. P. McCracken, cm, Cliff Ewing, pd Conna G. May, pmm Grant French, ce Francis B. Welsh, nd, fd
KOYN 1955	910 1,000-D	D. Gene Williams & Delbert Bertholf Riverside Dr. 4-4177	D. Gene Williams, co-o Delbert Bertholf, co-o Robert Eubanks, gm, cm Jerry Fay, pd Lew Theusen, pmm Bill Banks, ce
<b>BOZEMAN (Gallatin County)</b>			
KBMN 1950	1230 250	Penn Engineering Co. Inc. P. O. Box 691 JU 6-6228 Gill-Perna	Dale G. Moore, gm Wm. A. Merrick, cm, slm Charles Harkins, pd, sd, nd Vonnice Vaughan, wd G. Norman Penwell, ce
KXLQ 1939	1450 250	KRBM Bcstrs. Inc. Ju 6-5881 NBC Z-Bar Net. Walker	Ernest A. Neath, gm Dick Smiley, pd Pen Edwards, ce Marcellus D. Rapkoch, nd
<b>BUTTE (Silver Bow County)</b>			
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429 CBS Cooke	Frank Reardon, p Bill Carroll, gm Art Collins, pd, nd Al Morgan, ce Helen Reardon, wd
KOPR 1948	550 1,000 DA-N	Copper Bcstg. Co. Finlen Hotel 6546 ABC, MBS Intermountain Avery-Knodel	George C. Hatch, p Ed Cooney, gm, cm James Harrold, pd William Emerson, ce Don Evans, gm Horst Burdman, sd
KXLF 1929	1370 5,000	KGIR Inc. P. O. Box 1956 2-2344	Ed Craney, p Arne E. Anzjon, gm, cm Paul Hutton, pd, nd
KXLF-TV		NBC Pacific Northwest Bcstrs. Z-Bar Net. Walker	Vern Totten, pmm, ce
<b>DILLON (Beaverhead County)</b>			
KDBM 1956	800 1,000-D	Vigilante Bcstg. Co. P. O. Box 950 703 KBS	Allen H. Smith, p, ce, sd Burt Oliphant, vp, pd, nd Claude Moore, treas, sm, fd Donald J. Smith, sec Peggy Oliphant, wd
<b>GLASGOW (Valley County)</b>			
KLTZ 1954	1240 250	Glasgow Bcstg. Co. P. O. Box 909 1000	Charles L. Scofield, co-o W. L. Holter, co-o James C. Carson, co-o William Beach, cm, pd Tom Ash, pmm, sd W. A. Sebastian, ce
<b>GLENDEIVE (Dawson County)</b>			
KXGN 1948	1400 250	Glendive Bcstg. Corp. P. O. Box 200 Empire 5-3377 Grant Webb	Lewis Wiles Moore, p Daniel C. Palen, gm, nd, fd Donald J. Powers, ce
<b>GREAT FALLS (Cascade County)</b>			
KBGF 1955	1450 250	Community Bcstrs. P. O. Box 1405 Glendale 2-9533 KBS Webb	Dan Snyder, p, gm Richard V. Coon, cm, pmm William A. Zimlich, cm, pd Eugene B. Bunker, ce Shan Wilcome, wd
KFBB 1922	1310 5,000	Wilkins Bcstg. Inc. P. O. Box 1139 G1 3-4377	J. P. Welton, p, gm W. C. Blanchette, sm, cm W. E. Spahr, asst sm, pub rel dir pdm
KFBB-TV	DA-N	CBS Bolling	Richard Osborn, pd A. J. Lopuch, ce Gene Harrington, sd

**MONTANA**

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>GREAT FALLS (Cont.)</b>				
KMON 1948	560 5,000 DA-N	Montana Farmer Bcstg. Corp. 4-4382 ABC, MBS Intermountain Avery-Knodel	Lester Co'c, p Robert H. Warner, gm F. W. Kauli, cm Jim Pease, pmm Bob Greer, fd Oscar Hendrickson, ce	
KXLK 1947	1400 250	Great Falls Bcstg. Co. P. O. Box 2072 2-2453 NBC Z-Bar Net. Pacific Northwest Bcstrs. Walker	T. L. Frayling, p, gm, cm Eugene Kukkola, ce, pd, pmm	
<b>HAVRE (Hill County)</b>				
KOJM 1947	610 1,000 DA-2	North Montana Bcstg. Co. 426 1/2 First St. 1096 MBS, KBS Intermountain Avery-Knodel Cooke	O. R. Rubie, p Charlotte H. Brader, gm Carlyle D. Leeds, cm James R. Saenger, pd Stanley G. Stephens, pmm Harold Bustard, ce Lyle Leeds, nd, sd	
<b>HELENA (Lewis &amp; Clark County)</b>				
KCAP 1949	1940 250	Lewis & Clark Bcstg. Corp. 1705 Jerome Place HI 2-4490 MBS, KBS Intermountain Webb Feltis	E. P. Maronick, p K. O. MacPherson, gm Walter Marshall, cm Pat Lee, pd Dean Mack, ce	

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.  
Data corrected to Dec. 15, 1956. 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.

KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave. NBC Z-Bar Net. Pacfic Northwest Bcstrs. Walker	Al Hibbart, p Barclay Craighhead, sm Robert Gagnon, cm Jerry McCabe, pd Glenn Breed, ce Al Johnson, nd
<b>KALISPELL (Flathead County)</b>			
KGEZ 1927 KGEZ-TV	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 Duane J. Morgan, ce
KOFI 1955	980 1,000-D	Flathead Valley Bcstrs. P. O. Box 75 6900 Art Moore	William H. Patterson, co-o, gm Leslie L. Sterling, co-o, pd, ce Grover D. Allen, cm Larry Stem Jr., nd
<b>LEWISTOWN (Fergus County)</b>			
KXLO 1947	1250 250	Montana Bcstg. Co. P. O. Box 620 1210 MBS Intermountain	W. G. Kelly, p Donald C. Williams, gm Joe Spojka, cm Lola Uhlhorn, pd David Sather, ce
<b>LIBBY (Lincoln County)</b>			
KLCB 1950	1250 250	Lincoln County Bcstrs. Inc. P. O. Box 656 410 Glacier Net.	Oliver G. Coburn, p, gm, cm, ce Shirley Carlson, pmm
<b>LIVINGSTON (Park County)</b>			
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000 MBS, KBS Intermountain Avery-Knodel	P. B. McAdam, p, gm. Jack Hinman, cm Harry Roylan, cm e. music libr. Frank Lewis, pdm, pd, nd Bill Couch, sd, fd Nikki Ko'ence, wd
<b>MILES CITY (Custer County)</b>			
KATL 1941	1340 250	Star Printing Co. P. O. Box 720 1340 MBS, KBS Intermountain Avery-Knodel	Ian A. Elliot, gm, nd Fred B. Hunnes, cm Tom Biedrzycki, pd, sd Robert McKendrick, pmm William Abel, ce Harold Anderson, pdm,
<b>MISSOULA (Missoula County)</b>			
KBTk 1955	1340 250	Montana Bcstg. Co. P. O. Box 1202 9-3344 MBS, KBS Intermountain Avery-Knodel	Wm. J. Strothman, gm Lou Torok, cm Del Strothman, pd Bruce Hamilton, ce Bob McDole, nd
KGVO 1931 KMSO-TV	1290 5,000 DA-1	Mosby's Inc. 132 West Front St. 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
KXLL 1948	1450 250	Western Montana Assoc. 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 Charles Cromwell, pd J. T. Campbell, pmm Pat M. Goodover, ce
<b>SHELBY (Toole County)</b>			
KIYI 1947	1240 250 (CP-1150 kc 1,000-D 500-N DA-N)	Tri County Radio Corp. HE 4-5414 MBS Intermountain Avery-Knodel	John Lyon, p, pd Mike T. Donovan, gm Frank Krska, cm, pmm George Potter, ce, fd Georgia Knickerbocker, wd
<b>SIDNEY (Richland County)</b>			
KGCX 1926	1480 5,000 DA-1	KGCX Inc. 205 S. Central 408 MBS Great Northern Bcstg. Sys. Gill-Perna	E. E. Krebsbach, p R. Keith Krebsbach, cm. Bud Bird, nd. E. Clair Krebsbach, sm Dale Wilson, ce Don Cole, slm

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BUILD SALES with**

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**SALES AND  
PROGRAM SERVICE**

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CINCINNATI      HOLLYWOOD

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

**NEBRASKA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Sales				Passenger Cars 1955
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)		
Adams	28,855	9,280	\$41,605	\$8,001	\$1,136	11,468	
Antelope	11,624	3,290	13,249	1,710	219	4,154	
Arthur	893	200	336	.....	.....	270	
Banner	1,325	480	20	.....	.....	620	
Blaine	1,203	200	1,551	.....	.....	397	
Boone	10,721	3,100	9,408	1,521	301	3,645	
Box Butte	12,279	3,790	18,394	3,458	608	4,462	
Boyd	4,911	1,450	5,782	768	91	1,779	
Brown	5,164	1,350	5,609	1,680	176	1,848	
Buffalo	25,134	8,070	34,446	4,407	1,012	9,247	
Burt	11,536	3,320	14,689	2,504	273	4,205	
Butler	11,432	3,740	9,692	1,990	254	4,253	
Cass	16,361	5,440	15,269	3,914	464	6,209	
Cedar	13,843	3,600	12,252	2,158	349	4,838	
Chase	5,176	1,460	5,999	1,058	262	1,833	
Cherry	8,397	2,820	11,639	1,805	342	3,042	
Cheyenne	12,081	4,870	21,583	4,069	499	6,302	
Clay	8,700	3,000	7,495	1,019	126	3,533	
Colfax	10,010	3,320	15,876	2,428	266	3,920	
Cuming	12,994	3,610	15,483	2,073	433	4,815	
Custer	19,170	5,680	17,066	3,419	586	6,705	
Dakota	10,401	3,320	11,391	3,582	285	3,984	
Dawes	9,708	2,610	11,881	2,586	342	3,483	
Dawson	19,393	6,400	29,966	4,397	886	7,784	
Deuel	3,330	980	5,597	773	126	1,417	
Dixon	9,129	2,730	8,001	1,114	257	3,152	
Dodge	26,265	9,180	45,167	7,254	701	11,663	
Douglas	281,020	94,280	421,983	76,209	13,956	98,029	
Dundy	4,354	1,160	4,508	1,060	169	1,539	
Fillmore	9,610	2,910	10,292	1,472	407	3,838	
Franklin	7,096	2,220	6,453	1,215	164	2,568	
Frontier	5,282	1,350	3,539	250	121	1,848	
Furnas	9,385	3,310	11,747	1,699	369	3,319	
Gage	28,052	8,190	31,963	5,950	862	10,234	
Garden	4,114	970	3,831	537	116	1,536	
Garfield	2,912	780	3,749	683	88	1,114	
Gosper	2,734	790	1,114	228	41	1,105	
Grant	1,057	200	1,315	281	41	455	
Greeley	5,575	1,530	5,431	741	203	1,796	
Hall	32,186	11,480	47,116	8,401	1,921	14,214	
Hamilton	8,778	2,940	9,449	1,692	124	3,628	
Harlan	7,189	1,840	4,189	839	107	2,254	
Hayes	2,404	6,650	640	151	.....	837	
Hitchcock	5,867	1,750	5,322	816	124	1,954	
Holt	14,859	4,190	14,158	2,448	454	5,056	
Hooker	1,061	290	2,121	91	87	464	
Howard	7,226	2,220	6,348	818	87	2,777	
Jefferson	13,623	4,040	14,671	2,847	395	5,173	
Johnson	7,251	2,140	6,951	1,024	284	2,688	
Kearney	6,409	1,950	6,212	1,735	201	2,672	
Keith	7,449	2,520	13,008	2,557	230	3,246	
Keya Paha	2,160	380	906	198	.....	677	
Kimball	4,283	1,260	7,493	1,727	157	2,521	
Knox	14,820	4,150	14,828	2,615	419	5,053	
Lancaster	119,742	42,500	165,354	26,353	5,882	49,534	
Lincoln	27,380	8,950	36,860	6,580	1,320	11,472	
Logan	1,357	390	815	150	.....	447	
Loup	1,248	380	458	30	41	492	
McPherson	8,225	2,420	9,122	20	.....	9,064	
Madison	24,338	7,690	40,878	6,759	731	293	
Merrick	8,812	2,620	10,265	1,728	230	3,415	
Morrill	8,263	2,210	8,013	1,688	209	2,918	
Nance	6,512	1,860	5,280	827	162	2,309	
Nemaha	10,973	3,500	9,874	1,630	360	3,674	
Nuckolls	9,609	2,820	10,526	2,070	275	3,688	
Otoe	17,056	5,270	21,897	4,169	454	6,625	
Pawnee	6,744	1,950	3,891	1,065	178	2,410	
Perkins	4,809	1,270	4,759	902	215	1,815	
Phelps	8,048	3,120	19,129	2,648	391	3,976	
Pierce	9,405	2,630	8,315	1,288	119	3,497	
Platte	19,910	6,120	29,628	5,901	722	8,253	
Polk	8,004	2,530	8,608	1,233	253	2,997	
Redwillow	12,977	4,030	20,971	4,068	524	5,114	
Richardson	16,886	4,870	17,953	3,180	494	5,817	
Rock	3,026	860	3,456	412	41	1,075	
Saline	14,046	4,350	15,830	2,697	500	5,316	
Sarpy	15,893	6,140	9,312	2,465	296	8,674	
Saunders	19,923	5,450	19,319	4,610	410	7,209	
Scotts Bluff	33,939	9,970	50,216	9,127	1,270	13,109	
Seward	13,155	4,100	13,361	2,721	369	5,163	
Sheridan	9,539	2,680	12,389	1,996	371	3,334	
Sherman	6,421	1,730	4,820	979	81	2,175	
Sioux	3,124	870	703	51	43	1,060	
Stanton	8,387	1,760	3,616	925	184	2,419	
Thayer	10,563	3,320	9,897	1,681	251	3,940	
Thomas	1,206	380	431	136	126	374	
Thurston	8,590	2,370	7,423	1,106	108	2,636	
Valley	7,252	2,200	7,607	1,455	250	2,605	
Washington	11,511	3,610	10,703	2,558	194	4,483	
Wayne	10,129	2,840	10,360	1,905	201	3,747	
Webster	7,395	2,300	7,953	1,827	152	2,687	
Wheeler	1,526	500	539	118	.....	542	
York	14,346	4,800	17,972	2,097	356	5,474	
Total	1,325,510	433,100	\$1,679,222	\$298,827	\$48,925	503,362	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

**ALLIANCE (Box Butte County)**

KCOW 1949	1400 250	Sandhills Bcstg. Corp. P. O. Box 391 1400 KBS McGilvra	J. W. Cover, p Gene Ackerley, gm Ted Ford, pd Dick A. Pace, ce Vance Hansen, nd
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BROADCASTING • TELECASTING

**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 Darrell Junker ops. sup. Frank Thurston, nd
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**BROKEN BOW (Custer County)**

KCNI 1949	1280 1,000-D	Custer County Bcstg. Co. P. O. Box 561 611	Mrs. Georgia A. Crawford, pd, wd, pmm. Joe Grieser, cm Harold R. Hromas, ce Quentin Dahlstedt, fd Bill Thomas, nd
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**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, ce Cliff Pike, pmm Freeman Hover, nd Dick Porter, sd
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**COLUMBUS (Platte County)**

KJSK 1948	900 1000-D	Geo. Basil Anderson P. O. Box 460 7154 KBS Continental Biddick	Geo. Basil Anderson, p Milo Kincaid, gm, cm, pd Bob Miller, ce Dave Olson, nd, sd Mel Krehbiel, fd
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**FREMONT (Dodge County)**

KFGT 1939	1340 100	Snyder Enterprises 118 E. 5th St. Park 1-5012	H. C. Snyder, gm, ce Harry L. Gehrett, pd, nd Ernestine Smizer, pmm, wd Don Mundy, sm Russell D. Hughes, fd John Hanlon, sd
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**GRAND ISLAND (Hall County)**

KMMJ 1925	750 1,000-D L-WSB	Town & Farm Co. Inc. Cedar at Division 703 ABC Nebraska Net. H-R Reprs.	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
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**KRGJ (Grand Island Bcstg. Co. Inc.)**

KRGJ 1953	1430 1,000 DA-N	Grand Island Bcstg. Co. Inc. 315 S. Locust DUpont 2-5420 Bogner & Martin	Robert L. Lester, p Wick Heath, gm Ray Kozak, cm, pmm Mel Haines, pd, fd Don Campbell, ce Harry Perkins, nd, sd
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**HASTINGS (Adams County)**

KHAS 1940 KHAS-TV	1230 250	Nebraska Bcstg. Co. 906 W. Second St. 2-5101 Gill-Perna	John W. Powell, sm Edward Knight, pd Vance Filken, ce
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**HOLDREGE (Phelps County)**

KUVR 1956	1380 500-D	W. W. Bcstg. Co. P. O. Box 144 W. W. Bcstg. Co. P. O. Box 144 York, Neb.	William C. Whitlock, p Betty Rae Whitlock, sec-treas
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**KEARNEY (Buffalo County)**

KGFV 1927	1340 250	Central Nebraska Bcstg. Co. Platte Valley Bldg. 2131 MBS KBS Nebraska Net. Holman	John C. Mitchell, gm Bob Jenkins, sm, sd Don Sherrill, pd Reiney Ehly, cm Wallace V. Rockefeller, ce Mary Mitchell, pmm Gene Larsen, nd
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**KRNY (Elbert M. Gallemore Sr.)**

KRNY 1956	1460 5,000-D	Elbert M. Gallemore Sr. 3303 F Ave	Elbert M. Gallemore Sr. o Jack B. Lewis, gm William Giesler, cm Don Main, pd Elbert M. Gallemore Jr., ce
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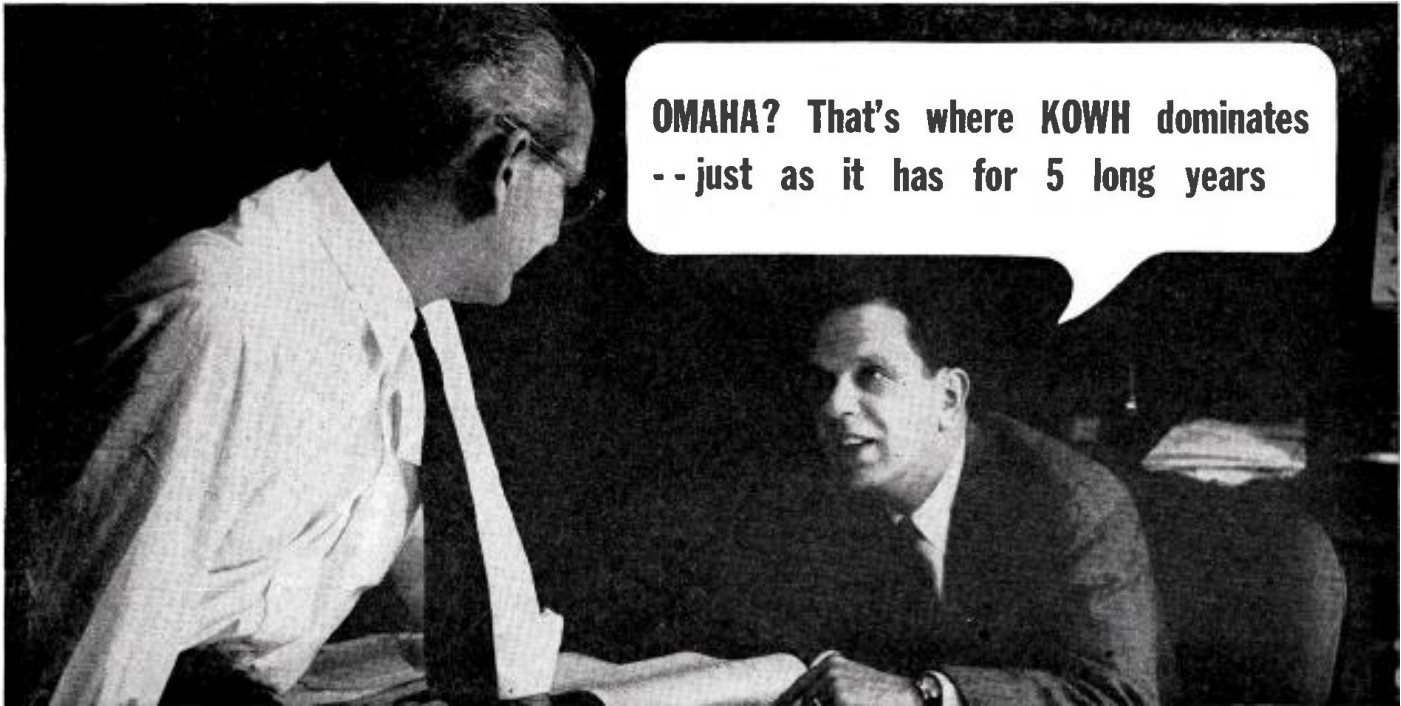
**LEXINGTON (Dawson County)**

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 Gary Schroeder, asst. mgr. Robert J. Bitner, ce Chet Allan, nd Merle Johnson, fd
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**LINCOLN (Lancaster County)**

KFOR 1924	1240 250	Cornbelt Bcstg. Co. 814 Stuart Bldg. 2-6606 ABC Raymer	James Stuart, p Richard W. Chapin, gm Rodger Larson, sm Robert Askey, pd Allan Pugsley, ce Jack Bates, nd
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City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives			
<b>LINCOLN (Cont.)</b>						
KLIN 1947	1400 250	Fletcher-Mitchell Corp. Sharp Bldg. 5-4377 MBS Rambau	Robert W. Frudeger, p, gm Roger Hoffman, cm Larry Getchell, pd Howard Frederick, ce Philip Samp, nd Bill King, sd			
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			
<b>MCCOOK (Red Willow County)</b>						
KBRL 1947	1300 1000-D	McCook Bcstg. Co. Inc. 1300 W. J St. 1450 MBS McGillvra	Leroy W. Lenwell, p, gm, ce Don Hays, cm Leon Little, pd Robert Morris, nd Leonard Weyeneth, sd Jackie Kotschwar, wd			
<b>NORFOLK (Madison County)</b>						
WJAG 1922	780 1,000-D L-WBBM	WJAG Inc. 124 S. 4th 20 Walker	Gene Huse, p Robert Thomas, mgr, cm Evans Meier, asst. mgr. Don Broadstone, ops. dir. Bill Gettman, ce Stan Merchant, nd			
<p>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. Data corrected to Dec. 15, 1956. 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.</p>						
<b>NORTH PLATTE (Lincoln County)</b>						
KJLT 1952	970 5,000			John Townsend Box 778 3528 Indie Sales	John Townsend, o Bill Lemke, gm	
KODY 1930	1240 250			Radio Station KODY 1519 W. 12th St. 582 NBC KBS Meeker	John Alexander, p, gm, pmm Joe di Natale, cm, sd Bill Wood, pd Joe Stavas, ce Bob Riedy, nd Ed Launer, fd	
<b>OGALLALA (Keith County)</b>						
KOGA 1955	930 500-D			Ogallala Bcstg. Co. 216 N. Spruce 930 Indie	Newell Eastman, p, gm Harold West, slm Howard Harrington, pd, ce Helen Eastman, pmm Connie Roeder, nd Patricia Maywood, wd	
<b>OMAHA (Douglas County)</b>						
KBON 1942	1490 250			Inland Bcstg. Co. World Insurance Bldg. Jackson 8282 ABC MBS Pearson	Paul R. Fry, p, gm, pmm Ernest S. Priesman, cm Dean Murray, pd Ed Shulman, ce Dick McCann, nd Lyle Richardson, sd	
KFAB 1924	1110 50,000 DA-N			KFAB Bcstg. Co. 5010 Underwood Jackson 3420 NBC Peters, Griffin, Woodward	Victor Toft, p Lyell Bremser, gm George Haskell, asst gm E. R. Morrison, cm Don Shoemaker, pmm Ken Headrick, pd Sam Cohen, nd Wm. Macdonald, fd Al Bates, studio sup	
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 Don Hill, sd George Dunlevy, pd	
KOOO (CP)	1420 500-D DA-D			Central Plains Bcstg. Co. 2502 Garden Road Terrace 9184 Neb. Home Town	Harold A. Soderlund, p, gm	
KOWH 1922	660 500-D			Mid-Continent Bcstg. Co. Kilpatrick Bldg. Atlantic 2228 Young	Todd Storz, p Virgil Sharpe, vp, gm Edward Morgan, slm William Stewart, pd Ralph Beaudin, pmm Dale L. Moudy, vp, eng. dir.	



OMAHA? That's where KOWH dominates  
-- just as it has for 5 long years

For a long time now, KOWH has enjoyed almost as much of the Omaha daytime audience as all the other stations put together. (Hooper). Just about every daytime 1/4 hour belongs to KOWH. And no matter who asks the question, the answer is KOWH. Latest Pulse: KOWH first 228 of 240 1/4's. Latest

Trendex: KOWH first every time period! What's done it? Storz Station programming and broad (660 kc.) coverage—which have been bringing results to a host of local and national advertisers. You can be one, too. Ask the Adam Young man, or General Manager Virgil Sharpe.

**KOWH**  
**OMAHA**  
**"A STORZ STATION"**

OMAHA (Cont.)

WOW 590 Meredith WOW Inc. E. T. Meredith, p  
1923 5,000 Insurance Bldg. (2) Frank P. Fogarty, vp, gm  
WOW-TV Webster 5400 Bill Wiseman, slm  
CBS George Mirras, pmm  
Blair W. J. Kotera, eng dir  
Glenn Flynn, ce

O'NEILL (Holt County)

KVHC 1400 Holt County Bcstg. Corp. Russell M. Stewart co-o,  
1955 250 250 N. Jefferson St. Robert D. LaRue, Sr. co-o  
MBS Les Weber, pd, sd, pmm  
Ray Clifton, nd, fd

SCOTTSBLUFF (Scottsbluff County)

WNEB 960 Platte Valley Bcstg. Co. John R. Jirton, p  
1948 1,000-D Golden Rule Bldg. Russ M. Stewart, gm  
500-N 1620 Byron R. Joachim, cm  
DA-2 MBS Wayne McIntosh, pd, nd  
Intermountain Leslie A. Proctor, ce  
Holman Dick Ingwerson, fd

KOLT 1320 Hilliard Co. L. L. Hilliard, p, gm  
1930 5,000-D Box 660 Wm. G. Walter, cm, pd  
1,000-N 856 Tony Kehl, sd  
DA-2 CBS Harland Morrison, ce  
Gill-Perna Bill Brennan, nd

SIDNEY (Cheyenne County)

KSID 1340 W. C. Grove Inc. W. C. Grove, p, ce  
1952 250 Box 722 Legion Park David W. Young, gm, cm  
5503 Edith Sanks, pd  
ABC  
Wyoming  
Cowboy  
McGillvra

YORK (York County)

KAWL 1370 Prairie States Bcstg. Co. Melville L. Gleason, p  
1954 500-D Inc. Tommy L. Gleason gm,  
KAWL Bldg. Jerry Bryan pd  
33 Harlan Hansen, cm  
KBS Ervin Siemoneit, ce, nd  
Lucie Bittinger, wd

ELKO (Elko County)

KELK 1240 Elko Bcstg. Co. Chris Sheerin, p  
1948 250 P. O. Box 790 John Gammick, gm, cm  
260 Jim Pendlebury, pd, nd  
MBS Bob McNally, pmm  
Intermountain Milo Taber, ce  
Lynn Burns, sd

ELY (White Pine County)

KELY 1230 White Pine Bcstg. Co. David I. Hansen, co-m, slm  
1950 250 1140 Avenue F Dale V. Bradley, co-m, pd  
Amherst 4-2077

FALLON (Churchill County)

KVLV 1250 Lahontan Valley Bcstg. Co. Lester W. Pearce, co-o,  
(CP) 1,000-D Gummow Drive gm, ce  
Nevada Net. Katherine E. Pearce, co-o,  
Best cm, pd  
Kaye Archibald, pmm, wd  
R. C. Berney, nd

HENDERSON (Clark County)

KBMI 1400 Tv Co. of America Frank Oxarart, p  
1954 250 P. O. Box 68  
KSHO-TV (Las Vegas) Frontier 2-1131  
McGavren

KTOO 1280 KTOO Inc. Thompson Magowan, gm  
1956 5,000-D 215 E. Charleston Pat Walsh, cm  
Las Vegas, Nev. Jean Hall, pd, pmm  
Dudley 2-0277 Frederick V. Jones, ce  
McGavern-Quinn

LAS VEGAS (Clark County)

KENO 1460 Nevada Bcstg. Co. Inc. Edward Oncken, co-o, p, nd  
1940 1,000 810 W. Keno Lane Merl Sage, co-o, gm, cm  
DA-N 1,000 Dudley 2-1400 Ralph O. Dow, co-o, ce, fd  
ABC Ben Hoffman, pd, pmm  
Don Peterson, sd  
Bunny Annis, wd

KLAS 1230 Las Vegas Bcstrs. Inc. R. G. Jolley, p  
1948 250 Desert Inn Tom Ivory, gm  
KLAS-TV DU 4-4646 Bill Pursel, cm  
CBS John Edington, pd,  
Weed pmm, nd, sd  
John Witt, ce  
Nita Nannini, wd

KORK 1340 Southwestern Bcstg. Co. Inc. Donald W. Reynolds, p  
1951 250 Thunderbird Hotel King Harmon, gm  
KLRJ-TV Dudley 2-6445 Stuart Oakes, cm  
MBS Betty Brotherson, pd  
NBC Gregg Gelhart, ce  
Pearson

KRAM 920 Drake Motel Corp. David H. Margolis, p  
1948 1,000-D Riviera Hotel Larry Buskett, evp, gm  
500-N Dudley 2-1920 Don Stewart, cm  
DA-N KBS James Hadlock, pd  
Broadcast Time Sales Fred Young, ce

KRBO 1050 Rainbow Inc. Joe Julian, p  
1956 500-D P. O. Box 1049 J. (Rick) Richardson, ops.  
Dudley 4-9210 mgr.  
Holman Brad Bennett, cm  
Tracy Moore Dave DeSoto, pd  
Mary Julian, pmm  
Greg Gelhart, ce

RENO (Washoe County)

KATO 1340 Robert L. Stoddard Robert L. Stoddard, p, gm  
1946 250 Mapes Hotel Walter States, cm  
2-4501 Irvin Carlsen, ce  
MBS  
KBS  
Don Lee  
Walker  
McGavren

NEVADA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales				Passenger Cars 1955
			1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)		
Churchill	6,161	1,570	\$11,007	\$1,991	\$467	3,028	
Clark	48,289	28,530	153,228	33,366	5,705	46,384	
Douglas	2,029	480	3,594	325	95	1,500	
Elko	11,654	3,400	21,846	4,205	731	4,321	
Esmeralda	614	170	173			201	
Eureka	896	250	657	21	128	366	
Humboldt	4,828	1,050	9,916	2,423	166	2,162	
Lander	1,850	360	2,258	291	129	604	
Lincoln	3,837	730	3,685	307	322	1,286	
Lyon	3,679	830	5,442	1,755	83	2,373	
Mineral	5,560	2,910	7,244	1,407	399	2,940	
Nye	3,101	760	3,977	928	101	1,621	
Ormsby	4,172	1,050	6,564	1,374	354	2,231	
Pershing	3,103	970	5,949	1,088	213	1,246	
Storey	671	270	754	140	41	298	
Washoe	50,205	20,560	120,649	18,697	9,073	29,792	
White Pine	9,424	3,420	15,217	3,119	589	4,439	
Total	160,083	67,310	\$372,160	\$71,437	\$18,596	104,792	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

CARSON CITY (Ormsby County)

KPTL 1400 Edwin L. & Alma Bullis Edwin L. Bullis, gm  
1955 250 P. O. Box 523 Ralph V. Nelson, cm  
L. F. O'Connell

RADIO'S NO. 1 SOURCE OF REVENUE-PRODUCING COMMERCIAL JINGLES!



STATIONS BUILD SALES with . . .

**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

NEVADA

City	Call Letters	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>RENO (Cont.)</b>				
KNEV (FM) 1953	95.5mc 10.5kw	Everett B. Cobb 538 S. Virginia St. 2-5175	Everett B. Cobb, o D. M. Comstock, gm Leon W. Cobb, cm Eleanor B. Cobb, pd Arthur Seymour, ce	
KOH 1928	630 5,000-D 1,000-N DA-N	McClatchy Bstg. Co. of Nevada 143 Stevenson St. 3-5106 NBC Raymer	Eleanor McClatchy, p Hugh Kees, sm Wesley Craig, ce William Agler, farm editor	
KOLO 1946 KOLO-TV	920 1,000 DA-1	Western Bstg. Co. El Cortez Hotel Fairview 2-4516 CBS Pearson	Donald W. Reynolds, p Richard W. Colon vp, gm Jere Laird, ce	
KONE 1955	1450 250	Magowan & Jones Scott Island Fairview 3-4493	George A. Carr, gm Ken O'Connell, cm Bill Warren, pd Leon Harbert, 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	
<b>WINNEMUCCA (Humboldt County)</b>				
KVNA 1955	1400 250	Northwest Radio & TV Corp. Sonoma Inn 400 KBS	Donald H. Erskine, sm, cm Layon Briggs, pd, wd. Whitelaw R. Ross, ce, nd Kyle Vaught, sd	

NEW HAMPSHIRE

NEW HAMPSHIRE  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Belknap	26,632	8,050	\$37,252	\$8,671	\$889	8,346
Carroll	15,868	4,890	20,934	5,503	477	5,623
Cheshire	38,811	12,050	40,912	10,869	1,116	12,674
Coos	35,932	9,930	40,682	11,269	823	9,735
Grafton	47,923	12,510	58,187	14,034	1,880	13,915
Hillsborough	156,987	47,480	201,837	52,477	3,868	43,798
Merrimack	63,022	18,120	71,554	15,744	2,255	18,649
Rockingham	70,059	22,820	96,566	24,053	1,755	25,994
Strafford	51,567	14,470	62,203	17,580	1,369	15,123
Sullivan	26,441	8,350	30,785	7,716	706	8,229
Total	533,242	158,470	\$660,912	\$187,916	\$15,138	172,085

Note: Population 1950. U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

<b>BERLIN (Coos County)</b>				
WMOU 1946	1230 250	White Mountains Bstg. Co. Green Square 1797 KBS Granite State Stars Natl. Wheeler	John W. Guider, p James P. Hinchey, gm Charles Ross, pd, sd Herschel Howe, ce Ralph Peloquin, nd Jack Story, fd	
WMOU-FM 1946	107.7mc 10kw			
<b>CLAREMONT (Sullivan County)</b>				
WTSV 1948	1230 250	Grandview Inc. 155 Front St. 4-4075 ABC Granite State Young Wheeler	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	106.1mc 4.8kw			

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, ld, sd, wd.

Data corrected to Dec. 15, 1956. 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.

NEW HAMPSHIRE

<b>CONCORD (Merrimack County)</b>				
WKXL 1946	1450 250	Capitol Bstg. Corp. 110 N. Main St. Capitol 5-5221 CBS Webb Tele-Bstrs.	H. Scott Killgore, p William R. Sweeney, gm Seth Larrabee, pd R. Wright, ce W. Blake, nd A. Coffey, wd	
<b>CONWAY (Carroll County)</b>				
WJWG 1955	1050 1,000-D	WJWG Inc. P. O. Box 679 Stars Natl. Wheeler	John W. Guider, p James P. Hinchey, gm William Potter, sm Armand J. St. Louis, ce Grace Potter, wd	
<b>DOVER (Strafford County)</b>				
WTSN 1956	1270 5,000 DA-2	WTSN Inc. 155 Front St. Manchester, N. H. National 4-4077 Granite State Young Wheeler	W. F. Rust, Jr., treas. Ralph Gottlieb, gm Edward X. Calahan, sm Jock MacKenzie, cm, sd Pete Johnson, pd Don Bartlett, nd Albert J. Davis, ce	
<b>HANOVER (Grafton County)</b>				
WTSL 1949	1400 250	WTSL Inc. P. O. Box 1031 1040 ABC Granite State Young Wheeler	William F. Rust Jr., treas. Ralph Gottlieb, gm Howard Chase, sm, cm Joe Shaw, pd Al Davis, ce	
<b>KEENE (Cheshire County)</b>				
WKNE 1926 WKNE-TV (CP)	1290 5,000 DA-1	WKNE Corp. 17 Dunbar St. Elmwood 2-9230 Yankee Meeker Borgatti	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	
<b>LACONIA (Belknap County)</b>				
WLNH 1922	1350 5,000-D	Northern Bstg. Corp. 653 Main St. 2300 ABC Grant Kettell-Carter	Genevieve Wingate, p Arthur Rothafel, evp, gm Irving Kaizer, pd Walter Avery, ce Esther Peters, wd	
<b>MANCHESTER (Hillsboro County)</b>				
WFEA 1932	1370 5,000 DA-1	Public Information Inc. P. O. Box 149 National 5-5491 CBS Weed	Farris E. Rahall, p Norton I. Virgine, gm Albert Auclair, cm Palmer Payne, pd Jay Kosik, ce Chris Nikitas, nd Gene Laverne, fd	
WGIR 1941	610 5,000-D 1,000-N DA-2	Northeast Bstg. Corp. 839 Elm St. National 5-6915 O'Connell Borgatti	M. M. Girolimon, p, treas Warren H. Journay, gm Bernie Mack, asst gm	
WKBR 1946	1240 250	Granite State Bstg. Inc. 155 Front St. 4-4075 Granite State Young Wheeler	William F. Rust Jr., treas Ralph Gottlieb, gm Jack King, sm Arthur Cooper, cm Royston Phillips, ce William Morrissey, pd, nd	
WKBR-FM 1947	100.1mc 1kw			
<b>NASHUA (Hillsboro County)</b>				
WOTW 1947	900 1,000-D	Nashua Bstg. Corp. Lund Rd. Tuxedo 2-2781 Walker	Arthur A. Newcomb, p, gm Robert E. Berry, sm, pmm Armand E. Bedard, cm Merrill G. Smith, pd Nat Stevens, fd Robert C. Bingham, ce Ed Lecius, nd, sd	
WOTW-FM 1948	106.3mc 1kw			
<b>PORTSMOUTH (Rockingham County)</b>				
WHEB 1932	750 1,000-D L-WSB	WHEB Inc. N. H. Natl. Bank. Bldg. GE 6-2325 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	
<b>ROCHESTER (Strafford County)</b>				
WVNH 1948	930 5,000-D	Strafford Bstg. Corp. Route 16 1400 Borgatti O'Connell	A. J. K. Malin, p, gm Howard B. Martin, sm, nd J. Alan Jasper, pd M. C. Ball, slm Roger Butterfield, ce David Hoag, fd Myron Varney, nd	



**NEW JERSEY  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars	
						1955	1955
Atlantic	132,399	44,190	\$224,813	\$48,370	\$7,208	40,412	
Bergen	539,139	211,240	785,573	210,788	19,337	236,688	
Burlington	135,910	40,360	145,994	34,987	3,093	49,729	
Camden	300,743	98,440	389,062	95,411	8,793	108,227	
Cape May	37,131	13,210	83,118	22,199	1,821	17,361	
Cumberland	88,597	29,450	144,997	30,897	2,604	38,183	
Essex	905,949	291,820	1,234,660	273,899	29,897	310,627	
Gloucester	91,727	31,780	106,995	24,736	2,692	34,521	
Hudson	647,437	194,510	646,264	189,195	17,066	171,863	
Hunterdon	42,736	14,030	57,310	12,536	976	19,214	
Mercer	229,781	69,600	350,490	74,055	7,500	84,872	
Middlesex	264,872	93,120	354,604	86,763	8,155	106,917	
Monmouth	225,327	83,490	349,803	85,386	8,614	96,143	
Morris	164,371	56,650	230,720	62,252	5,565	67,299	
Ocean	56,622	22,460	136,543	34,176	3,220	33,221	
Passaic	337,093	113,060	512,756	124,549	11,811	117,471	
Salem	49,508	16,330	57,148	12,722	1,170	21,543	
Somerset	99,052	32,970	110,569	27,720	2,856	43,853	
Sussex	34,423	11,280	47,554	11,305	800	16,303	
Union	398,138	135,370	590,497	149,436	15,116	168,202	
Warren	54,374	17,770	81,505	19,107	1,247	22,969	
Total	4,835,329	1,621,130	\$6,622,975	\$1,624,489	\$159,341	1,805,644	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

**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 Charles F. Hill, pd Frank Huber, ce
WJLK-FM 1947	94.3mc 1kw		

**ATLANTIC CITY (Atlantic County)**

WFPG 1940	1450 250	WFPG Inc. 5-2188 CBS Walker	Jerome Sill, p, gm Edward Davis, pd Blair K. Thron, ce Earl Bechtel, nd Robert Weems, sd
WLDB 1955	1490 250	Atlantic City Bcstg. Co. Senator Hotel 4-6573 MBS KBS Broadcast Time Sales	Leroy Bremmer, co-o, pm, pd, pm, ce John F. Moore, sm 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 Hazel Hartman, 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 Eddie, pmm Edward Bolo, ce Don Hart, nd
WVSNJ-FM 1946	98.9mc 9kw		
<b>CAMDEN (Camden County)</b>			
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)			

**EATONTOWN (Monmouth County)**

WHTG (CP)	1410 500-D	Harold M. Gade 383 Monmouth Beach, N. J.	H. M. Gade, o
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**MILLVILLE (Cumberland County)**

WMLV 1955	1440 1,000-D DA-D	Union Lake Bcstrs. Inc. Radio Park Taylor 5-2600 Broadcast Time Sales South Jersey Radio Net.	John H. Norris, p Karl F. Scheying, sm Valerie C. Scheying, gm Jack Lawyer, pm Joseph Karcher, ce
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**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 J. Behre, cm Bob Vesel, pd Dick Lundy, ce Bob Stoepker, nd
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**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, sls dir Harold Edison, slm
WAAT-TV (TV)	1,000-N DA-N		
WAAT-FM 1947	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 Bernice Bass, community rel. dir
WHFI (FM) (CP)	102.7mc 2.6kw	Fidelity Radio Corp. 744 Broad Street Newark, N. J.	Homer Akers, p, gm, ce R. R. Stanley, vp, cm, slm Herman Youngman, pmm, pdm H. H. Pite Jr., eng advisor

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**NEW JERSEY**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>NEWARK (Cont.)</b>			
WNJR 1947	1450 5,000 DA-N	Rollins Bcstg. Co. P. O. Box 1258 Murdock 8-3665 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
<b>NEW BRUNSWICK (Middlesex County)</b>			
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 Stella Volpi, pmm Victor Takach, ce Anthony Marano, nd, sd
WCTC-FM 1947	98.3mc 1kw		
<b>NEWTON (Sussex County)</b>			
WNNJ 1953	1360 500-D	Sussex County Bcstrs. 1616	Robert A. Mensel, co-o Simpson C. Wolfe Jr., co-o William Fairclough, co-o Robert C. Gessner, sm, ce Ronald L. Hickman, nd John L. Bennett, sd
<b>PATERSON (Passaic County)</b>			
WPAT 1941	930 5,000 DA-2	WPAT Inc. 66 Hamilton St. Armory 4-3400 Pennsylvania 6-2945 (N. Y.)	Dickens J. Wright, p, gm John F. Sloan, vp, sls dir Charles W. Parker, vp, bus mgr William J. Calvert, vp, ops dir David Gordon, music dir Paul Di Savino, tech sup
WPAT-FM (CP)	93.1mc 20kw		
<b>PLEASANTVILLE (Atlantic County)</b>			
WOND 1950	1400 250	South Jersey Radio Inc. Old Turnpike 3971 ForJoe	H. G. Murrelle, p T. K. Cassel, gm Jack Southard, slm Bob Richter, pd Milton S. Thurlow, ce George Anthony, nd
<b>PRINCETON (Mercer County)</b>			
WPRB (FM) 1955	103.9mc 0.85kw	Princeton Bcstg. Service La Holder Hall 1-0788	James G. Robinson, bd ch Richard M. Laurence, gm Paul A. Dunn, pd Edgar T. Irons, ce
<b>RED BANK (Monmouth County)</b>			
WFHA-FM (CP)	100.3mc 1.8kw	Frank H. Accorsi 157 Broad St.	Frank H. Accorsi, o
<b>TRENTON (Mercer County)</b>			
WBUD 1947	1260 5,000-D 1,000-N DA-2	WBUD Inc. Ewingville Rd. Export 4-7191 United	Richard M. Hardin, p, gm William J. Garry, cm Frank Brooks, pd Terrance O'Rourke, ce Barry Wood, nd Jack Pinto, pdm
WTNJ 1928	1500 250-D	WOAX Inc. 416 Bellevue Ave. Export 3-4282 Webb	Ray McFadden, gm, cm, pmm Al Leibert, pd, fd Louis N. Wagner, nd, sp, events dir Nick Dallessandro, ce John Black, sd
WTOA (FM) 1947	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 ForJoe	Murray D. Lincoln, p Fred E. Walker, gm Tom Durand, pd Harry W. Barnam, slm Chester Sunderland, ce Joe Ayares, nd
<b>VINELAND (Cumberland County)</b>			
WWBZ 1946	1360 1,000 DA-N	Community Bcstg. Service Inc. S. Delsea Dr. Vineland 9-6500 Gill-Perna Loenstein	Joseph M. Bullock, p John G. Struckell, gm John Serra, cm Robert Coucill, pd George Dodd, ce
<b>WASHINGTON (Warren County)</b>			
WCRV 1955	1580 250-D	Simon Geller 3 Belvidere Ave. Murray 9-2060 Best	Simon Geller, gm, ce, cm,
<b>WILDWOOD (Cape May County)</b>			
WCMC 1951	1250 100	Francis J. Matrangola 5010 New Jersey Ave. 2-7751 KBS	Francis J. Matrangola, o, gm Margeret Murphy, cm George Hart, pd Carlton Owen, ce Joe Shivers, nd, sd
<b>ZAREPHATH (Somerset County)</b>			
*WAWZ 1931	1380 5,000 DA-2 ST-WBNX	Pillar of Fire Inc. Alma White College Elliott 6-0102	Arthur K. White, p, gm Donald J. Wolfram, pd Nathaniel L. Wilson, ce
*WAWZ-FM 1954	99.1mc 4.8kw		

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**NEW MEXICO  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger	
						Cars	1956
Hernalillo	145,873	57,100	\$240,978	\$47,856	\$7,903	60,726	
Alamogordo	3,533	500	1,175	454	.....	828	
Albuquerque	40,605	15,200	60,047	12,583	1,673	14,937	
Alamogordo	16,761	3,400	12,756	2,563	393	3,973	
Alamogordo	23,351	7,500	29,666	4,954	966	9,103	
Alamogordo	2,958	800	3,759	610	110	971	
Alamogordo	39,557	10,900	35,635	7,880	1,002	13,117	
Alamogordo	40,840	13,800	49,288	12,414	2,169	15,564	
Alamogordo	21,849	5,300	16,744	3,321	532	5,978	
Alamogordo	6,772	1,300	7,451	732	207	1,252	
Alamogordo	3,013	300	1,134	65	55	468	
Alamogordo	5,095	1,500	5,104	412	163	1,356	
Alamogordo	30,717	15,800	66,600	13,934	4,321	19,262	
Alamogordo	7,409	1,800	7,330	1,105	251	2,437	
Alamogordo	10,476	3,500	9,441	4,899	482	3,705	
Alamogordo	8,753	2,800	13,611	3,098	1,068	2,732	
Alamogordo	27,451	7,200	28,213	4,764	556	4,761	
Alamogordo	8,720	1,500	2,240	395	117	751	
Alamogordo	14,909	6,900	19,879	4,746	864	6,985	
Alamogordo	13,971	3,500	13,488	2,428	436	3,955	
Alamogordo	24,997	5,700	12,915	3,164	404	3,820	
Alamogordo	16,409	4,100	13,836	2,859	544	4,481	
Alamogordo	12,438	2,300	2,312	425	108	3,822	
Alamogordo	18,292	8,600	30,629	5,030	675	9,331	
Alamogordo	26,512	5,100	13,339	3,251	802	3,755	
Alamogordo	38,153	9,500	44,574	10,184	1,724	12,809	
Alamogordo	7,186	1,700	6,068	1,723	269	2,069	
Alamogordo	9,670	2,100	7,117	1,448	228	2,076	
Alamogordo	17,146	2,900	9,285	2,086	254	2,384	
Alamogordo	8,012	1,400	4,689	399	125	1,728	
Alamogordo	7,372	1,500	6,219	1,151	256	1,900	
Alamogordo	22,481	4,600	16,890	3,663	347	6,098	
Alamogordo	681,187	210,100	\$792,412	\$165,206	\$28,844	227,132	

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**DIRECTORY OF AM AND FM STATIONS**

**ALAMOGORDO (Otero County)**

KVBC	1230 250	William Wayne Phelps P. O. Box 268 MBS KBS Intermountain	William Wayne Phelps, p Bob Hoffman, gm, pd, pmm, sd Terry Clark, cm, nd Bill Shiner, ce Walter Wade, fd Joan Purvine, wd
KPAC	1270 1,000-D	Lyman Brown Enterprises P. O. Box 666 Brownwood, Tex.	Lyman C. Brown, o

**ALBUQUERQUE (Bernillo County)**

KABQ	1340 250 (CP-1370 1,000-D)	Duke City Bcstg. Corp. P. O. Box 1588 3-1744 O'Connell Oakes	Edward M. Sleighel, p Jose Gallegos, pd Charles Kohlousen, ce
KDEF	1150 1,000-D	KDEF Bcstg. Co. 506 2nd St. N.W. 3-7813 McGillvra	Frank Quinn, p, gm Wayne Griffin, sm, pd Ben Caine, nd Betty Colbert, wd
KGMM	610 5,000 DA-N	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
KHFM (FM)	96.3mc 1.5kw 1954	CHE Bcstg. Co. Inc. 5900 Domingo Rd., NE 6-9001 Good Music Bcstrs.	John D. Hopperton, p, gm Edward A. Perkins, cm, pd A. E. Loy, music dir Charles J. Reed, ce
KHAM	1580 1,000-D 1956	Southwestern Bcstg. Co. P. O. Box 122 4-6661	Rex A. Tynes, p, gm J. L. Anderson, cm Joe T. Saffle, pd, pmm, nd Ronald Blair, ce Lee Davis, fd, sd Marilyn Neuber, wd
KLOS	1450 250 1956	B & M Bcstrs. Inc. 106 Richmond, S. E. 6-9866	E. Boyd Whitney, p, gm Willie C. Godfrey, pd William H. Carman, ce
KOB	770 50,000-D 25,000-N	Albuquerque Bcstg. Co. P. O. Box 1351 3-4411 NBC Branham	Wayne Coy, p, gm Bill Mickel, cm Michael Dillon, pd Robert Pittingill, pmm George S. Johnson, ce Tom Doyle, nd Frank Joyce, sd Mary McDonald, wd
KQUE	920 1,000-D 500-N DA-N	KQUE Corporation 501 6th St. 7-8848 Everett-McKinney	John P. Albers, p

**ARTESIA (Eddy County)**

KVSP	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, pd Mike Carmichael, slm L. O. Wilcox, ce Norm Newcomer, nd James Heald, fd
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**CARLSBAD (Eddy County)**

KAVE	1240 1956	Voice of the Caverns Inc. 2907 W. Church St. Tuxedo 5-4101 CBS Southwest Net. Branham	John H. Battison, p, gm Don Husted, cm Bob Fuller, pd, pmm, nd Bill Carnahan, ce
KPBM	740 1,000-D	Coronado Bcstg. Co. Inc. 313 W. Mermod 5-5373 McGillvra	Darrell A. Swayze, p, gm Hazel H. McEvoy, sec-treas J. M. Dustin, slm Ed Lyon, pd Vic Daley, ce R. W. Miner, nd

**CLAYTON (Union County)**

KLMX	1450 1949	Ari-Ne-Mex Bcstg. Corp. P. O. Box 7 616 KBS	Arthur L. Jernigan, p Franklin E. Vale, gm, cm, pmm, nd, fd, sd Henry J. Fruet, pd Robert D. Waters, ce
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**CLOVIS (Curry County)**

KCLV	1240 1952	New Tex Bcstg. Corp. 2112 Thornton 4401	Odis L. Echols Sr., p Odis L. Echols Jr., gm, pd Albert Houpe, cm Clayton Fuchs, ce Juanita Goodman, nd Ernie Thrasher, sd
KICA	980 1,000 DA-N	KICA Inc. 1000 Sycamore St. 5511 MBS Pearson	Garfield C. Packard, p, gm James Richardson, cm James Self, pd M. S. O'Dell Jr., ce

**DEMING (Luna County)**

KDOTS	1230 1954	Luna County Bcstg. Co. P. O. Box 470 999	Robert W. Tobey, ptrn, gm Edwin E. Merriman, ptrn Jay Butler, cm Larry Chisholm, pd, ce Pete Acosta, pmm Lad Engholm, nd, sd
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**FARMINGTON (San Juan County)**

KVBC	1240 250 1951	Radio Station KVBC 413 1/2 W. Main St. Davis 5-3541 MBS	Cloyd O. Kendrick, co-o, gm Bob Williams, cm Fred Finlay, pd John Dorman, pmm, nd Harold Furstenberg, ce Jack Dumas, sd
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NEW MEXICO

City	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>GALLUP (McKinley County)</b>					
KGAK	1946	1330	5,000-D 1,000-N DA-N	Thunderbird Bcstg. Co. P. O. Box 1251 Union 3-4444 ABC	Merle H. Tucker, p, gm C. W. Horne, cm Paul R. Bateman, ce Mida H. Tucker, wd
<b>GRANTS (Valencia County)</b>					
KMIN	1956	980	1,000-D	John Blake P. O. Box 608 Atwater 7-4491	John Blake, o Harold Cook, gm, cm, ce Frank N. Marine, pd, pmm, sd
<b>HOBBS (Lea County)</b>					
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 Zeb Williams, slm Pat H. Walton, ce Ray Corbin, pd Ronald Ripley, nd
KWEW	1958	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 Earl Sorenson, pmm Roy Evans, ce Layne Hungerford, nd
<b>LAS CRUCES (Dona Ana County)</b>					
KGRT	1955	570	1,000-D	Taylor Enterprises Inc. 512 W. 2nd MA 2-2120	W. G. Taylor, p W. D. Hight, gm S. A. Harral, cm Jay Stevens, pd John W. Talbot, ce Harold Shepard, nd
KOBE	1947	1450 250		Mesilla Valley Bcstg. Corp. 940 North Main Jackson 6-2496 MBS Intermountain	Robert W. Tobey, p Jim Gober, gm, sd Benjamin O. Norgress, cm Charles Dennis, pd Pete Warfield, nd Ralph Day, ce
<b>LAS VEGAS (San Miguel County)</b>					
KFUN	1941	1230 250		Southwest Bcstrs. Inc. P. O. Box 710 12 ABC	Ernest N. Thwaites, p, gm, cm Dorothy G. Thwaites, pd, wd Julian H. Lendy, ce
<b>LOS ALAMOS (Los Alamos County)</b>					
KRSN	1949	1490 250		Community Bcstg. Co. 1186 17th St. 2-4422 MBS Pearson	Virgil A. Parker III, o, gm, sd Darrel K. Burns, o, pd, ce Lynn Miller, pmm, nd Kay Richardson, wd
KRSN-FM	1955	98.5mc 4.6kw			
<b>LOVINGTON (Lea County)</b>					
KLEA	1952	650	500-D	Lea County Bcstg. Co. P. O. Drawer 865 8911	David R. Worley, p Hoyt Caldwell, evp, gm Robert Burt, pd Gil Haugen, asst mgr Robert Farrington, ce Roy Faubion, fd
<b>MOUNTAIN PARK (Otero County)</b>					
KMFM(FM)	1955	97.9mc 2.3kw		Max J. Rothman P. O. Box 75	Max J. Rothman, o, gm, sm, ce Sima S. Rothman, cm, pd, pmm, wd M. E. Koetter, nd, sd
<b>PORTALES (Roosevelt County)</b>					
KENM	1949	1450 250		Plains Bcstg. Co. P. O. Box 540 600 KBS	John Burroughs, co-o, p, nd, sd Leola Randolph, co-o, gm, cm Joseph W. Randolph, ce Gayle Bullard, wd
<b>RATON (Colfax County)</b>					
KRTN	1946	1490 250		Colfax Co. Bcstg. Co. P. O. Box 767 875 MBS	W. Lloyd Hawkins, o Gail Boles, cm Charles Williams, pd, ce
<b>ROSSELL (Chaves County)</b>					
KBIM	1953	910	5,000-D	Taylor Bcstg. Co. 512 W. Second Main 2-2120 Clark	W. C. Taylor, p G. F. (Jud) Roberts, gm Wm. R. Lask, slm Tommye Oldfield, cm John E. Davis, pd Charles W. Wells, nd Eugene C. Rader, ce
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, fd Marge Taylor, nd, wd

KSWs	1947	1230 250		John A. Barnett P. O. Box 670 Main 2-6450 NBC Meeker McIvile	John A. Barnett, o Ray Whitworth, sm John D. Anderson, pd Ray R. Summersgill, ce
<b>SANTA FE (Santa Fe County)</b>					
KTRC	1946	1400 250		J. Gibbs & Bayne A. Spring 210 E. Marcy St. 3-6685 ABC McGillvra	J. Gibbs Spring, p, gm Fred Wilcox, cm Bayne A. Spring, pd, pmm Lloyd A. Storr, ce Al Ortiz Jr., sd Mary Comfort, wd
KVSF	1935	1260 1,000		New Mexico Bcstg. Co. 759 Cerrillos Rd. 5-7319 CBS Weed	A. R. Hebenstreit, p Ivan R. Head, gm, nd, sd E. J. Vanderwood, ce Calla Hay, wd
<b>SILVER CITY (Grant County)</b>					
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 Gene Walters, pmm Priscilla C. Duncan, wd
<b>TRUTH OR CONSEQUENCES (Sierra County)</b>					
KCHS	1946	1400 250		Rex A. Tynes P. O. Box 351 266 KBS Continental	Rex A. Tynes, p R. S. Fox, gm, pmm, nd, pd Mass Mazurek, pdm Nan Fox, wd
<b>TUCUMCARI (Quey County)</b>					
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, ce Bill Walls, cm Nell Mitchell, pd Mrs. Millard Murphy, nd, wd

NEW YORK

NEW YORK  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales		Food Sales		Drug Sales		Passenger Cars	
			1955(\$000)	1955(\$000)	1955(\$000)	1955(\$000)	1955	1955		
Albany	239,386	79,850	\$363,943	\$78,468	\$8,129	76,713				
Alegany	43,784	13,080	37,170	6,850	898	13,521				
Bronx	1,451,277	452,150	1,107,131	409,966	28,260	60,225				
Broome	184,689	58,150	240,401	53,429	6,536	24,038				
Cattaraugus	77,901	23,660	85,730	19,775	2,259	21,759				
Cayuga	70,138	21,070	80,183	18,033	1,551	44,073				
Chautauqua	135,189	46,510	165,638	39,791	3,868	28,025				
Chemung	86,827	29,010	105,931	24,946	2,526	12,125				
Chemango	39,138	12,100	46,234	10,013	736	14,558				
Clinton	53,622	13,960	52,747	12,948	1,050	14,747				
Columbia	43,182	13,630	50,859	12,779	968	12,125				
Cortland	37,158	11,540	49,746	10,990	898	14,234				
Delaware	44,420	13,470	52,478	9,839	898	4,360				
Dutchess	136,781	36,500	179,865	39,985	4,360	45,986				
Eric	899,238	295,640	1,263,611	288,856	34,105	289,459				
Essex	35,066	10,100	34,738	8,596	1,133	9,914				
Franklin	44,830	12,370	53,122	11,382	1,605	12,721				
Fulton	51,021	17,080	56,982	14,160	1,224	15,917				
Genesee	47,584	14,370	64,102	13,142	1,581	16,739				
Greene	28,745	8,710	40,475	9,491	910	10,767				
Hamilton	4,105	1,220	5,072	829	118	1,497				
Herkimer	61,407	19,070	66,298	17,878	1,311	18,591				
Jefferson	85,521	26,180	107,693	22,001	2,960	25,223				
Kings	2,738,175	833,720	2,345,041	765,885	62,756	11,465				
Lewis	22,521	6,100	20,336	3,943	394	6,720				
Livingston	40,257	10,730	43,487	9,527	799	13,275				
Madison	46,214	14,360	56,210	11,076	1,878	15,214				
Monroe	487,632	165,140	663,481	148,435	19,338	165,017				
Montgomery	59,594	18,720	66,541	17,058	1,467	17,232				
Nassau	872,765	319,410	1,479,111	385,282	35,229	376,160				
New York	1,960,101	631,160	4,122,696	629,466	101,902	68,157				
Niagara	189,992	61,850	246,666	58,342	6,826	69,034				
Oneida	222,855	67,740	259,218	59,886	6,791	113,851				
Onondaga	341,719	112,090	475,635	109,909	12,395	20,659				
Ontario	60,172	17,780	61,063	15,755	1,963	53,367				
Orange	132,255	46,320	218,714	55,263	4,971	11,465				
Orleans	29,832	9,350	33,305	8,602	803	23,265				
Oswego	77,181	23,500	75,138	19,274	2,462	18,437				
Otsego	50,763	16,430	67,542	12,310	1,448	12,052				
Putnam	20,307	6,810	33,850	7,005	919	38,229				
Queens	1,550,847	534,930	1,745,108	577,818	42,682	3,272				
Rensselaer	132,657	42,200	147,232	38,028	3,272	28,532				
Richmond	191,555	56,530	177,499	61,403	4,810	32,709				
Rockland	89,276	25,990	104,137	29,074	2,466	28,532				
St. Lawrence	98,897	28,810	102,681	24,141	2,339	23,541				
Saratoga	74,869	24,250	77,445	21,680	1,798	49,844				
Schenectady	142,497	49,430	180,724	49,555	4,979	4,875				
Schoharie	22,703	7,090	26,901	4,974	413	4,875				
Schuyler	14,182	4,450	13,576	3,520	203	10,722				
Seneca	29,253	7,030	29,038	6,950	829	28,411				
Steuben	91,439	27,500	93,495	22,862	2,079	184,154				
Suffolk	276,129	122,100	520,028	137,190	17,004	2,499				
Sullivan	40,731	12,970	82,917	20,283	2,499	9,752				
Tioga	30,166	9,360	33,933	7,627	463	18,153				
Tompkins	59,122	18,490	68,076	16,293	2,147					



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NEW YORK**

**50,000 WATTS**  
 AVERY-KNODEL, INC.  
 National Representatives

**DIAL-1520**  
 CLINTON H. CHURCHILL  
 Founder, President  
 and General Manager

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Ulster .....	92,621	29,510	117,664	27,690	3,043	34,697
Warren .....	39,205	12,010	72,061	16,208	2,180	13,460
Washington .....	47,144	13,430	40,803	11,302	1,052	13,730
Wayne .....	57,323	17,850	128,245	15,416	1,509	22,058
Westchester .....	625,816	212,940	1,000,873	259,991	23,820	238,899
Wyoming .....	32,822	9,060	36,654	7,726	770	10,353
Yates .....	17,615	5,660	20,745	5,484	466	6,209
*New York City (Bronx, Kings, New York, Richmond, Queens)						*1,328,146
Total .....	14,830,192	4,859,900	\$19,367,459	\$4,814,690	\$485,680	3,867,162

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ALBANY (Albany County)</b>			
WABY 1952	1400 250	Eastern NY Bcstg. Corp. 80 Braintree St. 2-3353 Forjoe	David Kyle, p Edward L. Trudeau, gm Alix Blake, cm, pmm Toni Brady, pd, wd Tom McDermott, ce Bill Pope, sd
WGY		(See Schenectady listing)	
WOKO 1924	1460 5,000 DA-N	Gov. Dongan Bcstg. Corp. P. O. Box 1520 9957 ABC MBS Breen & Ward	Carl L. Lindberg, p Howard B. Hayes, vp, gm Russ Ehresman, cm Joe Farrar, sm Leo McDevitt, pd, pmm Lloyd Snowdeal, ce Geoff Edwards, nd

WPTR 1948	1540 50,000	Patroon Bcstg. Co. Inc. P. O. Box 1540	J. Myer Schine, p Duncan Mounsey, gm James F. Baker, slm Herbert J. Teison, pmm
WPTR-TV (CP)	DA-1	5-3945 ABC Weed	Dick Karnow, pd Herb Teison, pmm W. R. David, ce
WROW 1947	590 5,000-D 1,000-N DA-2	Hudson Valley Bcstg. Co. P. O. Box 4100 (4) Albany 3-2225 CBS	Frank M. Smith, p Thomas S. Murphy, gm George M. Perkins, sm Albert M. Fiala Jr., cm

WCDA (TV)		Avery-Knodel	Harry L. Goldman, pmm Charles Heisler, ce
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AMSTERDAM (Montgomery County)

WCSS 1947	1490 250	Community Service Bcstg. Corp. Upper Locust Ave. Victor 3-2500	Walker Tyson Gaines, vp, gm
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AUBURN (Cayuga County)

WMBO 1926	1340 250	WMBO Inc. 141 Genesee St. 2-3511 MBS Clark	Wm. O. Dapping, p Frederick L. Keese, gm Robert Morgan, pd Herbert House, ce
WMBO-FM 1949	96.1mc 18kw		

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.  
Data corrected to Dec. 15, 1956. 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-J—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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CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

**BATAVIA (Genesee County)**

WBTA 1941	1490 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
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**BINGHAMTON (Broome County)**

WENE 1947	1430 5,000 DA-1 DA-N	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
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WINR 1946 WINR-TV (CP)	680 1,000-D 500-N DA-2	Binghamton Press Co. Hollingbery	Paul Miller, evp C. Glover DeLaney, mgng dir, radio
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WKOP 1947	1360 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
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WKOP-FM 1954	95.3mc 0.42kw		
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WNBF 1927 WNBF-TV	1290 5,000 DA-N	Triangle Publications One Henry St. 5-7311 CBS Blair	George R. Dunham, gm Andrew G. Hubbell, sm Clark Pollock, pd Donn Winther, pmm Sherman Egan, ce
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WNBF-FM 1956	99.1mc 4.65kw		
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**BOONVILLE (Lewis County)**

WBRV 1955	900 500-D	Black River Radio Inc. 11 KBS	Livingston Lansing, p Ed Slusarczyk, vp, sm Gerald Prouty, ce Richard Lucas, nd Leon Renodin, fd Jane Klossner, wd
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**BRISTOL CENTER (Ontario County)**

WRRE (FM) 1948	95.1mc 5.3kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357 Avery-Knodel	C. L. Dickinson, p H. S. Brown, sm Don Udey, ce
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**BROOKLYN (Kings County)**

WBBR 1924	1530 5,000 DA-1 ST-WEVD, WHAZ	Tele-Bcstrs of New York, Inc. 124 Columbia Heights Main 5-1240	H. Scott Killgore, p
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**BUFFALO (Erie County)**

WBEN 1930 WBEN-TV	930 5,000 DA-N	WBEN Inc. Mohawk 0950 CBS Christal	A. H. Kirchhofer, p C. R. Thompson, gm Frank W. Kelly, sm C. E. Daly, sm Gene Brook, pd Joseph A. Haefner, pmm R. J. Kingsley, ce Al Fox, fd Ralph Hubbell, sd
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WBEN-FM 1946	106.5mc 52kw		
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WBNY 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
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WBNY-FM 1948	92.9mc 94kw		
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WEBR 1924	970 5,000 DA-1	WEBR Inc. 23 North St. Lincoln 7133 MBS Katz	W. J. Conners III, p William Doerr Jr., gm David F. Leopold, sm George T. Stagg, cm William A. Schweitzer, pd, pmm Frank B. Ridgeway, ce John McKay, nd Charles Bailey, sd
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National Representatives  
**BURKE-STUART**

**NEW YORK**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives			
<b>BUFFALO (Cont.)</b>				<b>DeRUYTER (Madison County)</b>						
WGR 1922 WGR-TV	550 5,000 DA-N	WGR Corp. Hotel Lafayette Washington 3100 ABC Peters, Griffin, Woodward	George F. Goodyear, p J. J. Bernard, vp, gm Nat L. Cohen, sm, cm Robert J. Strigl, pd G. P. Swift, pmm K. B. Hoffman, vp, ce John Gil, fd Helen Neville, wd	WRRD (FM) 1948	105.1mc 5.3kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357 Avery-Knodel	C. L. Dickinson, p H. S. Brown, sm Don Udey, ce			
WKBW 1925	1520 50,000 DA-1	WKBW Inc. 1450 Main St. Grant 5101 Rural Avery-Knodel	Clinton H. Churchill, p, gm Alfred E. Anscombe, sm, cm William Meeks, pd Leroy Fiedler, ce Clinton O. Churchill, pdm Lee Forster, fd Stan Barron, sd Dorothy Ireland, wd	DUNDEE ( Yates County)						
WNIA (CP)		(See Cheektowaga listing)		WFLR 1956	1570 1,000-D	Finger Lakes Bcstg. Co. 299 Golden Glow Rd. R.D. 1 Elmira, N. Y.	Henry Valent, ptnr Thomas H. Shafer, ptnr			
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. Co. 515 Main St. Mohawk 1200 Forjoe	Leon Wyszatycki, p Ted Wyszatycki, gm Jack Greenfield, cm Fred Klestine, pd Walter Williams, ce Trudy Peoples, wd	DUNKIRK (Chautauque County)						
WWOL-FM 1947	104.1mc 0.75kw			WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756 Walker	Alois A. Schmidt, p, gm, cp Anthony James, sd James T. Grace, ce Patricia Tworek, wd			
WXRA 1948	1080 1,000-D	Western, N. Y. Bcstg. Co. Inc. P. O. Box 85 Amherst 1160	Thaddeus Podbielniak, p, gm Bradley D. Steiger, vp, pd Burton W. Flanders, cm Philip J. Todaro, pmm Jack McLean, nd Hyle Richmond, sd	ELMIRA (Chemung County)						
WXRC (FM) 1949	103.3mc 4.6kw			WELM 1947	1400 250	Radio Elmira Inc. 222 E. Market 3-5626 ABC CBS Rural Burn-Smith	John S. Riggs, p Keith W. Horton, gm Frederick Elliott Jr., cm Ruth Dibble, pd Arthur French, ce Monroe Benton, nd			
<b>CHEEKTOWAGA (Erie County)</b>				<b>ELMIRA HEIGHTS-HORSEHEADS (Chemung County)</b>						
WNIA 1956	1230 250	Niagara Bcstg. Sys. 2900 Genesee St. Buffalo, N. Y. Fillmore 9600 Federal Bcstg. Sys.	Gordon P. Brown, p, gm, cm, ce Mary Lounsbury, pd, pmm	WEHH 1956	1590 500-D	Elmira Heights Horseheads Bcstg. Co. Box 2097 Elmira Heights Elmira 9-5422	Emmagene Swezey Saia, ptnr Anthony P. Saia, ptnr Frank P. Saia, ptnr, gm, ce James Dacey, pd, nd Douglas C. Gary, cm Harry Keavin, slm			
<b>CHERRY VALLEY (Otsego County)</b>				<b>ENDICOTT (Broome County)</b>						
WRRD (FM) 1948	101.9mc 5.4kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357 Avery-Knodel	C. L. Dickinson, p H. S. Brown, sm Don Udey, ce	WENE 1947		(See Binghamton listing)				
<b>CORNING (Steuben County)</b>				<b>FREEPORT (Nassau County)</b>						
WCBA 1949	1550 1,000-D	Wellsboro-Corning Bcstg. Advertisers Inc. 6-7000 McGillvra	Paul L. Carpenter, p Paul Eldred Carpenter, gm Edward Stevens, cm, pmm Richard Buzzerd, pd, fd Thomas Shafer, ce James Lawrence, nd	WGBB 1924	1240 250	Long Island's First Station Inc. 44 S. Grove St. Mayfair 3-1240	Edward J. Fitzgerald, vp, gm Murray C. Evans, cm Michael C. Sands, pd Elizabeth A. Walsh, traff mgr Edward A. Knapp, ce John Frogge, nd			
WCL1 1947	1450 250	Radio Corning Inc. 99 W. First St. ABC Empire State Net. Cooke	Gordon M. Jenkins, p, gm, cm George F. Droelle Jr., sm, pd, sd Maurice Sherman, ce Richard Tobias, nd George Puffer, fd Alyce Adair, wd	<b>FULTON (Oswego County)</b>						
WCL1-FM 1947	106.1mc 4.2kw			WOSC 1949	1300 1,000-D	Casill Radio Corp. 167 Water St. Oswego, New York 5088 KBS Best	Richard C. Mitchell, p Jack Burgess, gm, cm, sd Dwight Clark, pd, nd Robert Blair, ce James Brannan, fd Jane Burgess, wd			
<b>CORTLAND (Cortland County)</b>				<b>GENEVA (Ontario County)</b>						
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 Walter Choclay, ce Arthur Woldt, nd Wes Adams, fd Jim Mc Nerney, sd	WGVA 1947	1240 250	Star Bcstg. Co. Inc. 87 Seneca St. 6691 ABC Cook	Maurice R. Forman, p Thomas L. Brown, vp, gm Ernest F. Oliver, sm Alex F. Lamutis, pd, nd, fd R. Carleton Greene, sec, ce Westley Kimble, sd			
WKRT-FM 1947	99.9mc 14kw			<b>GLENS FALLS (Warren County)</b>						
<b>EXECUTIVE ABBREVIATIONS: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</b>				<b>GLOVERSVILLE (Fulton County)</b>						
<b>Data collected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.</b>				WENT 1944				1340 250	WENT Bcstg. Corp. 8 W. Fulton St. 4-7175 CBS Gill-Perna	Joseph H. Tobin, p, treas, gm John Corbett, pmm Richard Stewart, ce George Hornidge, nd Eileen Tobin, wd
<b>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.</b>				<b>HEMPSTEAD (Nassau County)</b>						
<b>Page 182 • 1957 BROADCASTING Yearbook-Marketbook</b>				WHLI 1947				1100 250-D	F M Bcstg. Corp. 384 Clinton St. Ivanhoe 1-8000 Gill Perna	Paul Godofsky, p, gm Joseph A. Lenn, cm Jerry Carr, pd, nd George Ball, pmm, sd Frank E. Knack, ce Howard Campbell, fd
				WHLI-FM 1947				98.3mc 1kw		
				<b>HERKIMER (Herkimer County)</b>						
				WALY 1956				1420 1,000-D	WALY Inc. 269 N. Main St.	Louis Adelman, p Norman E. Jorgensen, vp Seymour Krieger, sec-treas





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*Representatives:* **PETERS, GRIFFIN, WOODWARD, INC.**

**NEW YORK**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>HORNELL (Steuben County)</b>			
WLEA 1951	1480 1,000-D	Hornell Bcstg. Corp. 97 Main St. 1420 MBS Gill-Perna	Charles D. Henderson, p, gm G. W. Stidstone, sm, nd Kathleen Babcock, cm Don Jones, pd Emmett Barnes, pmm Frederick F. Witter, ce Byron Emerson, pdm
WWHG 1949	1320 1,000-D	Ra-Tel Bcstrs. Inc. 85 Canistota St. 2000 Rural McGillvra	Sy Dresner, gm Frederick D. Schottland, sm Sheff Davis, cm Eddy Spoo, pd Alfred Dresner, pmm Howard L. Huff, ce James Boyle, nd
WWHG-FM 1946	105.3mc 8.3kw		
<b>HUDSON (Columbia County)</b>			
WHUC 1947	1290 250	Colgren Bcstg. Co. Union Turnpike Hudson 8-3341 McGillvra	John F. Kearney, co-o, gm Robert P. Strakos, co-o, cm James P. Cranna, pd Jennie W. Weaver, pmm, wd William Pappas, ce John O'Shea, nd
<b>HUNTINGTON (Suffolk County)</b>			
WGSM 1951	740 1,000-D	Huntington Montauk Bstg. Co. Inc. 379 N. Y. Ave. Hamilton 3-6740 Rambeau	Edward J. Fitzgerald, o, gm, cm Marjorie Anning, prog mgr William W. Naramore, ce William Goddard, nd

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.  
Data corrected to Dec. 15, 1956. 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.*

<b>ITHACA (Tompkins County)</b>			
WHCU 1940 WHCU-TV (CP)	870 1,000 L-WWL	Cornell University Savings Bank Bldg. 4-6801 CBS	Michael R. Hanna, gm H. E. M. Brockway, cm Joseph A. Short, pd Sam Woodside, pmm, nd, sd Herbert Michels, ce L. W. Kaiser, fd
WHCU-FM 1947	97.3mc 40kw		
WRRA (FM) 1948	103.7mc 5.6kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357 Avery-Knodel	C. L. Dickinson, p H. S. Brown, sm Don Udey, ce
WTKO 1956	1470 1,000-D	Radio Ithaca Inc. 113 S. Cayuga St. 4-9511 Forjoe	T. K. Cassel, p Ellis E. (Woody) Erdman, vp, gm Rudy Paolangeli, slm Jack Murphy, pd Dick Calistri, pmm Fred Rouse, ce
<b>JAMESTOWN (Chautauqua County)</b>			
WJOC 1948	1340 250	Air Waves Inc. 415 W. 4th St. 61-555 MBS Clark	Harold P. Kane, p, gm, sm Richard F. Rose, vp, slm Burton O. Waterman, vp, eng, ce Ned McGrath, vp, pgm, sd, pd
WJTN 1924	1240 250	James Bcstg. Co. Inc. Hotel Jamestown Bldg. 7-151 ABC Rural Venard, Rintoul McConnell	Simon Goldman, p, gm J. Carl Willems, cm, pmm George Pfeeger, pd Herbert Niklaus, ce Hap Hazzard, nd Doc Webster, fd
WJTN-FM 1947	93.3mc 9.5kw		
<b>JOHNSTOWN (Fulton County)</b>			
WENT 1944			(See Gloversville listing)
<b>KENMORE (Erie County)</b>			
WXRA 1948			(See Buffalo listing)
WXRC (FM) 1949			(See Buffalo listing)
<b>KINGSTON (Ulster County)</b>			
WKNY 1939 WKNY-TV (CP)	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500 MBS Meeker	Joseph K. Close, p Robert M. Peebles, vp, gm, cm Robert C. Norman, pd, pmm, sd Allan J. Smith, ce Jack Marquardt, nd Muriel DeGre, wd
WSKN 1956	920 1,000-D		(See Saugerties listing)
<b>LIBERTY (Sullivan County)</b>			
WVOS 1947	1240 250	Sullivan County Bcstg. Corp. 1680	S. D. Lubin, p, gm H. G. Borwick, sec-treas W. Orr, cm
<b>LITTLE FALLS (Herkimer County)</b>			
WLFH 1952	1230 250	Walter T. Gaines 341 S. Second St. 654 McGillvra	Walter T. Gaines, o
<b>LOCKPORT (Niagara County)</b>			
WUSJ 1949	1340 250	Union-Sun & Journal 320 Michigan St. 3-5944 Gill-Perna	Egbert G. Corson, p William J. Kemble, gm Joseph A. Pinna, sm, cm Tony Allen, pd John Patterson, pmm Tom Ceravalo, ce
WUSJ-FM (CP)	99.3mc .75kw		
<b>MALONE (Franklin County)</b>			
WICY 1946	1490 250	North Country Bcstg. Corp. Inc. WICY Bldg. 187 MBS	Mitchell C. Tackley, p, gm, pmm Alice M. Tackley, cm pmm Donald J. Paye, pd, fd Adolf Stromer, ce John Flynn, nd, sd
<b>MASSENA St. Lawrence County)</b>			
WMSA 1945	1340 250	The Brockway Co. Central Bldg. Rockwell 9-3591 ABC Weed	John B. Johnson, p Louis Saiff Jr., gm Thomas R. McHugh, sm James H. Nash, pd Robert E. Anderson, pmm A. Samuel Frazier, ce Ed Carvin, fd
WMSA-FM 1948	105.3mc 13kw		

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**MIDDLETOWN (Orange County)**

**WALL** 1340 Community Bcstrs. Corp. James M. Patt, p, gm, cm,  
1942 250 62 North St. pmm  
3119 Jerry Wax, pd  
Fred Schoelkopf, ce  
Albert Larson Jr., nd  
Joe Ryan, sd  
Kay Greenwood, wd

**MINEOLA (Nassau County)**

**WKIT** 1520 WKIT Inc. Sy Weintraub, p  
1946 250-D P. O. Box 750 Armand Grant, vp, gm  
Pioneer 6-6700 Frank Gosta, pd  
Stan LoPresto, ce  
Bill Emerson, sd  
Bob Jenkins, nd

**NEWBURGH (Orange County)**

**WCNY** 1220 Orange County Bcstg. Corp. George W. Bingham, p, gm  
1935 1,000-D 161 Broadway Joseph W. Rake, cm  
4600 Richard Raskin, pd, pmm, sd  
Rural Radio Net. Marvin S. Seimes, ce  
Kettell-Carter William Forrest, nd

**NEW ROCHELLE (Westchester County)**

**WNRC** 1460 Radio New Rochelle Inc. Frances Daniels, p  
1950 500-D 200 North Ave. Nick Andrews, gm, cm  
6-0800 Bob Roberts, pd, wd  
Edward Cahill, ce  
Ken Johnston, nd, sd

**WNRC-FM** 93.5mc  
1953 1kw

**NEW YORK (New York County, Bronx County, Richmond County, Kings County, Queens County)**

**WABC** 770 American Bcstg. United Leonard H. Goldenson, p  
1921 50,000 Paramount Theatres Stewart Barthelme, gm  
**WABC-TV** 7 West 66th St. Robert Noble Jr., cm  
Susquehanna 7-5000 Myrtle M. Tower, pd  
ABC John Bourcier, ce  
Blair Morris Wattenberg, pmm  
Francis Littlejohn, nd  
William Whitehouse, sd

**WABC-FM** 95.5mc  
1948 1.5kw

**WBAI (FM)** 99.5mc  
1955 18kw Broadcast Assoc. Inc.  
145 E. 50th St.  
Plaza 9-1614

**WBFM (FM)** 101.9mc  
1946 10.3kw **WBFM Inc.**  
10 East 40th St.  
Lexington 2-4927

**WBNX** 1380 WBNX Bcstg. Co. Inc.  
1927 5,000 260 E. 161st St.  
DA-1 Melrose 5-0333  
ST-WAWZ King

**WCBS** 880 Columbia Bcstg. Sys.  
1924 50,000 485 Madison Ave.  
**WCBS-TV** 1-2545  
CBS  
CBS Radio Spot Sales

**WCBS-FM** 101.1mc  
1941 1.5kw

**WEVD** 1530 Debs Memorial Radio Fund  
1927 5,000 117 W. 46th St.  
DA-2 Plaza 7-0880  
ST-WBBR, WHAZ

**WEVD-FM** 97.9mc  
1951 20kw

**WFMX (CP)** 104.3mc  
18kw General Bcstg. Corp.  
171 Newbury St.  
Boston 16  
Copley 7-6020

**WHOM** 1480 Progress Bcstg. Corp.  
1950 5,000 136 W. 52nd St.  
DA-2 Circle 6-5900

**WHOM-FM** 92.3mc  
1951 11kw

**WINS** 1010 Gotham Bcstg. Corp.  
1926 50,000 28 W. 44th St.  
DA-1 Bryant 9-6000

Theodore L. Deglin, p  
Douglas Cross, sm  
Robert H. Silverman, cm  
Frank Schnabl, ce

Ethel W. Maclean, p  
John R. Andrus, gm  
Delmar Nuetzman, pd  
Joseph Lutz, ce

A. L. Haskell, p  
Wm. I. Moore, vp, gm, cm  
F. Johnson, co-pd  
E. Ervin, co-pd

Frank Stanton, p  
Carl Ward, gm  
Buck Hurst, slm  
Sam Slate, pd, nd  
Dave Driscoll, nd  
Murray Cross, pmm  
Davidson Vorhes, ce

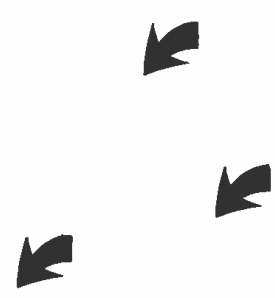
Adolph Held, p  
Henry Greenfield, gm, cm  
George Field, pd  
Charles W. Brown, ce

T. Mitchell Hastings Jr., p

Fortune Pope, p, gm  
Charles Baltin, vp, slm  
Ralph Costantino, pd  
R. A. Fornier, pmm  
George Steiger, ce

Elroy McCaw, p  
H. G. Fearnhead, vp, gm  
Leo Goodman, pd  
Rich Sklar, pmm  
Paul Von Kunitz, ce  
Les Keiter, sd

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**PROGRESS BROADCASTING CORPORATION**

136 West 52nd Street  
New York 19, N. Y. TEL: CI 6-3900

**NEW YORK**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	*WNYC 1924 WNYC-TV (CP)	850 1,000 DA-2 I-WCCO	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
<b>NEW YORK (Cont.)</b>							
WLIB 1944	1190 1,000-D L-WOWO	New Bcstg. Corp. Inc. 2090 7th Ave. (27) Monument 6-1800 Forjoe	Harry Novik, p, gm Arthur Harrison, cm Nat Rudich, pd Mike Jablons, pmm Gordon Greenfield, ce George W. Goodman, nd	*WNYC-FM 1941	93.9mc 18kw		
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. Fleischl, gm John J. McSweeney, slm Leon Goldstein, pd, nd Patricia Bolton, pmm James McCafferty, ce	WOR 1922 WOR-TV	710 50,000 DA-1	RKO Teleradio Pictures 1440 Broadway Longacre 4-8000 MBS H-R Reprs.	Thomas F. O'Neil, p Robert Leder, gm Wm. McCormick, cm Robert M. Hoffman, pmm Robert Smith, pd Harry Tilley, ce George Brown, nd Jack Burnett, sd Martha Deane, wd
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	WOR-FM 1941	98.7mc 1.7kw		
WNEW 1934	1130 50,000 DA-N	WNEW Bcstg. Co. Inc. 565 Fifth Ave. (17) Plaza 3-3300 Simmons	Ricahrd D. Buckley, gm, sls dir John B. Jaeger, vp, asst gm, nd John Grogan, prog mgr Kenneth Klein, pmm Max Weiner, ce	WOV 1926	1280 5,000 DA-1 ST-WHBI	WOV Bcstg. Corp. 730 Fifth Ave. (19) Circle 5-7979 Pearson	M. S. Novik, p Ralph N. Weil, evp, gm Arnold Hartley, vp, pd Emile Hill, ce Thomas B. Morgan, nd
				WQXR 1936	1560 50,000 DA-1	Interstate Bcstg. Co. 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 Eleanor P. Hurley, press info Abram Chasins, music dir

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.  
Data corrected to Dec. 15, 1956. 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.



GEORGE W. GOODMAN



BETTY GRANGER



VICTOR BOZEMAN



HAL JACKSON



WILLIAM MARSHALL



**1190 ON YOUR DIAL**

- Has more Negro listeners than any other New York station—network or independent (Pulse).
- 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.

HARLEM RADIO CENTER • HOTEL THERESA • 125th STREET and SEVENTH AVENUE • NEW YORK 27



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copy of  
latest  
PULSE  
report

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For 885,000 families  
in New York



nothing takes the  
place of good music

*Nothing takes the place of*

**WQXR** 50,000 WATTS  
*Radio Station of The New York Times*

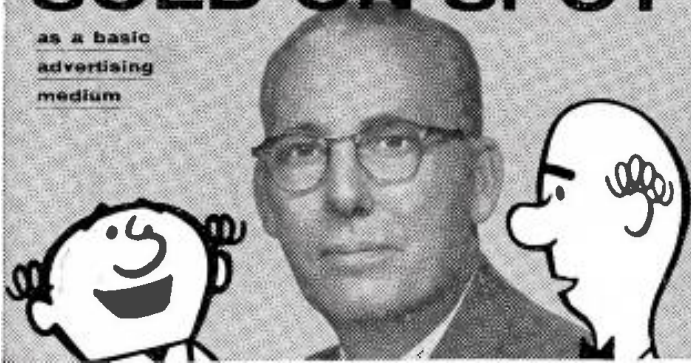
WQXR's weekly audience—885,000 radio homes\* WQXR's daily audience—559,000 radio homes\*

\*Pulse CPA, Dec. 1955, 17 county area only.

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as a basic advertising medium



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**MORE COVERAGE!**  
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 WORLD BROADCASTING SYSTEM, INC.  
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... get the No. 1 library service in Radio!

## NEW YORK

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>NEW YORK (Cont.)</b>				
WRCA	1922	660 50,000 DA-1	National Bcstg. Co. Inc. 30 Rockefeller Plaza Circle 7-8300 NBC NBC Spot Sales	Robert W. Sarnoff, p William R. Davidson, gm Arthur DeC Hamilton, sm George Stevens, sls dir Steve White, pd Max Buck, prom dir Peter Affe, mgr oper Sherman Hildreth, dir sta oper William A. Berns, nd
WRCA-FM	1944	97.1mc 1.1kw		
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	105.1mc 20kw		
<b>NIAGARA FALLS (Niagara County)</b>				
WHLD	1940	1270 5,000-D DA-D	Radio Station WHLD Hotel Niagara 8421 Rural Radio Net. Headley-Reed	Earl C. Hill, o, gm, ce Robert J. Manning, bus mgr Earle A. Hamrick, pd Rick Azar, sd Shirley Arch, wd
WHLD-FM	1946	98.5mc 46kw		
WJIL	1947	1440 1,000-D	Niagara Frontier Bcstg. Corp. 129 Main St. 5796 Pearson	Thomas W. Talbot, evp, gm Walter Allen, cm, pmm Joel Chesney, pd Gus Czaplack, ce Jimmy Thompson, nd, sd Lou Schriver, fd
<b>NORWICH (Chenango County)</b>				
WCHN	1953	970 500-D	Radio Norwich Inc. 14 S. Broad St. 4-2218 McGillvra	William J. Hall, p, gm Philip G. Penfold, cm Ray Whitlock, asst mgr, pd, nd Wiley R. Bates, ce Bob Kinney, fd Paul Dohl, sd
<b>OGDENSBURG (St. Lawrence County)</b>				
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
<b>OLEAN (Cattaraugus County)</b>				
WHDL	1929	1450 250	WHDL Inc. 5219 W. State Rd. 2-0161 ABC Everett-McKinney	John R. Henzel, p, gm James F. Hastings, sm Donald McLean, pd, sd Helen Strong, pmm Wallace D. Taylor, ce Richard Caracciolo, nd, fd Ramona Curtis, wd
WHDL-FM	1949	95.7mc 43kw		
<b>ONEIDA (Madison County)</b>				
WONG	1956	1600 1,000-D	John Jacob Geiger 54 Clayton Ave. Waynesboro, Pa.	John J. Geiger, o
WMAD (CP)	1950	500-D	Radio Oneida Inc. c/o Radio Norwich Inc. 14 S. Broad St. Norwich, N. Y.	William J. Hall, p Scott J. Rigby, sec Marian S. Mayer, treas
<b>ONEONTA (Otsego County)</b>				
WDOS	1947	730 500-D	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 Lee Hickling, pd, nd, fd John Bonse, ce

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  
pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate,  
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FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day  
D-A-D—Directional Antenna, day only. D-A-N—Directional Antenna, night only. D-A-1—  
Directional Antenna, same pattern day and night. D-A-2—Directional Antenna, differen  
pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset.  
N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

**OWEGO (Tioga County)**

WONY 1330 Erdman Bcstg. Co. Inc. E. E. (Woody) Erdman, p  
 (CP) 1,000-D 113 S. Cayuga St.  
 Ithaca, N. Y.  
 4-9511

**PATCHOGUE (Suffolk County)**

WALK 1370 Suffolk Bcstg. Corp. W. K. Macy Jr., p, gm  
 1952 500-D P. O. Box 230 John Regan, cm  
 OR 5-5200 Jack Ellsworth, pd, fd  
 Webb George Chandler, ce  
 Hal Fischer, nd  
 Bob Early, sd

WALK-FM 97.5mc  
 1952 15.1kw

WPAC 1580 Patchogue Bcstg. Co. Lee Morrison, p, gm  
 1951 5,000-D 31 W. Main St. Stan Allan, sm, prog mgr  
 DA-D Grover 5-4600 Dick Hodkin, pd, pmm  
 Keller Herb Morrison, slm, opr mgr  
 Mort Morrison, ce  
 Allen Walden, nd

**PEEKSKILL (Westchester County)**

WLNA 1420 Highland Bcstg. Corp. Irving E. Cottrell, p, gm, ce  
 1948 1,000-D P. O. Box 188 Francis V. Lough, cm, pd,  
 Peekskill 7-1124 pmm  
 Hudson Valley Radio Group Sam D'Onofrio, nd  
 Rambeau Jim Grehan, sd  
 Kettell-Carter

**PLATTSBURGH (Clinton County)**

WEAV 960 Plattsburgh Bcstg. Corp. George F. Bissell, p  
 1955 5,000 38 Court St. A. E. Spokes, vp, gm  
 DA-2 1600 Tiny Hare, slm  
 ABC Alex J. Coursey, pmm  
 Rural Larry Lapanne, ce  
 Clark Art Pierce, nd

WIRY 1340 Clinton County Bcstg. Corp. Joel H. Scheier, p, gm, cm  
 1950 250 301-03 Cornelia St. Donald L. Pelkey, bus mgr  
 2800 Betty Kraus, pd, wd  
 MBS Chester O. Bosworth Jr., pmm  
 KBS Leroy L. Fuller Jr., ce  
 McGavren-Quinn Richard B. Hildreth, nd

**PORT JERVIS (Orange County)**

WDLC 1490 Port Jervis Bcstg. Co. Sidney Sakofsky, p  
 1955 250 P. O. Box 920 Oscar Wein, evp, gm  
 3-2293 Robert E. Shevlin, pd  
 Burt Shane, nd, sd  
 Kathy Burke, wd  
 David J. Rosenzweig, ce

**POTSDAM (St. Lawrence County)**

WPDM 1470 St. Lawrence Radio Co. F. R. Woodruff, p  
 1955 1,000-D Route 11 Eric Fields, gm, ce  
 4059 James Mullins, cm  
 David Kyle, pd  
 Con Elliot, pmm, sd  
 Morris Doty, nd

**POUGHKEEPSIE (Dutchess County)**

WEOK 1390 Mid-Hudson Bcstrs. Inc. Arthur J. Barry Jr., p  
 1949 1,000-D 385 Main St. F. T. Breslin, gm, cm, pd,  
 Grover 1-1500 pmm  
 Everett-McKinney John Burke, ce  
 Jack Cutler, nd, sd  
 Lou Pells, fd

WKIP 1450 Dutchess County Bcstg. George W. Bingham, p, gm  
 1940 250 Corp. Richard A. Dwelley, cm  
 P. O. Box 889 John J. Kuhn, pd, pmm  
 6800 Marvin S. Seimes, ce  
 ABC Walter Clark, nd  
 Rural Jane Ellen Ames, wd  
 Kettell-Carter

WKIP-FM 104.7mc  
 1955 2.3kw

**RIVERHEAD (Suffolk County)**

WRIV 1390 Suffolk Bcstg. Corp. W. K. Macy Jr., p, gm  
 1955 500-D 20 E. Main St. Larry Nicoll, cm  
 Park 7-1200 Robert Houston, pd  
 Webb

**ROCHESTER (Monroe County)**

WBBF 950 WBBF Inc. Thomas L. Brown, p, gm  
 1947 1,000 339 East Ave. Nick Nickson, cm  
 DA-2 Hamilton 6-8920 Claude Johnstone, pd  
 WCBF-TV MBS Vincent Lopopolo, ce  
 (CP) Venard, Rintoul, Ralph Knox, nd  
 & McConnell Bill Schwing, sd

WHAM 1180 Riggs & Greene Bcstg. Corp. John S. Riggs, p  
 1922 50,000 201 Humboldt St. F. Robert Greene, vp, gm  
 Hubbard 2-1160 Arthur W. Kelly, slm  
 NBC Lockwood Doty, pd  
 Christal David E. Kessler, nd  
 Raymond Lucia, ce  
 George Haefner, fd  
 Robert Turner, ad

WHFM (FM) 98.9mc (WHAM, AM Affiliate)  
 1939 20kw

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**NEW YORK**  
 HAS THE LARGEST AUDIENCE IN  
 NEW YORK'S TWO FASTEST GROWING MARKETS  
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**1,100,000** **960,000**  
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**5,000 WATTS** **Defender 5-1600**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ROCHESTER (Cont.)</b>				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
WHEC 1925 WHEC-TV	1460 5,000 DA-N	WHEC Inc. 40 Franklin St. Baker 6740 CBS Everett-McKinney	Glover DeLaney, vp, gm Lowell H. MacMillan, asst gm Fred Pestorius, cm Richard K. Blackburn, tech dir Warren Doremus, pd, nd Dorothy Cotton, pmm, wd John MacDonald, sd	<b>SYRACUSE (Onondaga County)</b>			
WRNY 1946	680 250-D	Rochester Bcstg. Co. P. O. Box 710 Glenwood 7032 Forjoe	Arthur C. Kyle Jr., p Thomas H. O'Neill, gm Joseph F. Sova, pd M. L. Bouk, ce	WDDS (FM) 1956	93.1mc 35kw	Functional Bcstg. Inc. Chamber of Commerce Bldg.	
WRNY-FM 1949	97.9mc 7.7kw			WFBL 1922	1390 5,000 DA-N	Founders Corp. 433 South Warren St. Harris 2-1147 ABC Hollingbery	John Shaheen, p Henry T. Wilcox, gm Richard F. Polgreen, cm Edward V. Bryant, pd James Lamanna, nd Dorothy Nill, wd
WSAY 1936	1370 5,000 DA-N	Federal Bcstg. System 250 East Ave. Baker 5-4870 Walker Webb	Gordon P. Brown, p, gm, ec John Hill, pd, pmm Carl Chamberlain, sd	WHEN 1941 WHEN-TV	620 5,000-D 1,000-N DA-N	Meredith Syracuse Radio Corp. Loew Bldg. 2-0277 CBS Rural Radio Net. Katz	E. T. Meredith Jr., p Paul Adanti, vp, gm William H. Bell, asst gm John Scott, pd, fd Louis Parmentier, local slm Robert G. Peel, pmm Robert Ardner, studio ops supvr
WVET 1947 WVET-TV	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. So. Hamilton 6-4820 ABC Bolling	Ervin F. Lyke, p, gm Arthur Murrellwright, slm Paul Luther, vp, pd Don Kallock, adv, merc mgr Raymond D. Jobes, ce Tom Decker, nd	WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. P. O. Box 1212 72-3566 MBS Forjoe	Arthur C. Kyle Jr., gm James McKechnie, asst m, cm, sd Bill Quinn, pd John Rathbun, ce Dan Leonard, nd Frances Patterson, wd
<b>ROME (Oneida County)</b>				WOLF 1940	1490 250	Civic Bcstg. Corp. Kirkpatrick & Van Renssaler 2-7211 Walker	Melvin M. Silvieus, cm T. S. Marshall, p, gm Hamilton M. Woodie, sm, pd, nd Don Muir, ce Charles Shaw, fd Red Parton, sd
WKAL 1946 WKTV (TV)	1450 250	Copper City Bcstg. Co. Capitol Theatre Bldg. 5616 MBS Cooke	M. J. Kallet, p Joseph S. Kallet, gm Deming Clark, cm Al Cash, pd, pmm DeForest Leighton, ce Robert Curley, nd	WSYR 1922 WSYR-TV	570 5,000 DA-2	Central New York Bcstg. Corp. 224 Harrison St. 3-7111 NBC Christal	E. R. Vadeboncoeur, p, gm W. R. Alford Jr., cm William V. Rothrum, vp, pd Lou Switzer, pmm Albert Eicholzer, ce Fred Hillegas, nd Bob Doubleday, fd
<b>SALAMANCA (Cattaraugus County)</b>				WSYR-FM 1946	94.5mc 10kw		
WNYS (CP)	1590 1,000-D	Cattaraugus Bcstg. Service c/o Milton Baptist Church Delevan, N. Y.	Rev. Luther M. Schaeffer, p, gm Marion G. Schaeffer, vp	<b>TICONDEROGA (Essex County)</b>			
<b>SARANAC LAKE (Franklin County)</b>				WIPS 1955	1250 500-D	Portage Bcstg. Co. Fort Road 77 Tomahawk O'Connell	Martin Karig, p Dale Robertson, gm Ruth M. Robertson, asst gm, pd, pmm, wd Lloyd Howe, ce Robert Middleton, nd, fd
WNBZ 1927	1240 250	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	<b>TROY (Rensselaer County)</b>			
<b>SARATOGA SPRINGS (Saratoga County)</b>				WFLY (FM) 1948	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
WRSA (CP)	1280 1,000-D	Radio Saratoga P. O. Box 248	Richard O'Connor, ptrn Lou Tobier, ptrn	*WHAZ 1922	1350 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
WSPN 1954	900 250-D	Spa Bcstrs. Inc. 71 West Ave. 2180 Tomahawk O'Connell	Ken Freebern, p Chet Munson, gm, cm Joe Snyder, slm Bob Dingman, pd, pmm Al Burton, ce Dick Brown, nd	WTRY 1940	980 5,000 DA-1	Tri-City Radio Inc 92-Fourth St. Ashley 4-1100 Blair	Mowry Lowe, gm Kenneth M. Cooper, slm C. George Taylor, pd Robert T. Engles, pmm Frank G. Belaska, ce George Sweeney, nd
<b>SAUGERTIES (Ulster County)</b>				<b>UTICA (Oneida County)</b>			
WSKN 1956	920 1,000-D DA-D	Skylark Corp. P. O. Box 3 Mt. Marion, N. Y. Saugerties 920 Clark	John Lynker, p, gm W. Irving Rose, evp, cm Richard Nedin, pd, sd Gus Kramer, pmm Roy Fuller, ce Bob Browning, nd	WCAT 1947	1310 1,000-D 500-N DA-N	Star Bcstg. Co. Kellogg Road New Hartford, N. Y. Utica 5-5209 Venard, Rintoul & McConnell	Maurice R. Forman, ptrn E. Menden, ptrn
<b>SCHENECTADY (Schenectady County)</b>				WIBX 1926	950 5,000 DA-1	WIBX Inc. First Natl. Bank Bldg. 2-2101 CBS Walker	Margaret Bowen, p, gm Elliott A. Stewart, evp, sm, prog mgr Frederic C. Bowen, slm, pmm John T. Dowdell, ce Sherm Brodey, fd
WGY 1922 WRGB (TV)	810 50,000	General Electric Co. 1 River Rd. Franklin 7-2261 NBC Christal	R. B. Hanna Jr., mgr GE bcstg. stations Merl L. Galusha, mgr Donn M. Chown, prog mgr A. R. Garland, pmm John Schmulbach, slm Willard Purcell, eng mgr Lansing Christman, nd Don Tuttle, fd Bob Bender, sd Martha Brooks, wd	WRUN 1948	1150 5,000-D 1,000-N DA-2	Rome Sentinel Co. 258 Genesee St. 2-5111 Rural Avery-Knodel	Bradley C. Barnard, p Richard A. Clark, sm, cm Philip R. Cameron, pd Alan E. Cole, pmm, nd Carroll F. Henry, studio sup Elizabeth Odames, wd
WGFM (FM) 922	99.5mc 6kw	(WGY, Am Affiliate)		WRUN-FM 1947	105.7mc 4.3kw		

Executive Abbreviations: Owner o; Pres. p; Exec. vp, evp; Gen. Mgr. gm; Sta. Mgr. sm; Com. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. dmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. 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. I—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



# THESE BOYS are the BUYS in Rochester!



**ED MEATH**

AND THE

**"Musical Clock"**

6—9:30 A.M. Mon. thru Sat.

Rochester's long-time top-favorite disc jockey dominates our morning program schedule which averages, from 6:00 A.M. to Noon...

**33%\***



**BOB E. LLOYD**

AND

**"Lloyd's Unlimited"**

3:30—6 P.M. Mon. thru Fri.

Less than seven months in Rochester, but zooming in popularity, Lloyd heads up our afternoon line-up which averages, noon to 6:00 P.M....

**25%\***

... and, beside rating **FIRST** in share of audience in the morning, and **FIRST** in the afternoon, we really ought to mention that we're **FIRST** evenings, too!

**24%\***

\*LATEST ROCHESTER PULSE REPORT OCTOBER 1956



**WHEC**

*of Rochester*

NEW YORK  
5,000 WATTS

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

**NEW YORK**

City	Call Letters	Chann. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>WALTON (Delaware County)</b>				
WDLA	1270	1,000-D	Delaware County Bcstg. Corp. Underhill 5-4321 Rural Rambeau	E. Ogden Bush, p Michael J. Cuneen, vp, gm, cm Myra A. Youmans, pmm Charles Lissner, ce Richard Hoyt, nd Clarence Denton, fd
<b>WATERTOWN (Jefferson County)</b>				
WATN	1240	250	Watertown Bcstg. Corp. 118 Washington St. 2424 Devney	G. Harry Righter, p, gm, cm Donald Schryver, co-ce J. Frederick Sprague, co-ce
WWNY	790	1,000	The Brockway Co. Hotel Woodruff 4120 CBS Weed	John B. Johnson, p Louis Saif Jr., gm Patrick Rheaume, cm Earl R. Kelly, sm Maynard B. Davis, ce William Haley, nd
WCNY-TV (Carthage)	100.5mc	15.4kw		
WWNY-FM	100.5mc	15.4kw		
<b>WELLSVILLE (Allegany County)</b>				
WLSV	790	500-D	Radio Service of Wellsville P. O. Box 409 727	Lloyd P. Gordon, gm, pd, pmm, ce, nd, fd, sd, wd Herbert Ackerman, cm
<b>WETHERSFIELD (Wyoming County)</b>				
WRRL (FM)	107.7mc	5.4kw	Northeast Radio Corp. Terrace Hill Ithaca, N. Y. Ithaca 4-6357 Avery-Knodel	C. L. Dickinson, p H. S. Brown, sm Don Udey, ce
<b>WHITE PLAINS (Westchester County)</b>				
WFAS	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 Randall Kaler, pd John H. Hade, cm, slm Jack Pearson, ce Lenny Dillon, sd
WFAS-FM	103.9mc	0.12kw		

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.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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**NORTH CAROLINA**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Dare	5,405	1,240	6,296	1,738	470	2,093
Davidson	62,244	16,690	60,000	13,769	1,396	27,328
Davie	15,420	3,640	10,030	2,838	377	6,252
Duplin	41,074	8,870	26,799	4,293	377	12,536
Durham	101,639	27,530	111,625	22,065	3,716	33,748
Edgecombe	51,634	11,020	40,258	10,014	739	14,542
Forsyth	146,135	44,100	168,723	33,619	5,030	64,979
Franklin	131,341	6,560	13,228	2,861	421	8,230
Gaston	110,836	29,370	94,259	24,257	2,706	40,288
Gates	9,555	2,150	5,093	440	.....	3,148
Graham	6,888	1,600	2,522	282	.....	1,555
Greene	31,793	6,530	18,772	3,869	525	9,035
Guilford	18,024	3,330	6,418	1,141	43	4,728
Halifax	191,057	53,770	281,724	52,777	7,489	85,780
Harnett	58,377	11,740	42,597	9,821	985	15,200
Haywood	47,605	10,790	33,322	5,452	1,240	14,933
Henderson	37,631	9,220	27,503	4,685	1,124	12,781
Hertford	30,921	8,600	30,870	7,617	981	13,375
Hoke	21,453	4,470	16,741	2,360	487	6,045
Hyde	15,756	3,040	6,567	1,648	123	3,367
Iredell	6,479	1,300	1,501	400	.....	1,408
Jackson	56,303	14,310	43,448	11,085	1,167	22,180
Johnson	19,261	4,350	9,877	1,984	276	4,789
Johnston	85,906	14,750	39,890	8,402	1,102	20,897
Jones	11,004	2,340	3,350	852	85	3,169
Lee	23,522	6,000	25,566	5,000	881	9,785
Lenoir	45,953	10,570	50,230	7,963	1,501	17,260
Lincoln	27,459	6,520	17,606	5,286	432	9,753
McDowell	25,720	6,190	15,935	3,383	762	8,192
Macon	16,174	3,580	10,933	1,532	319	4,224
Madison	20,522	4,010	7,006	1,328	224	4,517
Martin	27,938	5,740	17,765	2,909	808	7,986
Mecklenberg	197,032	56,600	294,138	46,503	11,048	92,356
Mitchell	15,143	3,150	8,845	1,382	201	4,338
Montgomery	17,260	3,980	10,571	2,285	264	6,436
Moore	33,129	7,680	29,443	6,554	1,056	13,199
Nash	59,919	13,300	49,070	7,705	1,431	18,578
New Hanover	63,272	19,120	86,035	17,624	3,263	24,235
Northampton	28,432	5,340	8,492	2,117	295	6,589
Onslow	42,047	9,880	36,039	7,556	1,063	15,841
Orange	34,435	8,150	24,921	5,821	842	10,981
Pamlico	9,983	2,320	2,658	681	.....	2,691
Pasquotank	24,347	6,370	27,686	6,839	531	8,322
Pender	18,423	3,860	5,294	1,431	216	4,969
Perquimans	9,602	2,360	8,469	1,124	71	3,026
Person	24,361	4,680	18,032	3,143	461	8,317
Pitt	63,789	13,490	55,391	9,042	1,229	20,017
Polk	11,627	2,770	5,774	1,640	228	3,861
Randolph	50,804	13,010	47,282	10,658	1,304	22,851
Richmond	39,597	9,410	28,370	6,886	612	11,971
Robeson	87,769	18,510	57,935	11,069	1,469	22,142
Rockingham	64,816	16,690	50,655	13,431	1,579	23,819
Rowan	75,410	20,250	86,801	15,820	1,411	30,548
Rutherford	46,356	10,810	32,845	7,380	804	15,020
Sampson	49,780	10,740	24,652	4,191	1,012	15,471
Scotland	26,336	5,730	19,082	5,461	261	6,219
Stanly	37,130	10,150	32,064	7,211	762	16,309
Stokes	21,520	4,500	7,270	1,729	178	7,931
Surry	45,593	11,130	43,911	8,931	1,141	18,760
Swain	9,921	2,150	6,887	1,354	327	2,365
Transylvania	15,194	3,500	11,920	3,617	57	4,996
Tyrell	5,046	1,130	2,041	389	42	1,196
Union	42,034	10,020	29,419	5,840	883	14,672
Vance	32,101	7,180	25,111	5,495	607	10,052
Wake	136,450	36,550	174,613	34,974	5,214	57,570
Warren	23,539	4,460	9,090	1,919	247	4,757
Washington	13,180	2,770	9,354	2,678	110	3,946
Watauga	18,342	3,920	10,033	1,393	336	5,267
Wayne	64,267	14,740	55,273	8,770	1,161	21,005
Wilkes	45,243	10,200	33,475	4,856	541	14,297
Wilson	54,506	12,100	45,671	9,050	1,112	18,162
Yadkin	22,133	5,320	12,016	1,831	123	8,969
Yancey	16,306	3,190	4,479	1,033	135	3,417
Total	4,061,929	996,330	\$3,550,339	\$729,273	\$101,470	1,433,686

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**NORTH CAROLINA**

**NORTH CAROLINA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Alamance	71,220	19,530	\$73,255	\$17,041	\$2,097	30,013
Alexander	14,554	3,280	9,067	2,084	23	5,241
Alleghany	8,155	1,980	4,070	515	215	2,512
Anson	26,781	5,630	13,293	2,806	232	6,650
Ash	21,878	4,670	6,209	947	182	4,844
Avery	13,352	2,830	3,190	370	186	2,142
Beaufort	37,134	8,220	29,284	6,551	644	11,014
Bertie	26,439	5,420	12,661	2,366	210	7,219
Bladen	29,703	6,080	17,179	3,076	226	8,296
Brunswick	19,238	4,100	6,955	1,836	346	5,213
Buncombe	124,403	33,570	128,114	26,803	5,079	42,468
Burke	45,518	10,700	26,198	7,317	739	15,689
Cabarrus	63,783	16,560	60,309	15,447	1,897	26,380
Caldwell	43,352	10,450	30,721	8,383	927	15,238
Camden	5,223	1,330	924	481	.....	1,680
Carteret	23,059	6,110	20,069	5,423	672	7,904
Caswell	20,870	4,010	5,495	896	126	5,295
Catawba	61,794	16,790	68,783	15,285	1,711	28,067
Chatham	25,392	5,730	23,428	4,128	429	8,948
Cherokee	18,294	3,750	11,533	2,338	298	4,099
Chowan	12,540	2,670	9,188	2,148	163	3,925
Clay	6,006	1,240	2,836	440	66	1,348
Cleveland	64,357	15,470	44,842	10,125	1,161	20,592
Columbus	50,621	10,960	34,532	6,453	966	13,678
Craven	48,823	12,420	45,090	10,014	1,359	16,749
Cumberland	98,006	24,290	107,382	21,162	2,273	34,977
Currituck	6,201	1,710	3,082	583	.....	2,332

**DIRECTORY OF AM AND FM STATIONS**

<b>AHOSKIE (Hertford County)</b>						
WRCS	970	Roanoke Chowan Bcstg. Co. Inc.	Charles H. Jenkins, p			
1948	1,000-D	P. O. Box 89 3101 KBS	P. G. Sewell, gm, cm Larry Knight, pd, nd W. G. Smith, pmm W. G. Barnes, ce Bart Malden, fd			
<b>ALBEMARLE (Stanly County)</b>						
WABZ	1010	Radio Station WABZ Inc. Hotel Albemarle 1100 KBS	Staton P. Williams, p William J. Page, gm Marvin A. Coley, cm O. B. Hall, pd John D. Brooks, ce			
WZKY	1580	Stanly County Bcstg. Co. P. O. Box 365 Yukon 2-1111	Jake T. Presson, p, gm, ce, nd Nealson Russell, cm, fd Irmã Presson, pd Bill Kelley, pmm, wd Charles White, sd			
1956	250-D					

ASHEBORO (Randolph County)

WGWR 1260 Asheboro Bcstg. Co. Inc. Roy Cox, p  
1947 1,000-D 303 E. Salisbury St. J. R. Marlowe, gm  
2187 Richard B. Sweeney, cm  
KBS pmm, sd  
A. B. Brown, pd, nd  
W. H. Trogdon, ce  
Nelson Harrill, fd

WGWR-FM 92.3mc  
1949 10kw

BOONE (Watauga County)

WATA 1450 Wilkes Bcstg. Co. Doris B. Brown, p, gm  
1950 250 Depot St. Roland B. Potter, gen slm  
Amherst 4-8461 W. Ralph Tugman, cm  
Robert F. Gilley, pd, nd  
Edwin Chipman, ce

BREVARD (Transylvania County)

WPNF 1240 Pisgah Bcstg. Co. Inc. Ed M. Anderson, p  
1950 250 3-2611 Bobby Hoyle, gm, cm  
John Dellinger, pd, nd  
John Anderson, pmm  
Baxter Morris, ce  
James Davis, fd

ASHEVILLE (Buncombe County)

WISE 1310 WISE Inc. Harold H. Thomas, p, gm  
1939 5,000-D 98 Lookout Road Loyd B. Leonard, cm, pmm  
WISE-TV 1,000-N 3-5381 Richard Harshaw, pd, nd, fd  
DA-N NBC John Randolph, ce  
Bolling John Candler, sd

WLOS 1380 Skyway Bcstg. Corp. Charles B. Britt, cvp  
1947 5,000-D 288 Macon Ave. George Roesler, cm  
WLOS-TV 1,000-N 2-2431 Fred Brown, pd  
DA-N ABC, MBS  
Venard, Rintoul  
& McConnell  
Ayers

WLOS-FM 104.3mc  
1947 9.2kw

WSKY 1230 Radio Asheville Inc. Zeb Lee, p, gm, cm, sd  
1947 250 12 Church St. Wm. Clements Jr., ce  
3-4451 Pearson

WWNC 570 Asheville Citizens-Times Charlie Peace, p  
1927 5,000 Publishing Co. Cecil B. Hoskins, gm, pmm  
DA-N 14 O'Henry Ave. James A. Hagan, cm  
5611 William F. Melia, pd  
CBS William H. Hamrick, ce  
H-R Repts. Jack Neil, nd

BURLINGTON (Alamance County)

WBBB 920 Alamance Bcstg. Co. Inc. E. Z. Jones, gm  
1941 5,000-D 321 S. Main St. C. Robert Ray, cm  
6-6376 Edgar Broocks, pd, fd  
MBS, KBS C. E. Peacock, pmm, nd  
Interstate-United Berry Tysor, ce  
Newspapers Morty Schaap, sd

WBBB-FM 101.1mc  
1946 3.8kw

WFNS 1150 Burlington Graham Bcstg. G. C. Starnes, sec-treas, gm, nd  
1947 1,000-D Co. Inc. Harold Nall, cm  
P. O. Box 1328 Dick Bowman, pd, pmm, sd  
4261 Charles Stafford, ce  
Bogner & Martin Jim Hall, fd  
Pat Prior, wd

WFNS-FM 93.9mc  
1949 2.8kw

BEAUFORT (Carteret County)

WBMA 1400 Richard Ray Cummins Richard Ray Cummins, o,  
1954 250 P. O. Box 156 gm, ce, sd  
2-9401 Hilda Cummins, pd  
James Willis, pmm, nd  
Melvin West, fd  
Joyce Willis, wd

CANTON (Haywood County)

WWIT 970 Western North Carolina B. M. Middleton, p  
1954 1,000-D Bcstrs. Inc. Kermit Edney, gm  
P. O. Box 391 V. E. Pressley, cm  
3588 Wayne Harris, pd, pmm  
Barry Medlin, ce  
Charlie Hicks, nd, sd

BELMONT (Gaston County)

WCGC 1270 Central Bcstg. Co. Robert R. Hilker, p, gm, ce  
1954 1,000-D P. O. Box 629 Boyce J. Hanna, cm, sd  
500-N Ta 5-2812 Grady O. Wilkerson, pd  
DA-N Don Eller, pmm  
Richard Mauney, fd  
Francis Lingerfelt, wd

CHAPEL HILL (Orange County)

WCHL 1360 Village Bcstg. Co. Inc. Roland P. McClamroch Jr.,  
1953 1,000-D P. O. Box 388 p, gm  
8484 R. B. Boyd, asst mgr  
Indie Fritz Thurstone, ce  
Pat Owens, traffic mgr

CHARLOTTE (Macklenberg County)

WAYS 610 Inter-City Advertising Co. G. W. Dowdy, p  
1941 5,000-D 3229 S. Blvd. Thomas B. Sawyer, gm  
1,000-N Edison 3-7173 Allen Hill, pd  
DA-2 ABC Martin Allen, pmm  
Bolling L. I. Dekle, ce  
Ted Thomas, nd  
Jim Turner, sd

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# Timely Selling Ideas!



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PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 17, New York

CINCINNATI HOLLYWOOD

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

**NORTH CAROLINA**

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	WSOC	1240	Radio Station WSOC Inc.	E. J. Gluck, p, gm	
Established	Power				1933	250	1925 N. Tryon St.	Larry Walker, cm	
Tv Affiliate					WSOC-TV (CP)		Edison 2-7138	Fred Dickson, pd, nd, fd	
							NBC	Chas. Marshall, pmm	
							H-R Reps.	L. L. Caudle Jr., ce	
<b>CHARLOTTE (Cont.)</b>									
WBT	1110	50,000	Jefferson Standard Bcstg. Co.	Joseph M. Bryan, p Charles H. Crutchfield, evp,	WSOC-FM	103.5mc			
1922	DA-N		One Jefferson Place	gm	1947	35kw			
WBTV (TV)	DA-N		Edison 3-8833	J. Robert Covington, sm V. V. Evans, slm	WWOK	1480	Southern Radio & Equipment Co.	Carmen Macri, o	
			CBS	Bailey Hobgood, pd	1955	1,000-D	215 Greystone Rd.	Jack Wheeler, gm	
			CBS Radio	Ned Burgess, pmm			Edison 3-0551	Paul Marlowe, asst mgr	
			Spot Sales	Thomas E. Howard, vp in charge of eng			Dora-Clayton	Jim O'Donnell, pd	
				Jack Knell, nd				Herb Berg, slm	
				Grady Cole, fd				T. C. Wood, ce	
				Phil Agresta, sd					
				Jeanne Alexander, wd					
WGIV	1600	1,000-D	Charlotte Radio & Tv Corp.	Francis M. Fitzgerald, p, gm	<b>CLINTON (Sampson County)</b>				
1947			2520 Toomey Ave.	Ray W. Ervin, cm	WRRZ	880	WRRZ Radio Co.	H. D. Stanley, gm	
			Edison 3-2195	Peter Toomey, pd	1947	1,000-D	2165	E. D. Powell, cm	
			Forjoe	Everett Bemont, pmm			ABC	D. W. Welsh, pd	
				S. K. Lineberger, ce			KBS	H. H. Corbitt, pmm	
				Neida McManus, nd			Walker	J. L. Bowles, ce	
								J. R. Tew, nd	
WIST	950	5,000-D	Bcstg. Co. of The South	B. Calhoun Hipp, p	<b>CONCORD (Cabarrus County)</b>				
1951	1,000-N	DA-N	204 Liberty Life Bldg.	G. Richard Shafto, gm	WEGO	1410	Cabarrus Bcstg. Co.	A. W. Huckle, p	
			Franklin 6-9511	Ray M. Stanfield, mngng dir	1945	1,000-D	P. O. Box 527	Elizabeth C. Huckle, gm	
			Peters, Griffin, Woodward	William A. Vaughn, pd, slm			2-6000	Howard McCurry, cm, pd	
				A. O. Richardson, ce			KBS	Kenneth R. Kennedy, ce	
				Bob Mattison, fd					
WMIT (FM)	106.9mc	36kw	Mount Mitchell Bcstrs.	J. R. H. Wilson, p, gm, cm	<b>DUNN (Hartnett County)</b>				
1942			P. O. Box 346	Thomas G. Bryant, pd, ce	WCKB	780	North Carolina Central	L. A. Tart Sr., p	
			Franklin 6-7561		1946	1,000-D	Bcstrs. Inc.	A. Lincoln Faulk, gm	
			Webb				3193	Carl E. Lass, cm, fd	
							KBS	Rudy Zurlo, pd	
								John Ciccone, pmm	
								Joseph Kotlas, ce	
								Herb Allen, nd, sd	
<b>DURHAM (Durham County)</b>									
WDNC	620	5,000-D	Durham Radio Corp.		WDNC	1934	1384 E. Chapel Hill St.	C. C. Council, p	
1934	1,000-N	DA-2	6155				CBS	J. Frank Jarman, gm	
			Raymer					C. James Woodhouse, cm, sd	
								E. R. Higgins Jr., pd	
								Sue Germino, off mgr	
								C. Roy King, ce	
WDNC-FM	105.1mc	36kw			<b>EDENTON (Chowan County)</b>				
1948					WCDJ	1260	Colonial Bcstg. Co. Inc.	Ray A. Childres, p, sd	
					1955	1,000-D	P. O. Box 509	R. W. Schuman, gm	
							871	Douglas E. Ames, pd, pmm,	
							Best	nd, fd, ce	
WSRC	1410	1,000-D	John C. Greene Jr.		<b>ELIZABETH CITY (Pasquotank County)</b>				
1954			P. O. Box 28		WCNC	1240	Albemarle Bcstg. Co.	J. L. Lamb Sr., p	
			2-4681		1939	250	P. O. Box 535	J. L. Lamb Jr., gm, ce	
			Rambeau				4379	Claude E. Ferrell, cm	
			Dora-Clayton				MBS	Jimmy Raper, pd	
							KBS	Sel Mann, nd, fd, sd	
							Bogner & Martin	Meade Moore, wd	
WSSB	1490	250	Public Information Corp.		WGAI	560	WGAI Radio Co.	C. Alden Baker, p, gm	
1948			211 Riggsbee Ave.		1947	1,000-D	Kramer Bldg.	Bob Thomas, slm, pd	
			6919			500-N	4371	Jack Aulis, pdm, nd	
			Gill-Perna			DA-2		Jim Woods, sd	
								Gene Marshall, fd	
								Imogene Eason, wd	
WTIK	1310	1,000-D	Mid-Carolina Bcstg. Co.		<b>ELIZABETH TOWN (Bladen County)</b>				
1946	500-N	DA-N	205 1/2 W. Main St.		WBLA	1450	Bladen Bcstg. Corp.	E. C. Register, p	
			6-101		1956	00	P. O. Box 327	Chatham C. Clark, sec-treas,	
			ABC				3126	gm	
			Tobacco Net.				MBS	Kenneth R. Wardell, pd	
			McGillvra					Robert Johnson, pmm	
								Carl F. Strohmeier Jr., ce	
								Jackie Chamblee, wd	
EDENTON (Chowan County)					<b>ELKIN (Surry County)</b>				
WCDJ	1260	1,000-D	Colonial Bcstg. Co. Inc.		WIFM	1540	Tri-County Bcstg. Co.	Harvey F. Laffoon, p	
1955			P. O. Box 509		1949	250-D	P. O. Box 152	W. P. Erwin, gm	
			871				860	Eugene Smith Jr., cm, ce, fd	
			Best					Ruth Smith, pd, nd, wd	
					WIFM-FM	100.9mc			
					1949	0.35kw			

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.  
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Get your share of the big \$ \$ \$ \$ \$ sales of the fabulous Durham-Raleigh

**NEGRO MARKET**

with

**WSRC**

Durham, N.C.

For a really fantastic sales story, call our Reps and ask to see . . .

The new 5 County Negro PULSE  
 The new 5 County Regular PULSE

or

The new HOOPER

Anyway you want to look at it we are top dog. Also let our Reps give you the full WSRC hard hitting-result getting sales story.

CALL . . . RAMBEAU  
 Southeastern-DORA-CLAYTON

If you want ratings, results, Top Personalities and merchandising you want

**WSRC**

Durham, N.C.



# HOW GREAT IS GRADY

**TODAY**

1957



**GREAT ENOUGH** to win—hands down—each of the 83 quarter hours he's on the air each week.

**GREAT ENOUGH** to be named Charlotte's most popular radio personality with a 150% lead over the next best-liked.

**SO GREAT** that a completely unknown product secured eleven area distributors by telling them the product would be advertised on "Grady Cole Time."

**TODAY**, as for the past 27 years, Grady Cole has the key to 2½ million Carolina hearts and pocketbooks. To unlock both by the millions, call WBT or CBS Radio Spot Sales, for Grady availabilities.



CHARLOTTE, N. C.—50,000 WATT COLOSSUS OF THE CAROLINAS  
JEFFERSON STANDARD BROADCASTING COMPANY

# NORTH CAROLINA

City	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives	City	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>FAIRMONT (Robeson County)</b>					<b>GREENSBORO (Gulford County)</b>				
WFMO	1953	860 1,000-D	Carolinas Bcstg. Co. Inc. P. O. Box 492 4781	Cutlar Moore, p Billy E. Peele, gm, cm James C. Clarke, pd, nd Jerry Farmer, pmm Joseph F. Miles, ce Wes Unold, fd	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
<b>FAYETTEVILLE (Cumberland County)</b>					WCOG	1948	1320 5,000-D 1,000-N DA-2	WCOG Inc. 4635 Edwards Rd. 3-6925 ABC Bolling Ayres	Harold H. Thoms, p Jack Rimmer, gm John Caldwell, cm Banner Shelton, pd, sd Sue Gross, pmm, wd Lorenzo Rhodes, ce Joe Anderson, nd
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 Tom Slade, sd, wd	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 Earl O. Sullivan, asst mgr. Fred S. Smith, ce Slim Martin, fd
WFLB	1948	1490 250	Fayetteville Bcstrs. Inc. P. O. Box 512 2-7136 ABC Burn-Smith	W. D. Bailey, gm F. H. Nave, cm Marvin Rosenberg, pd John Buck, ce	WPET	1954	950 500-D	Wayne Nelson P. O. Box 3488 Broadway 5-4464	Wayne M. Nelson, p, gm, cm Leoma Showmar, pd E. M. Stanton Jr., ce
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 Norman Suttles, gm Robert Nietman, cm Mack Stamps, pd Jack Ikner, ce Johnny Joyce, nd, sd	<b>GREENVILLE (Pitt County)</b>				
WFNC-FM	1948	98.1mc 14kw			WGTC	1940	1590 5,000-D 1,000-N DA-N	Greenville Radio Co. 103 E. Fifth St. 6740 MBS Forjoe Devney	H. W. Anderson, p Joel Lawhon, gm, pd C. B. Goodyear, cm Bill Covington, ce Charles Stegall, pdm Bob Ballard, fd, nd
<b>FOREST CITY (Rutherford County)</b>					<b>HENDERSON (Vance County)</b>				
WBBO	1947	780 1,000-D	Rutherford County Radio Co. Inc. 4205	Ed M. Anderson, p, gm Fred Blanton, cm Lee Kanipe, pd Merton Iwerks, ce Charles Melton, nd, fd Moon Martin, sd	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
WBBO-FM	1948	93.3mc 1.5kw			WHNC-FM	1948	92.5mc 9kw		
WFSC (CP)	1950	500-D	Macon County Bcstg. Co. c/o Henry G. Bartol Jr. P. O. Box 1317 Tyron, N. C.	Graves Taylor, ptrn Henry G. Bartol Jr., ptrn John E. Boyd, ptrn	WHVH	1955	1450 250	Vance County Bcstg. Co. Inc. P. O. Box 131 3180 Best	Howard V. Harrell, p, gm, ce Helen Rogers, pd, traff mgr Dave McKee, nd Tommy Moore, fd Mozelle Moore, wd W. L. Adcox, sp. events dir
<b>FUQUAY SPRINGS (Wake County)</b>					<b>HENDERSONVILLE (Henderson County)</b>				
WFVG	1949	1460 1,000-D	WFVG Bcstg. Co. P. O. Box 588 333 KBS Continental	J. M. Stephenson, p Ray Godwin, slm Walter M. Pearson, pd, pmm Robert E. Stephenson, gm Harry D. Stephenson, ce Gerald F. Goodwin, fd, sd	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 Dorothy Tebbens, wd
<b>GASTONIA (Caston County)</b>					<b>HICKORY (Catawba County)</b>				
WGNC	1939	1450 250	Catherine T. McSwain P. O. Box 737 University 5-8501 ABC Continental	Catherine T. McSwain, p Pat McSwain, gm Carl Rhync, cm Fred Gray, pd W. C. Groves, ce	WHKY	1940	1290 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
WGNC-FM	1947	101.9mc 11.1kw			WIRC	1948	630 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
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 A. G. Phillips, wd Donald C. Voigt, ce, fd Frank Thomas, nd, sd	<b>HIGH POINT (Gulford County)</b>				
<b>GOLDSBORO (Wayne County)</b>					WHPE	1947	1070 1,000-D	High Point Bcstg. Co. 504 1/2 N. Main St. 3466 KBS	Gary C. Davis, p, pd, nd Roger L. Parris, cm Gary C. Davis, ce Barbara Crawley, wd
WFMC	1951	750 1,000-D	Southern Radio & Tv Corp. P. O. Box 655 965 KBS	Kenneth T. Marshall, p, gm Henry M. Harrison, pd, ce Robert Wooten, nd Gene Ryan, fd Robert Nelson, sd Dot Smith, wd	WHPE-FM	1947	95.5mc 13kw		
WGBR	1939	1150 5,000-D 1,000-N DA-2	Eastern Carolina Bcstg. Co. Inc. 3730 ABC	A. T. Hawkins, p Vasie G. Balkum, gm, cm, pd Daniel B. Trueblood, ce Daron Ward, sd	WMFR	1935	1230 250	Radio Station WMFR 164 S. Main St. 4593 ABC Burn-Smith	Frank S. Lambeth, p, gm Frank Smith, cm Winfred R. Carter, pd, nd William D. Smith, slm Gerald D. Sullivan, pmm, asst mgr Robert P. Boyd, ce
WEQR (FM)	1946	96.9mc 41kw	(WGBR, Am Affiliate)		WMFR-FM	1946	99.5mc 8kw		
WGOL	1955	1300 1,000-D	Wayne Bcstg. Co. 116 W. Mulberry St. 4900 Cooke	Lawrence B. Carr, sec-treas, gm William H. Stuckey, cm John G. Britt, pd Paul Horne, ce Richard Burton, fd Jimmie Benson, wd	WNOS	1953	1590 1,000-D	Statesville Bcstg. Co. P. O. Box 1448 8900	Russell M. Hunt, sm, cm Tom Wall, pd T. K. Abernethy, ce Woody Mashburn, fd Coleman Crews, sd Doris Goodin, wd

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JACKSONVILLE (Onslow County)

WJNC 1240 Onslow Bcstg. Corp.  
1945 250 7707  
MBS  
KBS  
Burke-Stuart

WLAS 910 Seaboard Bcstg. Corp.  
1954 1,000-D P. O. Box 1197

Robert P. Mendelson, p, gm  
Rodric L. Jones, sm  
Anajcane B. Mendelson,  
pd, wd  
A. D. Sisk, ce

Jerry Popkin, p  
Paul Parker, gm, cm  
Rod Dorsey, ce  
Joe Groves, sd  
Clyde Casper, fd  
Lucile Laughinghouse, wd

KINSTON (Lenoir County)

WELS 1010 Farmers Bcstg. Service  
1950 1,000-D 1312 W. Vernon Ave.  
5151  
KBS  
Devney  
Bogner & Martin

WFTC 960 Town & Country Worldwide  
1937 5,000-D Prod.  
1,000-N 4111  
DA-N ABC  
Best

WISP 1230 Citizens Bcstg. Co.  
1953 250 P. O. Box 885  
6161

William S. Page, p  
Jack P. Hankins, gm, cm  
W. A. Kiker, pd  
Harvey Mewborn, ce  
Jack Rider, nd

Connie B. Gay, p

E. J. Schuffman, p, gm  
J. L. Moseley, vp, cm, sd  
Adelaide Waller, pd, wd  
Wm. Dixon, ce

KANNAPOLIS (Cabarrus County)

WGTL 870 Fred H. Whitley Inc.  
1947 1,000-D P. O. Box 997  
8700

Fred H. Whitley, p, gm  
Foy T. Hinson, ce

KINGS MOUNTAIN (Cleveland County)

WKMT 1220 R. H. Whitesides  
1953 1,000-D Cleveland Ave. Ext.  
999

R. H. Whitesides, o  
Jonas R. Bridges, gm, cm  
Ned McGill, pmm  
Doris Bridges, pd, wd  
George B. Patterson, ce  
Robert Green, nd, fd

LAURINBURG (Scotland County)

WEWO 1080 Scotland Bcstg. Co.  
1947 1,000-D State Bank Bldg.  
770  
KBS  
Dora-Clayton

WEWO-FM 96.5mc  
1951 9.2kw

Edwin Pate, p  
J. R. Dalrymple Jr., gm, fd  
Truman Brock, ce  
Dick Brown, nd  
Rita Rytte, wd

# No. 1 Market in the Carolinas... GREENSBORO

**Per Family Sales\***

*First in  
the Carolinas*

followed by  
Charlotte and Raleigh

\* 1956 Survey of Buying Power

**Food Store Sales\***

*First in  
the Carolinas*

followed by  
Charlotte and Greenville  
(S. C.)

**General Mdse. Sales\***

*First in  
the Carolinas*

followed by  
Charlotte and Greenville  
(S. C.)

**WBIG ... Greensboro's first radio station  
... in 31st year of broadcasting**

**1<sup>ST</sup>** in **P**opularity  
in **P**ersonalities  
in **P**ower — 5000 watts

Hallingbery, National Representative



# NORTH CAROLINA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>LEAKSVILLE (Rockingham County)</b>				<b>MOREHEAD CITY (Carteret County)</b>			
WLOE 1946	1490 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	WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Inc. P. O. Box 432 6-3188 KBS McGillvra	Grover C. Munden, p, gm A. J. Barbour, asst mgr Walter Niemi, cm, ce Fay Murette Merrell, pd Charles H. Markey, pmm Richard J. Babcock, nd, fd
WLOE-FM 1949	94.5mc 20kw			<b>MORGANTON (Burke County)</b>			
<b>LENOIR (Caldwell County)</b>				WMNC 1947	1430 5,000-D	Nathan J. Cooper P. O. Box 698 1100	Nathan J. Cooper, o, gm Charles R. Tappy, cm Madelyn Y. Patton, pd, wd Frank A. Ballew, ce
WJRI 1947	1340 250	John P. Rabb 107 West Ave. Plaza 4-5361 MBS KBS	John P. Rabb, p, gm F. Kent Atwater, cm K. Rabb, pd, wd Jerry Elliott, ce Edward Wallace Jr., nd Max Clup, fd	<b>MT. AIRY (Surry County)</b>			
<b>LEXINGTON (Davidson County)</b>				WPAQ 1948	740 10,000-D	Ralph D. Epperson Springs Road 1400 KBS Clark	Ralph D. Epperson, gm, ce Costin Lindsay, pd Harlan DeMasters, slm Horace Westmoreland, nd Joe Johnson, fd Lucy Bowman, cm Earlene Epperson, pmm Lew Kurtz, sd
WBUY 1946	1440 5,000-D	Davidson County Bcstg. Co. P. O. Box 359 2716 KBS Continental Dora-Clayton	Omar G. Hilton, co-o Greeley N. Hilton, co-o, gm, pmm Dewey Hutchins, cm Don Matney, pd Fred L. Honeycutt, ce George Cox, nd	WSYD 1951	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 Bobby Moxley, pd Elbert Williams, nd, fd Ronald Johnson, sd
WBUY-FM 1949	94.3mc 0.3kw			<b>NEW BERN (Craven County)</b>			
<b>LINCOLN (Lincoln County)</b>				WHIT 1949	1450 250	Ray D. Williams P. O. Box 551 4450 MBS Tohacco Pearson	Ray D. Williams, o, gm Don Lee, cm Jim Putnam, pd Ed Williams, ce Paul Cox, fd Edythe Williams, wd, nd
WLON 953	1050 1,000-D	Lincoln County Bcstg. Co. Inc. P. O. Box 248 Regent 5-8071	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	WOOW 1953	1490 250	Radio New Bern Inc. Glenburnie Gardens 3511 KBS East Coast Network	Otto Griner, p H. M. Roberts, vp Paul E. Reid, gm James E. Kiker, pd Sam Birdsong, ce Bill Humble, sd
<b>UMBERTON (Robeson County)</b>				<b>NEWTON (Catawba County)</b>			
WAGR 954	1480 1,000 DA-2	Southeastern Bcstg. Corp. 217 E. Third St. 3394 Walker	Hector MacLean, p James Martinson, gm, cm Al Pruitt, pd Dusty Shaver, slm Milton Newsome, ce	WNNC 1948	1230 250	Newton-Conover Bcstg. Co. Inc. P. O. Box 148 930	Earl Holder, p, gm Eugene Henry, cm Sulvia Cope, pd Eddie Rose, ce
VTSB 946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 6056 MBS KBS Continental	Al G. Stanley, gm, cm Marv Stuart, pd, pmm, nd William F. Rogers, ce	<b>N. WILKESBORO (Wilkes County)</b>			
<b>IARION (McDowell County)</b>				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 Edwin Chipman, ce Ann Martin, wd
VBRM 949	1250 1,000-D	Lake City Bcstg. Corp. 13¼ 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	<b>OXFORD (Granville County)</b>			
<b>IARSHALL (Madison County)</b>				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
VMMH 356	1460 500-D	Harold H. Thoms Skyline Drive 3521	Harold H. Thoms, o James B. Childress, gm Carl F. Davis, cm LeRoy Childress, pd John Randolph, ce Sam Patterson, nd	<b>RALEIGH (Wake County)</b>			
<b>AYODAN (Rockingham County)</b>				WKIX 1949	850 10,000-D	Sir Walter TV Co. 2128 Western Blvd. Temple 4-8282	John W. English, p Roger Bower, vp, gm James E. Simpson, slm, sd Edrie Davis, pmm, traff mgr Lee Poole, ce Peter R. Tripodi, dir client serv Elsie Williams, wd
VMYN (P)	1420 500-D	G. E. McDaniel Madison, N. C.		WNAO-TV	5,000-N DA-N	ABC MBS Forjoe	
<b>ONROE (Union County)</b>				WKIX-FM 1948	96.1mc 29.5kw		
VMAP 47	1060 250-D	Union Bcstg. Corp. P. O. Box 590 AT 9-6621 KBS Continental Tobacco Radio	Frank A. Funderburk, p, pd J. Archie Laney, gm, cm, sd William D. Benton, bus mgr Robert I. Smith, ce, nd, fd Virginia Scott, wd	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
<b>OORESVILLE (Iredell County)</b>				WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. Temple 2-8311 Peters, Griffin, Woodward	Richard H. Mason, p, gm R. W. Youngsteadt, slm Graham B. Poyner, prog mgr Worth White, pmm Henry Hulick Jr., ce Phil Ellis, nd Earl Hostetler, fd Jim Reid, sd Harriet Pressly, wd
HIP 50	1350 1,000-D	Wayne M. Nelson 3-4301 KBS	Wayne M. Nelson, p, gm cm Leoma Showmar, pd Philip W. Nelson, ce	WPTF-FM 1949	94.7mc 15kw		

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REIDSVILLE (Rockingham County)

WFRC 1947	1600 1,000 DA-N	Piedmont-Carolina Bcstg. Co. Inc. P. O. Box 990 4361 ABC KBS Bogner & Martin	H. T. Williams, p Stephen F. Woodson, gm, cm, fd Alfred W. Nelson, pd William Scarborough, ce
WREV 1950	1220 250-D	Reidsville Bcstg. Co. P. O. Box 1349 7051, 6137 Interstate United Newspapers	William M. Oliver Sr., p, gm, cm, pd Katy P. Oliver, pd, pmm, wd William M. Oliver Jr., ce, nd, sd

WREV-FM 102.1mc  
1948 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, gm Jerry Elliott, sm, nd Don Collins, cm Dick Phillips, pd Marvin Floyd, ce Jim Ferguson, sd
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ROCKINGHAM (Richmond County)

WAYN 1946	900 1,000-D	Radio Station WAYN Inc. Twining 5-4041	Wayne M. Nelson, p, gm Wm. Futterer, cm, pmm Carole Henderson, pd Carl M. Wilson, ce
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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
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WFMA (FM) 100.7mc  
1947 33kw (WCEC, Am Affiliate)

WEED 1933	1390 5,000-D 1,000-N DA-Z	W. Avera Wynne P. O. Box 752 6-6736 ABC Burn-Smith	W. Avera Wynne, o, gm Rainey E. Horner, cm Dale F. Knisely, sd Joe R. Morris, ce
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WEED-FM 92.1mc  
1949 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
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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 Gales M. Adkins, pd E. L. Sherman, ce Orval Cox, sd
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WSTP 1938	1490 250	WSTP, Inc. 1105 Statesville Rd. 2121 MBS	Tom Harrell, p, cm Ted Austin, sec, pd Russell McIntire, sm, nd Bill Brown, sd Carl Watson, ce
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WSTP-FM 106.3mc  
1946 3kw

SANFORD (Lee County)

WEYE 1952	1290 1,000-D	Lee Bcstg. Corp. 137 S. Steel St. Spring 4-5561	W. L. Simmons, p, gm
WWGP 1946	1050 1,000-D	Sandhills Bcstg. Corp. 210 St. Clair Ct. Springs 3-6611 KBS	W. E. Horner, p, treas Phil Peterson, gm, cm, pmm, fd, sd Ethel Nelson, asst cm Edward Becker, ce Jackie Barnes, traff, copy dir

WWGP-FM 105.3mc  
1950 0.49kw

SHELBY (Cleveland County)

WOHS 1946	730 1,000-D	Western Carolina Radio Corp. 1511 W. Dixon Blvd. 6313 MBS KBS	Robert M. Wallace, p, gm Don McLain, cm, pmm Harold Watson, pd Edwin Patterson, ce
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WOHS-FM 96.1mc  
1949 2.6kw

SILER CITY (Chatham County)

WNCA 1952	1570 1,000-D	Chatham Bcstg. Co. Inc. P. O. Box 352 616 Best	William Wren, p L. C. Bruce, sec, gm, pd Gene Whitaker, sd James C. Jones, ce Alex McNeill, nd, fd
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SMITHFIELD (Johnston County)

WMPM 1950	1270 1,000-D	Selma Smithfield Bcstg. Co. Buffalo Rd. 2434	John S. Townsend, gm, ce Bill Burwell, cm Bill Kirby, pd John A. Wall, nd Ben E. Johnson, fd Geraldine Parrish, wd
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SOUTHERN PINES (Moore County)

WEEB 1947	990 1,000-D	Sandhill Community Bcstrs. Inc. 135 W. New Hampshire Ave. 2-2942 Holman	Jack S. Younts, p, gm Joseph A. Warren, cm, ce Elizabeth M. Younts, pd Charles G. Clapp, nd, sd E. H. Garrison Jr., fd
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SPRUCE PINE (Mitchell County)

WTOE 1955	1470 1,000-D	Toe River Valley Bcstg. Co. RFD No. 1, Box 20-B Po 5-4296	T. N. Cooper, p, gm J. O. Collis, sm Nelle Thomas, cm
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STATESVILLE (Iredell County)

WDBM (CP)	550 500-D	Iredell Bcstg. Co. c/o Walter A. Duke P. O. Box 464 Springfield, Tenn.	Walter A. Duke, o
WSIC 1947	1400 250	Statesville Bcstg. Co. P. O. Box 1189 9078	G. M. Allen, gm Jim Odom, cm Jim Melvin, pd T. Ken Abernethy, ce Dick Doudna, nd

WSIC-FM 105.7mc  
1947 2.4kw

SYLVA (Jackson County)

(CP)	1480 5,000-D	Harold M. Thoms 100 College St. Asheville, N. C.	Harold M. Thoms, o
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TABOR CITY (Columbus County)

WTAB 1954	1370 5,000-D	Tabor City Bcstg. Co. 3171	John Soles Jr., p Troy McPherson, gm J. G. Worrell, cm Roger Eary, pd Harry Dunnagan, nd Arthur D. Nix, ce
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Durham, N.C.

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The new 5 County Negro PULSE

The new 5 County Regular PULSE

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story.

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If you want ratings, results, Top Personalities and merchan-  
dising you want

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"The Negro programmed station for Raleigh-Durham"

# NORTH CAROLINA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TARBORO (Edgecombe County)</b>			
WCPS 1946	760 1,000-D	Coastal Plains Bcstg. Co. Inc. Edgecombe Bank Bldg. 2191 Dora-Clayton	V. E. Fountain, p R. M. Fountain, evp G. Lee Hodges, gm W. Roy Ward, cm, sd Tom Shields, pd Herschall Barbour, nd
WCPS-FM 1953	104.3mc 7kw		
<b>THOMASVILLE (Davidson County)</b>			
WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. P. O. Box 750 2701	George W. Lyles Sr., p Harold G. Harrison, gm, cm, pd, pmm James McAden, ce John Mauti, nd Joe Long, fd Jack Grubb, sd
WTNC-FM 1947	98.3mc 0.45kw		
<b>TRYON (Polk County)</b>			
WTYN 1954	1580 250-D	Polk County Bcstrs. P. O. Box 1317	Graves Taylor, co, gm Henry G. Bartol, cm Palmer Greer, ce
<b>WADESBORO (Anson County)</b>			
WADE 1947	1210 1,000-D	R. P. & R. A. Lyon P. O. Box 341 427	R. P. Lyon, co-o R. A. Lyon, co-o W. P. Billingsley, gm Dewey Gardner, ce Don Gray, nd, sd
<b>WALLACE (Duplin County)</b>			
WLSE 953	1400 250	Duplin Bcstg. Co. 6911	Harry Kramer, p Lester L. Gould, gm John T. Newman, cm, pd, pmm, nd, fd, sd, wd Harry Massingale, ce
<b>WASHINGTON (Beaufort County)</b>			
VHED 953	1340 250	Pamlico Bcstg. Co. Inc. P. O. Box 439 278 KBS Continental	W. W. Moore, p, gm P. A. Moore, vp, nd M. L. Moore, secy, treas R. W. Tripp, ce George Shriver, pd A. J. Ball, fd
WRRF 342	930 5,000-D 1,000-N DA-N	Tar Heel Bcstg. Sys. Inc. Bank of Washington Bldg. 403 ABC Headley-Reed	W. R. Roberson Jr., p William R. Abeyounis, gm Merrill Daniels, pd L. E. Hiland, ce
<b>WAYNESVILLE (Haywood County)</b>			
WHCC 47	1400 250	Radio Station WHCC P. O. Box 180 Glendale 6-8661 KBS	Kenneth D. Fry, co-o, gm, cm Margaret F. Fry, co-o, pd, wd Joseph W. Herman, ce

## WHITEVILLE (Columbus County)

WENC 1946	1220 1,000-D	Whiteville Bcstg. Co. P. O. Box 700 2135 MBS Clark	J. A. Maulsby, p Jerry Honeycutt, gm, nd C. D. Pickerrell, cm Edna E. Ripple, pd, wd Graham Fore, ce, sd Frances Baldwin, traff mgr
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## WILLIAMSTON (Martin County)

WIAM 1951	900 1,000-D	East Carolina Bcstg. Co. 115 E. Main St. 2478	William H. Farrior, co-o, sm, pd, pmm, nd, sd Charles M. Gaylord, co-o, cm, gm Charles Neer, ce Tom Brandon, fd Martha Peele, wd
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## 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, sd
WKLM 1956	790 500-D	Harold H. Thoms P. O. Box 432 KBS	Harold H. Thoms, p, cm
WMFD 1935 WMFD-TV	630 1,000 DA-2	Richard Austin Dunlea 225 Princess St. 3-4666 ABC CBS Burn-Smith	Richard A. Dunlea Sr., p, gm Clay McBride, cm E. I. Herring Jr., ce Paul Jennewein, nd Charles Shepherd, sd

## WILSON (Wilson County)

WGTM 1937	590 5,000 DA-2	Watson Industries Inc. Herring Ave. Extension 2188 CBS Pearson Clarke Brown	P. T. Watson Sr., p, gm Desmond S. Barkley, cm William J. Bunn, pd P. T. Watson Jr., pmm Ernie Pate, ce Glen Vick, fd Clinton M. Faris, sd, nd
WVOT 1948	1420 1,000-D 500-N DA-N	Wilson Radio Co. Inc. 5157 MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm Joel Lawhon, pd Dan Williams, ce Al LaVie, nd

## WINSTON-SALEM (Forsyth County)

WAAA 1950	980 1,000-D	Laury Assoc. P. O. Box 3119 2-4121 KBS Pearson	Robert Monroe, p, gm Gil Hutchinson, gm William Kanzler, cm Larry Williams, pd Fred Bennett, ce
WAIR 1937	1340 250	Forsythe Bcstg. Co. 46 Miller St. Extn. 2-1133 ABC Burn-Smith	John F. Koons III, p
WAIR-FM 1947	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 Bob Estes, pd Dick Barron, pmm Phil Hedrick, opr mgr F. O. Carver, nd
WSJS-FM 1947	104.1mc 41.8kw		
WTOB 1947 WTOB-TV	1380 5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co. Inc. 500 S. Stratford Rd. 3-4353 CBS MBS Venard, Rintoul & McConnell James S. Ayers	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

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Sml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. lm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, times are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. 4-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. —Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

**NORTH DAKOTA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars	
						1955	1955
Adams	4,910	1,170	\$5,474	\$1,038	\$142	1,622	
Barnes	16,884	4,280	18,884	3,484	350	5,838	
Benson	10,675	2,320	4,846	1,154	131	2,846	
Billings	1,777	470	103			475	
Bottineau	12,140	2,980	11,068	1,884	276	4,015	
Bowman	4,001	960	6,192	802	109	1,544	
Burke	6,621	1,730	5,005	850	163	2,275	
Burleigh	25,673	8,740	43,905	6,858	1,495	10,438	
Cass	58,877	18,150	102,429	14,260	2,464	21,757	
Cavaller	11,840	2,520	8,134	1,302	149	3,468	
Dickey	9,121	2,500	7,923	1,355	260	2,835	
Divide	5,967	1,350	7,057	817	142	2,304	
Dunn	7,212	1,550	3,477	752	66	1,884	
Eddy	5,372	1,170	5,895	1,074	157	1,694	
Emmons	9,715	2,000	5,981	1,288	63	2,708	
Poster	5,337	1,450	6,513	738	297	1,881	
Golden Valley	3,499	880	3,918	851	85	1,269	
Grand Forks	39,443	11,990	63,773	8,981	1,027	12,910	
Grant	7,114	1,540	3,667	648	111	1,953	
Griggs	5,460	1,270	5,907	937	107	1,886	
Hettinger	7,100	1,750	6,365	1,044	103	2,194	
Kidder	6,168	1,430	4,421	580	105	1,712	
La Moure	9,498	2,250	9,012	1,561	185	3,078	
Logan	6,357	1,250	3,577	536	107	1,857	
McHenry	12,556	2,890	8,572	1,848	216	3,828	
McIntosh	7,590	1,630	8,754	839	108	2,519	
McKenzie	6,849	1,740	4,760	758	237	2,231	
McLean	18,824	5,070	13,639	3,093	550	5,940	
Mercer	8,686	2,012	7,044	1,059	149	2,649	
Morton	19,295	5,220	21,121	4,120	528	6,598	
Mountrail	9,418	2,410	10,200	1,487	347	3,517	
Nelson	8,090	1,660	6,410	890	157	2,634	
Oliver	3,091	480	651	129		709	
Pembina	13,990	3,480	13,426	2,338	269	4,535	
Pierce	8,326	2,020	6,810	1,050	325	2,666	
Ramsey	14,373	3,420	18,954	3,304	458	4,888	
Ransom	8,876	2,140	8,678	1,530	409	3,108	
Renville	5,405	1,460	5,742	728	175	1,797	
Richland	19,865	5,050	20,420	3,325	441	6,455	
Rolette	11,102	2,130	8,252	1,507	228	2,554	
Sargent	7,616	1,740	3,545	787	58	2,369	
Sheridan	5,253	1,160	3,412	458	186	1,607	
Sioux	3,696	540	1,229	82		711	
Slope	2,315	490	387	113		676	
Stark	16,137	3,920	20,326	2,693	590	5,561	
Steele	5,145	1,170	2,669	564		1,806	
Stutsman	24,158	6,500	28,837	4,796	801	7,948	
Towner	6,360	1,250	5,292	806	110	2,049	
Trail	11,359	2,820	13,017	1,813	299	4,050	
Walsh	18,859	4,460	21,380	3,298	380	6,247	
Ward	34,782	11,250	57,194	8,014	2,632	12,425	
Wells	10,417	2,820	9,547	1,811	227	3,354	
Williams	16,442	8,000	28,553	4,753	746	8,433	
Total	619,636	164,430	\$700,345	\$110,787	\$18,720	208,105	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BISMARCK (Burleigh County)</b>			
KFYR 1925	550 5,000	Meyer Bcstg. Co. 200 1/2 Fourth St.	William Ekberg, p R. W. MacLeod, sm Donald McLean, pd Jack Swenson, pmm, nd Ivar Nelson, ce
KFYR-TV	DA-N	NBC Blair	
<b>DEVILS LAKE (Ramsey County)</b>			
KDLR 1925	1240 250	KDLR Inc. 1025 3d 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
<b>DICKINSON (Stark County)</b>			
KDIX 1947	1230 250	Dickinson Radio Assn. 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 Vranna, nd
KDIX-TV			
<b>FARGO (Cass County)</b>			
KFGO 1948	790 5,000	Northern States Bcstg. Co. 421 1/2 N. P. Ave. 2-3291 ABC Gill-Perna	W. R. Haggart, p Charles G. Burke, gm, cm, pmm Chuck Davis, pd, nd, fd Gerry Steven, trans eng Norris Pederson, studio eng
*KFNW 1955	900 1,000-D	Northwestern Schools, Bible College, College of Arts, Theological Seminary 2-5949	Richard A. Elvec, p Loren F. Bridges, gm Clarence LaBonte, ce
KVOX 1937	1280 1,000	(See Moorehead, Minn. listing)	
WDAY 1922	970 5,000	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 Hedland, tech dir Norm Schrader, nd
WDAY-TV	DA-N		

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. pm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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CHICAGO      HOLLYWOOD

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

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>GRAND FORKS (Grand Forks County)</b>			
*KFJM 1923	1370 1,000-D	University of North Dakota University Station 4-6141	George W. Starcher, p Myron M. Curry, dir Evanne Seron, asst dir Clifford J. Thomforde, ce
KILO 1941	1440 1,000-D 500-N	Grand Forks Herald Inc. First Natl. Bank Bldg. 4-5321 CBS Everett-McKinney O'Connell	M. M. Opegard, p Herman Livingston, gm, cm William F. Rendell, pd, nd Arnold F. Petrich, ce William Rendell, fd Ed Bohnhoff, sd
KNOX 1947 KNOX-TV	1310 5,000 DA-N	Community Radio Corp. P. O. Box 1110 4-4611 MBS Great Northern Rambeau Bulmer & Johnson	Elroy Schroeder, p Jack French, mgr, sd Robert C. Lukkason, cm, slm Chuck Bundlie, pd Bo West, pmm Dave Chumley, ce Charels K. Bundlie, nd
<b>HETTINGER (Adams County)</b>			
KNDC 1954	1490 250	Hettinger Bcstg. Co. 547 Upper Midwest	T. G. Barclay, p Les Kleven, gm, fd Roger Rien, pd Richard Patterson, ce Warren Papke, nd, pmm Tommy Clement, sd
<b>JAMESTOWN (Stutsman County)</b>			
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 James L. Footit, pd, pmm Kenneth L. Rich, ce
KSJB 1957	600 5,000 DA-1	North Dakota Bcstg. Co. 4000 W. Main St. Fargo, N. D. Jamestown 1600 CBS Dakota Net. Weed	John W. Boler, p Eugene Hoge, res mgr S. S. Ingersol, slm Kay Kennelly, pd Harvey Van Erem, ce Werdna Ingersol, wd
<b>MANDAN (Morton County)</b>			
KBOM 1922	1270 1,000-D 250-N	Mandan Radio Assn., Inc. P. O. Box 1441 Bismarck, N. D. 5-2015 Great Northern Gill-Perna	J. K. Harris, p, gm R. C. Johnson, cm, pd Ray Barnett, ce Larry Mills, nd Herb Leupp, fd Guy Becker, sd
<b>MINOT (Ward County)</b>			
KCJB 1950 KCJB-TV	910 1,000 DA-N	North Dakota Bcstg. Co. Inc. Hiway 83 South 51-161 CBS Dakota Radio Net. Weed	John W. Boler, p Chester Reiley, res mgr Don McDowell, pdm Joseph Main, ce Howard Graber, nd Rodney Romine, sd
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, fd E. H. Cooley, nd Russ Smith, sd
<b>VALLEY CITY (Barnes County)</b>			
KOVC 1936	1490 250	KOVC Inc. 135 Central Ave. S. 1490 MBS Great Northern Valley Radio Net.	Robert E. Ingstad, p, gm Ed Weeks, cm Russ Kaber, pd, sd Charles Sjostrom, ce Larry Iverson, fd Mary Jean Ingstad, wd
<b>WAHPETON (Richland County)</b>			
KBMW 1948	1450 250	(See Breckenridge, Minn., listing)	
<b>WILLISTON (Williams County)</b>			
KEYZ 1948	1450 250	Charles L. Scofield P. O. Box 1240 5-3911	Charles L. Scofield, p, gm, ce Willard L. Holter, cm, pm Jack McGeehan, nd Don Hotchkiss, fd Bob Miller, sd Fran Stanley, wd
KGX 1926	1480 5,000	(See Sidney, Mont., listing)	

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. pm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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OHIO  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Adams	20,499	6,240	\$16,991	\$3,412	\$296	6,301
Allen	88,183	29,100	115,750	25,186	2,765	33,918
Ashland	33,040	10,950	40,324	7,644	986	13,884
Ashtabula	78,695	25,780	113,737	25,409	2,258	32,854
Athens	45,839	12,080	36,659	8,843	1,104	12,535
Auglaize	30,637	9,900	37,056	8,506	621	12,361
Belmont	87,740	29,930	72,545	26,492	1,453	24,363
Brown	22,221	6,910	18,153	3,728	511	7,718
Butler	147,203	47,404	199,248	43,157	4,848	60,802
Carroll	19,039	5,720	14,869	3,873	252	6,651
Champaign	26,793	8,490	29,865	6,119	855	10,506
Clark	111,661	36,510	148,122	32,550	4,492	42,906
Clermont	42,182	13,000	51,936	12,630	1,489	20,025
Clinton	25,572	8,210	33,139	6,941	643	10,533
Columbiana	98,920	31,720	118,549	29,554	4,330	34,667
Coshocton	31,141	10,080	30,911	6,857	870	10,975
Crawford	38,733	12,860	49,106	9,561	1,077	16,784
Cuyahoga	1,389,532	456,400	2,005,963	470,684	72,543	543,012
Darke	41,799	13,140	48,121	9,510	769	16,642
Defiance	25,925	8,290	41,192	7,682	782	11,340
Delaware	30,278	9,970	30,588	6,069	526	12,133
Erie	52,565	17,440	71,338	17,144	2,475	22,344
Fairfield	52,130	16,730	62,711	15,168	1,893	21,469
Fayette	22,554	7,310	31,997	6,013	561	8,599
Franklin	503,410	171,610	761,591	164,157	25,718	212,762
Fulton	25,580	8,070	38,731	5,721	652	10,938
Gallia	24,910	6,310	22,645	5,509	422	7,026
Geauga	26,646	7,800	26,025	6,837	703	13,143
Greene	56,892	19,980	71,668	16,188	2,081	26,535
Guernsey	38,452	11,290	39,963	7,238	643	11,114
Hamilton	723,952	247,280	1,049,383	232,688	32,365	245,293
Hancock	44,280	15,260	57,965	11,618	1,341	19,501
Hardin	28,673	8,910	27,822	6,563	567	10,603
Harrison	19,054	5,660	13,254	3,478	301	6,223
Henry	22,423	6,820	30,011	6,766	535	9,238
Highland	28,188	9,160	34,931	7,371	712	10,317
Hocking	19,520	5,330	19,480	4,237	512	6,411
Holmes	18,760	4,430	12,789	3,006	282	4,882
Huron	39,353	12,760	47,333	9,799	1,450	16,305
Jackson	27,767	8,140	29,225	5,999	486	9,352
Jefferson	96,495	27,500	117,609	32,230	2,721	29,890
Knox	35,287	11,380	40,025	6,472	869	13,622
Lake	75,979	26,920	130,967	31,339	3,664	43,401
Lawrence	49,115	14,040	43,071	12,589	898	15,380
Licking	70,645	23,430	88,905	21,123	2,232	29,902
Logan	31,329	10,500	44,157	10,391	861	12,743
Lorain	148,162	51,180	205,992	52,526	5,465	66,945
Lucas	395,551	129,700	567,964	127,120	20,129	156,577
Madison	22,300	6,110	32,336	5,752	510	8,096
Mahoning	257,629	77,000	345,598	86,550	8,584	92,297
Marion	49,959	17,070	66,095	13,726	1,815	19,918
Medina	40,417	13,400	53,002	11,739	1,423	19,138
Meigs	23,227	6,790	21,005	4,591	581	6,750
Mercer	28,311	8,550	37,487	6,168	507	11,043
Miami	61,309	20,620	83,150	18,566	1,968	25,915
Monroe	15,362	4,210	7,864	1,847	71	4,060
Montgomery	398,441	133,660	602,477	135,155	19,459	170,160
Morgan	12,836	3,970	10,644	2,061	227	4,130
Morrow	17,168	5,210	13,432	2,567	106	6,694
Muskingum	74,535	23,590	85,936	19,527	3,074	25,750
Noble	11,750	3,360	9,001	1,133	153	3,381
Ottawa	29,469	9,740	36,924	8,547	581	13,435
Pauiding	15,047	4,630	15,073	2,510	217	6,103
Perry	28,999	8,260	20,286	5,576	861	8,921
Pickaway	29,352	7,660	32,474	5,694	692	10,329
Pike	14,607	6,540	21,862	5,248	494	9,742
Portage	63,954	19,890	82,334	21,618	2,176	26,696
Preble	27,081	8,590	25,713	5,163	485	11,397
Putnam	25,248	7,430	25,518	4,351	460	9,730
Richland	91,305	29,910	129,939	36,387	3,048	38,559
Ross	54,424	16,090	57,931	14,218	1,538	19,446
Sandusky	46,114	15,550	66,950	13,197	1,253	20,282
Scioto	82,910	29,200	92,748	21,764	2,134	29,571
Seneca	52,978	16,750	61,179	13,525	1,702	20,720
Shelby	28,488	8,770	32,636	8,031	662	11,889
Stark	283,194	91,200	373,689	92,617	9,636	110,189
Summit	410,032	136,790	581,548	139,360	17,792	166,300
Trumbull	158,915	50,160	199,624	52,447	5,449	67,029
Tuscarawas	70,320	22,360	79,456	18,692	1,714	26,156
Union	20,687	6,450	26,654	4,313	526	8,081
Van Wert	26,971	9,030	29,391	6,786	672	10,625
Vinton	10,759	2,590	5,310	1,399	98	3,010
Warren	38,505	13,270	47,613	11,794	877	18,813
Washington	44,407	13,830	43,268	9,935	1,294	16,078
Wayne	58,716	17,540	71,965	14,064	1,866	23,320
Williams	26,202	8,710	30,932	6,436	831	11,674
Wood	69,605	18,350	65,143	15,532	1,487	24,091
Wyandot	19,785	6,320	22,520	4,312	600	7,897
Total	7,946,627	2,581,540	\$10,579,152	\$2,438,305	\$311,133	3,108,162

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.



## “Wanna See OUR PULSE?”

**O**NE look at February-March, 1956 Pulse figures and you'll see that WDAY Radio is *surging* with health, here in the Red River Valley!

This new Pulse Area Report covered 23 North Dakota counties, 21 Minnesota and 11 South Dakota—a 55-county market with 205,000 radio homes.

It shows that WDAY gets—

**More than TWICE as many listeners as the No. 2 Station! . . .**

**More listeners than the No. 2 and 3 Stations COMBINED! . . .**

**FOUR times as many listeners as the No. 4 Station!**

It's like we've been telling you for years—WDAY just doesn't have any real competition in the Red River Valley!

Let Peters, Griffin, Woodward, Inc. fill you in with *all* the facts.

# WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, Inc., Exclusive National Representatives



RADIO'S EXCLUSIVE SOURCE  
OF THE NEW MONEY-MAKING

# "VOICE OF FORTUNE"



TELEPHONE  
QUIZ GAME!



STATIONS  
BUILD SALES with . . .

## 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

### OHIO

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters Year	Power Class	Licensee	Executives
<b>AKRON (Summit County)</b>							
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 Elder Fisher, pd, nd, fd Mary Jo Stasell, pmm Arnold Bock, ce Ernie Stadvec, sd	WHKK 1945	640 1,000 DA-1 L-KFI	WHKK Bstg. Co. 51 W. State St. Blackstone 3-7101 MBS Bolling	J. B. Maurer, co-o P. R. Herbert, co-o Cliff Rodgers, pd Andrew Smith, ce Chet Trouten, nd Tom Good, fd
WAKR 1940 WAKR-TV	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 Bob Wylie, pd, sd Irwin L. Knopp, ce Ed McDonald, nd	ALLIANCE (Stark County)			
WAKR-FM 1947	97.5mc 4.4kw			WFAH 1953	1310 1,000-D DA-D	Review Publishing Co. 2720 S. Union Ave. 1-5945 Rambeau	D. A. Peterson, gm Robert A. Gates, cm Edward D. Krahling, pd, sd Gene Peterman, ce Mark Landsman, nd Tony Gates, fd
WCUE 1950	1150 1,000-D DA-D	Akron Bstg. Corp. 41 S. Main (8) Franklin 6-7114 Pearson	Tim Elliot, p Jack Maurer, vp, slm Harley Lucas, sm Rick Reighard, pdm Jean Elliott, pmm, wd George V. Paul, ce	WFAH-FM 1947	101.7mc 1kw		
<b>ASHLAND (Ashland County)</b>							
WATG 1947	1340 250	Radio Ashland Inc. Route 42, Mansfield Rd. 2-1575 McGillvra	Charles D. Calhoun, p, gm Lewis C. Roche, evp Harlan Cook Jr., cm Jack Murdock, pd, nd Arle McCarty, sd Cathy Dongess, wd	WATG-FM 1947	101.3mc 10.2kw		
<b>ASHTABULA (Ashtabula County)</b>							
WICA 1937 WICA-TV	970 5,000-D 1,000-N DA-2	WICA Inc. 32-126 Everett-McKinney Ohio Stations Reps	D. C. Rowley, p J. Colin, gm D. W. Fassett, sm John Strasen, pd Lawrence Gerrity, pmm Frank Bernato, ce Henry Murray, nd	WICA-FM 1949	103.7mc 40kw		

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.  
Data corrected to Dec. 15, 1956. 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.

You Can Be Sure of **EASTERN OHIO**  
*plus* **WESTERN PENNSYLVANIA**  
and **WEST VIRGINIA** with

**WWVA** WHEELING, WEST VIRGINIA  
50,000 WATTS — CBS RADIO  
PULSE PROVES WWVA FIRST IN 43-COUNTY SURVEY

FIRST in listening audience; three times the listeners of the next area station!  
FIRST in every quarter hour: morning, afternoon and night . . . seven days a week!  
WWVA reaches an area of 1,750,000 people with \$2.2 Billion to spend!

30 YEARS OF SERVICE TO THE HEART OF INDUSTRIAL AMERICA  
National Sales Offices: 118 East 57th St., New York 22, N. Y.



ATHENS (*Athens County*)

WATH 970 Radio Athens  
1950 1,000-D P. O. Box 527  
5-1587  
Continental

WUOB 1340 Ohio University  
(CP) 100 College St.

WUOI (FM) 91.5mc  
1950 0.01kw

BELLAIRE (*Belmont County*)

WTRX 1290 WTRX Inc.  
A7 1,000-D "Woodmont"  
Route 214  
1515  
MBS

WTRX-FM 100.5mc  
1947 9kw

BELLEFONTAINE (*Logan County*)

WOHP 1390 Lake Erie Radio & Tv Corp.  
1952 500-D E. Sandusky St.  
2-5796

BOWLING GREEN (*Wood County*)

WBWG 730 Howard R. Ward  
1954 250-D P. O. Box 105  
DA-D 3-8021

CAMBRIDGE (*Guernsey County*)

WILE 1270 Land O'Lakes Bcstg. Corp.  
1948 1,000-D 917 Beatty Ave.  
4-5605  
KBS

CAMPBELL (*Mahoning County*)

WHOT 1570 (See Youngstown listing)  
1955 250-D  
(CP-  
1,000 DA-D

CANTON (*Stark County*)

WAND 900 P. C. Wilson  
1947 500-D 106 High Ave., N.W.  
Glendale 6-8396  
Best

WCMW 1060 Stark Bcstg. Corp.  
1946 1,000-D Hills & Dales Rd. N.W.  
Glendale 5-9475  
Burke-Stuart

WHBC 1480 Ohio Bcstg. Co.  
1925 5,000 550 S. Market St.  
DA-N Glendale 6-7166  
ABC  
Venard, Rintoul  
& McConnell

WHBC-FM 94.1mc  
1948 15kw

CHILLICOTHE (*Ross County*)

WBEX 1490 Shawnee Bcstg. Co. Inc.  
1947 250 P. O. Box 244  
PR 3-2244  
ABC  
MBS  
McGavren-Quinn

WCHI 1350 Norman Glenn  
1956 500-D 800 Eastern Ave.  
Prospect 5-1046  
McGillvra

CINCINNATI (*Hamilton County*)

WCIN 1480 Rounsaville of Cincinnati  
1953 1,000-D Inc.  
WQNX (TV) DA-D 3301 Beekman St.  
(CP) Mulberry 1-7600  
Gill-Perna  
Dora-Clayton

A. H. Kovlan, o, gm, ce  
John Kerr, cm  
Paul Ellison, pd, nd  
George Charles, pmm  
Ted Covert, fd  
Richard Peters, sd

Vincent Jukes, radio-tv dir

Walter Patterson, p  
Edwin R. Huse, vp, gm  
William Greaver, mgng dir  
William Nuzum, pd  
Chester F. Nedvesky, ce  
George Diab, nd, sd

Theodore Nelson, p  
R. K. Wood, gm, cm  
Kenneth Arnold, ce  
Jean Wood, pd  
Nina Lewis, nd

Howard R. Ward, p, gm  
Gene Robinson, pd  
Roy Gallagher, ce  
John C. Dunn, nd, fd  
Alma Vriesen, wd

Howard A. Donahoe, o, p, gm  
David C. Lorimer, asst to p,  
pdm, pmm  
Robert F. Kah, cm  
Bill Robinson, pd, nd, fd, sd  
Harold Black, ce

P. C. Wilson, p, cm  
James Wilson, gm, pd  
Joseph Kish, pmm, tech dir  
Ronald Baker, ce  
Albert Gill, nd, sd  
Anita Lynch, wd

S. I. Huffman, p  
Clark L. Dozer, mgr  
Jack R. Hale, cm  
Dennv I. Dever, pd, fd  
Dick Bremkamp, pmm  
William Waechter, ce  
Joe Saxon, nd

Eugene Carr, p  
Robert C. Fehlman, gm  
Paul E. Gilmor, cm  
Lee Atwell, pd  
Nancy Schneider, pmm  
John Schen, ce  
Al Frances, nd

Truman A. Morris, p, gm  
Jeff Guier, slm  
John Howe, ce  
Al Batteiger, nd  
Betty Knab, wd

Norman Glenn, o, p, gm, cm  
Sharon Simon, pd, wd  
Curley Wilson, fd  
Holt Hildner, nd

Robert W. Rounsaville, p  
Ralph B. Johnson, gm  
Bernard M. Dabney Jr., cm  
Charles (Bugs) Scruggs, pd  
Joe E. McCormack, ce  
Jim Reed, nd

WCKY 1530 L. B. Wilson Inc.  
1929 50,000 Hotel Gibson  
DA-N Cherry 1-6565  
Weistead  
AM Radio Sales

WCPO 1230 Scripps-Howard Radio Inc.  
1928 250 2945 Symmes St. (6)  
WCPO-TV 250 Capitol 1-0777  
MBS  
Blair

WCPO-FM 105.1mc  
1949 12.5kw

WKRC 550 Radio Cincinnati Inc.  
1924 5,000-D Hotel Alms  
WKRC-TV 1,000-N Woodburn 1-0550  
DA-2 CBS  
Katz

WKRC-FM 101.9mc  
1947 15.5kw

WLW 700 Crosley Bcstg. Corp.  
1922 50,000 140 W. 9th St. (2)  
WLWT (TV) Cherry 1-1822  
NBC  
Crosley Sales  
NBC Spot Sales  
Bomar Lowrance

C. H. Topmiller, p, gm  
Thomas A. Weistead, vp  
Jeanette Heinze, sec. treas  
Robert M. Fleming, pmm  
Paul F. Miller, pd  
John Murphy, nd  
Marty Roberts, fd  
Paul Sommerkamp, sd  
DelVina Wheelon, wd

Jack R. Howard, p  
M. C. Watters, gm  
Colin C. Male, sta dir  
Bill Dawes, pd  
Robert Rietman, slm  
Paul Adams, ce  
Jack Fogarty, nd, pmm

Hulbert Taft Jr., p  
David G. Taft, evp  
Hubbard Hood, gm  
Herb Heilbrun, loc slm  
Kenneth W. Church, natl slm  
Ed Kennedy, pd, sd  
Bill Hansher, eng dir  
Pat Boisseau, nd, fd

James D. Shouse, chmn of bd  
Robert E. Dunville, p, gm  
H. P. Lasker, sls vp  
George Gray, slm  
Al Bland, pgms vp  
Gene Dailey, pd  
R. J. Rockwell, vp, eng dir  
Kieran T. Murphy, vp, treas  
Gilbert Kingsbury, pub rel vp  
Robert Miller, fd

Serving the Flourishing CINCINNATI Negro Market!

WCIN

1480 KC — 1000 WATTS

CINCINNATI'S ONLY  
100% NEGRO PROGRAMMED STATION  
ALL NEGRO AIR PERSONALITIES  
PRIMARY COVERAGE COMPLETELY  
BLANKETS CINCINNATI'S  
METROPOLITAN TRADING AREA  
ALSO SERVES NORTHERN KENTUCKY  
COVERS THE LOYAL AND ATTENTIVE  
RICH NEGRO MARKET WITH HIGH  
NEGRO FAMILY INCOME

Offices: 3301 Beekman St., Cincinnati, O.

## THE ROUNSAVILLE STATIONS

WCIN, CINCINNATI  
WLOU, LOUISVILLE  
WSOK, NASHVILLE  
WOB, JACKSONVILLE  
WIOK, TAMPA-ST. PETERSBURG  
WMBM, MIAMI-MIAMI BEACH  
"100% NEGRO PROGRAMMED"

## WQXI, ATLANTA

THE SOUTH'S OUTSTANDING  
MUSIC AND NEWS  
INDEPENDENT

Home Office: Rounsaville Radio, Peachtree at Mathieson, Atlanta 5, Ga.  
National Representatives GILL-PERNA, INC. Southeastern Representative DORA-CLAYTON AGENCY  
A ROUNSAVILLE STATION

SOMETHING'S HAPPENING  
IN  
**CLEVELAND!**



- ★ OUTSTANDING COST PER THOUSAND BUY!
- ★ BETTER AND BETTER LOCAL SALES RESULTS.
- ★ OVER 50% LOCAL RENEWALS

**AND NOW:**

**DEMONSTRATED PULLING POWER!**

OVER 10,000 PEOPLE ATTENDED THE FIRST WDOK-PROMOTED HI-FIDELITY FAIR. AND THIS DURING A STRIKE-CAUSED NEWSPAPER BLACKOUT!

**HERE'S WHY:**

**TOP PROMOTION-MINDED PERSONALITIES:**

- ★ RONNIE BARRETT
- ★ DOROTHY MALLIN
- ★ WAYNE MACK
- ★ "BIG CHIEF" NORMAN WAIN
- ★ BILL REID
- ★ VAN LANE
- ★ BUD WENDELL
- ★ CANDY LEE

MORE AND MORE CLEVELAND'S FAVORITE STATION FOR MUSIC AND NEWS!

1260 KC. 5000 W. FULLTIME  
6:00 A.M.-1:00 A.M.

**AND NOW WDOK-FM**

PRESENTING "MUSIC UNLIMITED" IN HI-FI. THE ONLY UNDUPLICATED HIGH FIDELITY UNINTERRUPTED MUSIC SERVICE IN OHIO. PIONEER BROADCASTER OF STEREOPHONIC CONCERTS. REACHING A VAST QUALITY AUDIENCE RATES ON REQUEST

**WDOK AM-FM**

1515 EUCLID AVE., CLEVELAND 15  
FRED WOLF GEN. MGR. MA 1-2890

**OHIO**

**CINCINNATI (Cont.)**

WSAI 1923	1360 5,000 DA-N	Gordon Bcstg. Co. Hotel Sinton Main 1-1068 Weed	Sherwood R. Gordon, p, gm Charles A. Black, vp, sm Lu Bassett, natl sm Harold O. Parry, loc sm Arthur Plaut, pmm Jonas E. Heiser, ce Bill Robbins, nd
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WSAI-FM 1935	102.7mc 14.7kw		
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**CLEVELAND (Cuyahoga County)**

KYW 1923 KYW-TV	1100 50,000	Westinghouse Bcstg. Co. 815 Superior Ave. Cherry 1-0942 Peters, Griffin, Woodward	Donald H. McGannon, p Rolland V. Tooke, vp Gordon Davis, gm John McIntosh Jr., sm Howard Spiller, tech oper sup Ed Wallis, pmm
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KYW-FM 1948	105.7mc 14kw		
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WDOK 1950	1260 5,000 DA-2	Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-2890 H-R Reps.	Frederick C. Wolf, p, gm E. J. Sklenicka, sec Ralph E. Quay, asst pd Clifford Ormston, ce Norman Wain, pmm Dorothy Mallin, wd William Reid, nd
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WDOK-FM 1954	102.1mc 9.4kw		
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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, vp, gm Charles A. Dunbar, cm Harry Dennis, ce Jerry Bowman, nd, fd Sam Elber, pmm
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WERE-FM 1947	98.5mc 20kw		
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WGAR 1930	1220 50,000 DA-1	Peoples Bcstg. Co. Hotel Statler Prospect 1-0200 CBS Christal	Murray D. Lincoln, p Herbert E. Evans, corp vp, gm Carl E. George, sta vp, gm Robert B. Forker, cm Robert Smiley, pd Donald McCollister, co-ce Lloyd Wingard, co-ce Charles Day, nd Bill McColgan, sd Ruth Allen, wd
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WGAR-FM 1952	99.5mc 31kw		
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WHK 1921 WHK-TV (CP)	1420 5,000 DA-N	Forest City Publishing Co. 5000 Euclid Ave. Express 1-5000 NBC NBC Spot Sales	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
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WHK-FM 1947	100.7mc 11.5kw		
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**MEDIA DIRECTORS WHO MATCH BUDGET**

**ALLOCATIONS TO CHANGEABLE MARKET DEMANDS ARE**



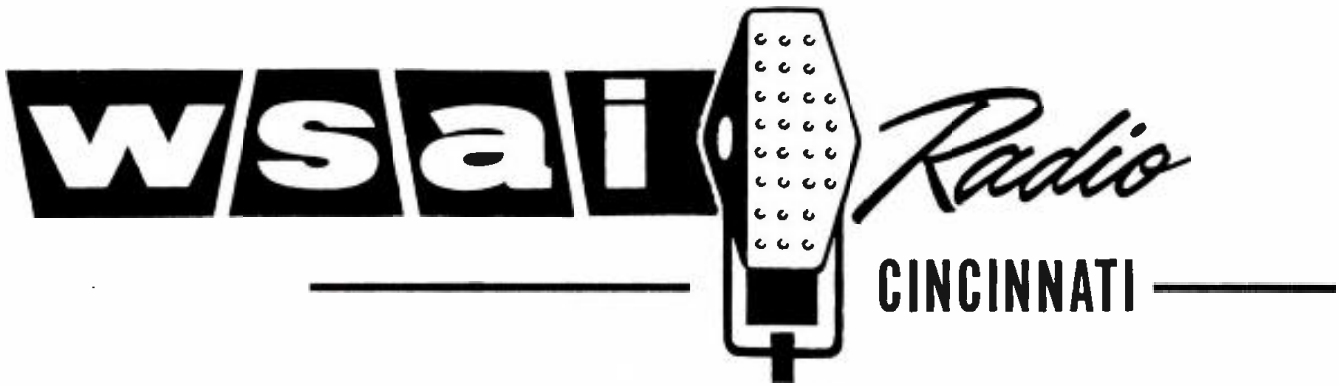
**ROGER BUMSTEAD**, Media Director for MacManus, John and Adams, New York, spells out his reasons for preferring *Spot* for clients like White Rock, Good Humor, and Regent Cigarettes:

"EVERY PRODUCT AND EVERY MARKET PRESENT THEIR OWN SALES AND DISTRIBUTION PROBLEMS. SPOT'S ADAPTABILITY -VERTICAL, HORIZONTAL, SATURATION, WHAT YOU WILL- MAKES IT POSSIBLE TO TAILOR CAMPAIGNS TO THE SPECIFIC NEEDS OF SPECIFIC CLIENTS."



**NSP SPOT SALES**





*Cincinnati loves WSAI-Radio's program formula of enjoyable music . . . complete news and weather . . . 19 hours a day.  
**Proof? WSAI-Radio, now completely INDEPENDENT for Greater Community Service, rates***

**1<sup>ST</sup>**

**FIRST IN CINCINNATI, 6 A.M. to 12 P.M.,** seven days a week, based on **average share of audience.** (Pulse, Sept.-Oct. 1956)

**FIRST IN CINCINNATI, 6 A.M. to 12 P.M.,** Sunday through Saturday, in total Nielsen Station Index Area audience. (Oct. 1956 report.)

**FIRST IN CINCINNATI, 6 A.M. to 12 P.M.,** seven days a week, in **out-of-home audience,** based on average quarter-hour ratings. (Pulse, Sept.-Oct. 1956)

*Yes . . . the Ratings are fine and so are the Results! And as for rates . . . since 1953 WSAI-Radio's share-of-audience has increased a full 50%. Rates remain virtually the same! 'SAI's the buy in Cincy!*

National Representatives

**WEED AND COMPANY**

**GORDON BROADCASTING CO.**

SHERWOOD R. GORDON, PRESIDENT



IN CINCINNATI  
EVERYBODY LOVES

**wsai**

Enjoyable music . . .  
complete news  
and weather . . .  
19 hours a day!



City	Call Letters	Established	Cham. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CLEVELAND (Cont.)</b>					
WJMO	1540	1947	1,000-D	Friendly Bcstg. Co. 2157 Euclid Ave. Superior 1-4424 United Bcstg. Co.	Richard Eaton, p C. C. Courtney, vp, cm, ce Paul Nakel, sm
WJW	850	1943	5,000	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
WJW-TV	DA-1				
WJW-FM	104.1mc	1948	2.8kw		
WSRS	1490	1947	250	WSRS Inc. 2156 Lee Rd. Cleveland 18 Erievuew 1-2005 NAE Inc.	Samuel R. Sague, p, gm B. W. Sague, vp George W. Bickford, sec Norman V. Bergholm, exec dir Robert Leedham, ce Sterling Barlow slm Maurice Hesselgrave, pmm Ted Lawrence, nd
WSRS-FM	95.3mc	1947	1kw		
<b>COLUMBUS (Franklin County)</b>					
WBNS	1460	1924	5,000-D	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
WBNS-TV	1,000-N		DA-N		

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.  
Data corrected to Dec. 15, 1956. 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.

# "SOUND-FACTOR"

The Sparkle of  
Impressionable Living

with  
THE METROPOLITAN VOICE

# RADIO WSRS

GREATER CLEVELAND'S  
NUMBER 1 STATION

FOR  
PERSONALITIES OF DISTINCTION  
WITH  
MUSIC AND NEWS

---

SOUND-FACTOR DISCOUNT PAYABLE ONLY  
TO RECOGNIZED ADVERTISING AGENCIES  
BY WSRS, INC., CLEVELAND 18, OHIO

WCOL	1230	Air Trails Inc. 22 S. Young St. Capital 1-4581 ABC	Charles Sawyer, p J. P. Williams, evp Alex Buchan, adm vp Collis A. Young, gm Ernie Ashley, pd, sd Harold E. Beard, ce Walter Furniss, nd
1922	250		
WCOL-FM	92.3mc		
1947	24.5kw		
*WOSU	820	Ohio State University	Hovice G. Fawcett, p
1919	5,000	Axminister 9-3148	Richard B. Hull, gm
WOSU-TV	L-WFAA-		William H. Ewing, pd
1956	WBAP		Robert C. Higgy, ce
			Lester W. Spencer, pgm mgr
			Don Quayle, nd
			William G. Wilcox, pub rel dir
WOSU-FM	89.7mc		
1949	14kw		
WRFD	880	(See Worthington for listing)	
1947	5,000-D		
WTVN	610	Radio Columbus Inc. 22 E. Gay St. Capital 4-1271	Hulbert Taft Jr., p
1924	5,000	MBS	Samuel T. Johnston, gm
WTVN-TV	DA-N	Katz	Kenneth W. Church, natl slm
			Robert Adkins, pd
			Dan Ries, pmm
			William T. Hansher, ce
			Best Stille, nd
WVKO	1580	Skyway Bcstg. Corp. 274 S. Third St. Capital 1-5247	Colonel Gustav Hirsch, p
1951	1,000-D	Buckeye Forjoe	Bertram Charles, gm
	DA-D		Wm. Selander, cm
			Bert Charles, pd
			Shirley Dunham, pmm, wd
			J. William Hammett, ce
			John Terry, nd
WVKO-FM	94.7mc		
1948	32kw		
<b>COSHOCTON (Coshocton County)</b>			
WTNS	1560	Coshocton Bcstg. Co. 114 N. 6th St. 1560	Bruce Wallace, p, gm
1947	1,000-D		James T. Sigman, cm
			Stanley C. Robinson, pd, sd
			Hermen L. Philabaum, ce
			Arthur E. Jost, nd
			Annella Coffman, wd
<b>DAYTON (Montgomery County)</b>			
WAVI	1210	WAVI Bcstg. Corp. 1428 Cincinnati St. Hemlock 1291	H. K. Crowl, p, gm
1947	250-D	Forjoe	Harley West Jr., cm
			DeWitt Campbell, pd
			Ralph Fish, ce
			Von Crabill, nd, sd
WHIO	1290	Miami Valley Bcstg. Corp. 1414 Wilmington Ave. Madison 6581	James M. Cox Jr., p
1935	5,000	CBS Hollingbery	Robert H. Moody, gm
WHIO-TV	DA-N		Harvey R. Young Jr., asst gm in chg of sis
			Wade H. Alley, pd
			Chuck Gay, prom dir
			Ernest L. Adams, ce
			Fred Brophy, nd
WHIO-FM	99.1mc		
1935	19kw		
WING	1410	Great Trails Bcstg. Co. 121 N. Main St. Hemlock 3773	Charles Sawyer, p
1924	5,000	ABC	J. P. Williams, evp, gm
	DA-N	Air Trail's Net. H-R Reps.	Alexander Buchan, vp
			Jack Wymer, sm
			Larry Marker, pmm
			Howard Ryan, ce
			Jack Zeigin, nd, fd
WONE	980	Skyland Bcstg. Corp. 380 W. First St. Michigan 6501	Ronald B. Woodyard, p
1949	5,000	Headley-Reed	Dorothy Tatum, vp
WIFE (TV) (CP)	DA-2		C. J. Thornequest, natl slm
			Louis G. Froelich, cm
			John H. Gordon, pd
			Stanley A. Beck, ce
<b>DEFIANCE (Defiance County)</b>			
WONW	1280	Tri-State Bcstg. Co. P. O. Box 303 3-2266	R. W. Crowell, p
1948	500	Devney	Glenn R. Thayer, vp, gm
	DA-N		Paul R. Murphy, pd
			William Dommer, sd
<b>DOVER (Tuscarawas County)</b>			
WJER	1450	Dover Bcstg. Co. Inc. 210 Boulevard 4-2126	Agnes J. Reeves Greer, p
1950	250	Ohio Stations Rep.	W. B. Steis, gm
			John C. Needs, cm
			Bob Valliquette, pd, pmm, fd
			Don Graff, ce
			Rex Ridenour, nd, sd
<b>EAST LIVERPOOL (Columbiana County)</b>			
WOHI	1490	East Liverpool Bcstg. Co. P. O. Box 760	Richard V. Beatty, p
1949	250	Fulton 5-1490	Robert E. Metcalfe, gm
		ABC	George T. Farrall, vp, cm
			James Lowery Jr., pd, nd, sd
			George T. Kelly, ce
			Michael Turk, fd

**ELYRIA (Lorain County)**

WEOL 990 Elyria Lorain Bcstg. Co.  
1948 1,000 417 E. S. T. Bldg.  
WEOL-TV DA-2 2255  
(CP) Walker

WEOL-FM 107.3mc  
1948 15kw

**FINDLAY (Hancock County)**

WFIN 1350 The Findlay Publishing  
1941 1,000-D Co.  
101½ W. Sandusky St.  
1350  
McGillvra

WFIN-FM 100.5mc  
1948 8.2kw

**FOSTORIA (Seneca County)**

WFOB 1430 Seneca Radio Corp.  
1952 1,000 P. O. Box 589  
DA-2 Hemlock 5-5666  
Rambeau

WFOB-FM 96.7mc  
1946 1kw

**FREMONT (Sandusky County)**

WFRO 900 Wolfe Bcstg. Corp.  
1949 500-D 905 W. State St.  
DA-D Federal 2-3951  
Best

WFRO-FM 99.3mc  
1946 1kw

**GALLIPOLIS (Gallia County)**

WJEH 990 Ohio Valley on the Air Inc.  
1950 250-D P. O. Box 244  
(CP-1,000-D) 1160  
KBS  
McGavren-Quinn

**HAMILTON (Butler County)**

WMOH 1450 Fort Hamilton Bcstg. Co.  
1944 250 Second Natl. Bank Bldg.  
4-6543  
McGavren-Quinn

**HILLSBORO (Highland County)**

WSRW 1590 Highland Bcstg. Co.  
(CP) 500-D 640 Salisbury  
Waverly, Ohio

**IRONTON (Lawrence County)**

WIRO 1230 Iron City Bcstg. Co. Inc.  
1951 250 Radio Plaza  
560  
MBS  
KBS  
McGillvra

**JACKSON (Jackson County)**

WLMJ 1280 Radio Jackson Inc.  
1953 1,000-D P. O. Box 72  
850  
McGavren-Quinn

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

R. L. Heminger, p  
H. H. Heminger, gm, cm  
Clyde Johnson, pd  
Allen P. Dudley, pmm  
Edgar C. Smith, ce

Andrew Emerine, p  
Melvin L. Murray, gm, sd  
Roger V. Wise, cm  
James R. Paulus, pd, nd  
Farrel Elsea, ce  
Neal Clardy, fd

Robert F. Wolfe, p, gm  
R. F. Force, mgng dir  
J. W. Kerr, cm, pmm  
Frank Swartz, pd  
Allen C. Kauble, ce  
Art Smith, nd, sd

John E. Halliday, p  
Marianne B. Campbell, gm, pd  
Larry Laraway, cm  
Edgar L. Atkins, ce  
James S. Porter, nd  
Odie O'Donnell, sd

Robert J. Briede, p  
Robert L. Odson, gm  
Raymond Motley, cm, sd  
Norman Keller, pd  
Milt Green, nd  
Robert Bullis, ce

David C. Winslow, o

C. A. Baker, p, ce  
C. E. McElroy, gm  
Jack Martin, cm  
Marlene Beasley, pd  
Bob Phipps, nd  
A. F. Riggs, fd

J. E. Willis, p, gm  
Don W. Hughes, sm  
Art Farrar, cm, nd  
John Wilson, pmm  
Jerry Ashley, ce  
Willard Fitzpatrick, sd  
Mary Farrar, wd

**LANCASTER (Fairfield County)**

WHOK 1320 Hocking Valley Bcstg. Corp.  
1948 500-D N. Memorial Dr.  
4500  
Dr. Nelson R. Embrey, p, gm  
Roy H. Stingley, sm, fd  
Charles Houston, ce  
Charles Lindsey, nd  
Eleanor J. Blazer, pd, wd

**LIMA (Allen County)**

WIMA 1150 Northwestern Ohio Bcstg.  
1948 1,000 Corp.  
WIMA-TV DA-N 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  
Bill Harrison, ce  
Don Sherwood, nd

WIMA-FM 102.1mc  
1948 15.5kw

**MANSFIELD (Richland County)**

WLWL 1570 Mansfield Bcstg. Co.  
(CP) 250-D 1600 Northgate Rd.  
DA-D Springfield, Ohio  
Fairfax 5-5227  
Frederick Eckhardt, o, gm, ce

WMAN 1400 Richland Inc.  
1939 250 144½ Park Ave. W.  
4235-6  
ABC  
Venard, Rintoul  
& McConnell  
J. M. O'Hara, p, gm  
Robert A. James, nd  
William E. Morrison, ce  
Rex Hess, nd  
Pres Roper, fd  
Tom Hamlin, sd

**MARIETTA (Washington County)**

WMOA 1490 Marietta Bcstg. Co.  
1946 250 P. O. Box 201  
Frontier 3-7527  
MBS  
McGillvra  
R. Sanford Guyer, gm  
Gene Bowen, cm  
Leah Thorla, pd  
Donna Mahon, pmm  
Charles E. Clark, ce  
Robert L. Guyer, nd

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FACILITIES LIMITED, VICTORY BUILDING, TORONTO

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
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**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 Robert T. Mason Jr., pmm Francis J. Peters, ce Joe Ionne, nd
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WMRN-FM 1953	106.9mc 25kw		
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**MIDDLETOWN (Butler County)**

WPFB 1947	910 1,000-D 100-N	Paul F. Braden 4401 Coles Rd. 2-8625 Webb	Paul F. Braden, p, gm Joseph LeMoyné, cm Bill Hart, pd Charles Reeder, prod mgr Laurace Beckwith, ce Robert Cordray, nd
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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.

Data corrected to Dec. 15, 1956. 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.

**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 Zelkowitz, vp, gm, cm George Bennett, pd, nd, sd Rudy Maxwell, ce Vern McKinley, fd Ota Morain, wd
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WMVO-FM 1951	93.7mc 2.9kw		
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**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
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WCLT-FM 1947	100.3mc 8.5kw		
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**PAINESVILLE (Lake County)**

WPVL 1956	1460 500-D	Somerset Bcstg. Co. 102 S. Park Place Elmwood 2-3155 Devney	Carl R. Lee, ptnr, gm, cm, ce T. H. Oppgaard, ptnr Elwood S. Thompson, pd James Ahlstrom, nd, sd Tom Christen, fd
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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 Doris Fuller, pd Dallas Davis, ce William C. Fox, nd Minabelle Hutchins, wd
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A BUMPER CROP OF LISTENERS

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MARION, OHIO

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Statistics into Service  
And Service into Sales  
For You

RADIO'S NO. 1 SOURCE  
OF MONEY-MAKING

# MERCHANDISING PLANS THAT SPONSORS BUY!

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## OHIO

### PORTSMOUTH (Scioto County)

WNXT 1951	1260 5,000-D 1,000-N DA-2	Portsmouth Bcstg. Co. Masonic Bldg. EL 3-1161 ABC Everett-McKinney	Marshall Rosene, p, gm, cm Phil Phillips, pd Russell Newman, ce Harry Smith, nd George Wood, fd Jack Hurst, sd
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WPAY 1935	1400 250	Paul F. Braden 1009 Gallia St. EL 3-5176 CBS Webb	Paul F. Braden, o O. T. Dresbach, sm Joseph LeMoyné, cm Maurice L. Myers, ce John Baker, pd Frank Balmert, nd
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W 7AY-FM 104.1mc  
1248 7kw

### SANDUSKY (Erie County)

WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. 5170 MBS Buckeye	Jay E. Wagner Jr., p, gm Louis E. Mahla, cm Robert Hinners, pd, sd Jay Leibach, ce Ralph Shupe, nd William Brock, fd
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### SPRINGFIELD (Clarke County)

WAVI 1947	1210 250-D	(See Dayton listing)	
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WBLV 1947	1600 1,000-D	Champion City Bcstg. Co. Chamber of Commerce Bldg. FA 3-4676 Clark	R. Stanley Lucas, p Robert Vontz, gm Al Meuleman, cm James Bissey, pd Carl Eggert, ce Mark Hoffman, nd
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WIZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. Fairfax 3-4955 ABC H-R Reps.	Charles Sawyer, p J. F. Williams, evp Alexander Buchan, vp Ernest Gunderidge, sm Jerry MacFarland, pd, pmm, fd Victor Bushong, ce
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### STUEBENVILLE (Jefferson County)

WSTV 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
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WSTV-FM 103.5mc  
1947 3.1kw

### TOLEDO (Lucas County)

WMHE (FM) 1956	92.5mc 10kw	Hillebrand Electronics 4665 W. Bancroft (7) Franklin 1681	William A. Hillebrand, o, gm Donald Howard, ce
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WOHO 1954	1470 1,000 DA-2	Midwestern Bcstg. Co. 2965 Pickle Rd. Lennox 6576 Pearson Mich. Spot Sales	Ford R. Weber, p Arthur W. Weber, evp William C. Wester, cm Paul L. King, pd, nd Samuel W. Sloan, pmm Edwin J. Powell, ce Dave Martin, sd
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# WOHO

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## 1000 WATTS

REPRESENTED BY  
JOHN E. PEARSON CO.  
NATIONALLY

MICHIGAN SPOT SALES  
DETROIT, MICH.

W. C. WESTER, SALES MGR.  
TOLEDO, OHIO

**OHIO**

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TOLEDO (Cont.)</b>				
WSPD	1370	5,000	Storer Bcstg. Co. 136 Huron St. Cherry 8-6201	George B. Storer, p James E. Bailey, vp, mgng dir Emerson Kimble, natl slm
WSPD-TV	DA-N		NBC Katz	Reggie Martin, loc slm Edward C. Kutz, pd Liz Wagner, pmm Bill Stringfellow, ce Jim Uebelbart, nd
WSPD-FM	101.5mc	23kw		
WTOD	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
WTOD	1946			
WTRT (FM)	99.9mc	8.8kw		
WTRT	1947			
WTOL	1230	250	Community Bcstg. Co. Bell Bldg. Cherry 3-3291 ABC Raymer	Frazier Reams, p Morton Neipp, vp Thomas S. Bretherton, gm Rus Stone, slm Robert Krieghoff, pd, prom dir, fd Harold Holmes, ce
WTOL	1938			
WTOL-FM	104.7mc	1.3kw		
WTOL	1949			
<b>WARREN (Trumbull County)</b>				
WHHH	1440	5,000	Warren Tribune Radio Station Inc. 108 Main St. S.W. 2252-9 MBS Rambeau	Helen H. Hurlbert, p Robert E. Hardy, sm, ce John Peterson, pd Robert Crane, slm Jean Kahler, pmm Cletus Jones, nd Betty Jayne Brown, wd
WHHH	1941			

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.  
 Data corrected to Dec. 15, 1956. 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.

<b>WASHINGTON COURT HOUSE (Fayette County)</b>				
WCHO	1250	500-D	Court House Bcstg. Co. S. Main St. 5-6211 KBS Best	W. N. Nungesser, p, gm, ce Ray Anderson, cm, pmm, pd Robert Terhune, fd Edna Hunter, wd
WCHO	1952			
<b>WAVERLY (Pike County)</b>				
WPKO	1380	1,000-D	Hi-Kinco Bcstrs. P. O. Box 67 Piketon 2781	Warren Cooper, gm, cm Art Layne, sm, pd, nd Gene James, sd Betty Gilrow, wd
WPKO	1955			
<b>WELLSTON (Jackson County)</b>				
WKOV	1570	250-D	Family Bcstg. Co. Inc. P. O. Box 190 546	Parks Robinson, p, gm, ce Kenneth O. Williams, sm, cm Patricia Downard, wd, pd Ron Pierce, pmm, fd David Gruesser, nd Chester Harless, sd
WKOV	1952	(CP-1330 500-D)		
<b>WOOSTER (Wayne County)</b>				
WWST	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	1947			
WWST-FM	104.5mc	13kw		
WWST	1947			
<b>WORTHINGTON (Franklin County)</b>				
WRFD	880	5,000-D	Peoples Bcstg. Corp. 246 N. High St. Columbus, O. Tuxedo 5-5342 Gill-Perna	Herbert E. Evans, vp, co-gm Joseph D. Bradshaw, co-gm Bill Arthurs, pd Phil Sheridan, pmm Harold Schaaf, ce Arthur MacArthur, nd
WRFD	1947			
<b>YOUNGSTOWN (Mahoning County)</b>				
WBBW	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 Hugh Johnston, fd Joe Valicenti, sd
WBBW	1949			
WFMJ	1390	5,000	WFMJ Bcstg. Co. 101 W. Boardman St. Riverside 4-8611 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
WFMJ	1939			
WFMJ-TV	DA-N			

# W

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960 KC

FM—13,000 ERP  
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IN TOLEDO

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You cash in twice with WSPD's buy-minded 332,350 radio-home audience... and WSPD's merchandising service that makes *doubly* certain Toledoans buy *your* product! This aggressive service gives qualified advertisers:

1. Point-of-purchase merchandising—minimum of 60 Feature Foods Staff store calls every 13 weeks!
2. Special displays in top-volume stores—minimum of 20 arranged every 13 weeks!
3. Bargain Bar promotions, including demonstrations, samples, coupons, special literature—20 days in chains and high volume supermarkets every 13 weeks!
4. Regular reports to you on all merchandising activity—twice every 13 weeks!

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Storer Broadcasting Company  
118 E. 57th Street, New York  
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OHIO

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>YOUNGSTOWN (Cont.)</b>			
WHOT 1955	1570 250-D (CP-1,000-DA-D)	Myron Jones 401 N. Blaine Riverside 6-8464 Forjoe	Myron Jones, o William Fleckenstein, gm, cc Louis Skelly, cm Ben Fearless, pd Geraldine Seman, pmm George Barry, nd
WKBN 1926 WKBN-TV	570 5,000 DA-N	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 W. P. Williamson III, pm B. T. Wilkens, cc Sid Davis, nd Stu Wilson, fd
WKBN-FM 1947	98.9mc 25kw		
<b>ZANESVILLE (Muskingum County)</b>			
WHIZ 1924 WHIZ-TV	1240 250	Southeastern Ohio Bcstg. Sys. Lind Arcade Bldg. 2-5431 NBC Pearson	Clay Litlick, p Allan Land, gm Nate Milder, cm Art Schreiber, nd William Hunt Sr., cc Johnny Martin, fd

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. Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated. \*—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.

OKLAHOMA

OKLAHOMA MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars	
						1955	1955
Adair	14,918	2,990	\$5,955	\$1,274	\$191	2,577	3,700
Alfalfa	10,699	2,900	8,931	6,693	407	3,700	2,134
Atoka	14,269	2,960	5,675	1,465	166	2,134	2,310
Beaver	7,411	2,010	3,832	764	215	2,310	6,856
Beckham	21,627	6,570	23,257	5,647	763	6,856	4,353
Blaine	15,049	3,920	12,176	2,692	371	4,353	7,727
Bryan	28,999	6,890	23,172	5,297	617	7,727	9,152
Caddo	34,913	7,900	24,574	6,162	882	9,152	9,993
Canadian	25,644	6,870	24,505	4,685	652	9,993	14,352
Carter	36,455	12,290	52,746	12,321	1,458	14,352	3,441
Cherokee	18,989	3,170	9,629	2,370	316	3,441	3,557
Choctaw	20,405	3,950	8,885	2,787	218	3,557	1,569
Cimarron	4,589	1,240	4,357	899	262	1,569	15,444
Cleveland	41,443	10,300	32,051	7,905	1,276	15,444	1,468
Coal	8,066	1,500	3,694	995	120	1,468	17,825
Comanche	55,165	21,010	69,094	13,204	2,409	17,825	3,119
Cotton	10,180	3,000	6,131	1,400	133	3,119	4,736
Craig	18,263	4,040	13,696	1,886	247	4,736	13,795
Creek	43,143	11,920	32,667	8,312	1,098	13,795	7,416
Custer	21,097	5,390	23,904	3,880	927	7,416	3,514
Delaware	14,734	2,790	4,972	1,585	105	3,514	2,392
Dewey	8,789	2,120	4,418	1,256	155	2,392	2,048
Ellis	7,326	2,590	5,124	1,255	248	2,048	19,386
Garfield	52,820	15,630	77,599	20,153	2,700	19,386	9,861
Garvin	29,500	8,780	28,634	6,981	774	9,861	10,992
Grady	34,872	9,000	33,430	7,133	1,041	10,992	3,892
Grant	10,461	2,430	9,524	2,237	274	3,892	3,193
Greer	11,749	2,510	7,191	1,626	297	3,193	2,214
Harmon	8,079	2,040	6,877	1,838	256	2,214	1,88
Harper	5,977	1,460	3,744	1,153	188	1,88	2,255
Haskell	13,313	2,640	5,143	1,588	188	2,255	4,617
Hughes	20,664	4,460	12,438	3,291	420	4,617	7,411
Jackson	20,062	6,650	23,696	4,185	762	7,411	3,321
Jefferson	11,122	2,600	8,675	2,072	300	3,321	1,794
Johnston	10,608	2,390	4,498	1,679	154	1,794	1,968
Kay	48,892	15,440	57,795	13,333	2,121	21,106	4,464
Kingfisher	12,860	3,170	11,968	2,428	333	4,464	5,687
Kiowa	18,926	4,640	14,728	3,391	619	5,687	1,466
Latimer	9,690	1,970	2,827	1,164	80	1,466	7,661
Le Flore	35,276	7,410	14,241	4,349	451	7,661	7,026
Lincoln	22,102	5,600	18,764	3,638	484	7,026	6,651
Logan	22,170	5,840	18,783	3,730	660	6,651	1,794
Love	14,681	2,566	3,701	1,239	119	1,794	4,344
McClain	14,681	4,270	9,089	2,266	254	4,344	5,38
McCurtain	31,588	5,380	13,178	3,745	538	4,344	1,687
McIntosh	17,829	3,370	7,693	1,687	153	2,941	2,760
Major	10,279	2,760	5,572	1,328	92	2,760	

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**..for Programs!**

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**Ohio's 9th. Market**

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**..for Promotion!**

**..for Personalities!**

*Represented Nationally by John E. Pearson TV, Inc.*

... and for television results, it's WHIZ-TV — now in its 4th year



County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Marshall	8,177	1,880	5,015	1,204	198	2,358
Mayes	19,743	4,850	15,660	3,424	479	5,444
Murray	10,775	2,760	12,667	2,403	276	3,924
Muskogee	65,673	15,800	53,405	12,662	2,095	16,712
Noble	12,156	2,900	10,740	1,962	354	4,188
Nowata	12,734	3,310	9,381	2,451	246	4,858
Okfuskee	16,948	3,650	8,308	2,380	155	3,236
Oklahoma	325,352	120,520	506,348	101,389	18,321	140,238
Okmulgee	44,561	11,080	32,380	8,412	997	12,085
Osage	33,071	9,850	27,314	7,016	964	12,131
Ottawa	32,218	7,930	27,710	7,043	876	11,486
Pawnee	13,616	4,040	11,119	2,387	338	4,842
Payne	46,430	12,570	39,468	10,350	1,157	13,656
Pittsburg	41,031	9,650	31,088	8,852	1,029	10,579
Pontotoc	30,875	8,540	32,757	7,169	1,077	9,543
Pottawatomie	43,517	12,690	44,258	9,869	1,723	14,693
Pushmataha	12,001	2,640	5,280	1,258	183	1,713
Roger Mills	7,395	1,810	4,091	1,364	...	1,676
Rogers	19,532	5,150	14,090	3,387	451	6,332
Seminole	40,672	11,020	27,523	6,025	916	11,003
Sequoyah	19,773	4,120	5,533	1,431	310	3,293
Stephens	34,071	10,760	42,154	10,308	1,315	14,284
Texas	14,255	3,490	15,317	2,974	524	5,279
Tillman	17,598	4,600	14,856	2,754	500	5,136
Tulsa	251,686	90,020	404,603	75,049	13,693	122,912
Wagoner	16,741	3,870	9,778	2,378	316	3,993
Washington	32,880	10,950	41,163	10,187	1,574	14,462
Washita	17,657	4,440	10,723	2,391	252	4,660
Woods	14,526	3,870	13,439	2,401	504	4,821
Woodward	14,383	3,170	12,131	2,125	434	4,378
Total	2,233,351	642,540	\$2,291,628	\$499,953	\$77,751	758,940

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ADA (Pontotoc County)

KADA	1230	KADA Bcstg. Inc.	Brown Morris, p
1934	250	P. O. Box 642	Bill Hoover, vp, gm
KTEN (TV)	12	ABC	Mrs. C. C. Morris, sec-treas
		KBS	Fred Thompson, sm
		Venard, Rintoul & McConnell	

ALTUS (Jackson County)

KWHW	1450	Altus Bcstg. Co. Inc.	Frank E. Wimberly, p, gm
1947	250	P. O. Box 551	Al Hancock, slm
		Hudson 2-1450	Ernest Baucum, ce
		MBS	Mrs. Norma Miller, wd
		Pearson	

ALVA (Woods County)

KALV	1430	Aubrey D. Conrow	Aubrey D. Conrow, o
1956	500	25 S. Western Ave.	
	DA-1	Chanute, Kan.	

ARDMORE (Carter County)

KVSO	1240	John F. Easley	Douglas C. Dillard, gm
1935	250	116 N. Washington	Emogene Lewis, cm
KVSO-TV		3030	Dollie Talkington, pd
		ABC, MBS, KBS	W. E. Kolb, ce
		Oklahoma Net.	Bill Lauderdale, nd
		Venard, Rintoul & McConnell	W. A. McCalliard, fd

BARTLESVILLE (Washington County)

KWON	1400	Bartlesville Bcstg. Co.	J. Fred Case, p, gm
1941	250	KWON Bldg.	John Collins, cm, pmm
		1400	Charles Rogers, pd, nd
		MBS	Cecil Tanner, ce

BLACKWELL (Kay County)

KLTR	1580	Star Bcstg. Co.	Ed. Haynes, vp
1952	250-D	120 1/2 N. Main St.	Lawrence V. Eck, gm, sd
		309	Ray Bush, cm, nd
		KBS	Dorothy Bush, pd, wd
		Best	H. B. Greene, ce
			John Carrick, farm ed

CHICKASHA (Grady County)

KWCO	1560	Washita Valley Bcstg. Co.	Jack L. Pink, p, gm
1946	1,000-D	P. O. Box 770	Bob McKune, asst mgr
	250-N	2898	Tom H. Miller, cm
	DA-N	KBS	Marjorie Richards, pd
		Best	Wm. K. Berry, ce
			Ben DeKinder, nd, sd
			Nick Sanders, fd
			Betty Wiedman, wd

CLINTON (Custer County)

KWOE	1320	W. Okla. Bcstg. Co.	V. M. Preston, gm
1949	1,000-D	Box 558	Leo Tremblay, cm
		618	Lew Preston, pd, pmm, nd
		Best	

CUSHING (Payne County)

KUSH	1600	Cimarron Bcstrs. Inc.	Lou S. Allard, p
1952	1,000-D	P. O. Box 791	Gordon R. Rockett, vp
		922	Jack B. Sellers, sec-treas
		KBS	Wray Finney, sm
		Best	Clayton Vaughn, pd, nd
			Glen Burke, slm
			Gerald Mayfield, ce

DUNCAN (Stephens County)

KRHD	1350	Duncan Bcstg. Co.	R. H. Drewery, p
1948	250-D	P. O. Box 1192	W. M. Brubaker, gm, sd
	100-N	1350	Morgan Duval, cm
		MBS, KBS	John Moen, pd, pmm
		Oklahoma Net.	Les Agee, ce
		Venard, Rintoul & McConnell	Doyle Hardin, nd

DURANT (Bryan County)

KSEO	750	Democrat Printing Co.	R. F. Story, co-o
1947	250-D	P. O. Box 511	Bennett Story, co-o
		2200	Leroy W. Moses, gm, cm
			Lewis Coleman, pd
			Leonard Brown, ce

ELK CITY (Beckham County)

KASA	1240	Southwest Bcstg. Co.	Lonnie J. Preston, p, gm, fd
1932	250	204 N. Main St.	R. H. Hemphill, ce
		730	
		MBS	
		Best	

ENID (Garfield County)

KCRC	1590	Enid Radiophone Co.	Milton B. Garber, p
1928	1,000	P. O. Box 952	Pat Murphy, gm
	DA-1	Adams 7-1390	Bill Marshall, pd, pmm
		ABC	Gladys Williams, wd
		KBS	Phil Brown, nd
		Pearson	Dave Turley, fd

KGWA

1950	960	Public Bcstg. Service Inc.	Allan Page, p, gm
	1,000	115 1/2 E. Broadway	Lyle Gaston, pd
	DA-1	Adams 4-4230	Ralph Druen, ce
		Oklahoma Net.	Rex Walker, nd
		Venard, Rintoul & McConnell	

FREDERICK (Tulman County)

KTAT	1570	Frederick Bcstg. Co.	Ron Wheeler, o, gm
1948	250-D	P. O. Drawer 920	Mary Wheeler, pd, wd
		Edison 5-2131	
		KBS	
		Best	

GUTHRIE (Logan County)

KWRW	1490	Southern Bcstg. Co.	J. A. West Jr, p
1955	100	Ione Hotel	Wes Ninemire, gm, ce
		2321	Bill Woodruff, pd
			Lucinda LeGate, wd

GUYMON (Texas County)

KGYN	1220	Plains Bcstg. Co. Inc.	John B. Gray, gm
1948	1,000-D	P. O. Box 38	Edward J. Slater, cm
		888	Joyce Presley, wd
		KBS	
		Best	

HENRYETTA (Okmulgee County)

KHEN	1590	Henryetta Radio Co.	J. Leland Courley, p, gm
1956	500-D	121 N. 5th St.	Milton Fletcher, cm
		1590	R. K. Hamlin, pd
			Norma Shoulders, pmm,
			wd
			A. L. Gaither, ce
			Bill Tharp, nd

HOBART (Kiowa County)

KTJS	1420	A. R. Fuchs	A. R. Fuchs, o, mgr, ce, nd
1947	250-D	P. O. Box 796	Wayne Robison, cm, sd
		1070	Jeanice Fuchs, pd, wd
			Tom Norris, fd

HUGO (Cherokee County)

KIHN	1340	Little Dixie Bcstg. Co.	O. A. Brewer, p
1948	250	P. O. Box 248	Dalton E. Jones, gm
		1140	Joe L. Anderson, asst mgr
		KBS	Gladys M. Brewer, nd
			W. D. Wyatt Jr., fd
			Dixie Rowland, wd

IDABEL (McCuratin County)

KBEL	1240	Idabel Bcstg. Co.	Winston O. Ward, p, gm
1953	250	P. O. Box 1072	J. P. Stanley, sm
		892	Ernest Bergin, ce
			Lou Delle Stanley, wd

LAWTON (Comanche County)

KCCO	1050	Progressive Bcstg. Co.	Dr. G. G. Downing, p
1956	250-D	Vaska Bldg.	Morgan Roberts, gm
	DA-D	Elgin 5-1050	Ben McReynolds, cm
			Jeneanne Johnston, pd
			Bill Mathis, ce

KSWO

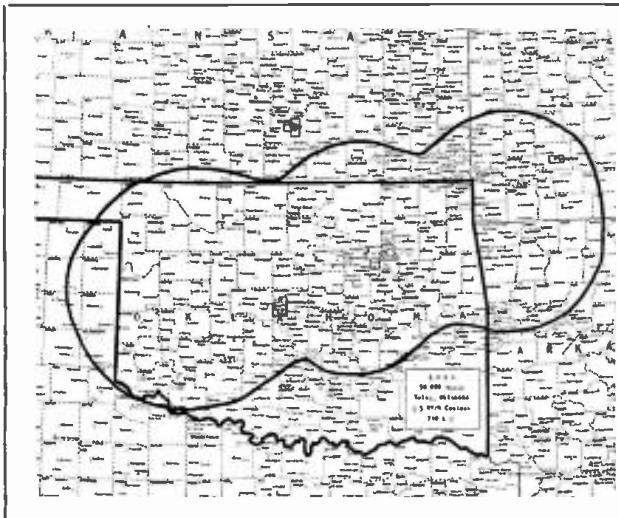
1941	1580	Oklahoma Quality Bcstg.	R. H. Drewry, p
1941	1,000	Co.	Leo R. Morris, gm
KSWO-TV	DA-2	P. O. Box 699	Doug Humphreys, cm
		El 5-1380	Tom J. Gilmore, pd
		ABC	Murdock Mathews, pmm
		MBS	Willard Cochran, ce
		Pearson	Joe Niemann, nd

**OKLAHOMA**

City	Call Letters	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>MeALESTER (Pittsburg County)</b>				
KNED	1950	1150 1,000-D 500-N DA-N	Pittsburg County Bcstg. Co. Inc. P. O. Box 780 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
KTMC	1946	1400 250	McAlester Bcstg. Co. P. O. Box 157 Gareden 3-1400	I. Gladstein, p Geo. J. Merker, evp, gm Bill Skeith, cm Anita DeFrange, pd, wd Wirt Cain, nd, sd Harold Duncan, ce
<b>MIAMI (Ottawa County)</b>				
KGLC	1947	910 1,000 DA-1	Miami Bcstg. Co. Miami Hotel Kimball 2-3503 KBS Magic Circle	Melvin Hutts, p William A. Searle, gm Mike Walker, pd Lewis E. Stone, ce Don Kelly, nd Russell Martin, sd
<b>MUSKOGEE (Muskogee County)</b>				
KBIX	1956	1490 250	Oklahoma Press Publishing Co. 214-216 Wall St. Murray 2-3511 ABC Oklahoma Net. Venard, Rintoul & McConnell	Tams Bixby Jr., p Wally Weber, gm Harvey Marsh, cm Howard Whately, pd Edsell Griffin, ce
KMUS	1947	1380 1,000-D 500-N DA-N	Eastern Oklahoma Bcstg. Corp. P. O. Box 1588 Murray 2-2488 Pearson	R. M. Mountcastle, p George Overton, gm, cm Don Gilbert, pd, fd, sd James E. Keitel, ce Hale Bicknell Jr., nd Nancy Howard, wd
<b>NORMAN (Cleveland County)</b>				
KNOR	1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 Je 4-8474 KBS	Tol Dickenson, ptrn William S. Morgan, ptrn, gm Gene Stansberty, cm Dean Ward, pd, nd Gene Morris, ce Bob Barry, 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 Bill Boren, nd
*WVAD-FM	1949	90.9mc 7kw		

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.  
Data corrected to Dec. 15, 1956. 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.

<b>OKLAHOMA CITY (Oklahoma County)</b>				
KBYE	1947	890 1,000-D	State Bcstg. Co. 56th & North Eastern Garfield 7-2552 Dora-Clayton Brown	Frank J. Lynch, p Kenyon Brown, dir F. F. Mike Lynch, gm Glen Valentine, pd Michael Kennedy, nd
KLPR	1947	1140 1,000-D	Oklahoma City Bcstg. Co. 128½ W. Commerce St. Forrest 5-6358	Byrne Ross, p, gm Monty Wells, cm, pmm Kathleen Burkett, pd, wd Jay Davis, ce Fred Collins, nd Al Hancock, fd
KOCY	1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. Forest 5-4333 MBS Pearson	Matthew H. Bonebrake, p, gm Carlton Beck, cm Elmo Black, ce Jack Laflin, sd
KOMA	1927	1520 50,000 DA-N	Radio Oklahoma Inc. 5th Floor, Globe Life Bldg. Forest 5-6653 CBS Avery-Knode	Burton Levine, ptrn Myer Feldman, ptrn Arnold S. Lerner, ptrn Donald Rubin, ptrn Sol Schildhouse, gm
KTOK	1927	1000 5,000 DA-2	KTOK Inc. 1800 W. Main St. Forest 5-8351 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 5th & Robinson Gill-Perna	W. P. Wright, p L. O. Peak, gm Tommy Tatum, cm Ossie Johnson, pd Jim Treat, ce
WKY	1920	930 5,000 DA-N	WKY Television System Inc. 500 E. Britton Rd. Trinity 8-2161 NBC Katz	E. K. Gaylord, p P. A. Sugg, evp Hoyt Andres, sm John Moler, cm Paul Brawner, dir of radio Keith Mathers, pmm H. J. Lovell, ce John Fields, nd
WKY-TV				
<b>OKMULGEE (Okmulgee County)</b>				
KHBG	1937	1240 250	Okmulgee Bcstg. Corp. P. O. Box 1350 3646	Don Reynolds, p Randall McCarrell, gm Marvin Hull, cm, nd Arline Milligan, pd Levi Hall, pmm, sd Hal Cochran, ce
<b>PAULS VALLEY (Garvin County)</b>				
KVLH	1947	1470 250-D	Garvin Bcstg. Co. P. O. Box 610 1470 KBS Best	Warren J. Fortier, p David W. Crockett, gm George A. Rountree, ce John R. Willoughby, nd, sd
<b>PONCA CITY (Kay County)</b>				
WBBZ	1927	1230 250	Ponca City Publishing Co. Third & Cleveland Rogers 5-3311 MBS Pearson	Clyde E. Muchmore, ptrn Allan Muchmore, ptrn Gareth Muchmore, ptrn Bill Maugans, sm, pd, nd Cy Casper, cm Eugene Marshall, ce
<b>POTEAU (LeFlore County)</b>				
KLCO	1953	1280 1,000-D	LeFlore Bcstg. Co. P. O. Box 511 660	R. B. Bell, co-o, gm Bernice Bell, co-o Charles Cruce, pd Vick Nowlin, sm Calvin Cloptin, ce



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And All Oklahoma Too!

Power—Personalities—Ratings—Economical Rates

Ask Your Blair Man

50,000 WATTS  
740 KC

**KRMG**

TULSA  
OKLAHOMA

# OKLAHOMA

## PRYOR (Mayes County)

KOLS 1950	1570 1,000-D	Lakes Area Bcstg. Co. 5th & 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
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## SEMINOLE (Seminole County)

KWSH  
1948 (See Wewoka, Okla., listing)

## SHAWNEE (Pottawatomie County)

KGFF 1950	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 Dovie Russell, pmm Gillia Wood, ce James Moyer, nd, fd, sd
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## 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
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KSPI-FM  
1947 93.9mc  
1kw

## TULSA (Tulsa County)

KAKC 1946	970 1,000-D 500-N DA-2	Public Radio Corp. American Airlines Bldg. Luther 7-2401	John H. Pace, evp, gm Roy Cordell, sm Rex Jones, pd Don Hughes, nd
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KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. 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
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KOME 1938	1500 5,000-D 1,000-N DA-2	Oil Capitol Sales Corp. 8th & Main Sts. Diamond 5-4121 ABC MBS Gill-Perna	John E. Brown Jr., p Clinton Fowler, evp E. William George, gm, cm Alice Moore, pd Charles Grim, slm Roy Brown, ce Royce McKissack, nd
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KRMG 1949	740 50,000-D 25,000-N DA-2	Western Bcstg. Co. 311 S. Denver Luther 4-4291 Blair	Harrington Wimberly, p Frank S. Lane, gm, cm Keith Bretz, pd, pmm Wm. H. Bradley, ce Glenn Condon, nd Mack Creager, sd
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KTUL 1934 KTVX (TV)	1450 5,000 DA-N	Consolidated Radio Enterprises P. O. Box 8557 Fillmore 5-1311 CBS Avery-Knodel	John T. Griffin, p James C. Leake, evp James P. Walker, gm Karl Jannsen, pd Lloyd Cowan, ce
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KVOO 1925 KVOO-TV	1170 50,000 DA-N	Southwestern Sales Corp. 3711 S. Peoria Ch 2-3281 NBC Petry	W. G. Skelly, p Harold C. Stuart, exec vp Gustav K. Brandborg, gm Joseph O'Neill, pd Sam Schneider, pmm Forest Brokaw, nd Hal O'Halloran, sd
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## 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 F. E. Stone, gm, ce Paul Gentry, fd, sd, eng Anabell Southern, wd
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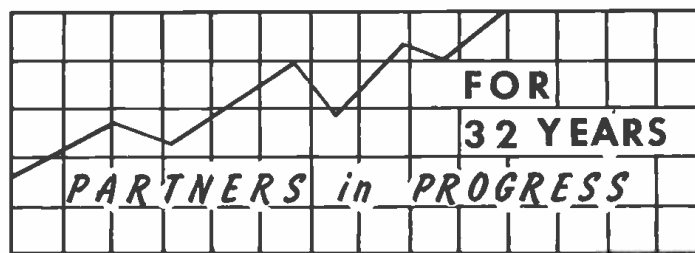
## WEWOKA (Seminole County)

KWSH 1948	1260 1,000 DA-2	Tri-Cities Bcstg. Co. P. O. Box 1260 1260 ABC, MBS, KBS Oklahoma Net. Venard, Rintoul & McConnell	Bill Hoover, gm Roy Judge, sm Laura Martin, pd, pmm Charles Thompson, ce Bob Shaw, nd, fd
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## WOODWARD (Woodward County)

KSIV 1947	1450 250	Woodward Bcstg. Co. 22d & Cedar 1450 Pearson	Edward A. Ryan, p, gm Lenora Woods Ryan, pd Harry McFarland, ce
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BROADCASTING • TELECASTING



KVOO RADIO, 50,000 watt pioneer leader in local and NBC programs since 1925, continues to deliver —day in and day out—the largest audience in Oklahoma's No. 1 Market.

- Tulsa's industrial growth is greater than any other city in the United States (even Los Angeles)—four times the National average. Out of the top 90 Key Industrial Markets, Tulsa (67 on the list) has the fastest dollar value growth of any city in the nation (200% increase between 1947 and 1954 according to the U.S. Census of Mfg., U.S. Dept. of Commerce.) Tulsa, in the heart of Oklahoma's No. 1 Market, is the only city in Oklahoma even listed in the Top 90 Key Industrial Markets.

- Tulsa is 2nd in the nation in per capita ownership of personal automobiles. (Only Los Angeles has more cars per person.)

- Tulsa is 7th in the nation in Consumer spendable income— \$6,660 per family.

- Tulsa is the 8th fastest growing city in the nation, according to population figures recently published.

SO—if it's ACTION you want in a really dynamic market—Oklahoma's No. 1 Market—you want KVOO Radio. Get a front seat on the Nation's Frontier of Expansion with KVOO RADIO!

Harold C. Stuart, Exec. V-P.  
Gustav Brandborg, Gen. Mgr.

Represented by Edward Petry & Co., Inc.



**OREGON  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Baker	16,175	4,760	\$17,836	\$3,597	\$645	7,715
Benton	31,570	10,160	29,427	6,828	733	12,815
Clackamas	86,716	28,470	67,670	17,067	2,168	38,753
Clatsop	30,776	10,640	32,961	8,174	734	12,250
Columbia	22,987	6,810	17,704	4,632	579	10,131
Coos	42,265	17,400	63,227	16,642	2,184	23,280
Crook	8,991	2,430	11,565	2,590	354	4,923
Curry	6,048	2,820	10,015	3,110	260	5,777
Deschutes	21,812	6,550	28,649	6,445	1,016	10,897
Douglas	54,549	20,000	75,749	20,668	1,502	32,270
Gilliam	2,817	970	5,209	648	153	1,854
Grant	8,329	2,500	8,872	1,975	307	4,192
Harney	6,113	1,920	9,327	1,793	179	3,327
Hood River	12,740	3,710	15,908	4,073	351	6,571
Jackson	58,510	20,800	83,527	18,925	1,901	32,685
Jefferson	5,536	2,040	8,634	1,707	161	3,341
Josephine	26,542	9,960	37,286	8,311	1,106	14,753
Klamath	42,150	12,840	59,815	12,927	1,255	21,219
Lake	6,649	1,840	9,541	2,501	414	3,837
Lane	125,776	46,280	177,273	44,849	4,019	63,030
Lincoln	21,308	7,660	25,933	7,583	543	10,003
Linn	54,317	18,390	60,242	13,805	1,801	25,766
Malheur	23,223	6,120	28,956	4,722	699	10,784
Marion	101,401	30,190	121,833	22,905	4,078	46,188
Morrow	4,783	1,260	6,144	1,344	96	2,912
Multnomah	471,537	173,220	784,383	176,167	17,254	210,347
Polk	26,317	7,030	18,068	4,975	1,151	10,668
Sherman	2,271	680	3,299	647	...	1,498
Tillamook	18,606	6,210	20,969	4,681	645	8,915
Umatilla	41,703	13,180	57,544	12,638	1,546	22,362
Union	17,962	5,660	19,017	4,629	813	8,622
Wallowa	7,264	1,950	8,299	1,651	421	3,893
Wasco	15,552	7,070	32,285	5,844	1,105	10,887
Washington	61,269	22,470	64,228	17,675	1,678	31,691
Wheeler	3,313	1,060	1,342	320	77	1,463
Yamhill	33,484	9,250	34,234	7,389	1,037	16,055
Total	1,521,341	524,160	\$2,056,951	\$474,425	\$52,965	735,634

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

**ALBANY (Linn County)**

<b>KWIL</b> 1941	790 1,000 DA-2	Central Willamette Bcstg. Co. Queen & Elm Sts. Wabash 6-2253 MBS Don Lee Moore & Lund Ayres Best	R. R. Cronise, p Warren E. Stoffer, gm Albert Zack Jr., cm Joanne Forbes, pd Ken McCoy, nd Henry Charnell, ce
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**ASHLAND (Jackson County)**

<b>KWIN</b> 1946	1400 250	Rogue Valley Bcstrs. Inc. P. O. Box 277 Ashland 2-4381 MBS Don Lee Grant	Douglas D. Kahle, p Larry Gordon, gm Dean Reeter, cm William Lively, pd Ellis Feinstein, ce
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**ASTORIA (Clatsop County)**

<b>KAST</b> 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 George Ristola, ce Herman Robison, nd, fd Warren Grimberg, sd
<b>KVAS</b> 1954	1230 250	Lower Columbia Bcstg. Co. Inc. 1418 Commercial St. 3320 Beaver Holman Tracy Moore Jacobson	A. L. Capstaff, p, gm T. R. Williams, cm Neil Sargent, pd Robert Meers, ce Dorothy Radich, nd Charles Winkenwerder, sd

**BAKER (Baker County)**

<b>KBKR</b> 1939	1490 250	Oregon Trail Bcstg. Co. 2030 Auburn Ave. Jackson 3-4431 KBS Oregon Trail Grant Moore & Lund	Kenneth B. Lockwood, gm, cm
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**BEND (Deschutes County)**

<b>KBND</b> 1938	1110 1,000 DA-N	Central Oregon Bcstg. Co. Coble Bldg. Evergreen 2-4821 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
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**COOS BAY (Coos County)**

<b>KOOS</b> 1928	1230 250 (CP-1260 1,000-DA-N	KOOS Inc. P. O. Box 777 Congress 7-2121 MBS Art Moore Tracy Moore	Sheldon F. Sackett, p Jack Irvine, gm W. A. Cook, sm F. J. McDonough, cm Patsy Barkwell, pd, wd Nathan Olson, ce
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**KYNG**

1956	1420 1,000-D	KYNG Inc. Tioga Hotel	Harold C. Singleton, p, sec. Wally N. Nelskog, vp, treas Phil Waters, gm Norman Oberst, ce Wally Nelskog, pd
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**COQUILLE (Coos County)**

<b>KWRO</b> 1949	630 1,000-D	KWRO Inc. P. O. Box 396 3961 KBS Art Moore	Wm. E. Walsh, p Lynn C. Thomas, gm Don Anderson, asst mgr Don Robinett, cm Les McKay, pd Drew Walker, ce Ken Metzler, nd
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**CORVALLIS (Benton County)**

<b>KCOV</b> 1954	1240 250	Midland Bcstg. Co. P. O. Box 689 Plaza 3-6633 Tri-Mart Net. Connelly Everett-McKinney Art Moore	Lee P. Bishop, p Frank J. Flynn, vp, gm Joan L. Hanson, pd Harold G. Short, ce
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**\*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
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**KRUL**

1947	1340 250	Pacific States Radio Co. Inc. 1221 S. 15th St. Plaza 3-3322 McGillvra	Jack Severtson, o Chester L. Blomsness, gm Buzz Florip, pd Tom Kindell, ce
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**COTTAGE GROVE (Lane County)**

<b>KOMB</b> 1953	1400 250	Radio Station KOMB P. O. Box 606 1400	Orlo Bagley, co-o, gm, sd R. D. Walter, sm, slm, pd Dorothy Grisham, cm, wd Hal Fengler, nd Peter J. Ryan, pmm Milton Viken, ce
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**DALLAS (Polk County)**

<b>KPLK</b> 1955	1460 500-D	Polk County Bcstrs. Inc. P. O. Box 396 Mayfair 3-2342	Leland M. Tucker, p Edward C. McElroy Jr., vp, gm George B. Smith Jr., pd, fd George W. Morrison, ce Martha Jean Bailey, traff mgr
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**EUGENE (Lane County)**

<b>KASH</b> 1947	1600 1,000 DA-N	Radio Air Ways Inc. P. O. Box 1600 Diamond 5-3557 ABC Cooke	E. L. Kincaid, p, gm Paul Plank, cm, fd Laura Plank, pd, wd Ralph Cook, ce Clare Kincaid, nd
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MORE features  
MORE regional coverage**



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EUGENE (Cont.)

XEED 1954	1050 1,000-D	985 Willamette St. (branch office) Diamond 3-1514	(See Springfield listing)
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
KORE 1927	1450 250	Lane Bcstg. Co. 2598 S. Willamette Diamond 4-4214 MBS Don Lee Everett McKinney Art Moore	Lee Bishop, p, gm Herb Olson, adv mgr Ted Thompson, pd Don Fallette, pmm Floyd Viken, ce Dolph Janes, nd, fd
KUGN 1946	590 5,000-D 1,000-N DA-N	KUGN Inc. P. O. Box 112 4-6216 NBC Meeker Jacobson Feltis	C. O. Fisher, p, gm John Tasnady, slm Robert Houglum, pd, pmm George Hathaway, ce, fd Wendy Ray, nd, sd Arlette Hoiting, wd
KUGN-FM 1947	99.1mc 0.38kw		

FOREST GROVE (Washington County)

KRWC 1950	1570 1,000-D	Irving V. Schmidtke P. O. Box 345 6091 Ayres Jacobson	Irving V. Schmidtke, o, gm, ce, cm Fred Schmidtke, pd, sd Elinore Lee, pdm Eleanor Schmidtke, pmm, nd, wd Harold Warling, fd
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GRANTS PASS (Josephine County)

KUIN 1949 KBS (TV)	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
KGPO (FM) 1948	96.9mc 3.1kw	(KUIN, AM Affiliate)	

GRESHAM (Multnomah County)

KGRO 1956	1250 100	Gresham Bcstg. Co. P. O. Box 32 Mo 5-4143	Tom Purcell, p Alex deSchweinitz, gm Calvin Lehman, cm Herbert Smith, pd Arlan C. Walker, ce Elise Darius, wd
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HERMISTON (Umatilla County)

KOHU 1956	1570 250-D	Carl E. & Sarah Knierim P. O. Box 1 Jordan 7-6500	Carl F. Knierim, co, gm Sarah Knierim, co, cm Eleanor Davis, pd Otha S. Whitsett, ce John Welsh, nd Don McGowen, fd
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HILLSBORO (Washington County)

KUIK 1954	1360 1,000-D	Tualatin Valley Bcstrs. 155A S. Second Ave. 9500 KBS Art Moore	Richard K. Millison, sm Wally Cooper, slm Paul Alexander, ce, fd Robert Landuette, wd
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HOOD RIVER (Hood River County)

KIHR 1950	1340 250	Oregon-Washington Bcstrs. Inc. 22nd St. 3561 Meeker Art Moore	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 1,000-N DA-N	KFJI Bcstrs. Inc. P. O. Box 692 2-2551 MBS Grant Art Moore	W. D. Miller, p Robert H. Bartlett, gm, cm Warren Bunyon, pd, sd Lou Gillespie, pmm Wayne Loerke, ce, fd Pat O'Conner, nd
KLW 1946	1450 250	Southern Oregon Publishing Co. P. O. Box 941 8115 ABC CBS Everett-McKinney	Frank Jenkins, p Bud Chandler, gm Edith Patten, traff mgr Bill Grimes, ce Floyd Wynne, sd
KLAD 1955	900 1,000-D	K-Lad Bcstrs. P. O. Box 250 9191 KBS	Phil Jackson, ptrn, gm, cm C. E. Wilson, ptrn James Wilson, pmm D. Walker, ce

LA GRANDE (Union County)

KLBM 1958	1450 250	Inland Radio Inc. P. O. Box 907 2201 Grant Art Moore	Mrs. Marshall E. Cornett, co-o Gordon L. Capps, co-o, p Kenneth L. Lillard, gm, cm Beverly Van Blockland, pd, wd Ralph Keyser, ce Charles Stauffacher, nd, sd
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LAKEVIEW (Lake County)

KQIK 1956	1230 250	Pacific Northwest Radio Inc. Hunters Lodge Whitehall 7-2164 Art Moore	Lynn C. Thomas, p A. E. Freeman, vp Sidney Roach, sm
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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 Jacobson	W. Gordon Allen, p, gm Nate Bridges, sm, cm Don Wellman, slm, pmm Jim Nelly, pd, fd N. I. Bridges, ce T. L. Boyd, sd
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McMINNVILLE (Yamhill County)

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs. Inc. P. O. Box 207 3811 KBS Continental Art Moore	Jack B. Bladine, p Glasco P. Branson, gm, cm, pd Ed Nuhring, ce Craig Singletary, pd, nd, sd
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MEDFORD (Jackson County)

KBOY 1954	730 1,000-D	K-Boy Bcstrs P. O. Box 1109 3-5355	C. E. Wilson, p, gm, pd Winston Marks, cm 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, vp, gm Gene Barlow, cm John Williams, pd, pmm Vern Ludwig, ce Frank Pinnoch, nd
KYJC 1947	1230 250	Medford Printing Co. Barnett Rd. 2-5277 ABC CBS Webb	R. W. Ruhl, p Jimmy Dunlevy, gm Tom MacLeod, cm, sd Monte Morris, pd, nd J. J. Dunlevy, pmm Vic Calif, pmm

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, sm Dwayne Caldwell, slm Mo Niemi, nd Don Newman, ce Perk McKissen, pdm
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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 Harry Charnichael, gm John Hickox, cm Ray Lawhorn, pd Arthur Schuldt, ce Spencer Snow, nd
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OCEANLAKE (Lincoln County)

KBCH 1955	1400 250	Lincoln Electronics Inc. P. O. Box 368 3891 Art Moore	Wm. B. Comer, o, gm Dick Millet, sm Tom Warner, pd Al Charf, ce Beatrice Slothour, pdm Connie Comer, wd
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ONTARIO (Malheur County)

KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. P. O. Box 540 212 KBS Grant Art Moore	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 Earl Swanson, nd
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OREGON CITY (Clackamas County)

KGON 1947	1520 10,000 DA-1	Clackamas Bcstrs. Inc. P. O. Box 5711 Portland 22, Ore. Portland, Olive 4-5475 Oregon City 5249 NBC Meeker Moore & Lund	Robert J. Hartke, co-o Irwin S. Adams, co-o, gm, cm, pmm Sonora B. Hoffman, pd William R. Watson, ce Frank Faro, nd Ray Brooks, sd
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PENDLETON (Umatilla County)

KUMA 1955	1290 5,000 DA-2	Pendleton Bcstg. Co. P. O. Box 278 521 Meeker Art Moore	C. H. Fisher, p Ted A. Smith, sec, treas, gm, sd Robert Runnion, cm Howard C. Rhoads, pd Carl R. Hilyer, pmm James Platz, ce Murray Wesgate, nd
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City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	KVAN 1939	(See Vancouver, Wash., listing)
<b>PENDLETON (Cont.)</b>						
KUBE 1956	1050 1,000-D	Umatilla Bcstg. Enterprises P. O. Box 301 5151	John M. Carroll, o, cm, fd R. E. Thomlinson, sm, ce Paul Schumacher, nd Margaret Ransier, wd J. V. Maldonado, pmm Charles Springer, nd		KWJJ 1925	1080 10,000 DA-2 Rodney F. Johnson 1011 S. W. 6th Ave. Capital 8-4393 Burn-Smith Headley-Reed
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425 ABC Cox Ayres	V. B. Kenworthy, p, gm Jerry Hawkins, sm Carl Fugitt, cm Bob Maszk, pd Douglas Whipple, ce Beverly Vaught, wd		KXL 1926	750 10,000 DA-1 L-WSB Mt. Rainier Radio & Tv Bcstg. Corp. P. O. Box 5886 Prospect 4-3216 Eranham McGavren-Quinn Art Moore
<b>PORTLAND (Multnomah County)</b>						
KBEV (CP)	1010 1,000-D DA-D	James R. Roberts 909 Michigan Ave. Farmington, Mo. Pearson	James R. Roberts, o, gm		KRRCO 1950	690 1,000-D Radio Central Oregon Inc. P. O. Box 188 Hillcrest 7-6239 Best Feltis
*KBPS 1923	1450 250	Portland Public Schools- Benson Poly. School 546 N.E. 12th Ave. BE 4-5469	Patricia Green Swenson, sm Fred M. Warner, pd Harold Potter, ce		REDMOND (Deschutes County)	
KEX 1926	1190 50,000 DA-1	Westinghouse Bcstg. Co. 1230 S. W. Main Capital 2-1881 Free & Peters	D. H. McGannon, p Herbert L. Bachman, gm R. E. Rudolph, slm Mel Bailey, pd Jack Irwin, ce George McGowan, nd Ben Buisman, fd Bob Blackburn, sd Kay West, wd		KJUN 1953	1240 250 Juniper Bcstrs. Inc. P. O. Box 1240 254 ABC
KEX-FM 1948	92.3mc 56kw				ROSEBURG (Douglas County)	
KHFS 1954		(See Vancouver, Wash., listing)			KRNR 1935	1490 250 James E. Doyle 134 N. Jackson Orchard 3-5551 CBS Grant Art Moore
KGW 1922 KCW-TV	620 5,000 DA-1	Pioneer Bcstg. Co. 1139 S. W. 13th Capital 3-6364 ABC Blair	Gordon D. Orput, p Mrs. A. Scott Bullitt, evp John H. Eichhorn, sm, cm Jack J. Moys, pd Earl E. E. Petersen, ce Robert E. Franklin, nd Ivan Jones, fd		KRXL 1950	1240 250 Umpqua Bcstrs. Inc. P. O. Box 847 Orchard 3-4464 MBS
KLIQ 1949	1290 1,000-D	Mercury Bcstg. Co. Inc. 3908 N.E. Sandy Blvd. (13)			KYES 1955	950 1,000-D Douglas Bcstrs. Inc. P. O. Box 1138 Orchard 3-6678 H. S. Jacobson
KOIN 1925 KOIN-TV	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		SALEM (Marion County)	
KOIN-FM 1948	101.1mc 48.6kw				KGAY 1950	1430 5,000-D KGAY Inc. P. O. Box 768 Empire 3-7121 Holman Feltis Jacobson
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 Donald G. Wirtz, nd		KOCO 1947	1490 250 Loring Schmidt 1426 Edgewater 3-3108 Rambeau
KPFM (FM) 1946	97.1mc 3.3kw				KSLM 1934 KSLM-TV (CP)	1390 1,000 Oregon Radio Inc. P. O. Box 631 EM 4-8433 MBS Don Lee Everett-McKinney Art Moore
KPDQ 1947	800 1,000-D	John W. Davis 4903 N.E. Sandy Atlantic 2-3232 Forjoe	John W. Davis, o, gm Philip A. Roewe, slm Dale Allison, pd Keith Griggs, nd Don Wilkinson, ce		SPRINGFIELD (Lane County)	
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, vp, gm Robt. C. LaBonte, cm Tom Hoover, pd Alan Hicks, pmm Herbert A. Davidson, ce Charles Bernard, pdm		KEED 1954	1050 1,000-D KEED Inc. P. O. Box 696 DI 5-0163 Holman
KPOJ-FM 1948	98.7mc 4.3kw				THE DALLES (Wasco County)	
KQFM (FM) 1953	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		KDLS (CP)	930 1,000 DA-N The Dalles Bcstg. Co. 405 W. 9th St.
					KODL 1941	1440 1,000 DA-N Western Radio Corp. KODL Bldg. Cy 6-2300 ABC KBS
					KRMW 1955	1300 1,000-D Radio Mid-Columbia Inc. 209 E. 2nd St. Cypress 6-9661 Best Art Moore
					TILLAMOOK (Tillamook County)	
					KTLI 1947	1590 250 Tillamook Bcstg. Co. P. O. Box 1590 Victor 2-4422 Continental

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.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FAP'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.

PENNSYLVANIA

MARKET DATA BY COUNTIES

County	Population 1950	Passenger				
		Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
Adams	44,197	12,650	\$44,529	\$7,706	\$1,020	17,473
Allegheny	1,515,237	453,830	1,849,647	479,072	58,839	417,375
Armstrong	80,842	23,010	64,109	16,946	1,568	26,854
Beaver	175,192	51,290	183,655	48,300	5,099	56,927
Bedford	40,775	10,830	41,931	7,030	463	14,559
Berks	255,740	76,840	310,800	73,634	6,362	90,917
Blair	139,514	39,850	129,235	33,945	2,977	42,708
Bradford	51,722	15,230	49,853	10,428	957	17,149
Bucks	144,620	67,780	227,978	54,744	5,503	78,621
Butler	97,320	27,990	101,886	21,723	2,338	36,884
Cambria	209,541	55,870	183,199	44,029	3,309	56,944
Cameron	7,023	1,810	8,485	2,194	149	2,912
Carbon	57,558	15,780	46,030	12,415	824	18,118
Centre	65,922	16,820	80,601	14,069	1,847	21,030
Chester	159,141	44,180	188,464	39,727	4,936	58,238
Clarion	38,344	10,230	34,277	7,591	659	13,912
Clearfield	85,957	22,780	69,728	17,295	1,365	24,913
Clinton	36,352	10,410	35,545	8,919	743	12,284
Columbia	53,440	15,540	50,947	13,645	1,372	19,736
Crawford	78,948	23,350	80,685	18,732	1,475	27,825
Cumberland	94,457	30,650	109,766	25,821	2,646	39,796
Dauphin	197,184	61,760	272,270	47,657	8,384	66,327
Delaware	414,234	142,060	478,643	130,479	15,991	153,038
Elk	34,503	9,490	30,961	10,339	795	11,647
Erie	219,388	68,620	274,282	62,523	6,531	80,246
Fayette	189,899	50,630	148,130	40,741	3,944	51,767
Forest	4,944	1,240	3,672	683	56	1,655
Franklin	75,927	22,010	69,431	16,968	1,856	29,119
Fulton	10,387	2,710	7,511	1,113	55	3,559
Greene	10,887	11,970	26,986	6,837	590	12,941
Huntingdon	40,872	10,930	29,148	7,681	477	13,912
Indiana	77,106	20,380	60,750	15,439	1,278	23,942
Jefferson	49,147	13,690	42,319	11,183	849	16,501
Juniata	15,243	4,140	12,065	1,982	56	5,824
Lackawanna	257,396	73,060	234,621	61,247	5,613	62,444
Lancaster	234,717	66,500	292,873	56,364	5,577	86,063
Lawrence	105,120	31,200	107,582	28,234	2,741	37,208
Lebanon	61,683	26,110	84,625	20,238	1,551	30,737
Lehigh	198,207	59,180	258,189	49,141	6,630	63,091
Luzerne	392,241	105,000	331,987	86,419	6,763	103,858
Lycoming	101,249	31,400	106,718	25,080	2,316	38,884
McKean	56,607	16,620	54,319	14,579	1,742	19,412
Mercer	111,954	33,280	132,938	32,691	3,484	41,737
Mifflin	43,691	12,220	37,938	9,010	1,137	14,236
Monroe	33,773	10,380	43,625	9,382	1,044	14,883
Montgomery	353,068	112,030	480,680	113,499	14,530	150,126
Montour	16,001	3,560	10,719	2,867	309	4,529
Northampton	185,243	53,340	206,483	54,395	5,994	70,856
Northumberland	117,115	33,010	104,923	26,003	3,037	34,943
Perry	24,782	7,060	18,413	4,831	422	9,706
Philadelphia	2,071,605	632,130	2,610,769	539,103	75,078	456,201
Pike	8,425	3,000	7,685	1,336	69	3,883
Potter	16,810	4,560	15,852	2,992	272	5,824
Schuylkill	200,577	54,600	156,340	40,916	3,552	58,562
Snyder	22,912	6,180	20,185	3,682	244	8,412
Somerset	81,813	21,710	62,094	14,664	1,240	25,883
Sullivan	6,745	1,800	3,821	1,325	25	2,264
Susquehanna	31,970	8,480	25,471	7,961	355	10,353
Tioga	35,474	10,430	31,082	6,336	652	12,941
Union	23,150	8,110	17,385	4,389	330	8,412
Venango	65,328	18,260	54,547	16,006	1,315	21,877
Warren	42,698	11,990	54,425	9,042	918	14,883
Washington	209,628	59,950	205,638	54,236	4,602	64,385
Wayne	28,478	7,660	24,551	5,883	511	9,706
Westmoreland	313,179	88,890	298,580	82,735	7,365	96,417
Wyoming	16,766	4,680	18,640	3,561	392	6,794
York	202,737	63,890	262,319	49,929	4,374	62,504
Total	10,498,012	3,124,140	\$11,731,605	\$2,949,466	\$309,500	3,235,476

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction uncensored. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ALLENTOWN (Lehigh County)

WAEB 1949	790 500-D 1,000-N DA-2	WAEB Inc. 7th & Hamilton Sts. Hemlock 4-9364 Radio-Tv Reps.	Howard Wasserman, p S. Robert Ackley, gm Joseph Riepenzell, cm Neff Flemming, pd William Gottshall, ce Bob Lamb, nd
WFMZ (FM) 947 WFMZ-TV (CP)	100.7mc 4.8kw	Penn-Allen Bcstg. Co. East Rock Rd. Hemlock 5-6733	Raymond F. Kohn, p, gm Frank Lucidon, cm Raymond Kohn, pd Fred Siffrin, ce
WHOL 1948	1600 500-D DA-D	Allentown Bcstg. Corp. Colorado & Poplar Sts. Hemlock 4-4801 Raymer	Charles G. Helwig, p James F. Chambers, gm, sd Frank Short, slm Willard Camperson, pd Jay Bechtel, pmm Gerald Werst, ce Bill Balthaser, nd
WKAP 1947 WQCY (TV) (CP)	1320 1,000 DA-N	WKAP Inc. P. O. Box 689 Hemlock 3-3166 Weed	N. Joe Rahall, p Odgen R. Davies, gm Jerry Duckett, slm Alan D. Raber, pd C. Frank Cordaro, ce 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
ALTOONA (Blair County)			
WFBC 1924 WFBC-TV	1340 250	Triangle Publications Inc. 1320 11th Ave. 4-2031 NBC Triangle Publications Inc. (Radio & Tv Div.)	Edward M. Scala, gm Jack Snyder, sm K. R. Brubaker, ce George Carroll, pgm mgr David Pretz, pmm
WRTA 1947	1240 250	Altoona Trans-Audio Corp. Hotel Penn Alto 6646 ABC MBS Everett-McKinney	Martin F. Malarkey, p Lou H. Murray, cvp, gm Horace J. Richards, sm James Reilly, pd Albert Merritts, ce Ken Clapper, sd
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, gm John E. Riley, pd
WVAM-FM 1953	100.1mc 0.36kw		
APOLLO (Armstrong County)			
WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. Orchard Hills Grover 2-3921	Cecil F. Clifton, gm, cm, pd Alice West Clifton, traff mgr A. J. West, bus mgr H. Edgar Smith, ce
BARNESBORO (Cambria County)			
WNCC 1950	950 500-D	North Cambria Bcstrs. Inc. 803 Maple Ave. 1010 KBS	Richard Todhunter Jr., p W. J. Thomas, gm William R. Rathall, cm, sd Joanne E. Tibbott, pd Dyle J. Miller, ce Herbert Turnrup, fd
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 George Allen, co-nd, fd
BEDFORD (Bedford County)			
WBFD 1955	1310 1,000-D	Inquirer Printing Co. 130 S. Juliana St. 865 KBS	John H. Biddle, p Hugo K. Frear, gm Robert S. Harrison Jr., sm, cm Sherwood B. Hawley, pd Jack R. Husson, pmm Martin L. Croft, ce John Bashore, nd, sd
BERWICK (Columbia County)			
(CP)	1280 500-D	Columbia County Bcstrs. Inc. Craft Press Bldg, Chambersburg, Pa.	John S. Booth, p, treas Thomas K. Cassel, vp Harry J. Daly, sec
BETHLEHEM (Northampton County)			
WCPA 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 Collic, cm, pmm Robert Walken, pd, nd, fd Edwin L. Rybak, ce
WCPA-FM 1947	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 I. Chman, pd Robert Fulton, ce 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
WHLM-FM 1956	106.5mc 8.8kw		
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 Joseph J. Bassett, pmm, nd Elmer L. Heess, ce Tom Powers, sd Blanch Anderson, wd
BRADFORD (McKean County)			
WESB 1947	1490 250	Radio Station WESB 43 Main St. 2-4545 MBS Burn-Smith	Joseph M. Cleary, gm, nd Frederick P. Tascone, sm, cm, pmm William Winn, pd, fd, ce Lou Adler, sd Vivien Krieger, wd

PENNSYLVANIA

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>BUTLER (Butler County)</b>				
WBUT 1949	1050 250-D	WBUT Inc. Radio Park 75-778 Gill-Perna	J. Patrick Beacom, p, gm Gerald D. Coleman, sm, pmm, ce Harry W. Critchlow, cm Richard Hanna, pd Earl Sadlon, nd Richard Kutan, sd	
WBUT-FM 1949	97.7mc 0.72kw			
WISR 1941	680 250-D	Butler Bcstg. Co. Inc. 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 Osterling, fd	
<b>CARBONDALE (Lackawanna County)</b>				
WC DL 1950	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, sd Thomas McDonough, pd Walter F. Rude, ce, fd Joe Martin, nd Jean Lynady, wd	
<b>CARLISLE (Cumberland County)</b>				
WHYL 1952	960 1,000-D (CP) 5,000-DA-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	
<b>CHAMBERSBURG (Franklin County)</b>				
WC BG 1956	1590 1,000-D	James R. Reese Jr. South Mountain, Pa.	James R. Reese Jr., o	
WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. Colony 4-7121 For Joe	John S. Booth, vp, gm Earl Strine, cm, sd Richard Bowers, pd, fd David Myers, pmm James McCurdy, ce Gene Myers, nd	
WCHA-FM 1948	95.9mc 0.7kw			
<b>CHARLEROI (Washington County)</b>				
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. Gailey, pd S. Crawford, ce	
<b>CHESTER (Delaware County)</b>				
WDRF 1947	1590 1,000 DA-N	Eastern Bcstg. Co. Middletown Rd., Brookhaven 4-4521	Louis Kapelski, o, p Cy Swingle, gm Harry Simmington, ce Del Parks, nd Marion Pedlow, wd Matt Zabitka, sd	
WVCH 1948	740 1,000-D	James M. Tisdale Wolf Bldg. 2-8861 Webb	James M. Tisdale, o, gm, ce Robert A. Hibbert, sm, pd Sid Jordan, cm Glen Duff, nd Earl Goodman, fd Don Baron, sd	
<b>CLEARFIELD (Clearfield County)</b>				
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 Paul Victor, nd	
<b>COATESVILLE (Chester County)</b>				
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 Michael Stanley, nd James Donnelly, sd	

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.

Data corrected to Dec. 15, 1956. 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.

CONNELLSVILLE (Fayette County)

WCVI 1947	1340 250	Connellsville Bcstrs. Hetzler Bldg. 2700 KBS	Dr. Cam T. Troilo, p Charles H. Underwood, gm cm Mary Frances Rich, pd Robert T. Ray, ce Dick Jessen, nd Rex Carter, fd
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CORRY (Erie County)

WO TR 1955	1370 500-D	Olivia T. Rennekamp Berger Bldg. Pittsburgh, Pa. Atlantic 1-1365 KBS	Olivia T. Rennekamp, p John J. Wellenoffer, gm, cm Mary Shannon, pmm, wd David Hubertz, ce Guy R. Davis, nd, fd Howard Bycroft, sd
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COUDERSPORT (Potter County)

WFRM 1953	600 1,000-D	Farm & Home Bcstg. Co. 9 N. Main St. 611	C. H. Simpson, p John A. Fay, gm Rick Bennett, sm, pd Richard Smith, pmm, fd F. Kenyon Reed, ce Ed Easton, sd
WFRM-FM 1955	96.7mc 0.11kw		

DOYLESTOWN (Bucks County)

WBUX 1948	1570 250-D	WBUX Bcstg. Co. P. O. Box 512 KBS Quaker Indie Sales	George Steiner, p James Stolcz, gm Robert Fretz, nd Robert Wright, ce
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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 Mary Bloom, sd
WCED-FM 1948	102.1mc 3.3kw		

EASTON (Northampton County)

WEEX 1956	1230 250	Easton Publishing Co. Chestnut Hill 6155 Headley-Reed	J. L. Stackhouse, p Nelson S. Rounsley, gm, cm Robert Francett, ce James Eyer, nd C. W. Bradford, fd
WGLV (TV)			
WEEX-FM 1948	98.3mc 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	107.9mc 11kw		

EPHRATA (Lancaster County)

WGSA 1955	1310 1,000-D DA-D	Garden Spot Bcstrs. P. O. Box 419 Re 3-2226 KBS	Samuel R. Youse, sm, ce John Wells, cm, pd Pat Bange, nd James Schmalhofer, fd Marie Barr, wd
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ERIE (Erie County)

WERC 1941	1260 5,000 DA 2	WERC Bcstg. Co. 121 W. 10th St. 4-6367 ABC Quaker Weed	Joseph Brechner, p, co-o Vasil Polyzois, treas, co-o Gene Conrad, gm Robert Yochim, cm John Luther, pd Ken Hestor, ce Gera'd Hagerty, nd
IVERC-FM 1941	99.9mc 9.7kw		

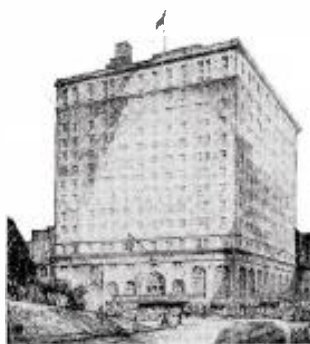




# PENNSYLVANIA

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>HARRISBURG (Cont.)</b>				
WHYL	1952	960 1,000-D (CP-5,000-D DA-D)	(See Carlisle listing)	
WKBO	1922	1230 250	Keystone Bcstg. Corp. 31 North 2nd St. Cedar 4-0191 NBC Meeker	Clair R. McCollough, sta exec W. Eugene Garman, sm J. Robert Gullick, gen sm Paul I. Woodland, pmm J. E. Mathiot, tech dir
<b>HAZLETON (Luzerne County)</b>				
WAZL	1932	1490 250	Hazleton Bcstg. Co. 708 Hazleton Natl. Bank Bldg. Gladstone 43-531 MBS NBC Raymer	Victor C. Diehm, p, gm Bob Sacco, cm Don Murray, pd, sd Elaine McDonnell, pmm Elwood Tito, ce Paul Cerula, nd
WAZL-TV	(CP)			
WAZL-FM	1947	97.9mc 2.6kw		
<b>HOMESTEAD (Allegheny County)</b>				
WAMO	1948	860 250-D	Dynamic Bcstg. Inc. 105 E. 7th Ave. 2-6000 Forjoe	Leonard Walk, p, gm Sid J. Dickler, pmm James Herbert, ce
<b>HUNTINGDON (Huntingdon County)</b>				
WHUN	1947	1150 1,000-D	Joseph F. Biddle Publishing Co. 400 Washington St. 1291 KBS 1 a urel Quaker	John H. Biddle, p William E. Germann, gm, pmm James Ishler, cm Susan H. Germann, pd Earnest A. Craig, ce Donald M. Stuller, nd
<b>INDIANA (Indiana County)</b>				
WDAD	1945	1450 250	WDAD Inc. 632 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
<b>JOHNSTOWN (Cambria County)</b>				
WARD	1946	1490 250		Central Bcstg. Co. Forch Bldg. 8-1216 CBS Quaker Weed
WARD-TV				
WARD-FM	1948	92.1mc 0.285kw		
WCRO	1947	1230 250		Century Bcstg. Corp. Fort Stanwix Hotel 9-1187 MBS Forjoe
WJAC	1925	1400 250		WJAC Inc. 329 Main St. 5-1262 NBC Young
WJAC-TV				
WJAC-FM	1948	95.5mc 8.3kw		
<b>KANE (McKean County)</b>				
WADP	1954	960 500-D	Northern Allegheny Bcstg. Co. Penn-Kane Hotel 1520	Richard Feit, sm, cm John Nordine, ce Jack Sandstrom, pd
<b>KITTANNING (Armstrong County)</b>				
WACB	1948	1380 1,000-D	Armstrong County Bcstg. Corp. 325 Market St. 43-1581 KBS Rambeau	S. W. Pruett, p Chas. M. Erhard, Jr., vp, gm Harold H. Stoops, mgr, pd William A. Motter, ce William C. Frederick, nd Sam Shenk, fd

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THE PENN-HARRIS, home of the famous "Plantation Room", Pennsylvania's Capital Hotel for "leisurely, luxurious, living."



Ruth and Lew Doolittle, popular husband and wife team, have interviewed more than 3,000 personalities during their continuous broadcast series.

THE CAPITAL BROADCASTING CORPORATION\* PRESENTS  
**LUNCHEON AT THE PENN-HARRIS HOTEL**  
With Ruth and Lew Doolittle interviewing colorful personalities from their dining table in the world famous Plantation Room.  
**MONDAY THROUGH FRIDAY 12:30 - 1:15 P.M.**

### WHYL IS JUSTIFIABLY PROUD OF THIS PROGRAM

- It is a network calibre broadcast.
- Luncheon at the Penn-Harris brings to WHYL'S microphones most of Central Pennsylvania's important and interesting people, plus hundreds of national and international celebrities visiting in the greater Harrisburg area.
- Luncheon at the Penn-Harris has been a feature of the Harrisburg airwaves for the last seven years, and has been an exclusive feature of WHYL during three of its four years of operation. The Capital Broadcasting Corporation chose WHYL as its Harrisburg outlet because of WHYL's superior coverage and its wide following.

\*Other Capital Broadcasting Corporation presentations on WHYL include "Capital Comments", Monday through Friday 8:15 to 8:30 A.M.; and special events broadcasts throughout the year over the "PENN HARRIS RADIO NETWORK."

# WHYL CENTRAL PENNSYLVANIA'S BIG COVERAGE MUSIC STATION

Early in 1957—5000 watts on 960 Winslow T. Porter, General Manager . . . Richard Field Lewis, Jr., President

**ANCASTER (Lancaster County)**

WGAL	1490	WGAL Inc.	Clair R. McCollough, p
32	250	8 West King St.	Kenneth L. Kreider, sm
'GAL-TV		Express 7-5251	J. Robert Gulick, gen sm
		NBC	Brian Kintzer, pd
		Meeker	Paul I. Woodland, pmm
			J. E. Mathiot, tech dir
'GAL-FM	101.3mc		
44	3.8kw		
LAN	1390	Peoples Bcstg. Co.	Frank H. Altdoerffer, p
46	1,000	252 N. Queen St.	Samuel M. Altdoerffer, gm
	DA-N	Express 4-7261	Julian Skinnell, asst mgr
		ABC	J. Stanley Baker, cm
		MBS	Robert O. Welsh, pmm
		Headley-Reed	Ramon T. Sherman, ce

'LAN-FM 49 96.9mc 6.7kw

**ANSFORD (Carbon County)**

LSH	1410	Miners Bcstg. Service	Joseph L. Maguire, p
52	1,000-D	Box D	John W. Angst, sm
		1440	

**ATROBE (Westmoreland County)**

WAKU	1570	WAKU Inc.	Harry P. Reed, p
51	1,000-D	200 Depot St.	William J. Thomas, gm
		Keystone 7-7744	Manuel Alvarez, ce
		KBS	Robt. Johnson, sm
			Richard Olinger, nd
TRA	1480	Latrobe Bcstrs. Inc.	Martin Barsky, gm, cm
56	500-D	204 Main St.	William Dymond, pd, sd
		Keystone 7-3338	Keeve Berman, pmm
			Bernard Guidos, ce
			Russell Graeff, pdm, nd
			Joan Weber, wd

**LEBANON (Lebanon County)**

LBR	1270	Lebanon Bcstg. Co.	H. Raymond Stadiem, p
46	1,000	8th & Cumberland Sts.	Lester P. Etter, mgng dir,
'LBR-TV	DA-N	2-7651	dir nat'l sis
P)		Quaker	Philip J. Reilly, slm, pmm
		Burn-Smith	Henry Homan, pd, nd, fd
			M. Leonard Savage, ce
			Howard Van Voorhis, sd

'LBR-FM 48 100.1mc 0.72kw

**LEWISTOWN (Mifflin County)**

WKVA	920	Central Pennsylvania Bcstg.	Robert L. Wilson, p, gm
1949	1,000-D	Co.	Ted Hepburn, cm
		19 S. Wayne St.	Glen Sheffer, pmm
		6771	Robert Steltzer, ce
		Gill-Perna	Bob Hyle, nd
			Bill Musser, pd
WMRF	1490	Lewistown Bcstg. Co.	J. S. Woods, p
1941	250	5 W. Market St.	T. W. Metzger, gm, cm
		6757	Thekia Leepir, pd, wd
		NBC	Kenneth Callahan, ce
		Burn-Smith	Don Raffensberger, fd
			Dale Smith, sd

**LOCK HAVEN (Clinton County)**

WBPZ	1230	Lock-Haven Bcstg. Corp.	Donald C. Welch, p
1946	250	132 1/2 E. Main St.	Harris Lipez, gm, cm
		4038	Dave King, asst m, pd, pmm,
		MBS	nd
		Quaker	Kenneth Caum, ce
		McGillvra	

**McKEESPORT (Allegheny County)**

WEDO	810	Tri-City Bcstg. Co.	Edward J. Hirshberg, p, gm
1946	1,000-D	547 Fifth Ave.	Earl Buncher, cm, fd
		North 4-7167	Bob Badger, sm
		Industrial Bcstg. Sys.	Jim Barker, pd, sd
		Rambeau	Sam Spatter, pmm
			Wilks Hurley, ce
			Morrow Davis, nd
WMCK	1360	Mon-Yough Bcstg. Co.	Robert M. Cox, p
1947	1,000	516 Market St.	Samuel R. Vidnovic, opr mgr
	DA-N	Orchard 8-8888	E. A. Kline, cm
		Cooke	Francis P. Haley, pd
			Charles W. White, ce
			Stephen Chontos, nd

**MEADVILLE (Crawford County)**

WMGW	1490	Meadville Bcstg. Service Inc.	H. C. Winslow, p
1947	250	First Natl. Bank Bldg.	Robert Trace, gm, cm
		46-723	James Strickler, pd
		ABC	Eugene Phillips, ce
			Ray Lage, nd
			James Nicholson, sd

'WMGW-FM 1948 100.3mc 10kw



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"VIC"



7

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- 1. HARRY L. MAGEE, Owner WHLM
- 2. KITTY KAHLER, Group Administrative Assistant, Headquarters, WAZL
- 3. CHARLES HELWIG, President WHOL
- 4. LEN HORNSBY, Manager WVDA

- 5. JIM CHAMBERS, Manager WHOL
- 6. BOB WILLIAMS, Manager WHLM
- 7. ART DETERS, Manager WIDE

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Hazleton, Pa.  
NBC-MBS

Bloomsburg, Pa.

Biddeford-Saco, Me.  
MBS-Yankee

Boston, Mass. ABC

PENNSYLVANIA

MEXICO (Juniata County)

WJUN 1220 Juniata Perry Bcstg. Co. J. S. Woods, p  
1955 250-D P. O. Box 97 T. W. Metzger, gm  
Mifflintown, Pa. Ralph Parker, sm  
Mifflintown 64 Charles Moore, pd  
Burn-Smith Don Lorenz, pmm, fd  
Kenneth Callahan, ce

MILTON (Northumberland County)

WARC 1380 Williamsport Radio Bcstg. Harry J. W. Kiessling, p  
(CP) 1,000-D Assoc. Inc. Woodrow W. Ott, gm  
c/o W. W. Ott  
330 Government Place  
Williamsport, Pa.

WMLP 1570 WMLP Inc. John S. Booth, p  
1955 1,000-D YMCA Bldg. John F. Foster, gm, cm  
1594 John Yingling, pmm  
William Keil, ce

MONTROSE (Susquehanna County)

\*WPFL 1250 Montrose Bcstg. Corp. W. Douglas Roe, p, gm, pd,  
1953 1,000-D Locust St. nd  
397 William M. Farley, pmm  
Richard J. Gage, ce  
Edward Dieffenbach, fd  
William P. Ohman, sd  
Ruth M. Ohman, wd

NANTICOKE (Luzerne County)

WHWL 730 Radio Anthracite Inc. Henry W. Lark, o  
1946 1,000-D 70 S. Main Street Milton Laughlin, gm  
Wilkes Barre, Pa. Cary Williams, nd  
Va. 2-6108 Bill Jones, sd  
Forjoe

NEW CASTLE (Lawrence County)

WKST 1280 WKST Inc. S. W. Townsend, p, gm  
1938 1,000 Cathedral Bldg. Harry Reith, asst mgr  
WKST-TV DA-N Oliver 4-5501 Byron McConnell, loc slm  
MBS Kenneth Caum, ce  
Everett-McKinney Ruth Ray, wd

NEW KENSINGTON (Westmoreland County)

WKPA 1150 Allegheny Kiski Bcstg. Co. C. Russell Cooper, p  
1940 250-D 810 Fifth Ave. Melvin A. Goldberg, gm  
Edison 7-3588 D. Joseph Hannan, cm  
Continental Michael Felock, pd, nd  
W. W. Neeley, ce  
Fritz Klingensmith, sd

NORRISTOWN (Montgomery County)

WNAR 1110 Norristown Bcstg. Co. N. Joe Rahall, p  
1946 500-D Old Arch Road O. R. Davies, gm  
Broadway 2-7600 John M. Banzhoff, sm, natl  
Weed slm  
Donald L. Jones, loc slm  
Buddy Brode, pd, sd  
Anthony DeSola, ce  
James M. Nellany, nd

OIL CITY (Venango County)

WKRZ 1340 WKRZ Inc. Kenneth E. Rennekamp, p,  
1946 250 Fair Bldg. gm  
4-1260 Olivia Rennekamp, cm  
KBS John Remus, pd  
Carl Phillips, pmm  
James Saltzman, ce  
Ed Erickson, nd

PHILADELPHIA (Philadelphia County)

WCAU 1210 WCAU Inc. Donald W. Thornburgh, p,  
1922 50,000 City Line & Monument gm  
WCAU-TV Rd. (31) Joseph L. Tinney, evp  
Greenwood 7-8300 John S. deRussy, vp, sls dir  
CBS Joseph T. Connolly, vp, pd  
CBS Radio Robert N. Pryor, vp, dir pub  
Spot Sales rel  
John G. Leitch, vp, ce  
Charles Shaw, nd  
Amos Kirby, fd  
Bill Campbell, sd

WCAU-FM 98.1mc  
1941 10kw

WDAS 1480 Max M. Leon, p  
1922 1,000 Belmont Ave. & Edgely gm  
DA-2 Rd. (31) M. Leonard Matt, asst gm  
Trinity 8-2000 William H. Vogt, cm  
Pearson Jerry Grove, pd  
Frank Unterberger, ce

WFIL 560 Triangle Publications Inc. Roger W. Clipp, vp, gm  
1922 5,000 46th & Market Sts. George A. Koehler, sm  
WFIL-TV DA-2 Evergreen 2-4700 Kenneth W. Stowman, gen  
Blair slm  
William B. Dothard, radio  
slm  
Edward H. Benedict, dir natl  
sls  
Joe Zimmerman, prom dir  
Henry E. Rhea, ce  
Felix Meyer, pd  
Gunnar Back, nd

WFIL-FM 102.1mc  
1941 10kw

WFLN (FM) 95.7mc Franklin Bcstg. Co. Lawrence M. C. Smith, p  
1949 20kw 3200 Ridge Ave. (28) Raymond S. Green, vp, gm  
Ivyridge 2-6000 Michael E. O'Donnell, pd  
Good Music Bcstrs. Fred Chassey, ce

WHAT 1340 Independence Bcstg. Co. William A. Banks, p, gm,  
1925 250 Conshohocken & Winermere cm  
Ave. Dolly Banks, sm  
Trinity 8-1500 Charles O'Donnell, pd, nd  
Stars Natl. Len Stevens, pmm  
Chas. Lehmann, ce  
H. Muller, sd

WHAT-FM 105.3mc  
1950 20kw

WIBG 990 Seaboard Radio Bcstg. Corp. Paul F. Harron, p  
1925 10,000 Suburban Station Bldg. John R. Mahoney, gm  
DA-2 Rittenhouse 6-2300 Rupe Werling, prod vp  
Radio-Tv Reps. Douglas Arthur, pd  
John H. Henninger, tech dir  
William J. Conran, pmm  
George Hooper, ce  
Ray Walton, nd, sd, fd

WIBG-FM 94.1mc  
1948 20kw

WIP 610 Penna. Bcstg. Co. Benedict Gimbel Jr., p, gm  
1922 5,000 35 S. 9th St. Raif Brent, vp, sls dir  
DA-1 Walnut 2-6800 Clyde Spitzner, loc cm  
MBS Varner Paulsen, pd  
Petry Gilbert H. Spector, dir sls,  
pmm  
Clifford C. Harris, ce  
Sam Ettinger, nd

WIP-FM 93.3mc  
1942 20kw

WJMJ 1540 WJMJ Bcstg. Corp. Patrick J. Stanton, p, gm  
1948 1,000-D 2043 Locust St. Charles Stahl, cm  
Locust 4-2300 Michael Deegan, pd  
James Rubenstone, pmm  
Alec Felton Iles, ce  
Douglas Henson, nd, sd

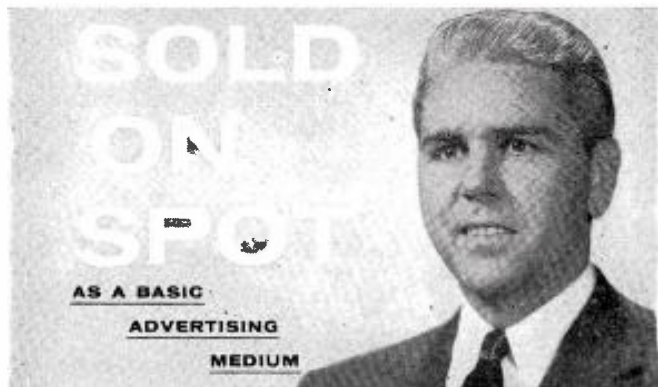
WPEN 950 William Penn Bcstg. Co. William Sytk, p  
1929 5,000 2212 Walnut St. William B. Casky, gm  
DA-N Locust 4-6000 Murray Arnold, asst sm, pd  
Gill-Perna Erwin Rosner, gen slm  
John E. Surrick, loc slm  
James M. Kiss, pmm  
Charles W. Burtis, ce

WPEN-FM 102.9mc  
1942 20kw

WRCV 1060 National Bcstg. Co. Lloyd E. Yoder, vp, gm  
1921 50,000 1610 Walnut St. (3) Curtis D. Peck, dir ops  
WRCV-TV DA-1 Locust 4-3700 Harold W. Waddell, dir sls  
NBC William S. Dallman, slm  
NBC Spot Sales Stan Lee Broza, pd  
Edward R. Wallace, pm,  
supvr news  
William A. Howard, mgr  
tech ops  
John P. Wiley, adv, pdm  
Gene E. Stout, publicity dir  
Mary B. Doyle, merc mgr

ADVERTISERS AIMING

FOR A NATIONWIDE MARKET ON THE MOVE ARE



WENDELL D. "PETE" MOORE, Assistant Sales Manager in charge of Advertising and Sales Promotion for Chrysler's Dodge Division, counts on SPOT'S selective selling role:

"WITH GREATER SUBURBAN GROWTH AND INCREASED USE OF CARS FOR COMMUTING, SPOT RADIO IN EARLY MORNING AND LATE AFTERNOON NOW REACHES A GREATER AUDIENCE THAN EVER BEFORE.

"SPOT RADIO IS ESSENTIAL TO ANY BALANCED, OVERALL PROMOTIONAL OR ADVERTISING EFFORT!"





**WCAU** means  
PHILADELPHIA  
  
response

This story is directed particularly to those who ask, "How much product did it move?" WCAU-TV's "Mister & Missus" team, Joan and Gene Crane, in a few weeks increased the upholstering department's work at Gimbels about 200 per cent! Proof that this outstanding couple converts audience appeal to sales appeal. So when you think of response, think of WCAU.

**WCAU, WCAU-TV** *The Philadelphia Bulletin* Radio and TV stations. By far Philadelphia's most popular stations. Ask Pulse. Ask ARB. Ask Philadelphians. Represented nationally by CBS Spot Sales.

PENNSYLVANIA

City	Call Letters	Chan. or Freq. Power	Established	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>PHILADELPHIA (Cont.)</b>					
WTFL	860	Foulkrod Radio Engineering Co.	E. Douglass Hibbs, p, pd	Henry N. Comker, gm	Theodora Kay, wd
1925	250-D	4312 N. Broad St. Davenport 4-4310 Rosary Hour Net. Webb NBC			
<b>PHILIPSBURG (Centre County)</b>					
WPHB	1260	Moshannon Valley Bcstg. Co.	Rev. William Emert, ptrn, gm	E. B. Bartley, ptrn	Ruth Gearhart, cm
1956	1,000-D	122 Presqueisle St. 1790		William Burchill, pd	Russell Duck, pmm
				Thomas A. Farrell, ce	Jerry Woodring, nd
<b>PITTSBURGH (Allegheny County)</b>					
KDKA	1020	Westinghouse Bcstg. Co.	Donald H. McGannon, p	Harold Lund, vp	L. R. Rawlins, gm
1920	50,000	1 Gateway Center Express 1-3000 Peters, Griffin, Woodward		Donald J. Trageser, cm	Guy Harris, pd
KDKA-TV				June L. Buzzelli, asst pmm	T. C. Kenney, ce
				James Snyder, nd	Bert Hutchison, fd
KDKA-FM	92.9mc				
1942	47kw				
KQV	1410	Allegheny Bcstg. Corp.	Earl F. Reed Sr., p	Gunnar O. Wiig, cvp	James F. Murray, sm
1922	5,000	Chamber of Commerce Bldg. Atlantic 1-9100 CBS Raymer		John D. Gibbs, pd	Owen S. Simon, pmm
	DA-2			James J. Schultz, ce	Jack Henry, nd
WAMO	860	(See Homestead listing)			
1948	250-D				
WCAE	1250	WCAE Inc.	Leonard Kapner, p	R. Clifton Daniel, gm	Alan Trench, cm
1922	5,000	550 Grant St. (19) Atlantic 1-6900 Katz		William Thieman, pmm	James H. Greenwood, ce
	DA-N			Richard McCarthy, nd	
WILY	1080	Pittsburgh Bcstg. Co.	John Kluge, p	Ernie Tannen, gm	John Pieper, cm
1955	1,000-D	220 N. Highland Ave. Emerson 1-5000 Stars Natl.		Victor G. Klein, ce	

WJAS	1320	Pittsburgh Radio Supply	H. K. Brennen, p, gm	John Buchheit, cm	William Babcock, pd
1921	5,000	House Inc. Chamber of Commerce Bldg. Grant 1-4860 ABC MBS H-R Reprs.		Caley E. Augustine, pmm	Walter W. McCoy, ce
	DA-N			Herbert O. Morrison, nd	
WJAS-FM	99.7mc				
1948	24kw				
WKJF (FM)	93.7mc	Agnes J. Reeves Greer	Agnes J. Reeves Greer, o	Thomas J. Daugherty, mgr	Alfred R. Ritz, sm
1948	40kw	1715 Grandview Ave. (11) Hubbard 1-2626		Frank Maruca, pd	Peter E. Pappas, ce
WKJF-TV (CP)					
WPIT	730	WPIT Inc.	John J. Laux, p	Don Ioset, vp, gm, cm	Clifford Charles, pd, pmm
1947	1,000-D	213 Smithfield St. Atlantic 1-1900		Michael Komichak, ce	Bob James, nd, sd
				Dick Norwick, fd	
WWSW	970	WWSW Radio Inc.	Oscar M. Schloss, p, gm	Ben W. Muros, sm	Phil Davis, pmm
1932	5,000	Hotel Sherwyn (22) Grant 1-5200			
	DA-2				
WHIC (TV) (CP)		Blair	Henry R. Kaiser, ce	Ray Schneider, nd	Joe Tucker, sd
WWSW-FM	94.5mc				
1941	20kw				
<b>PITTSSTON (Luzerne County)</b>					
WPTS	1540	Midway Bcstg. Co.	Angelo W. Fiorani, co-o, p, gm	R. E. Florey, cm	Joseph Tipton, pd
1955	1,000-D	Newrose Bldg. Olympic 4-3588 Indie		Betty Schriver, pmm	John P. McGoldrick, ce
				Gerald Gilroy, nd, fd	
<b>POTTSTOWN (Montgomery County)</b>					
WPAZ	1370	Pottstown Bcstg. Co.	Herbert Scott, p, gm	William Gregory, pd	Stanley Jones, pmm
1951	1,000-D	247 High St. 5000 Quaker Indie		Ralph Mellon, ce	Thelma Mellon, wd
<b>POTTSVILLE (Schuylkill County)</b>					
WPAM	1450	Miners Bcstg. Service	Joseph L. Maguire, p	John W. Angst, gm	James K. Stock, sm, nd
1947	250	P. O. Box 629 Market 2-1450 Everett-McKinney		Frank Tamulonis, cm	Milton Seltzer, ce
				Al Cooper, sd	
WPPA	1560	Pottsville Bcstg. Co.	A. V. Tidmore, o, gm	Ralph L. Price, cm	Ed Romance, pd, sd
1946	1,000-D	212 S. Centre Market 2-1360		William P. Tidmore, ce	Jim Thompson, nd
	500-N			Sydney McClerrain, fd	
	DA-N				
WPPA-FM	101.9mc				
1948	2.8kw				

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; 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.  
 Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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 EASTERN OHIO with

**WWVA** WHEELING, WEST VIRGINIA  
 50,000 WATTS — CBS RADIO  
 PULSE PROVES WWVA FIRST IN 43-COUNTY SURVEY

FIRST in listening audience; three times the listeners of the next area station  
 FIRST in every quarter hour: morning, afternoon and night . . . seven days a week  
 WWVA reaches an area of 1,750,000 people with \$2.2 Billion to spend!

30 YEARS OF SERVICE TO THE HEART OF INDUSTRIAL AMERICA.  
 National Sales Offices: 118 East 57th St., New York 22, N. Y.

**INXSUTAWNEY (Jefferson County)**

PME 1540 Punsxutawney Bcstg Co.  
53 1,000-D 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

**READING (Berks County)**

EEU 850 Hawley Bcstg. Co.  
32 1,000 433 Penn St.  
EEU-TV DA-N 6-7355  
ABC  
Quaker  
Headley-Reed

William Rohn, p  
K. Richard Creitz, gm  
Jack Gounder, pd  
Bob Newman, nd  
Harold Schearer, dir tech ops  
William Wheeler, sd

7HUM 1240 Eastern Radio Corp.  
746 250 Berkshire Hotel  
7HUM-TV 6-3987  
CBS  
Weed

Robert G. Magee, gm  
Warren Ruffner, cm  
Alan Lane, pd  
Daniel Donahue, ce  
Paul Barclay, nd  
Ted Rickenbach, fd

RAW 1540 Reading Bcstg. Co.  
22 250 19 North 5th St.  
6-7173  
NBC  
Meeker

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

**READING (York County)**

7GCB 1440 John M. Norris  
350 1,000-D P. O. Box 88  
3-3471

John M. Norris, p  
John H. Norris, gm  
Vincent Freeman, cm  
Geary Russell, ce

**READING SPRING (Blair County)**

7P3MC 1370 Cove Bcstg. Co.  
935 1,000-D 690  
KBS  
Allegheny Mountain Net.

Gerald J. Collins, p, gm  
C. Irving Metzger, sm, ce  
Sheldon F. Horton, pmm,  
fd  
Merle Ebersole, nd  
Jane Dougherty, wd

**READING (Eli County)**

7BI 1400 Elk-Cameron Bcstg. Co.  
30 250 41 Erie Ave.  
4-2821  
MBS  
Quaker  
Allegheny Mountain Net.

C. H. Simpson, gm  
R. H. Knouse, sm  
Fred R. Hutchison, nat'l sm  
Beatrice B. Smith, pd  
Anson F. King, pmm  
Blair Shore, nd

**READING (Bradford County)**

7TS 960 Thompson K. Cassel  
0 1,000-D 110 N. Elmer Ave.  
Turner 2-2401  
Indie

Thompson K. Cassel, p  
Walter D. Knowles, gm, cm  
Charles L. Snyder, pd, nd  
Benjamin A. Franklin, ce  
Garry Miller, sd

**READING (Lackawanna County)**

WARM 590 Union Bcstg. Co.  
1940 5,000 333 Madison Ave.  
WARM-TV DA-2 Diamond 3-1245  
ABC  
Bolling

Martin F. Memollo, p  
William M. Dawson, gm  
Samuel Feigenbaum, cm  
Arthur Bolin, pd  
Frances M. Breslin, pmm  
Roswell J. Parker, ce  
John Von Bergen, nd

WEJL 630 Edward J. & Elizabeth R.  
023 500-D 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, pd  
Bill Pierce, pmm  
Guy Rauer, ce  
Warren Jones, nd

7BI 910 WGBI Radio Inc.  
6 1,000-D 1000 Wyoming Ave.  
7BI-TV 500-N Diamond 2-7634  
CBS  
H-R Reps.

Mrs. M. E. Megargee, p  
Mrs. Douglas Holcomb, sec  
George D. Coleman, gm, cm  
Jack Nedell, loc cm  
Frank Monaghan, pd  
Douglas Holcomb, pmm  
K. R. Cooke, ce  
Tom Powell, nd

7BI-FM 101.3mc  
19 1.8kw  
CK 1400 Scranton Radio Corp.  
14 250 717 Linden St.  
Diamond 6-1202  
Walker

Joseph W. Dobbs, p, gm  
Albert Soma, cm  
Joseph J. Silva, pd  
James D. Pettinato, ce

7CR 1320 Lackawanna Valley Bcstg.  
17 1,000-D Co.  
500-N 116 Adams Ave.  
DA-N Diamond 7-3388  
NBC  
Headley-Reed

David M. Baltimore, p, gm  
Barry Sherman, sm, pmm  
David L. Griffiths, pd, sd  
Willard Shimski, ce  
Jess Landenberger, fd  
Betty Parks, wd

**READING (Northumberland County)**

7SL 1480 Radio Anthracite Inc.  
18 1,000 Rock & Sunbury Sts.  
DA-N 8-6851  
MBS  
Forjoe

Henry W. Lark, p  
Richard Owen, sm  
Ray Willard, ce

**READING (Mercer County)**

WPIC 790 Sharon Herald Bcstg. Co.  
1958 1,000-D P. O. Box 541  
Diamond 6-4113  
Young

John Fahnline Jr., p, gm  
Harold R. Smith, pd  
A. C. Heck, ce

WPIC-FM 102.9mc  
1947 26kw

**SOMERSET (Somerset County)**

WVSC 990 Somerset Bcstg. Co.  
1951 250-D P. O. Box 231  
4186  
Indie

T. H. Oppgaard, ptrn, gm  
Carl R. Lee, ptrn  
C. R. Taylor, cm  
Robert L. French, pd, fd,  
sd, ce  
Charles Boyle, nd  
Yvonne Kaufman, wd

**SOUTH WILLIAMSPORT (Lycoming County)**

WMPT 1450 Jefferson Bcstg. Co.  
(CP) 250 P. O. Box 466  
St. Marys, Pa.

C. H. Simpson, p

**STATE COLLEGE (Centre County)**

WMAJ 1450 Centre Bcstrs. Inc.  
1945 250 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, sm  
Dorothy Blevins, traff mgr

**STROUDSBURG (Monroe County)**

WVPO 840 Pocono Bcstg. Inc.  
1947 250-D 578 Main St.  
1101  
Radio-Tv Reps.

James H. Ottaway, p  
Francis H. Brinkley, mgng  
dir  
Chester S. Miller, sm  
Joseph Webster, pd, nd  
Edward J. Somers, sm  
Ernest Transue, ce

**SUNBURY (Northumberland County)**

WKOK 1240 Sunbury Bcstg. Corp.  
1933 250 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

WKOK-FM 94.1mc  
1948 4.4kw

**TOP STARS!  
TOP PROGRAMS!  
TOP SELLING—  
IDEAS!**

**WORLD  
SALES AND  
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
485 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

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FACILITIES LIMITED, VICTORY BUILDING, TORONTO

STATIONS  
BUILD  
SALES  
with . . .

# PENNSYLVANIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensor Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensor Headquarters Telephone Network Station Rep.	Executives
<b>TITUSVILLE (Crawford County)</b>				<b>WAYNESBURG (Greene County)</b>			
WT1V 1955	1290 500-D	Crawford County Bcstg. Corp. Second Natl. Bank Bldg. 7-2265	Robert Z. Morrison Jr., p Robert H. Sauber, vp, mgr, ce Myron Jones, sec-treas Paul Rutton, slm Timothy Nelson, nd Roy Paul, sd Marlene Burchfield, wd	WANB 1956	1580 250-D	Commonwealth Bcstrs. Inc. First Federal Bldg. 981	John S. Booth, p Edward Kroen, gm, pd Charles Snowden, cm Jerry Teel, ce
<b>TYRONE (Blair County)</b>				<b>WELLSBORO (Tioga County)</b>			
WTRN 1955	1290 1,000-D	Tyrone Bcstg. Co. 1006 Logan Ave. 1304 Allegheny Mountain Net.	C. H. Simpson, p John A. Fay, vp Lee C. Ray, gm Fred R. Hutchison, natl sim Harold Q. Green, slm John W. Eschbach, pd Thomas A. Farzell, ce	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 Don Steven, sd Robert Barton, ce
<b>UNIONTOWN (Fayette County)</b>				<b>WILKES-BARRE (Luzerne County)</b>			
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	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 Jones Evans, sd
<b>WARREN (Warren County)</b>				<b>WYOMING (Chester County)</b>			
WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. 310 Second Ave. 5032	David Potter, p, gm James W. Potter, cm W. LeRoy Schneck, pd Homer M. Haines, ce Conrad LaFrance, nd Dick Bove, fd Frank Filesi, sd	WBRE 1924 WBRE-TV	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 Don Steven, sd
WRRN (FM) 1948	92.3mc 3kw	(WNAE Am Affiliate)		WBRE-FM 1947	98.5mc 2.3kw		
<b>WASHINGTON (Washington County)</b>				<b>WYOMING (Chester County)</b>			
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 Lysle Carter, fd Peter Stanton, sd Lynn Carter, wd	WHWL 1946	730 1,000-D		(See Nanticoke listing)
WJPA-FM 1946	104.3mc 4.0kw			WILK 1947 WILK-TV	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 Thomas P. Shelburne, treas Luther Strittmatter, cm Tom Bigler, pd, nd Ted French, ce Jim Hutchinson, fd
<b>WAYNESBORO (Franklin County)</b>				<b>WYOMING (Chester County)</b>			
WAYZ 1953	1380 1,000-D	Richard Field Lewis Jr. of Waynesboro Inc. 23 W. Main St. 1900	Richard Field Lewis Jr., p Samuel "Jay" Hanshaw, gm, cm Ted Harding, pmm, nd Peter Coolbaugh, pd, sd Fred Brabandt, ce Robert Rider, fd	WYZZ (FM) (CP)	103.3mc 3.1kw	Richard G. Evans 156 Prospect St.	Richard G. Evans, o

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.

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**RHODE ISLAND  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Cristol	29,079	8,900	\$25,386	\$8,660	\$1,249	*267,367
Cent	77,763	27,800	91,966	24,079	3,457	
Newport	61,539	18,300	63,476	17,205	2,494	
Providence	574,973	179,300	692,020	144,148	24,527	
Washington	48,542	15,500	54,421	13,726	1,305	
Total	791,896	249,800	\$927,269	\$207,818	\$33,032	

\* State wide total.

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

City	Call Letters	Chan. or Freq.	Established	Licensee Headquarters Telephone Network Station Rep.	Executives
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**NEWPORT (Newport County)**

WADK 1948	1540 1,000-D	The Aquidneck Bcstg. Corp. P. O. Box 367 Viking 6-1540 Walker	Milton E. Mitler, p, gm Frank Booth, cm George McNamara, pmm Luigi Bianco, ce Jack Stewart, nd Al Bowen, sd
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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.  
Data corrected to Dec. 15, 1956. 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. A-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.

**PAWTUCKET (Providence County)**

WPAW 1950	550 1,000-D	Roger Williams Bcstg. Co. Inc. 34 North Union St. Dexter 1-7444 Kirby	Dominick A. Hysko, p Allen Jones, gm Noel C. Breault, sm Charles Stevens, pd John Costa, ce
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**PROVIDENCE (Providence County)**

WEAN 1922	790 5,000 DA-2	Providence Journal Co. 75 Fountain St. (2) Dexter 1-0600 ABC 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
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WPJB-FM 1948	105.1mc 20kw		
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WHIM 1947	1110 1,000-D	Intercity Bcstrs. Inc. 144 Westminster St. Union 1-4211 Headley-Reed Kettell-Carter	Frank W. Miller Jr., p Robert T. Engles, gm Harry L. Case, cm C. George Taylor, pd Carroll A. Philbrook, ce
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WICE 1947	1290 500-D	Providence Radio Inc. 209 Weybosset St. Jackson 1-6565 Pearson Wheeler	Tim Elliott, p, gm John F. Maurer, vp, slm John F. Crohan, sm Sherman A. Strickhouser, pd
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WJAR 1922 WJAR-TV	920 5,000 DA-N	The Outlet Co. Dept. Store 176 Weybosset St. Gaspee 1-8255 NBC New England Weed	George O. Griffith, vp, treas David J. Shurtleff, gm Arthur Gordon, cm Thomas C. J. Prior, ce
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WPFM (FM) 1955	95.5mc 3.2kw	Plantations Bcstg. Co. 108 State St. Plantations 1-3170	Karl S. Krutz, p, gm M. David Bell, cm, sm Edward Stokes, pd Nathaniel Jones, pdm Kenneth Bickford, ce
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RADIO'S NO. 1 SOURCE  
OF MONEY MAKING  
**SEASONAL AND  
HOLIDAY FEATURES!**

Stations  
Build Sales With . . .

**WORLD  
SALES AND  
PROGRAM SERVICE**  
WORLD BROADCASTING SYSTEM, INC.  
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CINCINNATI HOLLYWOOD

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



# WPRO

The Station That

**SELLS**  
**PROVIDENCE**  
**FALL RIVER**  
**NEW BEDFORD**

**5000 WATTS 630 KC.**

*Cherry & Webb Broadcasting Company*

**BASIC CBS RADIO**

**PROVIDENCE R.I.**

**WPRO... THE RADIO VOICE  
THAT IS KNOWN AND  
LIKED AND BELIEVED  
THROUGHOUT  
SOUTHEASTERN  
NEW ENGLAND**

**ASK YOUR BLAIRMAN**

# HODE ISLAND

City II Letters Established Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>PROVIDENCE (Cont.)</b>			
PRO 24 R-O-TV	630 5,000 DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantations 1-9776 Blair	William S. Cherry Jr., p Arnold F. Schoen Jr., gm Kenneth M. Curto, cm John A. Owen Jr., pd John V. Ferri, ce
PRO-FM 18	92.3mc 15kw		
RIB 17	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
TMH (FM) 55	101.5mc 20kw	General Bcstg. Corp. P. O. Box 374 Scituate 1-4827	T. Mitchell Hastings Jr., p Robert Huse, gm J. Davidson Rider, vp, cm William Hlavas, ce
<b>ARWICK (Kent County)</b>			
SBR (P)	1590 1,000-D	West Shore Bcstg. Co. 30 Hannah Dr.	David L. Stackhouse, ptrn Anna F. Stackhouse, ptrn James C. Coffey, ptrn Mrs. James C. Coffey, ptrn
<b>ESTERLY (Washington County)</b>			
ERI 49	1250 250	Radio Westerly Inc. 34 Main St. 2263 Walker	Ted Estabrook, p, gm Dot Kidden, cm Charles Austin, ce
<b>WEST WARWICK (Kent County)</b>			
WVRI 56	1450 250	W. Paul Oury 1501 Main St. Valley 1-6200	W. Paul Oury, o, gm James V. Bonnette, cm Patrick J. Fallon, pd, sd Yvonne R. M. Carlson, pmm Roger C. Paulson, ce Day Sanstroem, nd
<b>WOONSOCKET (Providence County)</b>			
WRI 54	1380 1,000-D	John F. Davis (receivcr) 814 Diamond Hill Rd. Poplar 9-0600	Joseph Britt, p, gm, ce John Thomas, vp, cm, pd Gerard Nault, slm, pmm Curtis Leonard, nd, pdm Richard Bouchard, fd, sd
WVON 46	1240 250	Woonsocket Bcstg. Co. 99 Main St. Poplar 9-1240 Webb Nona Kirby	Millisent S. Palmer, p Buell W. Hudson, gm Zel Levin, sm Gene Mailloux, cm Patricia Byrne, pmm Harold Belknap, ce
WVON-FM 219	106.3mc .39kw		

# SOUTH CAROLINA

County	Population 1950	Radio Homes	Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Drug Sales 1955(\$'000)	Passenger Cars 1956
Orangeburg	68,726	15,380	45,824	12,094	1,355	16,042
Pickens	40,658	9,790	29,112	8,244	1,213	14,035
Richland	142,565	40,860	177,949	33,309	4,830	50,271
Saluda	15,924	3,480	5,255	1,175	148	4,359
Spartanburg	150,349	39,660	117,847	27,778	4,050	45,337
Sumter	57,634	13,590	43,260	11,070	1,150	17,570
Union	31,334	7,520	18,051	5,503	591	7,193
Williamsburg	43,807	8,390	22,781	4,941	407	6,898
York	71,596	19,570	56,521	14,341	1,677	20,407
Total	2,117,027	538,190	\$1,678,229	\$386,404	\$51,708	619,121

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

### ABBEVILLE (Abbeville County)

WABV 1956	1590 1,000-D	J. A. Gallimore P. O. Box 532 Gladstone 9-4078	J. A. Gallimore, o
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### AIKEN (Aiken County)

WAKN 1952	990 1,000-D	Aiken Electronics Advertising Corp. P. O. Box 811 77-4242 KBS Savannah Valley Net.	John Mare, p W. Randall Davidson, gm Wayne Mashburn, slm Donald Martin, pd Allen Askins Jr., ce
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### ANDERSON (Anderson County)

WAIM 1935	1230 250	Wilton E. Hall 321 Kingsley Rd. Canal 6-1511 CBS Headley-Reed	Wilton E. Hall, o Glenn P. Warnock, gm C. Paul Browne, cm, pmm Marshall H. Gaillard, pd Earl Cosens, ce Al Joseph, sd
WAIM-TV			

### WCAC (FM) (WAIM, Am Affiliate)

WANS 1949	1280 1,000 DA-N	Carolina Bcstrs. Inc. P. O. Box 211 Canal 4-3424 MBS KBS Devney	C. R. Johnson Sr., p, gm Carroll S. Lee, asst mgr, sls sup Charles M. Martin, pd Alfred W. Pratt, ce
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### BARNWELL (Barnwell County)

WBAW 1953	740 500-D	WBAW, Inc. P. O. Box 33 3507 Savannah Valley Net. Best	J. A. Gallimore, p Joe Wilder, gm, fd Bill Hollingsworth, cm, pmm Ernest Williams, ce Vic Whetstone, sd Carrie Stevens, wd
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### BATESBURG (Lexington County)

WBLR 1956	1430 5,000-D	Ridge Bcstg. Corp. E. Church St. Kellog 2-4001 Cooke	James Olin Tice Jr., o, gm, cm Frances M. Tice, pd John Cooper, ce Douglas Williams, nd Redd Reynolds, fd Ralph Bramlett, sd
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### BEAUFORT (Beaufort County)

WBEU 1954	960 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
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### BELTON (Anderson County)

WHPB 1955	1390 500-D	Community Bcstg. Co. 2511 Honea Path Hwy.	Cleatus Brazzell, co-o, gm Otto McDonald, co-o, ce Carl Vines Jr., pd Dean Shields, fd Charles Smith, nd, sd Grace M. Brissey, pmm, wd
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### BENNETTSVILLE (Marlboro County)

WBSC 1946	1550 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, pmm, nd, fd, sd Thomas M. Herndon, pd John Gronert, ce Eleanor Moore, wd
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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.

Data corrected to Dec. 15, 1956. 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.

# SOUTH CAROLINA

## SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Drug Sales 1955(\$'000)	Passenger
						Cars 1956
Abbeville	22,456	5,220	\$12,121	\$2,947	\$682	5,890
Aiken	53,137	25,080	45,812	14,738	1,880	26,344
Allendale	11,773	3,020	6,953	1,737	188	2,463
Anderson	90,664	22,700	74,748	15,582	2,441	31,014
Hamberg	17,533	3,740	11,019	2,371	280	3,657
Barnwell	17,266	6,550	10,520	3,181	278	4,713
Beaufort	26,993	6,340	18,852	4,582	546	7,083
Belmont	30,251	6,320	10,931	3,608	364	5,185
Charleston	14,753	3,030	5,462	1,844	132	2,780
Charleston	164,856	48,610	176,742	41,121	5,981	49,128
Cherokee	34,892	8,510	19,433	6,130	841	9,135
Cherokee	32,597	7,420	18,265	4,551	621	7,559
Cherokee	36,236	7,590	19,930	4,582	591	8,433
Clarendon	32,215	6,170	16,232	4,625	391	4,955
Colleton	28,242	6,720	14,930	3,891	646	6,420
Darlington	50,016	11,700	33,411	8,867	887	13,377
Dillon	30,930	6,340	21,075	4,868	527	6,617
Durham	22,601	5,300	13,871	4,091	531	5,430
Edgefield	16,591	3,550	12,164	1,829	442	4,074
Fairfield	21,780	4,370	10,544	3,233	322	4,507
Georgetown	79,710	19,100	74,887	14,016	2,045	20,769
Green	31,762	7,320	22,673	5,401	692	6,677
Greenville	168,152	48,600	193,172	41,804	5,630	66,980
Hambleton	41,628	11,240	35,727	8,998	1,182	13,708
Horry	18,027	4,100	11,409	3,034	284	3,883
Jackson	59,820	13,400	56,489	11,274	1,693	14,615
Jefferson	10,985	2,370	7,215	1,815	158	2,430
Lowndes	32,287	7,080	23,913	6,644	856	8,778
Marion	37,071	8,540	24,141	6,707	541	10,505
Marion	46,974	11,110	25,556	6,928	751	12,596
Marion	23,173	4,380	9,846	2,165	269	4,450
Marion	44,279	11,990	36,263	9,456	804	17,357
McCormick	9,577	2,010	3,815	1,121	127	1,763
Marion	33,110	7,300	22,364	3,982	777	6,759
Marion	31,766	6,830	17,617	4,825	468	6,684
Newberry	31,771	7,710	21,445	5,461	739	9,125
Oconee	39,050	8,890	22,684	5,932	620	11,186

**SOUTH CAROLINA**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	
<b>BISHOPVILLE (Lee County)</b>				<b>WTMA</b> 1939				
WAGS 1954	1380 1,000-D	Lee County Bstg. Co. P. O. Box 168 1380 KBS Interstate United Newspapers	James F. Coggins, ptrn Edward L. B. Osborne, ptrn Joe Morris, gm, pd, pmm John Martin, cm Norbert Tessier, ce William Fields, fd, sd	1250 5,000-D 1,000-N DA-N	Atlantic Coast Bstg. Corp. 133 Church St. 2-2961 NBC Hollingbery		Charles E. Smith, p, gm Bill Walton, pd David Jeffries, ce Joe Loring, nd Jack Leland, fd Jack Gale, sd	
<b>CAMDEN (Kershaw County)</b>				<b>WTMA-FM</b> 1945				
WACA 1948 WACA-TV (CP)	1590 1,000-D	Camden Bstg. Corp. Hemlock 2-2311	Haygood S. Bowden, p Tom Richards, gm, cm Angelo A. Amodio, pd, ce Betty Blackwell, pmm	95.1mc 10kw	<b>CHERAW (Chesterfield County)</b>			
<b>CHARLESTON (Charleston County)</b>				<b>WCRE</b> 1953				
WCSC 1930 WCSC-TV	1390 5,000 DA-N	WCSC Inc. 485 East Bay 2-7611 CBS Peters, Griffith, Woodward	John M. Rivers, p John B. Hearne, gm Annie Lee Small, natl slm, pmm Al Stone, pd Ken Klyce, nd Alexandria Dengate, pd coor	1420 1,000-D	Radio Cheraw Inc. P. O. Box 631 7500 KBS		Jack L. Shiver, co-o, gm, cm, pd Roy Zess, co-o Ralph Haneman, ce Brent Hill, nd David Hendricks, fd	
WCSC-FM 1948	96.9mc 36kw			<b>CHESTER (Chester County)</b>				
WHAN 1946	1340 250	Charleston Bstg. Co. 152 Market St. 3-1643 ABC MBS KBS	Harry C. Weaver, o, p, gm William P. Birchfield, cm, ce Ray Thomas, pd Marion McGrath, nd George Wilson, sd	1490 1948 250	WGCD 1948		Dispatch Publishing Co. 128 Main St. 2171 McGillvra	Joe S. Sink, p John T. Cashion, gm, pd Bill T. Taylor, cm, ce Jim Kennedy, pmm, sd Freddie Newton, nd Carolyn McWatters, wd
WPAL 1947	730 1,000-D	Speidel-Fisher Bstg. Corp. 149 Wentworth St. 3-6428 Forjoe Dora-Clayton	Albert T. Fisher Jr., p Bob Christie, gm Louise B. Withrock, pd Joe Sarko, ce	<b>CLINTON (Laurens County)</b>				
WQSN 1948	1450 250	Low County Bstg. Co. 42 Tenth Avenue 2-2652 Pearson	Sol Panitz, p Barry Winton, vp, cm E. H. Keown, gm Nancy Cason, pd, wd Paul Stevens, pmm Gordon Knight, ce James Rourk, nd	1410 500-D	WPCC (CP)		Clinton Bstg. Co. Rt. 1 Greenville, S. C.	Virginia S. Greer, ptrn J. T. Presson, ptrn H. E. Payne, ptrn Cleatus O. Brazzell, ptrn Henry O. McDonald Jr., ptrn
<b>CONWAY (Horry County)</b>				<b>COLUMBIA (Richland County)</b>				
WLAT 1944	1330 1,000-D	Coastal Bstg. 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 W. H. Smith, nd E. M. Johnson, fd P. W. Smith, sd	1400 1939 250	WCOS 1939		Radio Columbia Inc. Cornell Arms 2-2177 ABC Central S. C. Radio Net. Headley-Reed	Charles W. Pittman, p, gm Hub Terry, sm John C. Ropp, asst mgr Robert D. Lambert Jr., ce Bob Truere, nd, fd
<b>DARLINGTON (Darlington County)</b>				<b>WIS</b> 1930				
WPFD 1955	1350 500-D (CP-1000w-D)	Central Bstg. Co. Inc. 14½ Public Square 1398 Best	Robert R. Hilker, p J. Norman Young, gm Ted Prevatte, cm George Webb, ce Bill Hopkins, sd Jackie Sansbury, pd	560 1930 5,000 DA-N	WIS-TV		The Bstg. Co. of the South 1111 Bull St. 3-6431 NBC Peters, Griffin, Woodward	G. Richard Shafto, gm W. Frank Harden, mgng dir J. Dudley Saumenig, dir adm servs David A. Moss, slm, sd John W. Watts, ce Lillian Davis, pmm Mac Sheheen, nd
<b>DILLON (Dillon County)</b>				<b>WIS-FM</b> 1948				
WDSC 1946	800 1,000-D	Border Bstg. 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	1320 1,000 DA-N	WMSC 1945		WMSC Radio Corp. 1127 Lady St. 2-8659 CBS H-R Repts. Ayers	C. Wallace Martin, p, gm, cm Gray Olive, pd Nancy M. Martin, pmm C. E. Stone Jr., ce Alderman Duncan, nd Bill Brown, sd
<b>WYOMING (York County)</b>				<b>WIS-FM</b> 1947				
WYOM 1947	1230 250	Palmetto Radio Corp. 1811 Main St. 3-9401 Raymer	H. Moody McElveen Jr., vp, gm Gerald Quick, cm Charlton W. Bowers, ce Don Robertson, nd Jack Cook, pd, fd	1470 5,000-D	WOIC 1954		Speidel-Fisher Bstg. Corp. 3300 Main St. 6-1551 Walker Dora-Clayton	Albert T. Fisher Jr., p Joe Speidel III, sec-treas Russell George, gm, cm James Carter, pd, nd William Bridges, ce Lewis Sommers, sd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; 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.  
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**RADIO'S NO. 1 SOURCE  
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**ACROSS-THE-BOARD  
PROGRAMMING!**

**WORLD  
SALES AND  
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York

STATIONS  
BUILD SALES  
with . . .

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

**ASLEY (Pickens County)**

WELP 51	1360 1,000-D	Pickens County Bcstg. Co. P. O. Box 522 9388 KBS Indie	Cleatus O. Brazzell, p, gm Jack Moore, cm Betty McDonald, pd, wd Henry O. McDonald Jr., ce, nd Hal Smith, fd, sd
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**LORENCE (Florence County)**

JMX 955	970 5,000-D 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6551 ABC Walker Dora-Clayton	Eugene E. Stone, p Paul H. Benson Jr., gm, cm, pd, pmm Frank A. Jenne, ce Dave Rogers, sd
VOLS 937	1250 250	Florence Bcstg. Co. Inc. 151 S. Dargan St. 2-5271 KBS	Melvin Purvis, p A. P. Skinner, gm, cm David R. Colvin, ce Charles Sligh, nd Paul Brigham, sd Red Miller, pmm

**MOUNTAIN INN (Greenville County)**

VFIS 956	1600 1,000-D	Fountain Inn-Simpsonville Enterprises Inc. P. O. Box 271 Simpsonville 8991	Robert W. Edwards, gm David L. Sherrill, cm
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**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. Hambright, pmm M. Green, ce
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**GEORGETOWN (Georgetown County)**

WGTN 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 Clarke Brown	Christie K. Meade, p J. Davenport, gm Wayne Davis, asst gm J. W. Ingram, cm Bill Krieger, pd Betty Jo McGuire, pmm J. Harold White, ce
WESC-FM 1948	92.5mc 12.5kw		

THE BEST KNOWN  
**VOICES**  
IN CENTRAL  
SOUTH CAROLINA



**BELONG TO COLLINS, EVANS & WRISLEY...  
TOP WIS PERSONALITIES**

Nothing interests people like people . . . and in the WIS coverage area three of the most interesting people are these top WIS personalities. In pace with a rapidly growing market, WIS programs to people with people they like. As always, local programming is backed by NBC features.

Let salesmen who are accepted sell your product in Central South Carolina. Write for availabilities . . . sell the most people for the least cost via WIS RADIO—more families at a lower cost than any other media in this area.

Kay Collins—9:30 to 10 am & 2:30 to 3 pm  
John Evans—5:45 to 9:30 am & 12:05 to 12:30 pm  
John Wisley—1:10 to 2:30 pm & 5 to 6:30 pm

**WIS** RADIO  
5000 W  
560 KC  
NBC

Columbia, South Carolina  
G. Richard Shafto, General Manager  
W. Frank Harden, Managing Director



# SOUTH CAROLINA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>GREENVILLE (Cont.)</b>				
WFBC 1933	1330 5,000	DA-N	WMRC Inc. 505 Rutherford St. 9-1321 NBC Avery-Knodel	R. A. Jolley Sr., p Bruce Buchanan, gm Keener Garrett, cm Lidie Walters, op mgr Bill Garrison, ce
WFBC-FM 1947	93.7mc 10.5kw			
WMRB 1954	1490 250		Paramount Bestg. Co. 400 Mayberry St. 3-2751 ABC MBS Cooke	C. F. Cope, p, gm, cm Wm. T. Arrington, pd, ce Betty Davidson, pmm Max E. Mace, nd L. F. Poole Jr., fd Al Robinson, 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 David Yearick, cm, pmm, pd Robert Devine, ce Elmer L. Rumminger, nd
WQOK 1950	1440 5,000	DA-2	Piedmont Bestg. Co. 3 College St. 5-7406 CBS Walker Dora-Clayton	Albert T. Fisher Jr., co-o, p Joe Speidel III, co-o, sec-treas James K. Whitaker, gm George Pleasants, cm Jerry Mostellar, pd Jim Young, pmm Palmer Greer, ce
<b>GREENWOOD (Greenwood County)</b>				
WCRS 1941	1450 250		Greco Inc. P. O. Box 868 9-1300 NBC Clark Ayers	Douglas Featherstone, p Dan Crosland, gm, pd, pmm Ralph Norman, cm Charles M. Sparks, ce Carroll Sexton, sd
WCRS-FM 1948	95.7mc 5kw			
WGSW 1953	1350 1,000-D		Radio Greenwood Inc. Edwards 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
<b>GREER (Greenville County)</b>				
WCKI 1955	1300 1,000-D		Greer Radiocasting Co. Box 431 1800 Best	Vernon T. Fox, co-o, gm S. Gibson Bruce Jr., co-o, cm John Bennefeld, slm W. L. Southerland, ce
WEAB 1946	800 250-D		Greer Bestg. Co. P. O. Box 151 1057 KBS	E. A. Burch, p, gm William Martin, ce James Roper, pd Betty Beers, wd
<b>HARTSVILLE (Darlington County)</b>				
WHSC 1946	1450 250		Hartsville Bestg. Co. 1306 College Ave. 1450 MBS KBS	Raymond Caddell, vp, gm, nd Oby B. Lyles, cm, fd, sd Eleanor Flowers, pmm, wd J. H. Parker, ce
<b>KINGSTREE (Williamsburg County)</b>				
WDKD 1949	1310 5,000-D		Palmetto Bestg. Co. 6761	E. G. Robinson, o, gm Arnold Graham, cm Carroll Godwui, pd, pmm Walter Turner, ce Gleun French, nd, fd Charlie Walker, sd
<b>LAKE CITY (Florence County)</b>				
WJOT 1953	1260 1,000-D		Lake Bestg. Corp. 10 S. Aclue Ave. 7631 Cooke	James Olin Tice Jr., p James Olin Tice Sr., gm Harry Hyman, sm Frances M. Tice, pd Clarence Jackson, ce H. J. Palmer, cm
<b>LANCASTER (Lancaster County)</b>				
WLCM 1951	1360 1,000-D		Royal Bestg. Co. 103 S. Catawba St. 2051 KBS	Chas. K. Conolley, p Garry Coble, gm, sd J. Paul Wade, cm Jo Ann McManis, pd, wd Robert Shickenjanski, ce Leonard B. Phillips, nd
<b>LAURENS (Laurens County)</b>				
WLBC 1948	860 250-D		Laurens-Clinton Bcstg. Co. Radio Center 2-5212	J. R. Dalrymple Jr., p C. W. Hogan, gm, cm, sd Paul Wynn, pd Jack Taylor, ce Jack Bishop, nd C. B. Cannon, fd
<b>MULLINS (Marion County)</b>				
WJAY 1949	1280 1,000-D		Mullins & Marion Bcstg. Co. Hwy. 76 3901 KBS	W. G. Smith, p James F. Ramsey, mgr, cm Gene Lewis, pd George Magera, ce Dwight Snyder, nd, sd Mamie Lee Smith, wd
<b>MYRTLE BEACH (Horry County)</b>				
WMYB 1954	1450 250		Coastal Carolina Bcstg. Corp. 28 Ave. at Oak St. 7123 KBS Cooke	James Olin Tice Jr., p John C. Kenworthy, gm, pmm Phil Rice, cm, nd Robert Thompson, pd, sd, fd W. D. Griffen, ce
<b>NEWBERRY (Newberry County)</b>				
WKDK 1946	1240 250		Newberry Bestg. Co. 11 Radio Drive 145 MBS Central S. C. Radio Net. Interstate United Newspapers	James F. Coggins, o, p, gm, ce Emory Bedenbaugh, cm, fd Marcia Coggins, pd, wd Ralph Heller, pmm, nd Ernest R. Gilliam, ce
<b>ORANGEBURG (Orangeburg County)</b>				
WDIX 1946	1150 5,000-D		WDIX Inc. Whitman St. Extension 1150 ABC MBS Central S. C. Net. Devney Holman	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. I Memorial Plaza Jefferson 4-1301 Clark	J. I. Sims, p, gm, cm L. Richard Rhame, pd, pmm nd, fd Larry Styles, co-eng Perry Herrington, co-eng
WORC-FM 1952	102.7mc 4.6kw		(WTND, Am Affiliate)	
<b>ROCK HILL (York County)</b>				
WRHI 1944	1340 250		York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2077 MBS KBS McGillvra	James S. Beaty Jr., ptrn, gm, ce William C. Beaty, ptrn, sm, nd Harper S. Gault, ptrn, cm, pmm Connie Morton, sd
WRHI-FM 1944	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 R. F. Adams, slm E. A. Roberts, ce Jack Howe, nd
<b>SENECA (Oconee County)</b>				
WSNW 1949	1150 1,000-D		Blue Ridge Bcstg. Co. Box 443 8234 KBS Blue Ridge Best	J. A. Gallimore, p, gm Frank Harmon, pd Herbert Hosea, ce Virginia F. Gallimore, wd
WSNW-FM 1956	98.1mc 9.2kw			
<b>SPARTANBURG (Spartanburg County)</b>				
WJAN 1953	1400 250		Spartanburg Bcstg. Co. Schuyler Bldg. 3-1400 ABC MBS KBS	W. Ennis Bray, p Ray Starr, gm W. Reed Bray, cm Clyd McClure, ce Frank Hayden, sd Dan Bell, nd
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 S. Charles Green, cm Olea C. Womick, pd James L. Tate, ce Hal Hamrick, sd
WDXY (FM) 1948	100.5mc 9.2kw		(WORD, Am Affiliate)	
WSPA 1929	950 5,000	DA-N	Spartan Radiocasting Co. 224 E. Main St. 3-3621 CBS Hollingbery	Walter J. Brown, p Roger A. Shaffer, mgr Ross M. Holmes, cm Henry Bussey, pd Jane Dalton, pmm, wd Harold R. Beckholt, ce Charles Newcomb, nd
WSPA-FM 1946	98.9mc 4.9kw			

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. pmd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. 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.

# GREENVILLE! FIRST MARKET IN SOUTH CAROLINA



HOME OF WFBC—RADIO AND TV

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
<b>GREENVILLE</b>	562,800	\$687,647,000	\$463,117,000
Columbia	346,600	\$394,467,000	296,791,000
Charleston	336,600	\$355,168,000	257,999,000

(All figures from SALES MANAGEMENT May 10, 1956 Survey of Buying Power)



## WFBC! FIRST RADIO STATION IN S.C.'s FIRST 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.

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 Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>SUMTER (Sumter County)</b>			
WFIG 1940	1290 1,000 DA-N	Radio Station WFIG Inc. Radio Center Bldg. Spruce 3-7305 MBS KBS Central South Carolina Net. McGillivray	F. B. Creech Sr., p T. Doug Youngblood, gm Fulton B. Creech Jr., vp, cm Paul T. Reidy, pd Richard L. Elam, ce John Sherman, nd
WSSC 1953	1940 250	Radio Sumter Inc. E. Calhoun St. 3-7369 ABC Best	J. A. Gallimore, p C. Edward Damron, gm Harry W. Fowler, cm Vaydene Hurst, pd, wd Jim Kingman, pmm, sd Wallace Clark, ce
<b>UNION (Union County)</b>			
WBCU 1949	1460 1,000 DA-N	Bcstg. Co. of Union Inc. 210 E. Main St. 1200 Interstate United Newspapers	Edward L. B. Osborne, p, gm, fd David Ward, cm Noel Beluc, pd, nd, sd Walker Carver, ce Elize Osborne, wd
<b>WALTERBORO (Colleton County)</b>			
WALD 1947	1220 1,000-D	Walterboro Bcstg. Co. P. O. Box 833 5861 MBS	R. M. Jeffries, p Louis M. Neale Jr., gm, pmm, ce Klein Beach Jr., cm Roy Attaway Jr., pd, nd Lib Alfrod, wd Bill Breland, sd
<b>YORK (York County)</b>			
WYCL 1956	1580 250-D	York-Clover Bcstg. Co. P. O. Box 398 Murray 4-4241 Continental Radio Sales	C. B. Sigmon, ptrn Harvey Laughter, gm, wd Clyde Laughter, cm C. C. Sigmon, ptrn, bus mgr Lowery Bumgardner, pd Archie Warren, ce, nd

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. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. 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.

**SOUTH DAKOTA**

**SOUTH DAKOTA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Aurora	5,020	1,270	\$2,852	\$493	\$103	1,890
Beadie	21,082	6,660	25,398	4,879	497	8,008
Bennett	3,398	770	2,961	569	36	1,178
Bon Homme	9,440	2,440	7,120	1,789	234	3,636
Brookings	17,851	5,190	19,011	3,220	517	6,571
Brown	32,617	10,290	43,944	7,878	1,146	11,635
Brule	6,076	1,660	9,108	1,402	301	2,157
Buffalo	1,615	390	327	129	...	341
Butte	8,161	2,530	13,005	2,234	400	3,184
Campbell	4,046	870	1,591	253	33	1,236
Charles Mix	15,558	4,670	11,508	2,458	181	4,513
Clark	8,369	2,460	5,053	859	131	2,648
Clay	10,993	3,520	8,059	1,853	283	3,776
Codington	18,944	6,060	28,775	4,043	597	7,643
Corson	6,168	1,450	3,596	623	70	1,488
Custer	5,517	1,540	4,361	1,067	99	1,882
Davison	16,522	5,180	27,959	4,068	707	6,524
Day	12,294	3,310	8,332	1,326	253	3,888
Deuel	7,689	1,660	5,070	732	68	2,612
Dewey	4,916	1,150	3,000	490	118	1,165
Douglas	5,636	1,170	4,394	667	157	1,946
Edmunds	7,275	1,750	4,714	608	51	2,211
Fall River	10,439	3,220	9,179	1,446	365	3,888
Faulk	4,752	1,460	3,774	737	203	870
Grant	10,233	2,840	8,067	1,097	236	1,644
Gregory	8,558	2,530	7,360	1,410	161	3,613
Haakon	3,167	690	4,712	610	30	2,867
Hamlin	7,058	2,040	3,995	852	99	1,202
Hand	7,149	1,860	6,019	583	103	2,490
Hanson	4,896	1,270	2,406	384	119	2,622
Harding	2,289	680	1,242	174	48	1,544
Hughes	8,111	2,440	12,805	2,547	466	762
Hutchinson	11,423	3,110	10,002	1,387	196	3,580
Hyde	2,811	680	2,239	500	29	4,188
Jackson	1,768	480	2,148	456	66	942
Jerauld	4,478	1,180	3,325	813	102	642
Jones	2,281	770	2,049	283	40	290

**SOUTH DAKOTA**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Kingsbury	9,962	2,740	8,593	1,657	147	1,517
Lake	11,792	3,030	11,388	2,229	244	2,717
Lawrence	16,848	5,670	18,806	4,831	783	4,116
Lincoln	12,767	3,620	11,401	934	328	4,116
Lyman	4,572	1,070	3,120	554	68	6,116
McCook	8,822	2,440	8,337	1,204	137	5,716
McPherson	7,071	1,660	4,946	773	192	1,416
Marshall	7,835	2,050	5,909	467	160	3,216
Meade	11,518	3,020	8,719	2,567	252	2,216
Mellette	3,046	770	925	237	25	2,116
Miner	6,268	1,660	4,419	971	186	3,416
Minnehaha	70,190	25,190	109,854	17,522	3,466	8,116
Moody	9,252	2,450	5,953	1,125	87	2,116
Pennington	34,053	16,880	69,496	11,472	2,278	29,816
Perkins	6,776	1,760	6,314	1,236	161	3,116
Potter	4,668	1,270	5,687	987	97	17,016
Roberts	14,929	3,610	8,510	1,194	259	2,016
Sanborn	5,142	1,370	4,432	670	77	1,116
Shannon	5,669	1,030	1,009	269	31	4,016
Spink	12,204	3,330	10,577	2,227	265	1,816
Stanley	2,055	390	3,734	232	181	3,916
Sully	2,713	790	2,239	354	76	9,116
Todd	4,758	1,050	1,050	286	...	9,116
Tripp	9,139	2,350	14,336	1,840	236	3,216
Turner	12,100	3,420	9,757	1,683	318	1,016
Union	10,792	3,130	9,210	1,146	409	4,516
Walworth	7,648	2,250	9,969	1,718	230	4,116
Washburn	1,551	180	116	93	...	2,616
Yankton	16,804	4,800	23,422	4,006	648	6,316
Ziebach	2,606	680	936	247	62	2,116
Total	652,740	194,700	\$704,524	\$119,850	\$19,646	237,016

Note: Population 1950, U. S. Census Bureau, 1950. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

<b>ABERDEEN (Brown County)</b>						
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			
<b>BROOKINGS (Brookings County)</b>						
KBRK 1955	1430 500-D	Brookings Bcstg. Co. 320 Fourth St. 477 KBS	E. C. Stangland, co-o, gm, slm, fd Robert J. Reimers, co-o, ce, pd, sd Eugene J. Platek, co-o, nd, pmm Vera Paulsen, wd			
<b>DEADWOOD (Lawrence County)</b>						
KDSJ 1947	980 1,000 DA-N	Heart of the Black Hills 745 Main St. 186	John Daniels, ptrn Eli Daniels, ptrn, gm, ce Harry Daniels, ptrn, cm			
<b>HURON (Beadle County)</b>						
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 Lydell J. Smith, ce Dale Holt, nd Bill Tredway, sd			
<b>MITCHELL (Davison County)</b>						
KORN 1947	1490 250	Mitchell Bcstg. Assn. Inc. 217-219 N. Main St. 621 MBS	Ray V. Eppel, gm, pd Monroe Johnson, cm, pmm, sd John Doherty, ce Irl Larsen, nd			
<b>MOBRIDGE (Walworth County)</b>						
KOLY 1956	1300 1,000-D	Mobridge Bcstg. Corp. 114 Third St. E. 654 Best	L. L. Coleman, p LeRoy J. Okerlund, gm, cm Norman Larson, pd Shirley Liebelt, pmm, wd Roland Cory, ce Q. P. Coleman, nd			
<b>PIERRE (Hughes County)</b>						
KGFX 1916	650 200-D	Estate of Dana McNeil 203 West Summit Ave. 2351	Ida A. McNeil, p, gm, cm, pd, pmm, nd, wd Hugo Conrath Jr., ce			
<b>RAPID CITY (Pennington County)</b>						
KOTA 1956	1580 5,000 DA-N	Duhamel Enterprises Inc. 1819 West St. Joe Fillmore 2-2000 CBS	Helen S. Duhamel, p, gm William F. Turner, cm Abner George, pd, pmm Robert Musfeldt, ce Stuart Steele, nd Gene Taylor, fd			



### SOUTH DAKOTA

#### PIEDMONT (Cont.)

SD	1940	Heart of the Black Hills	John Daniels, p
SD	250	816 Kansas City St.	Eli Daniels, gm, ce
SD-TV		Fillmore 2-6050	Stan Leiber, gm, ce
			Joe Kopp, pd
			Bob Fell, nd
			Ed Mueller, sd

#### QUX FALLS (Minnehaha County)

ELO	1920	Midcontinent Bcstg. Co.	Joe Floyd, p
97	5,000	Phillips at 8th St.	Evans A. Nord, gm, cm
ELO-TV	DA-N	4-5841	Will Carlson, pd
		NBC	Jim Molohon, pmm
		H-R Reps.	Les Froke, ce
		Bulmer & Johnson	Bill Wiggington, nd
HO	1270	Ware Bcstg. Corp.	Les Ware, p, gm
46	1,000	218 S. Main Ave.	Ben Butler, sm, cm
	DA-1	4-7756	Ralph Maples, ce
		MBS	Lloyd Revier, pdm
		Pearson	
JSD	1230	KISD Inc.	Verl Thomson, p, gm, pd
48	250	5631 W. 12th St.	Roland Phillip, cm
		4-5571	Vyrne Linton, pmm
		KBS	Dick Perry, ce, sd
		Cooke	John Mason, nd
			Vi Overby, wd

SOO	1140	Sioux Falls Bcst. Assn.	Morton H. Henkin, p
326	10,000-D	317 South Phillips Ave.	George R. Hahn, vp, gm
	5,000-N	4-5601	Orrin Melton, cm
	DA-N	ABC	Ray Loftness, pd
		Avery-Knodel	Max Pierce, ce
			Russ Bailey, fd
			Danny Olson, sd

#### ERMILLION (Clay County)

KUSD	690	University of South Dakota	I. D. Weeks, p
922	1,000-D	Union Bldg.	Edward J. Slack, gm
	DA-D	923	Martin Busch, pd
			James E. Prusha, ce
			Carl Nelson, nd
			Gaylord Ayers, fd

#### WATERTOWN (Codington County)

WAT	950	Midland Natl. Life	H. Smith Hagen, p
940	1,000	Insurance Co.	Ross E. Case, gm, cm
	DA-N	5777	Gene Brantner, pd
		MBS	Rich Petershagen, pmm
		Gill-Perna	Francis Alwin, ce
			Max Witcher, nd, fd

#### YANKTON (Yankton County)

YNT	1450	Yankton Bcstg. Co.	William M. Smith, p
955	250	214 W. 3rd St.	William E. Johnson, evp, sm
		5623	James L. Cope, ce
		KBS	Lloyd Grant, pd
			Alice Horlyk, wd
YNAX	570	Cowles Bcstg. Co.	Luther Hill, p
923	5,000	3rd & Mulberry Sts.	Donald D. Sullivan, gm
	DA-N	442	Chris Mack, asst mgr
		CBS	Roland Peterson, pd
		Katz	Nick Bolton, cm
			Clair W. Giles, bus mgr
			George Greenwood, pmm
			Charles Quentin, ce

### TENNESSEE

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger	
						Cars 1955	Cars 1955
Hamilton	208,255	61,470	263,065	60,495	6,800	60,629	
Hancock	9,116	1,840	1,402	81	83	1,272	
Hardeman	23,311	4,590	8,569	1,880	197	3,565	
Hardin	16,908	3,790	9,168	1,577	165	3,370	
Hawkins	30,494	7,070	12,183	2,507	189	6,430	
Haywood	28,212	5,480	12,422	2,519	267	4,167	
Henderson	17,173	3,880	7,755	1,748	178	3,586	
Henry	23,828	6,180	16,128	4,074	500	6,086	
Hickman	13,353	2,850	4,866	1,127	201	2,663	
Houston	5,318	1,140	1,661	777	93	1,092	
Humphreys	11,030	2,600	6,432	2,040	220	2,439	
Jackson	12,348	2,390	3,809	1,803	38	1,518	
Jefferson	19,667	4,590	10,884	3,189	339	5,169	
Johnson	12,278	2,470	3,588	648	95	2,095	
Knox	223,007	62,630	271,354	54,333	7,998	66,508	
Lake	11,655	2,490	7,103	2,319	298	2,395	
Lauderdale	25,947	6,090	14,289	3,021	394	4,881	
Lawrence	26,818	6,090	16,473	2,452	372	6,038	
Lewis	6,078	1,410	3,207	753	98	1,520	
Lincoln	25,624	6,120	15,430	3,141	481	5,691	
Loudon	23,182	5,980	16,923	4,164	530	7,504	
McMinn	32,024	7,780	20,984	4,907	450	8,869	
McNairy	20,390	4,830	11,505	1,754	242	3,986	
Macon	13,599	3,260	4,260	850	206	2,765	
Madison	10,128	16,350	49,563	11,981	1,269	15,872	
Marion	20,520	4,540	12,734	3,384	294	4,786	
Marshall	17,768	4,630	13,305	3,196	441	5,292	
Mauzy	40,365	10,360	31,660	8,012	593	11,563	
Meigs	6,080	1,220	1,215	162	...	1,281	
Monroe	24,513	5,240	13,840	3,191	398	5,428	
Montgomery	44,186	11,540	46,000	10,254	1,110	13,099	
Moore	3,948	1,150	747	176	...	1,332	
Morgan	15,727	2,930	2,961	1,084	...	3,105	
Obion	29,056	7,660	21,283	4,620	572	6,984	
Overton	17,566	3,680	6,440	1,028	212	2,521	
Perry	6,462	1,440	2,237	677	45	1,038	
Pickett	5,093	930	1,197	138	55	706	
Polk	14,074	2,810	4,948	854	128	2,476	
Putnam	28,889	7,540	15,877	2,837	490	6,883	
Rhea	16,041	3,610	11,015	2,592	381	5,328	
Roane	31,665	7,860	25,987	7,356	1,023	9,998	
Robertson	27,024	6,460	17,579	4,354	417	5,947	
Rutherford	40,696	10,640	32,610	7,998	752	12,840	
Scott	17,362	3,750	6,967	1,760	...	2,557	
Sequatchie	5,686	1,210	2,830	616	123	2,070	
Sevier	23,375	5,180	17,090	3,679	474	5,887	
Shelby	482,393	143,600	678,403	140,470	18,391	156,621	
Smith	14,098	3,460	6,404	1,094	353	3,565	
Stewart	9,175	1,910	3,320	655	43	1,541	
Sullivan	95,063	27,840	97,614	21,915	2,362	32,348	
Sumner	33,533	8,350	21,423	4,822	499	9,497	
Tipton	29,782	6,940	15,094	4,084	443	6,266	
Trousdale	5,520	1,540	2,963	573	127	1,561	
Union	15,886	3,630	7,535	1,570	28	3,830	
Van Buren	8,670	1,810	3,264	842	...	2,862	
Warren	3,985	750	842	82	...	617	
Washington	22,271	6,090	16,447	3,188	445	5,615	
Wayne	59,971	14,850	57,428	12,688	1,430	17,148	
Weakley	13,864	3,050	5,246	856	67	2,089	
White	27,962	7,290	12,119	3,122	546	5,984	
White	16,204	3,290	7,804	2,142	244	3,567	
Williamson	24,307	5,540	18,117	4,347	370	6,646	
Wilson	26,318	7,170	18,414	4,105	271	6,470	
Total	3,291,718	861,490	\$2,954,989	\$654,711	\$79,509	902,854	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

### TENNESSEE

## TENNESSEE MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger	
						Cars 1955	Cars 1955
Anderson	59,407	14,440	\$45,872	\$15,072	\$1,782	21,939	
Bedford	23,827	6,400	16,353	3,674	424	7,072	
Benton	11,495	2,780	8,873	1,000	158	2,681	
Blount	8,561	1,580	2,655	748	65	1,208	
Blount	54,691	14,680	50,028	15,967	1,253	18,829	
Bradley	32,338	8,310	31,465	6,212	1,085	12,350	
Campbell	34,369	7,570	18,254	5,557	620	6,261	
Cannon	9,174	1,970	3,473	782	103	1,987	
Carroll	26,553	7,100	16,916	3,809	412	6,293	
Carter	42,432	10,470	24,444	6,896	638	9,861	
Cheatham	9,187	1,910	4,748	848	94	2,431	
Chester	11,149	2,590	5,621	1,596	205	2,503	
Clayborne	24,788	5,090	8,690	990	120	3,298	
Clay	8,701	1,790	1,986	485	55	1,105	
Cocke	22,991	4,910	10,860	2,901	415	4,939	
Coffee	23,049	6,690	20,324	4,642	429	6,594	
Crockett	16,624	3,940	7,186	2,234	234	3,124	
Cumberland	18,877	4,180	13,292	2,631	313	4,174	
Davidson	321,758	95,640	424,948	88,716	11,005	107,627	
Decatur	9,442	2,280	3,842	940	139	1,918	
De Kalb	11,680	2,400	4,536	897	190	2,280	
Dickson	18,805	4,810	12,199	3,019	275	4,734	
Dyer	33,473	8,380	26,746	6,314	703	8,295	
Fayette	27,535	5,310	8,375	1,964	162	4,085	
Fentress	14,917	2,980	4,965	974	141	1,773	
Franklin	25,431	5,850	14,802	3,219	278	6,154	
Gibson	48,132	13,250	35,947	8,405	1,535	12,192	
Giles	26,961	6,500	16,702	3,988	364	5,449	
Grainger	13,066	2,630	3,309	1,057	50	2,666	
Greene	41,048	10,020	24,495	3,394	872	10,552	
Grundy	12,558	2,620	4,917	1,259	178	1,781	
Hamblen	23,976	6,640	26,276	5,552	562	8,783	

### TENNESSEE

ATHENS (McMinn County)		ATHENS Bcstg. Co.		LOWELL F. ARTERBURN, p	
WLAR	1450	148 N. Jackson	Buell J. Charles, gm	B. J. Charles, cm	William Atkins, pd, pmm, nd
1946	250	MBS	Andrew Bates, ce	Fd Dodson, sd	
BRISTOL (Sullivan County)		BRISTOL (Sullivan County)		W. A. WILSON Sr., p, gm, pd	
WCYB	(See Bristol, Va., listing)			James C. Wilson, cm	W. A. Wilson Jr., pmm
WCYB-TV	(See Bristol, Va., listing)			George Guertin, ce	Rocky Stone, sd
WFHG	(See Bristol, Va., listing)				
WOPI	1490	Radiophone Bcstg.	Station WOPI Inc.	310 State St.	South 3730
1929	250	NBC	Tennessee Valley Net.	Burn-Smith	
WOPI-FM	96.9mc				
1946	9.7kw				
CAMDEN (Benton County)		CAMDEN Bcstg. Co.		FRED L. THOMAS, p	
WFWL	1220	1102 W. South St.	Mayfield, Ky.		
1956	250-D				
CENTERVILLE (Hickman County)		CENTERVILLE (Hickman County)		J. GILL THOMPSON, p	
WHLP	1570	Tri-County Bcstg. Co.	Public Square	Earl B. Carney, gm	John C. Kerr, cm, pd
1955	1,000-D	KBS	Louise McCaleb, pmm, wd	J. W. Chesnor, ce	Charles Eckstein, nd
		Best			

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CHATTANOOGA (Hamilton County)</b>			
WAGC 1946	1450 250	WAGC Bcstg. Co. Hotel Patten 7-1128 MBS	Prentiss E. Furlow, p George L. Sutherland, gm George McMurtrie, ce Barton T. Fellowes, slm Harry Edelstein, pd Ed Dyer, sd
WAPQ 1956	1150 5,000-D 1,000-N DA-N	WAPQ Bcstg. Service Read House Amhurst 6-6141 ABC H-R Repts.	Gordon Gambill, p Walter H. Stamper, cm Frank Hubbs, oper mgr Lamar Reed, ce Roy Morris, pdm Bill Nash, pmm Frances Harley, pd
WDEF 1941 WDEF-TV	1370 5,000 DA-N	WDEF Bcstg. Co. Volunteer Bldg. 7-3593 NBC Branham	Carter M. Parham, p Ken Flenniken, gm, cm Kenn Early, pd, pmm E. C. Baker, ce Mort Lloyd, nd Jim Hill, fd
WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117 CBS Raymer	Earl W. Winger, p, gm Bryan J. Bush, slm Virginia McAllester, pd W. L. Schoolcraft, nd Lee Barger, fd
WDOD-FM 1949	96.5mc 42kw		
WDXB 1948	1490 250	French Inc. Dome Bldg. 6-1114 Forjoe	Steve French, p, gm Carlin French, cm Carl Harden, slm Bill Sanders, pd Everett East, ce 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
<b>CHURCH HILL (Hawkins County)</b>			
WMCH 1954	1260 1,000-D	Wallace Bcstg. Co. Elgin 7-2601	Thales E. Wallace, p Jimmy Smith, cm Betty Jane Russell, pd Harold Dougherty, ce Eddie Skelton, nd Leroy W. Alley, sd
<b>CLARKSVILLE (Montgomery County)</b>			
WDXN 1954	540 250-D	Clarksville Bcstg. Co. Bailey Bldg. Midway 5-2411 Headley-Reed	Aaron B. Robinson, p J. M. Cecil, gm Jack Mayer, sm James Sanford, cm Russ Honeyman, nd Plummer Hodges, fd
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.			
Data corrected to Dec. 15, 1956. 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.			
<b>CLEVELAND (Bradley County)</b>			
WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. MI 5-6414 MBS Rambeau	J. P. Sheftall, p John H. Bailey, gm, ce Charles E. Malone, cm C. E. Simmons, pd Imogene Southall, pmm William Brittain, nd
WBAC 1945	1340 250	Fitch & Kile Inc. 180 Central Ave. N.E. GR 6-7593 MBS Gill-Perna Dora-Clayton	Thad F. Fitch, p, gm Bland Sella, cm Paul Kirksey, pd, nd, sd Hal Green, pmm Bill Stuart, ce Elizabeth Rankin, wd
WCLE (CP)	1570 1,000-D	Southeastern Enterprises c/o Carl J. Hoskins	
<b>COLUMBIA (Maury County)</b>			
WJGD 1956	1280 1,000-D	Columbia-Mt. Pleasant & Spring Hill Radio Corp. c/o Salisbury & Wall 1624 Eye St. Washington, D. C.	Francis E. Whitaker, p
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co. P. O. Box 71 1940 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
<b>COOKEVILLE (Putnam County)</b>			
WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 789 CBS Continental	M. L. Medley, p, gm Stacey Mott, sta dir John H. Carr, pd Claude Haston, ce Tom Harris, fd Louise Medley, wd
<b>COVINGTON (Tipton County)</b>			
WKBL 1954	1250 1,000-D	Tipton County Bcstg. Co. P. O. Box 289 Greenwood 6-9635	Charles K. Sparks, co-o, gm R. William Hoffman, co-o, cm, ce Bill Hazlerig, pd, pmm Larry Dunphy, nd Jack Whitehorn, fd Dick Akers, sd
<b>COWAN (Franklin County)</b>			
WZYX (CP)	1440 1,000-D	Cumberland Bcstg. Co. P. O. Box 466 Chattanooga, Tenn.	James F. Spencer, ptrn Frank Pearson, ptrn Arthur D. Smith Jr., ptrn
<b>CROSSVILLE (Cumberland County)</b>			
WAEW 1952	1350 1,000-D	WAEW Inc. 10th & School Sts. 333 KBS	Arthur Wilkerson, p, gm Clarence Stinnett, sm, cm, slm Eddie Lane, fd, sd, ce Jim Hamby, nd Jo Ann Welch, pd, wd
<b>DICKSON (Dickson County)</b>			
WDKN 1955	1260 1,000-D	Dickson County Bcstg. Co. 101 N. Main St. Hickory 6-2852 KBS	William A. Potts, p, gm, pmm Warren G. Medley, cm, sd Howell Smith, pd, nd, fd Richard Essner, ce Ruth Forehand, wd
<b>DYERSBURG (Dyer County)</b>			
WDSC 1946	1450 250	State Gazette Bcstg. Co. Highway 51 North Atwater 5-1294	Russell Bruce, p Robert W. Ward, gm, sd Wendell Vaughn, cm Shirley Jones, pd Pinkney Cole, pmm M. D. Ross, ce
WTRO (CP)	1350 500-D	Southern General Bcstg. Co. c/o Hamilton Parks Trimble, Tenn.	Hamilton Parks, o
<b>ELIZABETHTON (Carter County)</b>			
WBEJ 1946	1240 250	WBEJ Inc. Radio Bldg. 2-1241 MBS Gill-Perna Dora-Clayton	R. C. Turrentine, p Bill Hale, gm Jim Austin, cm Harold Henley, pd Mack Morris, nd Lynn Williams, ce
<b>ERWIN (Unicoi County)</b>			
WEMB (CP)	1420 1,000-D	Unicoi Bcstg. Co. c/o Max M. Blakemore P. O. Box 218 Richlands, Virginia	Max M. Blakemore, o
<b>ETOWAH (McMinn County)</b>			
WCPH 1955	1220 1,000-D	Morgan Bcstg. Co. 109 9th St. 5041	Harry J. Morgan, p, gm, nd Leon Beaver, cm Vic McConkey, pd, fd Henry Hoffman, ce Geraldine Morgan, wd
<b>FAYETTEVILLE (Lincoln County)</b>			
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

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**FRANKLIN (Williamson County)**

AGG 950 Williamson County Bcstg. Co. William R. Ormes, p, cm  
53 1,000-D Co. E. F. Jones Jr., gm, ce  
Mallory Rd. John Haerberle, pd  
982 H. Y. Beeler, fd  
Claire Greer, wd

**ASLATIN (Sumner County)**

WIN 1010 Sumner County Bcstg. Co. A. B. Perkins, p  
148 1,000-D P. O. Box 81 J. B. Thomas, gm, pd  
1010 Charles W. Brewer, cm  
KBS Lee Raines, ce

**GREENVILLE (Greene County)**

GRV 1540 Radio Greenville Inc. Paul O. Metcalfe, p, gm  
146 250 P. O. Box 243 Hugh Pickel, cm  
4147 Pete Luttrell, pd  
MBS Wheatley Palmer, ce  
Charles Phillips, sd

GRV-FM 94.9mc  
156 4.6kw

**HARRIMAN (Roane County)**

HBT 1230 Folkways Bcstg. Co. William R. McDaniel, p, gm  
946 250 Crescent & Devonia Sts. Walter Scarbrough, cm  
661 Forrest McBride, sm  
KBS Dave Hill, sd  
Continental Reggie Honey, ce

**UMBOLDT (Gibson County)**

VRJ 740 Gibson County Bcstg. Co. J. Frank Warmath, p  
349 250-D 210 N. 22nd Ave. Howard E. Byrum, gm  
740 Carroll Wilson, cm, sd  
KBS Bill Carter, pd  
Gerald Hicks, ce  
Skip Sherrill, nd

**JACKSON (Madison County)**

VXI 1310 Dixie Bcstg. Co. Aaron B. Robinson, p, gm  
948 5,000-D Williams Bldg. Jack Cecil, sm  
VDTX-TV 1,000-N 7-961 Lance Russell, pd  
DA-N MBS John Knight, pmm, nd  
Dixie Net, James S. Thomas, ce  
Headley-Reed Tom Williams, fd

VJAK 1460 Jackson Bcstg. Co. Dr. Alexander Leech, o  
954 1,000-D 416 Poplar St. Robert Blow, gm  
7-7436 Gerald R. Beilke, cm  
Best Winston C. Martindale, pd  
Dora-Clayton Henry Lesh, ce  
Roland Porter, nd

WTJS 1390 The Sun Publishing Co. Albert A. Stone, vp, gm  
1931 1,000 104 E. Baltimore St. Frank S. Proctor, mgr  
DA-N 7-3316 Leslie R. Brooks, asst mgr  
ABC Vincent Tapler, pd, nd, sd  
Branham James Ellsey, ce  
Fred Brooks, fd

WTJS-FM 104.1mc  
1947 50kw

**JOHNSON CITY (Washington County)**

WETB 790 Press Inc. Carl A. Jones, p  
1947 1,000-D 204 W. Main St. Arthur M. Kelsey, gm, cm  
2995 Berney Burleson, pd  
--- McGillvra E. B. Jones, ce  
Bill Miller, sd  
Lucile Brand, wd

WJHL 910 WJHL Inc. W. Hanes Lancaster Jr., p, gm  
1938 5,000-D 145 W. Main St. Ken Marsh, sm, cm  
WJHL-TV 1,000-N 2780 Herbert Howard, pd, fd  
DA-N CBS W. A. MacDonald, pmm, nd  
Pearson Rowland Medler, ce  
William Hunter, asst ce  
Richard Ellis, sd

WJHL-FM 100.7mc  
1948 8.1kw

**KINGSPORT (Sullivan County)**

WKIN 1320 Radio Station WKIN Cyn N. Bahakel, p  
1951 5,000-D Market & Wexler Sts. Phillip J. Bahakel, asst gm  
6-8131 William Donehower, cm, sd,  
pmm  
Eddie Walters, ce  
Bill Austin, nd, fd  
Dia Bahakel, pd, wd, pdm

WKPT 1400 Kingsport Bcstg. Co. Inc. C. P. Edwards Jr., p  
1940 250 222 Commerce St. Paul L. Overbay, gm  
Circle 5-4161 Phil J. Weaver, cm  
NBC Martin Karant, pd, nd  
Burn-Smith Thomas Phillips, ce  
Ike N. Upchurch, fd

WKPT-FM 98.5mc  
1948 10kw

BROADCASTING • TELECASTING

**KNOXVILLE (Knox County)**

WATE 620 WATE Inc. Paul Mountcastle Sr., p  
1927 5,000 612 Gay St. S.W. W. H. Linebaugh, gm  
WATE (TV) DA-2 2-7111 J. T. McCloud, cm  
NBC Wayne Hudson, pd  
Avery-Knodel Carl Huster, pmm  
F. M. Andrews, ce

WBIR 1240 Radio Station WBIR Inc. John P. Hart, p, gm  
1941 250 618 S. Gay St. Robert John, cm  
WBIR-TV J. Rex Horton, ce  
(CP) 4-3321 Robert Agee, pd  
ABC Gill-Perna Ellie Moore, wd

WBIR-FM 93.3mc  
1949 2.85kw

WIVK 860 Dick Bcstg. Co. James A. Dick, p, gm  
1953 1,000-D 319 N. Gay St. T. C. Hooper, cm  
4-3695 J. P. Hess Jr., pd, pmm, fd  
Forjoe Milton Jones, ce  
Dora-Clayton

WKGN 1340 WKGN Inc. George Mooney, p  
1947 250 P. O. Box 750 Guy L. Smith III, gm  
4-0766 Clynn W. Theg, cm  
MBS Stanley Vainrib, pmm  
Rambeau Robert L. Goodman, ce  
Bob Smith, sd

WKXV 900 Knoxville Ra-Tel Inc. Stars Nat'l Tele-Bcstrs.  
1954 1,000-D 411 1/2 W. Main St. H. Scott Killgore, p, gm  
4-9866 Marvin I. Thompson, cm

WNOX 990 Scripps-Howard Radio Inc. Jack R. Howard, p  
1921 10,000 4400 Whittle Springs R. B. Westergaard, gm  
DA-N Rd. N.E. O. L. Smith, cm  
8-3171 C. A. McMahon, pd  
CBS Gene Miller, pmm  
Blair Ray Evans, ce  
Joe B. Long, nd  
Cliff Allen, fd  
Phil Sutterfield, sd

**LaFOLLETTE (Campbell County)**

WLAF 1450 LaFollette Bcstg. Co. E. F. Wheeler, p  
1953 100 Piermont Hotel Marvin L. Paul, gm, pd, ce  
1060 John H. Farmer, cm  
KBS Pete Williams Jr., nd  
Denny Walker, fd, sd  
Helen Paul, wd

**LAWRENCEBURG (Lawrence County)**

WDXE 1370 Lawrenceburg Bcstg. Co. Aaron B. Robinson, p  
1951 1,000-D Locke Bldg. J. Kenneth Marston, gm  
South 2-4411 Harris T. Sawyer, cm  
Dixie Byran F. Bellar, pd  
Headley-Reed Mrs. Frances Baxter, wd

**LEBANON (Wilson County)**

WCOR 900 Lebanon Bcstg. Co. Inc. Theo F. Ezell Jr., p, gm  
1949 250-D Trousdale Ferry Pike Jack Hendrickson, cm, pmm,  
1540 sd  
KBS Walter Dillard, pd, nd  
William Johnston, ce  
Tom Vance, fd  
Josephine Murphy, wd

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TENNESSEE

City	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives		
<b>LENOIR CITY (Loudon County)</b>													
WLIL	1950	730	1,000-D	WLIL Inc. 406 E. Broadway 1095 KBS	Arthur Wilkerson, p, gm Thomas Tuck, cm, pmm	MEMPHIS (Shelby County)	WMMT	1947	1230	250	McMinnville Bstg. Co. N. Chancery St. 2225 MBS	Sam J. Albritton, p Royce E. Richards, gm W. A. Cracey, cm Roy Crocker, pd, sd Richard Davis, pmm Hubert Beasley, ce	
WLIL-FM	1950	100.3mc	8.8kw			KWEM	1946	990	1,000-D	64 Bunty St. GL 8-3311 Stars Natl.	E. D. Rivers Jr., p Vincent L. Randolph, gm, CL John Hollingshead, ce Phillip Moss, pmm, fd Donna Davidson, wd		
<b>LEWISBURG (Marshall County)</b>													
WJJM	1947	1490	250	Louis D. Lingner P. O. Box 20 MBS KBS Best	Louis D. Lingner, p, gm R. A. Davidson, cm, nd, sd Wyona Clark, pmm, wd R. C. Wiley, ce	WDIA	1947	1070	50,000-D	5,000-N	Bluff City Bstg. Co. 2074 Union Ave. Broadway 6-2705 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 Willia Monroe, wd	
<b>LEXINGTON (Henderson County)</b>													
WDXL	1954	1490	250	Lexington Bstg. Service Inc. WDXL Bldg. Woodland 8-3500 Dixie Net. Headley-Reed	Neal B. Bunn, gm Charles Milam, cm Jim Williams, pd Joe Gatewood, nd Charles Hendrix, sd	WHBQ	1925	560	5,000-D	1,000-N	RKO Teleradio Pictures P. O. Box 176 Jackson 5-6306 ABC MBS H-R Repts.	Thomas F. O'Neil, p John H. Cleghorn, gm Chas. Sullivan, pd, sd Max Michel Jr., cm Jack Starr, sls serv dir, pmm Wilton Roy, ce Gene Roper, nd	
<b>LIVINGSTON (Overton County)</b>													
WLIV	1956	920	1,000-D	Audio Bcstrs. TA 3-6338	F. L. Growder, ptrn, co-mgr R. H. McCoin, ptrn, co-mgr	WHRR	1955	1430	1,000-D		Tri State Bstg. Service 972 S. Third St. Jackson 5-6831	Sam C. Phillips, p, gm Bob Rodgers, gm Doty Abbott, asst mgr, pd Dorothy Fisher, nd	
<b>MANCHESTER (Coffee County)</b>													
WMSR	(CP)	1580	1,000-D	Manchester Bcstrs. McMinnville, Tenn.	Royce E. Richards, ptrn Sam J. Albritton, ptrn	WJHM	1946	1340	250		Mid-South Bstg. Corp. 930 Madison Ave. JA 7-4422 Young Melville	P. E. Furlow, p C. K. Beaver, vp, gm Allan Avery, cm Jay Black, pd, sd William Marsh, ce John Carr, nd	
<b>MARTIN (Weakley County)</b>													
WCMT	(CP)	1410	1,000-D	J. D. Sudbury P. O. Box 483	J. T. Sudbury, o, gm	WLOK	1952	1480	5,000-D		WLOK Inc. 378 Beale St. Jackson 5-7545 Forjoe Dora-Clayton	Jules Paglin, p Eugene P. Weil, gm, cm William Jones, ce Jay Storm, nd, sd Barbara Wilkins, wd	
<b>MARYVILLE (Blount County)</b>													
WGAF	1947	1400	250	Aluminum Cities Bstg. Co. 316 Court St. YU 3-4310	Frank H. Corbett, p, gm Horace B. McGill, cm Ken Kribbs, pd, co-fd, pmm, nd, sd Ken Johnson, pdm Marion Artman, wd Henry McDonald, ce	WMC	1923	790	5,000	DA-N	Memphis Publ. Co. 3rd & Madison JA 6-7464 NBC Blair	Enoch Brown, p H. W. Slavick, gm Stan Torgerson, sm Ray Gill, slm Olivia Browne, wd Walter E. Frase, pmm F. C. Frase Jr., ce Robert Pigue, nd	
<b>McKENZIE (Carroll County)</b>													
WHDM	1954	1440	500-D	Tri-County Bstg. Co. Hotel McKenzie 3571 Clark	Earl S. Nolting, p, gm Gladys Nolting, sec-treas, wd Irene Morgan, cm Lance Beard, pd, nd Goble Pollock, fd Martin Dill, ce	WMCF (FM)	1947	99.7mc	300kw				
<b>McMINNVILLE (Warren County)</b>													
WBMC	1955	960	500-D	Cumberland Valley Bstg. Co. P. O. Box 270 2104	Dr. W. W. Davis, p Franklin H. Brown, gm, cm James R. Eastman, nd, pdm Roy E. Pearsall, ce Joyce Knowles, wd	WMPS	1925	680	10,000-D	5,000-N	DA-N	WMPS Inc. 112 Union Ave. JA 5-2663	H. R. Krelstein, p Charles T. Devois, vp, gm Gene Plumstead, pd, nd J. C. Deaderick, ce
<b>MILAN (Gibson County)</b>													
WKBJ	1955	1600	1,000-D			WREC	1922	600	5,000	DA-2	WREC Bstg. Service Hotel Peabody Bldg. JA 5-1313 CBS Katz	Hoyt B. Wooten, o, gm Hollis R. Wooten, cm Jack Michael, pd Wilson Raney, ce Russ Hodge, nd, sd	
<b>MILAN (Gibson County)</b>													
WKBJ	1955	1600	1,000-D			West Tennessee Bstg. Co.	550				Tenn. Volunteer Net.	Ben I. King, p Jack Merrill, gm, cm Bill Haney, pd, nd, sd Jack Parnell, pmm Bill Markham, ce, fd Robbie Evans, wd	

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.  
Data corrected to Dec. 15, 1956. 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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in seven states

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**ARTHUR WILKERSON**  
General Manager

**WLIL**, Lenoir City, Tennessee

■

# WLIL

1000 WATTS | 730 KC | LENOIR CITY

ARTHUR WILKERSON, Gen. Mgr.

---

# WLIK

5000 WATTS | 1270 KC | NEWPORT

IRA CRISP, Mgr.

---

# WAEW

1000 WATTS | 1330 KC | CROSSVILLE

CLARENCE STINNETT, Mgr.

**HOORISTOWN (Hamblen County)**

#CRK 1450 Cherokee Bcstg. Corp.  
1947 250 Radio Center  
(CP-1150 1450  
1,000-D MBS  
500-N KBS  
DA-N Holman

Herbert S. Walters, p  
Howell Ashford Jr., gm  
John Redwine, pd  
James A. Redden, ce  
Englebert Patterson, wd

**MURFREESBORO (Rutherford County)**

WGNS 1450 WGNS Inc.  
1947 250 P. O. Box 456  
1450  
KBS  
Holman  
Devney

Cecil Elrod Jr., o, gm  
Bill Stamps, cm  
Bill Dunn, ce  
Betty Tenpenny, pd, wd  
Hal Christianson, nd  
David Moore, fd

WMTS 860 Arthur D. Smith Jr.  
1953 250-D 112 N. W. Broad  
1202

Arthur D. Smith Jr., p  
Virgil K. Trimm, gm, pmm  
Chas. Snoddy, cm  
John Hood, pd  
John S. Wade Jr., ce  
Clyde Major, nd, fd

**NASHVILLE (Davidson County)**

WKDA 1240 Capitol Bcstg. Co.  
1947 250 4th & Union Sts.  
Alpine 4-0511  
Stars Natl.

John W. Kluge, p  
Harvey L. Glascock, vp,  
gm, pmm  
Charles F. Walker, pd, fd  
Oscar Griffin, ce  
Robert Irwin, nd  
Genevieve Glascock, wd

WLAC 1510 WLAC Inc.  
1926 50,000 Third Natl. Bank Bldg.  
WLAC-TV DA-N Alpine 6-0161  
CBS  
Katz

F. C. Sowell, vp, gm  
E. G. Blackman, cm  
Paul Oliphant, pd  
Thrace Warren, pmm  
F. D. Binns, ce  
Jim Miller, nd  
Herman Grizzard, sd  
Mary Manning, wd

WMAK 1300 Volunteer State Bcstg. Corp.  
1948 5,000 Maxwell House Hotel  
DA-N Alpin 4-3411

Howard D. Steere, p  
Robert Lyons, gm  
Blackstone Dozier, asst mgr  
Homer Cole, ce

WNAH 1360 Hermitage Bcstg. Corp.  
1949 1,000-D James Robertson Hotel  
Alpine 4-7611  
MBS  
KBS  
Continental

Van T. Irwin Jr., p, gm  
Mrs. V. T. Irwin, exec dir  
Herman Rippey, cm  
Dave Lyman, pd  
Bill Connor, pmm, nd  
Howard Woodard, ce

WSIX 980 WSIX Inc.  
1927 5,000 Nashville Trust Bldg.  
WSIX-TV DA-N Alpine 5-5431  
ABC  
Hollingbery

R. D. Stanford Jr., p, gm  
John H. DeWitt Jr., p, gm  
Irving Waugh, asst to pres,  
cm  
Jack Stapp, pd  
Harrianne Moore, pmm  
George Reynolds, ce  
Harold Baker, nd  
John A. McDonald, fd  
Larry Munson, sd

WSM 650 WSM Inc.  
1925 50,000 7th & Union  
WSM-TV DA-N 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  
Harrianne Moore, pmm  
George Reynolds, ce  
Harold Baker, nd  
John A. McDonald, fd  
Larry Munson, sd

WSOK 1470 Rounsaville of Nashville  
1951 1,000-D Inc.  
Gill-Perna  
Dora-Clayton

Robert W. Rounsaville, p  
William R. Wagner, vp  
Norman Stewart, sm  
Lee R. Smith, natl slm  
Andrew Jones, ce  
Charles Mitchell, nd

WHCY (FM) 105.9mc (WSOK, Am Affiliate)  
1953 3.1kw

**NEWPORT (Cocke County)**

WLIK 1270 WLIK Inc.  
1954 5,000-D Knoxville Hwy.  
3095

Arthur E. Wilkerson, p, gm  
Ira B. Crisp, sm, cm, pmm  
Aileen J. Evans, pd, wd  
Fred Pelle, sd

**OAK RIDGE (Anderson County)**

WATO 1490 WATO Inc.  
1948 250 5-3535  
MBS  
Brown

Samuel P. Thrower, gm, cm  
Harry Deitrick, pd  
Harold Tompkins, ce  
Gene O'Bleness, sd  
Ruth Jamieson, wd

WOKE 1290 Air Mart Corp.  
1951 1,000-D Oak Terrace  
500-N Grove Center  
DA-N 5-1333

Owen J. McReynolds, p, gm  
Leo Ely, cm  
Martin Hill, sd  
C. Doolittle, ce  
Jet Wilkerson, wd

**PARIS (Henry County)**

WTPR 710 Paris Bcstg. Co.  
1946 250-D Davis Bldg.  
1700  
MBS  
KBS  
Dixie Net.  
Headley-Reed

A. B. Robinson, p, gm  
Will W. Coker, sm, cm  
Verne Brooks, pd, pmm  
Ray McGinnis, slm  
Donald M. Somerville, ce

WTPR-FM 97.9mc  
1953 9kw

BROADCASTING • TELECASTING

**PULASKI (Giles County)**

WKSR 1420 Richland Bcstg. Co.  
1947 1,000 So. First St.  
DA-N 1066  
ABC  
Clark

John R. Stephens, o, gm  
Alene Cane, cm  
George M. Martin, pd  
Nobel G. Morgan, ce  
Helen Abernathy, nd, wd  
Nathan Street, pmm, fd

**RIPLEY (Lauderdale County)**

WTRB 1570 West Tennessee Radio  
1954 250-D Bcstrs.  
113 W. Washington St.  
1060  
KBS  
Best

Hobson H. Daws, ptrn, gm,  
pmm, sd  
Harold L. Baker, ptrn, cm, pd  
Virginia Harrison, wd  
Harvey Inman, ce

**ROGERSVILLE (Hawkins County)**

WRGS 1370 Rogersville Bcstg. Co.  
1955 1,000-D Burem Pike  
6491  
Best

George Beal, gm  
Charles Beal, cm  
Fred A. Berry, ce, pd  
Harry A. Wilson, nd, sd  
Patricia Beal, wd

**SAVANNAH (Hardin County)**

WORM 1010 Florence Bcstg. Co.  
1956 250-D P. O. Box 368  
4981  
KBS

Joe T. Van Sandt, p  
Eddy T. Sharpe, gm, cm  
Jack S. Pullin, pd, pmm  
Paul Shannon, ce  
Jerry Watson, nd  
T. B. Garth, fd

**SEVIERVILLE (Sevier County)**

WSEV 990 Smoky Mountain Bcstg.  
1955 1,000-D Corp.  
(CP-5,000-D) 2844  
KBS  
Rambeau

James McAfee, p  
Clay Cline, gm, cm, pd  
Malcolm Hodges, pmm  
Robert Carr, ce  
Frank Prater, nd  
Gene Robertson, fd

**SHELBYVILLE (Bedford County)**

WHAL 1400 Shelbyville Bcstg. Co.  
1946 250 P. O. Box 241  
1400  
MBS

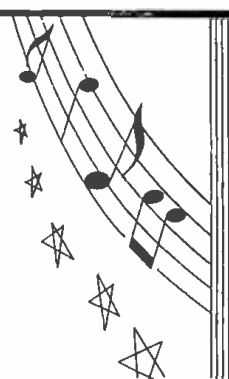
Charles Christian, vp, gm,  
cm, pd, sd  
Dan Smith, pmm  
Timothy Marsh, ce  
Sue Brown, wd

*Serving the Flourishing NASHVILLE Negro Market!*



**WSOK**

1470 KC — 1000 WATTS



NASHVILLE'S ONLY 100% NEGRO PROGRAMMED STATION

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PRIMARY COVERAGE COMPLETELY BLANKETS NASHVILLE'S METROPOLITAN TRADING AREA

COVERS THE LOYAL AND ATTENTIVE RICH NEGRO MARKET WITH HIGH FAMILY INCOMES.

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**THE ROUNSAVILLE STATIONS**

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WLOU, LOUISVILLE  
WSOK, NASHVILLE  
WOB, JACKSONVILLE  
WIOK, TAMPA-ST. PETERSBURG  
WMBM, MIAMI-MIAMI BEACH  
"100% NEGRO PROGRAMMED"

**WQXI, ATLANTA**

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National Representatives Southeastern Representative

GILL-PERNA, INC.

DORA-CLAYTON AGENCY

A ROUNSAVILLE STATION

TENNESSEE

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>SOUTH PITTSBURG (Marion County)</b>			
WEPG 1954	910 500-D	Marion County Bcstg. Service Railroad St. 6185	Eaton P. Govan Jr., p, gm Hugh B. Patton, cm, nd Willard L. Howell, pd, pmm Roy E. Bradford, sd, fd Betty Jackson, wd Richard Smith, ce
<b>SPARTA (White County)</b>			
WSMT 1955	1050 1,000-D	Sparta Bcstg. Co. Inc. P. O. Box 390 3751	Sam J. Albritton, p B. L. Upchurch, cvp, gm, cm, pd, pmm Gordon Moore, ce Bill Passons, nd Ivory Hillis, fd
<b>SPRINGFIELD (Robertson County)</b>			
WDBL 1955	1430 1,000-D	Springfield Bcstg. Co. Glenn Bldg. 1287 KBS	Walter A. Duke, gm Bill Gray, cm Ann Duke, pd, ce
<b>SWEETWATER (Monroe County)</b>			
WDEH 1954	800 500-D (CP-1,000-D)	WDEH Inc. Hwy. 11 5025 KBS	Arthur D. Smith Jr., p Lewis Penuel, gm, cm John Blair, ce Rhodes Robinson, sd Hairl Hensley, nd Robert Leonard, pd
<b>TULLAHOMA (Coffee County)</b>			
WJIG 1947	740 250-D	WJIG Bcstg. West End Drive 2807	Col. Raymond L. Prescott Jr., o, gm Mary C. Prescott, cm, wd Alfred Parsons, ce, nd Bill Vanhook, fd, sd
<b>UNION CITY (Obion County)</b>			
WENK 1946	1240 250	Union City Bcstg. Co. Clymer Furniture 1240 MBS KBS Dixie Headley-Reed	Aarn B. Robinson, p Edwin F. Kallenberg Jr., gm James R. Wells, pd Charles Holland, ce Bill King, nd Jay Moore, fd
<b>WTUC 1956</b>			
	1580 250-D	Obion County Bcstg. Co. 227 S. 2nd St. 1580 Best	Dr. J. H. Harpole, ptrn William Parks, ptrn Louis C. Wrather, gm Robert O. Smith, pd William E. Davis, ce Dorothy Boyd, pdm
<b>WINCHESTER (Franklin County)</b>			
WCDD 1948	1940 250	Franklin County Radio & Bcstg. Co. P. O. Box 1103 2201 ABC	Harry W. Sullivan, gm, cm Paul Howell, ce James V. Webb, pd, nd Mildred C. Crawford, wd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; 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.  
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TEXAS

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Brazos	38,390	10,980	45,167	13,202	1,365	13,213
Brewster	7,309	1,730	6,297	1,418	286	2,066
Briscoe	3,528	870	2,622	889	176	1,244
Brooks	9,195	2,510	7,357	1,860	286	2,156
Brown	28,607	8,630	28,304	7,574	1,449	9,757
Burleson	13,000	2,770	7,854	2,224	266	2,759
Burnet	10,356	2,610	7,493	1,356	240	3,399
Caldwell	19,350	4,470	20,293	3,784	505	7,382
Calhoun	9,222	2,960	11,308	3,013	393	4,048
Callahan	9,087	2,330	6,749	2,015	215	3,380
Cameron	125,170	36,080	112,299	128,354	2,651	31,681
Camp	8,740	2,270	7,047	1,616	115	2,483
Carson	6,852	1,760	6,609	1,087	360	2,656
Cass	26,732	5,770	18,578	5,078	540	6,627
Castro	5,417	1,560	7,627	1,890	130	2,369
Chambers	7,871	2,100	6,575	1,838	259	3,384
Cherokee	38,694	8,850	27,383	5,971	1,081	9,041
Childress	12,123	3,200	10,584	2,253	365	3,836
Clay	9,896	2,420	8,172	1,736	212	4,098
Cochran	5,928	1,650	7,691	2,033	227	2,001
Coke	4,045	1,150	4,641	921	320	1,836
Coleman	15,503	3,700	12,810	3,167	524	5,818
Collin	41,692	12,150	35,341	9,830	1,048	13,949
Collingsworth	9,139	2,110	7,774	2,389	234	2,463
Colorado	17,576	4,770	22,867	3,768	377	6,135
Comal	16,357	5,010	22,607	4,167	447	7,633
Comanche	15,516	3,800	11,271	2,005	465	4,703
Concho	5,078	1,370	4,404	480	806	1,373
Cooke	22,146	6,880	29,374	5,675	806	9,146
Coryell	16,284	4,280	14,256	3,318	448	6,996
Cottle	6,099	1,250	4,846	1,200	186	1,530
Crane	3,965	1,250	6,110	1,171	217	2,116
Crockett	3,981	1,050	4,544	842	158	1,335
Crosby	9,582	2,420	12,567	2,468	178	3,621
Culberson	1,825	470	3,740	515	105	875
Dallam	7,640	2,340	9,966	2,080	387	2,746
Dallas	614,790	233,810	1,231,752	220,643	36,357	315,457
Dawson	19,113	5,590	25,086	5,242	606	6,307
Deaf Smith	9,111	3,020	19,184	3,142	310	4,703
Delta	8,964	1,950	4,895	1,376	91	2,003
Denton	41,365	11,750	45,137	9,856	1,558	16,044
De Witt	22,973	5,890	25,732	5,047	728	8,123
Dickens	7,177	1,640	6,298	1,264	109	2,067
Dimmit	10,654	2,210	5,292	918	164	2,605
Donley	6,216	1,470	5,603	1,302	180	1,993
Duval	15,643	2,960	7,357	2,347	408	3,056
Eastland	23,942	6,480	24,698	5,698	814	9,306
Ector	42,102	18,280	100,793	21,937	2,503	28,601
Edwards	2,908	760	1,582	516	168	566
Ellis	45,645	11,950	38,346	10,654	1,183	14,851
El Paso	194,968	60,570	282,533	61,992	8,357	74,671
Erath	18,434	4,940	18,943	3,562	510	6,499
Falls	26,724	6,180	20,181	4,749	604	6,745
Fannin	31,253	7,450	18,813	5,791	628	8,380
Fayette	24,176	5,680	20,051	4,818	422	7,855
Fisher	11,023	2,410	6,600	1,909	303	2,874
Floyd	10,535	2,830	14,444	3,592	427	4,315
Foard	4,216	1,050	2,709	566	124	1,184
Fort Bend	31,056	6,960	38,975	8,379	458	11,985
Franklin	6,257	1,460	3,606	458	63	1,590
Freestone	15,966	3,600	10,386	1,959	363	3,722
Frio	10,357	2,420	6,598	1,350	220	2,254
Gaines	8,909	2,390	16,774	3,417	407	4,641
Galveston	113,066	37,350	134,342	33,327	5,270	40,183
Garza	6,281	1,740	6,622	1,464	178	2,183
Gillespie	10,520	2,900	13,773	1,629	273	3,877
Glasscock	1,069	180	170	46	20	361
Goliad	6,219	1,220	3,631	1,366	104	1,653
Gonzales	21,184	4,940	26,409	6,097	418	5,563
Gray	24,728	7,240	38,268	8,370	1,524	12,529
Grayson	70,467	21,730	80,970	18,443	2,002	28,616
Gregg	61,258	20,360	101,332	16,304	2,847	27,413
Grimes	15,135	3,350	11,921	3,201	367	3,520
Guadalupe	25,392	6,690	39,716	4,927	499	8,656
Hale	28,211	9,100	56,227	10,586	1,512	13,463
Hall	10,930	2,620	7,373	2,257	345	2,621
Hamilton	10,660	2,820	8,475	1,339	245	3,607
Hansford	4,202	1,180	6,229	1,151	230	1,977
Hardeman	10,212	2,900	8,585	2,203	236	3,204
Hardin	19,535	5,350	17,096	3,712	691	6,929
Harris	806,701	308,270	1,340,018	308,506	40,807	394,390
Harrison	47,745	11,640	36,630	8,258	899	12,419
Hartley	1,913	480	1,058	31	31	838
Haskell	13,736	3,360	10,059	2,767	406	4,098
Hays	17,840	4,220	17,033	3,082	533	7,692
Hemphill	4,123	1,270	4,383	848	105	1,179
Henderson	23,405	5,360	19,148	4,466	602	7,450
Hidalgo	180,446	42,230	122,768	27,896	3,863	33,693
Hill	31,282	8,020	23,600	5,686	660	10,027
Hockley	20,407	6,880	25,142	5,979	515	8,170
Hopkins	5,287	1,250	6,627	1,189	137	1,936
Houston	23,490	5,730	21,871	4,285	561	7,148
Howard	22,825	5,090	16,289	3,993	438	4,174
Hudspeth	26,722	8,270	48,966	9,990	1,288	13,405
Hunt	4,298	1,110	2,501	307	95	705
Hunt	42,731	10,960	41,773	9,193	1,326	14,833
Hutchinson	31,580	9,690	39,607	9,533	1,721	15,046
Irion	1,590	470	589	188	42	506
Jack	7,755	2,030	6,833	1,460	202	2,961
Jackson	12,916	3,360	14,216	2,908	469	4,786
Jasper	20,449	4,830	18,447	3,064	637	5,373
Jeff Davis	2,090	470	608	266	21	421
Jefferson	195,083	62,760	268,539	64,986	8,476	80,790
Jim Hogg	5,389	1,220	3,924	760	141	1,213
Jim Wells	27,991	7,180	28,548	6,374	604	9,214
Johnson	31,390	9,440	27,832	6,281	781	12,270
Jones	22,147	6,130	23,280	5,502	670	8,093
Karnes	17,139	3,590	13,906	3,373	411	4,512
Kaufman	31,170	7,020	30,282	6,339	640	9,332
Kendall	5,423	1,530	5,794	1,039	227	2,672
Kenedy	632	80	68	...	...	128
Kent	2,249	480	1,062	318	81	677
Kerr	14,022	4,060	19,272	3,771	364	6,152

TEXAS

TEXAS  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Anderson	31,875	7,870	\$23,606	\$5,568	\$770	8,408
Andrews	5,002	2,510	10,059	2,602	257	4,295
Angelina	36,032	10,180	33,270	8,168	1,103	11,465
Aransas	4,252	1,140	5,647	2,028	201	1,676
Archer	6,816	1,750	6,550	1,396	129	2,957
Armstrong	2,215	590	1,500	308	52	833
Atascosa	20,048	4,440	14,121	2,526	339	5,321
Austin	14,663	3,790	14,749	3,933	369	4,848
Bailey	7,592	2,140	12,556	2,659	309	3,053
Bandera	4,410	1,160	2,798	942	131	1,585
Bastrop	19,622	4,720	12,107	3,675	394	5,485
Baylor	6,875	2,030	9,222	2,062	199	2,500
Bee	18,174	4,620	18,385	4,497	656	6,194
Bell	73,824	22,970	85,632	18,221	3,252	27,955
Bexar	500,460	144,680	631,713	38,155	17,422	186,625
Blanco	3,780	1,260	4,633	1,229	127	1,666
Borden	1,106	190	215	63	...	301
Bosque	11,836	2,910	10,776	2,172	602	4,510
Bowie	61,966	19,010	53,513	12,215	2,200	19,042
Brazoria	45,549	15,810	71,978	21,136	2,213	23,016

County	Population 1950	Radio Homes	Passenger			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
Jimble	4,619	1,140	4,361	761	63	1,472
Jing	870	200	322	...	...	204
Jeiney	2,668	470	1,446	208	82	616
Jeberg	21,991	6,110	28,113	6,364	615	6,426
Jnox	10,082	2,410	10,725	3,034	335	3,020
Jmar	43,033	12,100	32,020	7,146	1,325	11,255
Jamb	20,015	5,600	31,084	8,227	621	8,370
Jampasas	9,929	2,700	11,498	1,923	328	4,026
Ja Salle	7,485	1,770	4,154	772	298	1,422
Javaca	22,159	5,230	17,126	5,886	350	7,030
Jee	10,144	2,360	7,371	1,231	173	2,886
Jeon	12,024	2,550	6,599	1,788	231	2,271
Jberty	26,729	7,190	37,318	8,216	930	9,300
Jimestone	25,251	5,630	17,030	4,509	540	6,441
Jpscomb	3,658	1,060	4,306	676	153	1,389
Jive Oak	9,054	1,900	6,195	1,743	316	2,324
Jlano	5,377	1,630	6,464	1,023	202	1,908
Joving	277	90	43	...	...	67
Jubbock	101,048	41,360	204,452	36,488	5,182	48,246
Jynn	11,030	2,610	11,011	2,436	235	4,137
JcCulloch	11,701	2,890	11,074	2,054	330	2,525
JcLennan	130,194	39,470	159,691	35,700	5,944	20,018
JcMullen	1,187	460	191	47	...	2,733
Jadison	7,996	1,810	9,470	1,574	103	1,815
Jarlon	10,172	2,270	6,261	1,411	198	7,979
Jartin	5,541	1,340	7,483	1,266	137	2,960
Jason	4,945	1,540	3,693	680	104	4,071
Jatagorda	21,559	6,110	28,626	6,852	1,184	48,869
Javerick	12,292	2,690	11,605	2,838	224	377
Jedina	17,013	4,260	13,302	3,287	421	6,502
Jenard	4,175	1,060	4,331	614	130	944
Jidland	25,785	13,180	73,276	16,319	2,643	21,298
Jillam	23,585	5,400	21,885	6,187	479	7,820
Jills	5,999	1,470	5,569	2,459	124	1,676
Jitchell	14,357	3,840	12,114	3,290	380	4,609
Jontague	17,070	4,430	20,188	4,104	669	6,678
Jontgomery	24,504	6,570	22,012	5,443	584	7,371
Jmoore	13,349	6,140	17,355	4,186	275	5,849
Jorris	9,433	2,400	8,539	2,402	362	3,462
Jotley	3,963	870	2,812	791	112	213
Jnacogoches	30,326	7,160	23,961	5,783	860	1,829
Jnavarro	39,916	10,200	34,407	9,355	1,031	1,663
Jnewton	10,832	2,250	5,523	1,273	194	1,987
Jnolan	19,808	5,710	24,526	5,765	595	7,620
Jnueces	165,471	59,080	239,459	52,597	6,901	70,031
Jochiltee	6,024	1,840	16,220	1,909	218	2,551
Jldham	1,672	390	2,088	26	47	630
Jorange	40,567	15,680	46,602	13,274	1,067	16,038
Jalo Pinto	17,154	8,110	22,795	5,127	684	8,473
Janola	19,250	4,120	12,873	3,187	380	4,718
Jarker	21,528	7,280	21,491	3,602	454	9,441
Jarmer	5,787	1,760	9,038	1,918	264	3,060
Jecos	9,939	2,450	11,382	2,271	430	3,524
Jolk	16,194	3,490	11,718	3,398	347	3,576
Jotter	73,366	33,570	192,318	29,220	6,185	40,557
Jresidio	7,354	1,370	5,746	1,360	174	1,382
Jrains	4,266	770	1,511	499	104	1,071
Jrandall	13,774	6,260	15,411	3,867	602	8,255
Jreagan	3,127	870	4,968	1,402	213	1,605
Jreal	2,479	670	1,087	384	85	558
Jred River	21,851	5,060	11,005	3,175	454	4,271
Jrees	11,745	3,860	22,547	5,241	660	4,721
Jrefugio	10,113	2,370	10,923	2,292	408	3,470
Jroberts	1,031	290	1,649	153	82	426
Jrobertson	19,968	4,530	16,504	2,993	502	5,427
Jrookwall	6,156	1,340	6,753	1,070	151	3,106
Jrunnels	16,771	4,270	19,243	3,990	516	6,821
Jrusk	42,348	11,170	32,137	6,210	790	13,645
Jsabine	8,568	1,800	5,138	1,229	230	1,795
Jsan Augustine	8,837	1,750	6,219	1,745	100	1,815
Jsan Jacinto	7,172	1,450	4,423	406	104	891
Jsan Patricio	35,842	8,900	36,219	8,554	1,235	111,109
Jsan Saba	8,666	2,130	7,598	1,866	234	2,320
Jschleicher	2,852	660	3,873	735	223	1,106
Jscurry	22,779	9,450	26,335	7,249	893	8,179
Jshackelford	5,001	1,070	5,097	1,247	177	2,054
Jshelby	23,479	5,400	20,713	3,873	427	5,466
Jsherman	2,443	680	3,462	526	352	1,152
Jsmith	74,701	21,460	94,638	19,913	4,969	27,000
Jsomervell	2,542	780	1,760	595	84	955
Jstarr	13,948	2,740	7,236	1,766	232	2,295
Jstephens	10,597	3,190	13,569	3,712	480	3,925
Jsterling	1,282	380	1,797	274	83	689
Jstonewall	3,679	840	2,762	818	69	1,146
Jsutton	3,746	940	5,354	1,138	126	1,126
Jswisher	8,249	2,240	13,093	2,273	484	3,567
Jtarrant	361,253	146,850	629,861	115,271	23,359	189,417
Jtaylor	63,370	20,520	101,977	20,515	3,153	29,638
Jterrell	3,189	840	2,868	439	89	790
Jterry	13,107	3,970	22,230	4,403	409	5,669
Jthrookmorton	3,618	880	2,338	450	126	1,170
Jtitus	17,302	4,440	17,081	4,264	512	5,525
Jtom Green	58,929	20,600	90,093	19,045	2,506	24,051
Jtravis	160,980	48,610	210,886	42,489	5,674	60,306
Jtrinity	10,040	2,340	7,816	1,644	176	2,019
Jtyler	11,292	2,660	9,780	1,831	227	2,823
Jupshur	20,822	4,700	13,750	3,842	277	5,738
Jupton	5,307	1,440	6,868	1,777	208	2,545
Juvalde	16,015	4,370	17,481	3,185	757	5,446
Jval Verde	16,635	4,020	20,260	4,695	529	6,456
Jvan Zandt	22,593	5,310	16,823	3,750	440	7,984
Jvictoria	31,241	9,600	61,460	15,029	1,238	15,630
Jwalker	20,163	3,960	12,901	3,159	425	3,861
Jwaller	11,961	2,720	12,179	2,184	304	3,433
Jward	13,346	4,160	16,645	3,881	338	5,165
Jwashington	20,542	4,770	15,779	3,663	666	5,908
Jwebb	56,141	13,520	51,448	12,101	1,524	11,949
Jwharton	36,077	9,240	42,908	9,247	1,122	12,632
Jwheeler	10,317	2,420	10,528	2,318	376	3,268
Jwichita	98,493	32,460	152,897	28,437	5,057	44,967
Jwilbarger	20,552	5,320	24,760	6,524	847	8,111
Jwillacy	20,920	5,500	16,124	3,889	415	4,212
Jwilliamson	38,650	9,190	35,545	7,919	972	13,447

County	Population 1950	Radio Homes	Passenger			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
Wilson	14,672	3,030	9,185	1,839	257	3,996
Winkler	10,064	3,660	15,492	3,825	461	4,996
Wise	16,141	4,160	14,180	3,720	416	5,318
Wood	21,308	5,000	20,314	4,134	450	6,901
Yoakum	4,339	1,060	5,658	1,447	206	2,796
Young	16,810	4,470	22,412	4,727	597	7,286
Zapata	4,405	910	998	536	...	451
Zavala	11,201	2,390	6,806	1,998	118	2,386
Total	7,711,194	2,395,220	\$10,071,936	\$2,170,587	\$306,687	3,023,114

Note: Population 1950, U. S. Census Bureau, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

**ABILENE (Taylor County)**

KRBC	1470	Abilene Radio & Tv Co.	Dale Ackers, p
1936	5,000-D	4510 S. 14th St.	Lloyd Barham, gm, pd
KRBC-TV	1,000-N	2-8491	Steve Cowan, gm
	DA-N	ABC	Herman Ridgeway, ce
		Texas State Net.	Ken Knox, nd
		Pearson	Harry Holt, fd
			George Gray, sd

**KWKC** 1340 Citizens Bcstg. Co. Inc. W. P. Wright, p  
 1948 250 2500 Butternut A. C. Etter, gm, pmm  
 Orchard 3-2545 Tyler Stewart, cm  
 MBS Forest Tipton, ce  
 Venard, Rintoul, Bill Shannon, nd, fd  
 & McConnell Les Sabo, sd

**ALICE (Jim Wells County)**

KOPY	1070	Alice Bcstg. Corp.	Jules J. Paglin, co-o
1947	1,000	P. O. Box 731	Stanley W. Ray Jr., co-o
	DA-N	4-4234	Bob Grimes, gm
		Pearson	J. Allen Frye, pd
			Ruth Norris, pmm
			S. L. Spencer, ce
			Bob Allen, nd

**ALPINE (Brewster County)**


KVLF	1240	Big Bend Bcstrs.	Gene Hendryx, p, gm, cm,
1947	250	2144	pmm, nd, sd
		MBS	Phil Wayne, pd
		KBS	Sherman Newsom, ce
		Cactus State Net.	Bill Williams, ranch dir
		Southwest Net.	Lucille Hendryx, wd
		Best	

**AMARILLO (Potter County)**

KAMQ	1010	Top of Texas Bcstg. Co.	R. D. Houck, ptrn, gm
1947	5,000-D	1301 Polk St.	H. H. Houck, ptrn
	500-N	Drake 2-6543	B. M. Houck, ptrn
	DA-2	MBS	George Oliver, ptrn
		Forjoe	Murray Worner, ptrn, cm
			Jerry Gardner, pd
			Marv Solan, pmm
			Stewart Parsons, ce

**KFDA** 1440 Amarillo Bcstg. Co. Gene L. Cagle, p  
 1933 5,000-D P. O. Box 1400 J. W. McClain, gm  
 KFDA-TV 1,000-N Drake 4-5343 Dan Hayslett, cm, pmm  
 ABC ABC Otto Richardson, ce  
 H-R Repts  
 Brown

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# WORLD SALES AND PROGRAM SERVICE

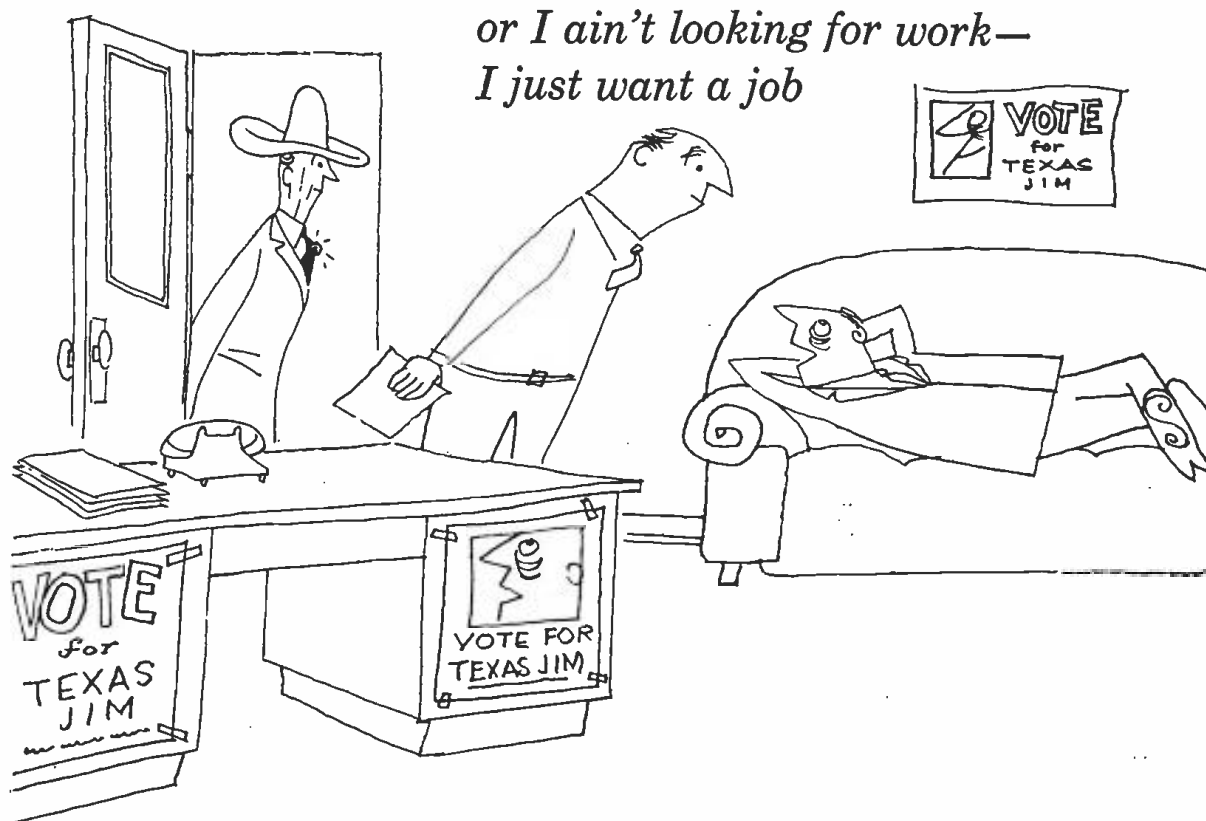
WORLD BROADCASTING SYSTEM, INC.  
 483 Madison Avenue, New York 22, New York

CANADIAN REPRESENTATIVES: ALL CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City (County)	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>AMARILLO (Cont.)</b>				<b>BAY CITY (Matagorda County)</b>				
KGNC 1922 KGNC-TV	710 10,000 DA-2	Plains Radio Bcstg. Co. 2000 N. Polk St. Drake 4-4601 NBC Katz	B. E. Walker, p Wesley S. Izzard, gm Jack Liston, sm Bill Lane, pd W. H. Torrey, ce Bob Izzard, nd Ray McNally, sd	KIOX 1947	1270 1,000 DA-N	Bay City Bcstg. Co. P. O. Box 1391 Circle 5-4642 MBS Best	J. G. Long, o Harry L. Becker, mgr Charles E. Arthur, cm Jack D. Rhea, pd John Nash, pmm Tom F. Lowe, ce	
KLYN 1949	940 1,000 DA-1	Kenyon Brown 1014 W. 7th Drake 2-6773	Kenyon Brown, o Willard L. Kline, gm Joe S. Ramay, sm John Heetland, cm, sd Bob Jackson, pd, fd Mrs. Virgil Nelson, pmm Gene Fennimore, ce	KRCY 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 C. W. Zorn, pd Randy Rohden, ce Bob Everson, wd	
KRAY 1955	1360 500-D	Raymond D. Hollingsworth Paramount Bldg. Drake 4-5235 Melville	Raymond D. Hollingsworth, p, gm Don Hodges, sm Doyle Henry, cm Fred Salmans, pd Nita Krupp, wd	KREL 1947	1360 1,000 DA-2	Tri-Cities Bcstg. Co. P. O. Box 419 8211 Best	J. B. Blayton Sr., p J. B. Blayton Jr., vp Zane D. Roden, gm John Brazell Jr., sd Earl B. Neal Jr., ce	
KZIP 1955	1310 1,000-D	Panhandle Bcstg. Co. P. O. Box 2273 Drake 4-3796 Bcst. Time Sales	Ray Winkler, co-o, gm Dave Pinkston, co-o Eric Ross, slm Jess Richardson, cm Sue Woods, pd Tom Atkins, ce	KREL-FM 1949	92.1mc 0.82kw			
<b>ANDREWS (Andrews County)</b>				<b>BEAUMONT (Jefferson County)</b>				
KACT 1954	1360 500-D	Joseph E. Young P. O. Box 638 LA 3-2845	Joseph E. Young, o, mgr, ce Jacqui Young, pd, wd Weldon Kidd, nd, fd, sd Jimmy Ulmer, pmm	KFDM 1924 KFDM-TV	560 5,000 DA-N	Beaumont Bcstg. Co. 1420 Calder Ave. TE 8-4731 ABC Peters, Griffin, Woodward	D. A. Cannan, p C. B. Locke, gm Ed E. Carroll, cm Wes Wise, pd H. F. Caldwell, pmm H. W. Bartlett, ce Ralph Ramos, nd	
<b>ATHENS (Henderson County)</b>				<b>BEEVILLE (Bee County)</b>				
KBUD 1948	1410 250-D	Henderson County Bcstg. Co. P. O. Box 909 2277	J. B. McNutt Jr., o, gm, ce Marvin Hillis, pd Gurley Sanders, nd Ralph Thorton, sd	KJET 1948	1380 1,000-D	KPBX Bcstg. Co. P. O. Box 2673 2-0201 Forjoe	Walter L. Rubens, gm, cm L. C. Davis, ce	
<b>ATLANTA (Cass County)</b>				<b>BIG SPRING (Howard County)</b>				
KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. P. O. Box 289 900 Best	Hemran H. Wommack, p David A. Wommack, gm, ce Alvis N. Dowd, cm George Wommack, pd Wayne Dupree, sd Jeanne Wommack, wd	KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette TE 3-9421 Branham	O. E. Davis, p R. M. Frost, gm, cm Gordon Clark, pd, nd M. J. Eaterwood Jr., ce Ed Dittert, sd	
<b>AUSTIN (Travis County)</b>				<b>BONHAM (Fannin County)</b>				
KHFI (FM) 1956	98.3mc 0.7kw	James E. Moore Jr. 3004 Guadalupe Greenwood 6-1202	Billy B. Oxley, gm, cm Leonard Masters, pd Dale Jones, ce	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 Tommy Peryman, fd	
KNOW 1927	1490 250	Pioneer Bcstg. Co. Inc. Capital Natl. Bank Bldg. CR 2-6213 ABC Texas State Net. Avery-Knodel	Wendell Mayes, p Louis R. Cook, gm Marion Coleman, cm Harvey R. Boyd, pd, nd J. E. Lewis, ce Al Ryan, sd	<b>BORGER (Hutchinson County)</b>				
KTBC 1939 KTBC-TV	590 5,000-D 1,000-N DA-N	The L. B. J. Co. P. O. Box 717 Greenwood 2-2424 CBS Raymer	Claudia T. Johnson, bd chmn J. C. Kellam, p, gm O. P. Bobbitt, gen slm Richard Pryor, pd Charles Brown, pmm Ben Hearn, ce Paul Bolton, nd	KHUZ 1947	1490 250	Radio Station KHUZ P. O. Box 110 Broadway 3-3744 MBS	R. G. Hughes, p Jack Roberts, mgr, pd W. P. McLaughlin Jr., cm H. E. Kreiger, ce Ray Boyd, nd, fd, sd Janet Parker, wd	
KTXN 1949	1370 1,000-D	Radio KTXN Inc. 1211 E. 6th St. Greenwood 7-4476 KBS Tex. Spanish Lang. Net. Oakes Dora-Clayton	Robert Pinkerton, p Edgar B. Pool, vp W. M. (Bill) Simpson, gm Juan Gilberto DeLeon, pd Stanley Hudson, merc mgr Sherman MacDaniel, pmm Buck Jones, ce Robert Villanueva, nd	<b>BRADY (McCulloch County)</b>				
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. Inc. P. O. Box 1116 Greenwood 8-8521 MBS Forjoe Clarke Brown	Willard Deason, p, gm H. W. Dunlop, cm Dave Smith, natl. slm Willis B. Morter, ce Glenn Brown, nd	KNEL 1935	1490 250	Mrs. G. L. Burns 7777 KBS Best	Mrs. G. L. Burns, p Gene M. Burns, gm, pmm John S. Slocane, cm, pd, nd Cecil R. Nellin, ce John Holcombe, fd	
<b>BALLINGER (Runnels County)</b>				<b>BONHAM (Fannin County)</b>				
KRUN 1947	1400 250	Runnels County Bcstrs. P. O. Box 351 3151 Best Melville	Walter G. Russell, p Robert F. McCarvey, gm Clayton Jay, cm W. C. Kelley, ce	<b>BORGER (Hutchinson County)</b>				



## SUBOURBAN LIFE



**T**he 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**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives			
<b>BRECKENRIDGE (Stephens County)</b>				<b>CENTER (Shelby County)</b>						
KSTB 1947	1450 1,000-D	Radio Breckenridge Miller Bldg. HI 9-2386 Best	Coy Perry, gm Jim Farr, sm, cm R. L. Smith, ce Charles Roberts, nd Jay Thompson, sd	KDET 1949	930 1,000-D	Center Bcstg. Co. 205 Austin St. 1199 East Texas Net. Gill-Perna Clarke Brown	Tom E. Foster, p, gm, cm Tolbert Foster, pd Harlan E. Riley, ce Charles Hancock, nd Charlie Slate, fd Mrs. Rex Payne, wd			
<b>BRENHAM (Washington County)</b>				<b>CHILDRESS (Childress County)</b>						
KWHI 1947	1280 1,000-D	Tom S. Whitehead 108 1/2 Main St. 9655	Tom S. Whitehead, p, gm J. C. Price, cm Lonnie Schlotmann, ce J. W. Stoffelbeme Jr., fd Tommie Blake, sd	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			
<b>BROWNFIELD (Terry County)</b>				<b>CLARKSVILLE (Red River County)</b>						
KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 2111 Best	Mike Barrett, o, gm, cm E. Crawford Taylor, asst gm, pd, nd, sd, fd Cal McAdams, ce Helen Walker, pmm Marge Williams, wd Earnest F. Barton, foreign lang dir	KCAR 1955	1350 500-D	KCAR Inc. P. O. Box 609 58 Melville Best	R. D. Jones Jr., gm, cm, pd Rosemary Evetts, wd, pmm Bill Ingram, fd Bob Presley, nd, sd Earl King, ce			
<b>BROWNSVILLE (Cameron County)</b>				<b>CLEBURNE (Johnson County)</b>						
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 Lincoln 2-5677 ABC Best	Minor J. Wilson, p, gm, pmm Vance C. Wilson, cm Bill Mack, pd, nd Willis A. Wilson, ce Connie Green, wd	KCLE 1947	1120 250-D	Marti Inc. 919 N. Main St. 5-6643 Best	George W. Marti, p, gm John Marti, cm Frank H. Hardgrove, slm D'Voe Lee, pd Walter C. Lacy, ce John Butner, nd			
<b>BRYAN (Brazos County)</b>				<b>COLEMAN (Coleman County)</b>						
KORA 1947	1240 250	Bryan Bcstg. Co. 310 E. 25th St. Taylor 3-1240 MBS Best	David C. Jones Jr., o Mike Mistovich, gm, sd Ambyr Buchanan, cm, pmm Cora Garth, traffic mgr James L. Harvey, ce Sonny George, fd	KSTA 1947	1000 250-D	Coleman County Bcstg. Co. P. O. Box 452 8406 KBS Melville	H. H. Jackson, p Floyd Shelton, gm, pd, nd, fd, sd Paul Johnson, cm, pmm J. D. Larson, ce Iola Johnson, wd			
<b>CAMERON (Milam County)</b>				<b>COLLEGE STATION (Brazos County)</b>						
KMIL 1955	1350 500-D	Milam County Bcstg. Service P. O. Box 832 457 Best	E. Glenn Abercrombie, gm, ce Milton Brown, cm Fred Switzer, pd Annette Abercrombie, wd Bill Reynolds, nd, sd	WTAW 1922	1150 1,000-D	Agricultural & Mechanical College of Texas Vi 6-6969 KBS	Elsie Patranello, gm Chester O'Donnell, cm John Scogin, pd, nd Brent Mount, ce Dick Hickerson, fd James Johnson, sd			
<b>CARRIZO SPRINGS (Dimmit County)</b>				<b>COLORADO CITY (Mitchell County)</b>						
KBEN 1955	1450 250	Walter & Roy Herbert P. O. Box 722 Tremont 6-2210 KBS Best	Walter Herbert, ptrn, gm, ce, pd Roy W. Herbert, ptrn, cm, fd, sd R. A. Flood, nd Raymond Montemayor, Spanish pd	KVMC 1950	1320 1,000-D	Colorado City Bcstg. Co. P. O. Box 990 Randolph 8-3320 KBS Best	Eldon B. Mahon, p, gm Walter Grubbs, sm, pd, pmm Porter Richardson, cm, ce Drew Ballard, sd, nd Goodwin Simpson, fd Frances Witten, wd			
<b>CARTHAGE (Panola County)</b>				<b>CONROE (Montgomery County)</b>						
KGAS 1955	1590 1,000-D	Carthage Bcstg. Co. 107 1/2 N. St. Mary 876	Thomas Alford, co-o, gm F. E. Barr, co-o, sm, pd Bob Braziel, slm, pmm Calvin Hancock, nd, fd Don Runyon, ce	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 Lee Meredith, pmm, pdm Hal Coley, nd, fd, sd John Neathery, ce			
<b>CEDAR HILL (Dallas County)</b>				<b>CORPUS CHRISTI (Nueces County)</b>						
KDFW (FM) 1956	107.9mc 88.4kw	C & F Musicasting Co. 2820 N. 16 St. Phoenix, Ariz. Crestwood 4-7656	B. V. Cole, p M. H. Frostrom, gm	KANN 1954		(See Sinton listing)				
<b>Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</b>				<b>KATR</b> 1943				1030 50,000-D	Broadcasters Inc. 402 S. Chaparral Tulip 4-5258 Branham	Harry H. Hayes, vp, gm Eddie Dunn, sm, pd Paul Waller, ce John Galley, sd Liz Bailey, wd
<b>Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.</b>				<b>KCCCT</b> 1954				1150 1,000-D DA-D	International Radio Co. 401 S. Staples Tulip 4-42426 O'Connell Tracy Moore	Dr. Jose A. Garcia, p Mike Ferdin, gm, ce Francisco Grajales, pd Miguel Betancourt, nd Consuelo Bringas, wd
<b>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.</b>				<b>KCCCT-FM</b> 1954				95.5mc 0.34kw		
<b>Page 248 • 1957 BROADCASTING Yearbook-Marketbook</b>				<b>KEYS</b> 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 Harold Griffith, ce Don Reed, nd
				<b>KRIS</b> 1927				1360 1,000	South Texas Bcstg. Co. P. O. Box 6218 Ulysses 2-7341 NBC Texas Quality Net. Peters, Griffin, Woodward	Charles D. Lutz, gm Gene O'Bannon, pd C. E. Stewart, ce

CORPUS CHRISTI (Cont.)

KSIX 1947 KSIX TV (CP)	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 Eugene Looper, pd Claude Allen, pmm Eric Beals, ce J. K. Wright, nd
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, slm John H. Mayberry, ce Luis Munoz, nd

MORSICANA (Navarro County)

KAND 1937	1340 250	Alto Inc. 609 West 7th Ave. 4-7421 MBS Branham	R. E. Lee Glasgow, p 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 (Dallas 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 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
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. 1401 S. Akard St. Riverside 1-4521 Good Music Bcstrs. Webb Melville	Lee Segall, bd chmn Julius Schepps, p Charles F. Payne, gm Cliff Hahne, cm Don Robinson, pd Bob Tripp, ce Ricky Cox, nd, sd
KIXL-FM 1947	104.5mc 25kw		
KLIF 1947	1190 5,000-D 1,000-N DA-N	McLendon Investment Corp. 2104 Jackson St. Randolph 7121 Blair	Barton R. McLendon, bd chmn Gordon B. McLendon, p Bill Morgan, sm George Singer, pd Glenn Callison, ce Dick Richmond, nd
KRLD 1926 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 Eddie Barker, nd A. B. Jolley, fd Bill Mercer, sd Sandra Weatherly, wd
KRLD-FM 1926	92.5mc 40kw		
KSFM (FM) (CP)	105.3mc 11kw	Metropolitan Bcstg. Corp. 3707 Gaston Dallas	Theodore Bisland, p
KSKY 1941	660 1,000-D	Sky Bcstg. Service Stoneleigh Hotel Riverside 2-6193 Radio-TV Reps.	A. L. Chilton, p R. G. Terrill, gm, cm Leonard Holland, pd, nd, sd Morris M. Ming, ce



might as well face it . . .

## KRLD is the only Full-Time 50,000 watt station in the Dallas - Fort Worth area

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

### KRLD Radio CBS Dallas

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON  
Chairman of the Board

Clyde W. Rembert  
President

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
WFAA 1922 WFAA-TV	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631 ABC NBC Texas Quality Net. Petry	E. M. Dealey, p Alex Keese, dir George Utley, cm Karl Lambertz, sm Jim Webb Cooper, ce Bob Tripp, nd Murray Cox, fd Ralph Widman, sd
WRR 1920	1510 5,000 DA-N	City of Dallas, Texas Fair Park TA 5-6101 MBS Texas State Net. Blair	Durward J. Tucker, gm, ce Carolyn Moffett, cm Richard Weeks, pd Charles Frauman, pmm John Gilbert, nd Eddie Hill, sd Evelyn Nance, wd
WRR-FM 1948	101.1mc 68kw		
<b>DEL RIO (Val Verde County)</b>			
KDLK 1946	1230 250	Don R. Howard P. O. Box 1162 5-2431 KBS	Don R. Howard, p, sd Hayward Armstrong, pd, nd Roy Herbert, ce, fd Mary Hayes, wd
XERF 1947		(See Mexico listing)	
<b>DENISON (Grayson County)</b>			
KDSX 1948	950 500 DA-2	KDSX Inc. P. O. Box 263 Homestead 5-1600 Melville	B. V. Hammond Jr., p L. L. Hendrick, evp William A. Duke, sta dir W. A. Jaco, cm Joseph D. Knight, ce H. Bailey Hutchins, nd
KRRV 1936		(See Sherman listing)	
KTAN 1947		(See Sherman listing)	
<b>DENTON (Denton County)</b>			
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Bldg. Central 4144	Harwell V. Shepard, p, gm, ce
KDNT-FM 1945	106.3mc 0.764kw		
<b>DUMAS (Moore County)</b>			
KDDD 1948	800 250-D	North Plains Bcstg. Corp. North Dumas Ave. WE 5-4141 KBS Best	Lucian Spencer, p Ken Duke, gm, ce, fd John James, cm Coy Jensen, nd Jim Bowen, sd Dolly Burns, wd

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.  
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RADIO'S EXCLUSIVE SOURCE  
OF THE NEW MONEY-MAKING  
"VOICE OF FORTUNE"  
TELEPHONE QUIZ GAME!



STATIONS  
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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

<b>EASTLAND (Eastland County)</b>			
KERC 1953	1590 500-D	Tri-Cities Inc. P. O. Box 590 7 KBS Hill	Hugh Need, p, gm Ralph Ross, cm John Slaughter, pd Jackie Ross, wd Dale Chick, ce
<b>EDINBURG (Hidalgo County)</b>			
KURV 1947	710 250 DA-N	KURV Inc. P. O. Box 480 Dudley 5-2777 Rambeau	Rogert Kelley, p J. M. McDonald, gm, cm Don Meyers, pd, nd Irvan D. Williams, ce Bob Dodson, sd
<b>EL CAMPO (Wharton County)</b>			
KULP 1947	1390 500-D	Wharton County Bcst. Co. Inc. P. O. Box 1390 1390	Culp Krueger, p V. Frank Jones, gm Bill Pribble, cm, sd Joe H. Miller, ce Jerry Werlla, pd Chuck Schwartzkopf, nd
<b>EL PASO (El Paso County)</b>			
KELP 1947	920 1,000-D	McLendon Investment Corp. 4530 Delta 3-3658 H-R Reps.	Gordon B. McLendon, p Herb Golombeck, gm Walt DePuy, cm Chuck Lay, pd David L. Mott, ce
KILT-TV	500-N DA-N		
KEPO 1948	690 10,000 DA-2	KEPO Bcstg. Co. Inc. P. O. Box 3368 5-2731 ABC Texas State Net. Everett-McKinney	Frank Stewart, gm Joe Roddy Jr., sm Johnny Miles, pd Ted Quillin, fd Ruth R. Fair, wd
KROD 1940	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 Harlan Haines, pd Gordon Phillips, pmm E. E. Talbott, ce
KROD-TV			
KSET 1949	1340 250	Rio Grande Bcstg. Co. 904 Magoffin St. 3-2693 McGavren-Quinn Melville	Fred Hervey, p Ed Sullivan, gm, ce Warren Pullen, cm Walt Dalton, wd
KTSM 1929	1380 1,000-D 500-N	Tri State Bcstg. Co. 801 N. Oregon 2-5423 NBC Hollingbery	Jack Chapman, sm, cm Conrey Bryson, nd
KTSM-TV			
XEJ		(See Mexico listing)	
<b>FALFURRIAS (Brooks County)</b>			
KPSO 1954	1260 500-D	Radio Station KBLP Ltd. N. St. Mary's 555 KBS	Bob G. Hicks, p, gm Jimmy Ray, cm Paul Brown, pd, nd Don Hood, fd H. Gomez, ce Thelma Glaze, pmm
<b>FLOYDADA (Floyd County)</b>			
KFLD 1951	900 250-D	West Texas Bcstg. Inc. P. O. Box 1006 Yu 3-2841 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
<b>FORT STOCKTON (Pecos County)</b>			
KFST 1953	860 250-D	KFST Inc. Springhurst Hotel Bldg. 690 KBS Best	George Baker, p Dennis Fisher, gm, nd D. M. Haddock, pd Martin Baze, ce Nick James, sd
<b>FORT WORTH (Tarrant County)</b>			
KCNC 1946	870 250-D	Blue Bonnet Bcstg. Co. 2212 E. 4th St. Edison 6-7175	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. Perishing 8-6555 Best	Kurt A. Meer, p E. D. Rivers, treas Buddy E. Starcher, sm
KFJZ 1922 KFJZ-TV	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 Charles B. Jordan, vp, sm Clyde D. Pemberton, cm Hazel Riley, pd James T. Peterson, ce Porter Randall, nd Dave Naugle, sd
KNOK 1946	970 1,000-D	Associated Bcstrs. Inc. 3601 Kimbo Road Terminal 1-1278 Pearson	John J. Flood Jr., p J. R. Pipes, gm Jerome Thomas, pd Johnnie Lancaster, pmm Robert Christian, ce Jim Randolph, nd
KXOL 1947	1360 5,000-D 1,000-N DA-N	KXOL Inc. 3004 W. Lancaster Edison 1448 Avery-Knodel	Wendell Mayes, p Earle Fletcher, vp, gm C. Hewel Jones, loc slm Kent Burkhardt, pd Hugh McBeath, ce Bill Hightower, nd, sd



## IT FIGURES!

24 ... of the leading national advertisers have used WFAA for over  
 10 ... years to sell their products to  
 42.4%\* .. of all the families in the North Texas area during the daytime, and  
 26.8%\* .. of them at night, through WFAA's  
 98%\*\*... coverage in the largest, richest market area in the Southwest.\*\*\*

Add to this WFAA's long-established reputation for leadership  
 that gives weight and authority to your selling message  
 and it figures that ...

*WFAA is Your Best Buy in the Best Market in Texas*

\*When Study

\*\*A. C. Nielsen, N.S.I.

\*\*\*Including Texas, Oklahoma, Arkansas and Louisiana.

WFAA-820 MARKET 26%-100% NCS AREA-SAMS, 1952		WFAA-570 MARKET 25%-100% NCS AREA-A. C. Nielsen, 1952	
Population.....	4,592,600	Population.....	2,680,200
Households.....	1,345,600	Households.....	801,700
Radio homes.....	1,311,960	Radio homes.....	791,277
Cons. spendable income.....	\$6,459,862,000	Cons. spendable income.....	\$3,907,764,000
Retail sales.....	\$5,193,868,000	Retail sales.....	\$3,305,340,000
Food sales.....	\$1,094,067,000	Food sales.....	\$ 650,642,000
Drug sales.....	\$ 165,638,000	Drug sales.....	\$ 102,525,000
Genl. mdse. sales.....	\$ 658,938,000	Gen. mdse. sales.....	\$ 472,453,000
Apparel sales.....	\$ 266,058,000	Apparel sales.....	\$ 165,927,000
Home furnishings.....	\$ 214,797,000	Home furnishings.....	\$ 124,191,000
Automotive sales.....	\$1,308,723,000	Automotive sales.....	\$ 803,215,000

# WFAA

820 | 570  
 50,000 WATTS | 5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Representative

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>FORT WORTH (Cont.)</b>			
WBAP 1922	820 50,000	Carter Publications Inc. 3900 Barnett	Amon Carter Jr., p George Cranston, gm
WBAP-TV	570 5,000 DA-2 ST-WFAA	Jefferson 6-1981 ABC NBC Peters, Griffin, Woodward	Roy Bacus, cm A. M. Woodford, pd Margret McDonald, pmm R. C. Stinson, ce James A. Byron, nd W. A. Ruhmann, fd W. C. Sherman, sd
WBAP-FM 1949	96.3mc 52kw		
<b>FREDERICKSBURG (Gillespie County)</b>			
KNAF 1947	1340 250	Gillespie Bstg. 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
<b>FREESPORT (Brazoria County)</b>			
KBRZ 1952	1460 500-D	Radio Station KBRZ P. O. Box 1077 3-2655 KBS Best	William D. Schueler, p, cm Kenneth W. Ferguson, gm, ce Thomas Beck, pd Thelma Willis, wd Bob Coughlin, nd
<b>GAINESVILLE (Cooke County)</b>			
KGAF 1947	1580 250-D	Gainesville Bstg. Co. 204 E. California St. Howard 5-5546 KBS Melville	Joe M. Leonard Sr., p Joe M. Leonard Jr., gm Earl Leonard, cm, nd Bob Couch, pd J. O. Miller, ce Gene Foster, fd
<b>GALVESTON (Galveston County)</b>			
KGBC 1947	1540 1,000-D 250-N DA-N	Galveston Bstg. Co. 715 Marine 3-4329 Pearson	James W. Bradner Jr., o, gm John Speciale, cm, sd Frances Kay Harris, wd
KLUF 1922	1400 250	KLUF Bstg. Co. 6002 Broadway 5-6676	Geo. Roy Clough, p, gm Braden E. Clough, cm, pd, pmm Lee D. Clough, ce

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.

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**MORE** news  
**MORE** features  
**MORE** regional coverage



... and **MORE**  
radio and television stations use  
**THE ASSOCIATED PRESS**

<b>GLADEWATER (Gregg County)</b>			
KSIJ 1949	1430 1,000-D	Gladeater Bstg. Co. P. O. Box 1426 2181 East Texas Net. Best	C. A. Lee, p, gm Bill Lowry, cm Tig Williford, pd, pmm, sd Paul Rogers, nd
<b>GONZALES (Gonzales County)</b>			
KCTI 1947	1450 250	Gonzales Bstg. 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
<b>GRAHAM (Young County)</b>			
KSWA 1948	1330 500-D	Webb Enterprises P. O. Box 1050 2456 Melville	Gilbert Webb, gm, fd Stephen Davison, cm, nd J. W. Hazelton, ce, pd Jerry Herring, sd Carolyn Webb, wd
<b>GREENVILLE (Hunt County)</b>			
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
<b>HAMILTON (Hamilton County)</b>			
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 J. B. Jim Miller, sm, pd Carl Knolly, ce Roy Curtis, nd Reed Harris, slm
<b>HARLINGEN (Cameron County)</b>			
KGBT 1940	1530 50,000-D	Harbenito Radio 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 Bob McDonald, fd Dan Keough, sd Sue Schneider, wd
KGBT-TV	10,000-N DA-N		
<b>HENDERSON (Rusk County)</b>			
KGRI 1947	1,000 250-D	Henderson Bstg. 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 1956	1470 500-D	Wes Dean & Co. P. O. Box 219 2324	Wes Dean, o, gm, cm, pmm Pat Endsley, pd, nd, sd Lynn Roy, ce Alvin Hancock, fd Helen Dean, wd
<b>HEREFORD (Deaf Smith County)</b>			
KPAN 1948	860 250-D	Marshall Formby P. O. Box 868 860 Best	Marshall Formby, p Clint Formby, gm Chris Clark, cm Stewart Bean, ce Forrest Friedley, pd Louise Kalka, wd
<b>HILLSBORO (Hill County)</b>			
KHBR 1948	1560 250-D	Nelson W. Galle P. O. Box 317 2-3431 KBS Best Melville	Nelson W. Galle, o, gm J. K. Lane Jr., cm, ce Gordon Guest, pd Dewey Beal, nd
<b>HOUSTON (Harris County)</b>			
KCOH 1948	1430 1,000-D	Call of Houston Inc. 1 Main St. Capitol 4-1888 Pearson	Robert C. Meeker, o, p, gm Robert E. Mulvey, cm
KLBS 1948	610 5,000 DA-2	Howard Bstg. Corp. Milby Hotel Webb	Howard W. Davis, p Howard L. Burris, vp Glenn F. Kensinger, gm Bill Pelham, pd

# GIANT

## WBAP-820 IMPACT RADIO COVERS THE SOUTHWEST!

For GIANT coverage in a GIANT market area, be sure to choose WBAP-820 IMPACT RADIO! WBAP-820 covers Fort Worth, Dallas, and the surrounding 174-county, 4-state Greater Southwest area, where in the last three years 62.9% more people spent 60.9% more money!

## NEARLY 7 MILLION PEOPLE SPEND NEARLY 10 BILLION DOLLARS IN THE 4-STATE, 174-COUNTY AREA COVERED BY WBAP-820!

Population 1-1-56	6,978,200
Families 1-1-56	2,069,780
1955 Effective Buying Income (Net Dollar)	\$9,996,615,000.00
1955 Effective Buying Income Per Family (Net)	\$4,829.00
1955 Retail Sales	\$7,839,975,000.00
Farm Population 1-1-56	1,192,500
Number of Farms	287,187
Gross Farm Income	\$1,246,668,000.00

SOURCES: Sale Management Survey of Buying Power, May 10, 1956  
Standard Rate and Data Service, Inc., May 10, 1956

## COVERAGE IN TEXAS!



FORT WORTH

DALLAS

# WBAP-820

STAR-TELEGRAM STATIONS • ABC - NBC • FORT WORTH, TEXAS

AMON CARTER  
Founder

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

PETERS, GRIFFIN, WOODWARD, INC. — NATIONAL REPRESENTATIVES

# NOW! Hooper and Pulse Agree!

# NO. 1

Radio Station in Houston is

# K-NUZ

BY AN EVEN WIDER MARGIN

Hooper Oct. and Nov. 1956

Monday thru Friday  
7 A.M.—12 Noon

Monday thru Friday  
12 Noon—6 P.M.

K-NUZ	25.8	K-NUZ	30.2
Net. Sta. "A"	— 10.4	Net. Sta. "A"	— 11.4
Net. Sta. "B"	— 9.2	Net. Sta. "B"	— 6.3
Net. Sta. "C"	— 15.3	Net. Sta. "C"	— 12.1
Net. Sta. "D"	— 14.1	Net. Sta. "D"	— 9.0
Ind. Sta. "A"	— 6.7	Ind. Sta. "A"	— 8.2
Ind. Sta. "B"	— 5.1	Ind. Sta. "B"	— 6.3
Ind. Sta. "C"	— 6.3	Ind. Sta. "C"	— 10.7



Now . . . K-NUZ is the Leader by a **GREATER MARGIN**—Yet the rates are Low, Low, Low!  
Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

# K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.— Southern Reps.:  
New York • Chicago • Los Angeles • CLARKE BROWN CO.—  
San Francisco • Philadelphia • Seattle Dallas • New Orleans • Atlanta  
IN HOUSTON, CALL DAVE MORRIS, Jackson 3-2581

## TEXAS

City	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>HOUSTON (Cont.)</b>					
	KNUZ	1250	250	Veterans Bstg. Co. P. O. Box 2135 Jackson 3-2581 Forjoe Clarke Brown	Max H. Jacobs, p Dave Morris, gm Bruno Leonardt, cm Ken Grant, pd, pmm, sd Ed Martin, ce Bill Crawford, nd
	KPRC	950	5,000	Houston Post Co. P. O. Box 1234 Madison 3-9271 NBC Texas Quality Net. Petry	W. P. Hobby, p Jack Harris, vp, gm Jack McGrew, cm Lee Norton, pd Kirt Harris, pmm Harvey Wheeler, ce Pat Flaherty, nd
	KPRC-TV	1925	5,000	DA-N	
	KPRC-FM	102.9mc	48kw	1946	
	KTHT	790	5,000	Texas Radio Corp. 4005 Traivs St. Jackson 3-5535 MBS Raymer	Robert D. Straus, p Sam H. Bennett, vp, gm Milt Willis, pd Andy White, pmm Dick Gottlieb, nd O. B. Johnson, ce
	KTHT	1944	DA-2		
	KTRH	740	50,000	KTRH Bstg. Co. Rice Hotel Capital 7-4561 CBS Texas Bstg. Sys. Texas State Net. Blair	B. F. Orr, p William C. Bryan, gm Tom Jacobs, pd Byron Beasley, pmm Tom Hiner, co-ce Lester Mullan, co-ce John E. Smith, nd, sd Dewey P. Compton, fd
	KTRH	1950	DA-2		
	KTRH-FM	101.1mc	29.5kw	1947	
	KXYZ	1320	5,000	Shamrock Bstg. Co. Gulf Bldg. Capitol 2-6151 ABC Avery-Knodel	Glenn H. McCarthy, bd chmn Fred Nahas, p, gm Ted Hills, mgr Ken Bagwell, cm Bob Blase, pd Philip R. Snyder, pmm Gerald R. Chinski, ce Vic Emanuel, nd
	KXYZ-TV	1941	5,000	DA-N	
	KXYZ-TV	1947	CP		
	KYOK	1590	5,000	KYOK Inc. 412 Main St. Capitol 7-3108 Stars Natl. Dora-Clayton Melville	Jules J. Paglin, co-o Stanley W. Ray Jr., co-o John Watkins, sm Bob Mabry, cm Vera Fina, pd Dave Schaeffer, pmm John Shipp, ce
	KYOK	1947	DA-N		
<b>HUNTSVILLE (Walker County)</b>					
	KSAM	1490	250	Huntsville Bstg. Co. P. O. Box 312 GA 5-2651 MBS KBS	M. B. Cauthen, p Jack Nichols, gm, ce, cm I. J. Waldon, nd Wesley Sherrill, fd
	KSAM	1958			
<b>JACKSONVILLE (Cherokee County)</b>					
	KEBE	1400	250	KEBE, Inc. Box 1071 2211 KBS East Texas Net.	Mrs. Leita Moye Laurie, p, gm Jerry D. Spencer, cm Ben Erle Laurie, pd, sd Dave Schmidt Jr., ce
	KEBE	1947			
<b>JASPER (Jasper County)</b>					
	KTXJ	1350	1,000-D	Jasper Bstg. Co. P. O. Box 6090 580 East Texas Net.	Joe J. Fisher, co-o Joe H. Tonahill, co-o Harold G. Pendergast, gm Lynn G. Robinson, cm James Brasher, pd Fred B. Smith, ce, nd
	KTXJ	1948			
<b>JUNCTION (Kimble County)</b>					
	KMBL	1450	250	Kimble Co. Bstg. Flat Rock Lane 70 KBS Hill	Farrell M. Brooks, p, gm, cm, ce, nd, fd, sd Norma Sue Brooks, pd, wd
	KMBL	1951			
<b>KENEDY-KARNES CITY (Karnes County)</b>					
	KENN	990	250-D	Charles W. Balthrope P. O. Box 990 990 Avery-Knodel	Charles W. Balthrope, p Ed C. Balthrope, gm Chuck Martin, pd L. E. Richards, ce Herman Welsh, fd
	KENN	1954			

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.  
Data corrected to Dec. 15, 1956. 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 Sun. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



# KPRC

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**FIRST IN  
HOUSTON RADIO  
FOR  
31 YEARS**

**FIRST IN EXPERIENCE**

**FIRST IN PUBLIC SERVICE**

**FIRST IN LOCAL NEWS**

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**FIRST IN FARM NEWS**

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NBC **KPRC**  
**950** HOUSTON  
ON YOUR DIAL

NBC and TQN on the Gulf Coast

**JACK HARRIS**  
Vice President and General Manager

Nationally Represented by  
**EDWARD PETRY AND COMPANY**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>KERMIT (Winkler County)</b>			
KERB 1950	600 1,000-D DA-D	KERB Inc. Hwy. 302 3481	Earl Walden, co-o, p Vaughn Brinson, co-o, gm Ernie Stodghill, cm Vaughn Brinson, pd Shirley Strickland, ce
<b>KERRVILLE (Kerr County)</b>			
KERV 1948	1230 250	Kerrville Bcstg. Co. P. O. Box 791 Clearwater 7-4003 Best	A. G. Rodgers, o, gm Wanda Oster, pd Clyde Jones, ce Ray Grant, nd Guy Powell, fd Carroll Abbott, sd
<b>KILGORE (Gregg County)</b>			
KOCA 1936	1240 250	Radio Station KOCA P. O. Box 989 2001 KBS East Texas Net.	Roy G. Terry, p H. A. Degner, gm Wynne Douglas, cm, sd Joe Mainz, pmm Karem Soule, ce Jakie Street, nd
<b>KILLEEN (Bell County)</b>			
KLEN 1955	1050 250-D	Highlite Bcstg. Co. P. O. Box 935 1-6561 MBS	A. W. Stewart, p, gm, ce Rhett Sargent, cm Ladelle Drake, sm Regina Mahramas, pd Sammy Lillibridge, nd
<b>KINGSVILLE (Kleberg County)</b>			
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 Eaton R. Pace, cm, sm R. T. Whitaker, ce
<b>LAMESA (Dawson County)</b>			
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
<b>LAMPASAS (Lampasas County)</b>			
KCYL 1948	1450 250	Lampasas Bcstg. Corp. Box 149 Chapel 2-3671 Best	V. Dean Turner, p, gm, cm, nd
<b>LAREDO (Webb County)</b>			
KVOZ 1952	1490 250	Border Bcstrs. Inc. P. O. Box 1498 5-4396 MBS KBS Pearson	E. J. Harpole, p Burney Jones, gm Neil Gilligan Jr., cm Martha Valle, pd George Holt, pmm Frank Manuel, ce
<b>LEVELLAND (Hockley County)</b>			
KLVT 1949	1230 250	Forrest Weimhold P. O. Box 866 Twilight 4-3134	Forrest Weimhold, o G. W. Patschke, sm, ce B. H. Chadwick, cm Dwayne Grimes, pd David Cook, nd Beverly Henderson, wd
<b>LITTLEFIELD (Lamb County)</b>			
KVOW 1947	1490 250	J. C. Rothwell, Ruth Rothwell, & J. B. McShan P. O. Box 192 400 KBS	J. C. Rothwell, ptrn, p, gm J. B. McShan, ptrn, gm, cm Rosemary Cagle, pd J. R. Potts, ce Ed Hardy, nd Lloyd Spencer, sd
<b>LONGVIEW (Gregg County)</b>			
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 1866 Plaza 8-4496 Pearson	Virgil E. Stone, gm Bill McPheeters, fd Don Clark, pd Lee Ann Ward, wd Bill Pirtle, sm Jim Curran, nd Robert A. Jones, ce

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LUBBOCK (Lubbock County)

KCBD 1946	1590 1,000 DA-2	Bryant Radio & T v Inc. P. O. Box 1507 Sherwood 4-1414 NBC Texas State Net. Raymer	Joe H. Bryant, p Robert L. Snyder, sm, cm Joe Gilbert, nd Al Goodnight, pd Frank Lee, ce
KDAV 1953	580 500-D DA-D	KDAV Ltd. P. O. Box 270 Sherwood 4-4567 Bcst. Time Sls. Clarke Brown	D. P. Pinkston, o, gm Gerald Sanders, cm Walt Lawson, pd, ce Ralph Cercey, pmm Wes Youngblood, nd Clem Clements, fd
KDUB 1955	1340 250	Texas Telecasting Inc. 7400 College Ave. Sherwood 4-2345 Branham	W. D. Rogers, p John Kreiger, cm Eddie Galt, pd W. H. Shipley, pmm Rudy Starnes, ce Duncan Ellison, nd
KFYO 1927	790 5,000-D 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J Porter 5-5567 CBS Katz	W. B. Walker, p Gordon Thompson, gm, cm Bob Nash, pd, nd Dan Tarpley, pmm W. S. Bledsoe, ce Bob Stephens, fd
KLLL 1953	1460 1,000-D	KLLL Inc. Great Plains Life Bldg. Porter 3-1911 Indie	R. B. McAlister, p, gm Ernest E. Mark, sm Lowell Cato, cm Bruce Hamilton, pdm Alvis Woolam, ce
KSEL 1946	950 1,000-D 500-N DA-N	Lubbock Bcstg. Co. 1916 Avenue Q Porter 3-0484 ABC Rambeau Melville	Walter G. Russell, p M. M. Rochester, gm, pmm Bob Hughes, cm Don Ophelm, pd Roger Hively, ce H. I. Kiefer, nd
KSEL-FM (CP)	96.3mc 9.6kw	Southwestern Bcstg. Co. 1916 Avenue Q	M. M. Rochester, p R. C. Hughes, gm Roger Hively, ce
<b>LUFKIN (Angelina County)</b>			
KRBA 1938	1340 250	Darrell E. Yates 120 Cotton Square 3-6561 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 Richmond Lewin, vp, gm Royce Christenson, cm Boyd Porter Jr., pd Fred C. Hill, ce Hampton Keathley, fd Tom Hooser, nd
<b>MARLIN (Falls County)</b>			
KMLW 1953	1010 250-D	KMLW Inc. Waco Hwy. WE 6-2551 Best	Charles E. Reagan, p Duane W. Ramsey, gm, cm, nd Jerry S. Hughes, pd
<b>MARSHALL (Harrison County)</b>			
KMHT 1947	1450 250	Harrison County Bcstg. Co. Marshall Natl. Bank Bldg. 5-7826 KBS Texas State Net. Continental	E. W. Mahone Jr., p H. A. Bridge Jr., evp, gm Brad Redfearn, ce Vinson Stevens, cm Sam Stringfellow, pd, nd Charlie Flowers, sd
<b>McALLEN (Hidalgo County)</b>			
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 B. Jordan, vp C. T. McKasson, gm Normand Mann, pd Bill Meiners, ce Don Mallory, nd, sd
<b>McCAMEY (Upton County)</b>			
KCMR 1954	1450 250	Sprayberry Bcstg. Co. 101 E. 5th St. 412 MBS Cactus State Net. KBS	Jack Hawkins, p John Whitmore, gm
<b>McKINNEY (Collin County)</b>			
KMAE 1947	1600 1,000-D	McKinney Air Enterprises Inc. 218 E. Virginia St. 2-2651	George W. Smith Jr., o, gm, ce Mrs. Denise Smith, sm, pd, wd Melvin Belew, cm H. D. Mouzon, nd, sd
<b>MEXIA (Limestone County)</b>			
KBUS 1956	1590 500-D	Bi-Stone Bcstg. Co. P. O. Box 227 Gypsy 6-3874	J. B. McNutt Jr., o, gm Ra:ph Weedon, sm William F. Jones, ce

MIDLAND (Midland County)

KCRS 1955 550 Clarence Scharbauer Jr. & Ruth Scharbauer P. O. Box 1072 2-4393 ABC Texas State Net. Pearson  
 5,000-D  
 1,000-N  
 DA-2

KJBC 1950 1150 Jack Cecil P. O. Box 1658 4-5152 KBS Best  
 1,000-D

WEL (CP) 1580 Great Western Radio Co. 5302 29th St. Lubbock, Tex.  
 1,000-D

MINERAL WELLS (Palo Pinto County)

KORC 1946 1140 KORC Bcstg. Co. P. O. Box 31 319 KBS Continental  
 250-D

MISSION (Hidalgo County)

KIRT (CP) 1580 Pool Bcstg. Co. P. O. Box 455 McAllen, Tex.  
 1,000-D

MONAHANS (Ward County)

KVKM 1947 1340 Monohans Bcstrs. Inc. P. O. Box 1118 458 MBS Cactus State Net. Best  
 250

MT. PLEASANT (Titus County)

KIMP 1948 960 Mt. Pleasant Bcstg. Co. P. O. Box 990 Parkview 4-4726  
 1,000-D

MULESHOE (Bailey County)

KMUL 1956 1580 John Burroughs, Leona Randolph & Gilbert Lamb P. O. Box 1123 Stamford, Texas  
 500-D

KZOL (CP) 1570 Blackwater Valley Bcstrs. Box 232 Clovis, N. M.  
 250-D

NACOGDOCHES (Nacogdoches County)

KELS (FM) 1956 100.1mc Lee Scarborough P. O. Box 248  
 0.33kw

KOSF 1947 1250 Stone Fort Bcstg. Co. P. O. Box 8 4-4633 ABC KBS East Texas Net.  
 250

KSFA 1947 860 Nacogdoches Bcstg. Co. 2107 North St. 4-3723  
 1,000-D

NEW BRAUNFELS (Comal County)

KGNB 1950 1420 Comal Bcstg. Co. 184 S. Castell St. 1612 KBS  
 1,000-D

ODESSA (Ector County)

WACK 1947 920 Ector County Bcstg. Co. 120 W. 3d St. FE 6-5791 ForJoe Clarke Brown  
 1,000-D  
 500-N  
 DA-N

KOSA 1947 1250 Odessa Bcstg. Co. 1300 S. Crane FE 2-4301 CBS Pearson  
 250

KPBX (CP) 1310 Mid-Cities Bcstg. Co. 39th & Rasco Ave. Clarke Brown  
 500-D

KRIG 1946 1410 Oil Center Bcstg. Co. P. O. Box 231 6-6871 MBS Cactus State Net. Best  
 1,000  
 DA-N

ORANGE (Orange County)

KOGT 1947 1600 Sabine Area Bcstg. Corp. Tuxedo 3-4381 Best  
 1,000  
 DA-N

PALESTINE (Anderson County)

KNET 1956 1450 Palestine Bcstg. Co. P. O. Box 649 8686 MBS KBS East Texas Net.  
 250

PAMPA (Gray County)

KPAT 1951 1250 Pampa Bcstg. Co. P. O. Box 1779 Mohawk 4-2551 Continental  
 250

KPDN 1936 1340 Top O' Texas Bcstg. Co. Hughes Bldg. Mohawk 4-7461 MBS Best  
 250

PARIS (Lamar County)

KFTV 1950 1250 Lamar Bcstg. Co. First Natl. Bank Bldg. 4-6676 KBS Best  
 500-D

KPLT 1936 1490 North Star Bcstg. Co. P. O. Box 235 Su 4-3311 ABC Texas State Net. Pearson  
 250

PASADENA (Harris County)

KLVL 1950 1480 Felix H. Morales 2903 Canal St. Houston, Texas Capital 5-3208 Oakes  
 1,000-D  
 500-N  
 DA-N

PECOS (Reeves County)

KIUN 1935 1400 Jack W. Hawkins & Barney H. Hubbs KIUN Bldg. Hickory 5-2497 MBS KBS Cactus State Net. Best  
 250

PERRYTON (Ochiltree County)

KEYE 1948 1400 Great Plains Bcstg. Co. P. O. Box 917 5771 MBS  
 250

PLAINVIEW (Hale County)

KVOP 1944 1400 KVOP Inc. 1100 W. 24th Capitol 4-2771 MBS  
 250

PLEASANTON (Atascosa County)

KBOP 1951 1380 Ben L. Parker P. O. Box 247 4871 KBS Best  
 1,000-D

PORT ARTHUR (Jefferson County)

KOLE 1947 1340 Port Arthur Bcstg. Co. P. O. Box 1126 Yukon 2-9436  
 250

KPAC 1932 1250 Port Arthur College 1515 Lakeshore Drive Yukon 5-7458 MBS Pearson  
 5,000-D  
 1,000-N  
 DA-N

POST (Garza County)

KRWS 1955 1370 KRWS Bcstrs. P. O. Box 1370 550 KBS  
 500-D

TEXAS

City Call Letters Established TV Affiliate	Chsn. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters Year	Power	Station	Executives	
<b>QUANAH (Hardeman County)</b>								
KOLJ 1951	1150 500-D	Orville L. Jenkins P. O. Box 566 Montrose 3-2572 KBS Best	Orville L. Jenkins, p, gm, cc	KTXL 1947	1940 250	San Angelo Bstg. Co. P. O. Box 52 3131 KBS Venard Rintoul & McConnell	Warren J. Fortier, p C. T. Mullins, gm, cm James Smith, pd, nd, sd Ben Walker, ce, fd Pat Mullins, wd	
<b>RAYMONDVILLE (Willacy County)</b>								
(CP)	1240 250	Hale Schaleben & Van M. Culpepper	Hale Schaleben, co-o Van M. Culpepper, co-o	KWFR 1954	1260 1,000-D	Solar Bstg. Co. Inc. 421 W. 26th St. 2-5388 Clark Clarke Brown	Arthur R. Foster, p Walton A. Foster, gm, pd A. W. Hinds, cm Al Woods, ce Corwin Riddell, nd Jenny Trice, wd	
<b>ROSENBERG (Ft. Bend County)</b>								
KFRD 1948	980 1,000-D	Ft. Bend Bstg. Co. P. O. Box 832 Northfield 2-3776	Jim Hairgrove, gm, cm, pmm Bill Sloan, loc slm Paul Collins, pd, sd Frank Wood, ce Morgan Jeffry, nd Bob Nutter, fd	<b>SAN ANTONIO (Bexar County)</b>				
<b>RUSK (Cherokee County)</b>								
KTLU 1955	1580 500-D	E. H. Whitehead P. O. Box 111 533	E. H. Whitehead, p George Lesure, pd, ce Jack O'Conner, cm, sm Marie Whitehead, wd Thavis Roten, sd Jim Cromwell	KCOR 1947 KCOR-TV	1350 5,000-D 1,000-N DA-2	KCOR Inc. 111 Martinez St. Capitol 5-2751 Sombrero Net. O'Connell Dora-Clayton	Raoul A. Cortez Sr., p Nathan Saft, gm Ben Tamborello, cm Oscar Arguendo, pd Raoul A. Cortez Jr., pmm Marvin E. Fiedler, ce Gustavo Alvarez, nd	
<b>SAN ANGELO (Tom Green County)</b>								
KGKL 1928	960 5,000-D 1,000-N DA-N	Angelo Bstg., Telecasting Inc. P. O. Box 850 6715 ABC Texas State Net. KBS Pearson	Lewis O. Seibert, p, gm Tom Campbell, cm Franklin Rainey, pd, pmm, nd William Poteet, ce Robert Milburn, sd	KENS 1926 KENS-TV	680 50,000-D 10,000-N DA-N	Express Publishing Co. Ave. E. & Fourth St. Capitol 5-7411 CBS Texas Bcst. System Peters, Griffin, Woodward	Frank G. Huntress Jr., p Albert D. Johnson, gm William Joekel, cm Harold Carr, pd Robert W. Miller, pmm William J. Jackson, ce John W. Scott, nd Bill Shomette, fd Jim Wiggins, sd	
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 Div. nd, fd, sd, wd.								
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				KEXX 1955	1250 500-D	Leal Bstg. Co. 910 N. Flores St. Capitol 7-6373	Manuel D. Leal, p, gm Louie M. Muro, asst gm Manuel Davila, cm Rafael Alberto Ronquillo Chavez, pd Charles F. Harris, ce Jose Barrios, nd, sd	
				KITE 1947	950 1,000-D	Radio KITE Inc. 310 Transit Tower Capitol 6-0355 Avery-Knode	Charles W. Bathrope, p Alex A. Coe, gm Kelly Wofford, cm Stanley Nelson, pd Glen Krueger, pmm John Siercovich, ce	
				KENN-FM 1951	97.3mc 8.3kw	(KITE, Am Affiliate)		

# HERE'S WHAT YOU'RE LOOKING FOR



KENS' powerful daytime voice completely dominates a 105 county territory ... the largest coverage in Texas.

KENS' 50,000 watts daytime and 10,000 watts nighttime offer an ideal power arrangement for today's advertiser.

Compare KENS' combination of coverage, power, audience and rates, and you'll discover an amazingly low cost per thousand.

KENS' renewals have reached an alltime high ... and what better measurement is there of a medium's ability to get results for its clients.

CBS IN SAN ANTONIO





# TQN

takes the cake in Texas  
... not just one slice!

You get 87%\* of Texas for your audience when you use the Texas Quality Network. The metropolitan centers — Dallas, Houston and San Antonio, plus the surrounding areas are included in the coverage of the leading stations in these cities — WFAA, Dallas; KPRC, Houston; and WOAI, San Antonio.

The TQN Group Plan gives you the most complete coverage in Texas at the lowest cost per thousand. Your message gets more listeners, your product gets more sales when you use the blanket coverage of the TQN "Big Three."

Whether you sell cakes, cars or cosmetics, don't be satisfied with just a slice of Texas... take the whole cake with TQN.

\*Radio Homes — Nielsen 1952 — SAMS 1952

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

**WFAA**

DALLAS  
820 570

**KPRC**

HOUSTON  
950

**WOAI**

SAN ANTONIO  
1200

TEXAS

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Lieensee Headquarters Telephone Network Station Rep.	Executives
<b>SAN ANTONIO (Cont.)</b>			
KIWW 1948	1540 250-D	Radio KIWW Inc. 518 W. Houston St. Capitol 6-5254 Natl. Time Sales Oakes	R. N. Pinkerton, p James F. Anderson, gm Juan Gattas, pd
KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-24 W. Commerce St. Capitol 3-6211 MBS Texas State Net. Walker	Howard W. Davis, p, gm, cm A. S. Bessan, pd, pmm Al Knight, ce Leo Reynolds, nd Ted Johnson, sd Peggy McWhorter, wd
KISS (FM) 1946	99.5mc 12.87kw	(KMAC, Am Affiliate)	
KONO 1927	860 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 Jack Roth, sm, pmm Howard Edwards, pd George W. Ing, dir eng
KONO-TV (CP)			
KONO-FM 1948	92.9mc 4.4kw		
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. 1130 Broadway Capitol 7-1251 Blair	Gordon McLendon, p Bill Weaver, gm Glenn Cook, ce Don Keyes, pd Pat Young, wd
KOKE (FM) 1949	101.5mc 15kw	(KTSA, Am Affiliate)	
WOAI 1922	1200 50,000	Southland Industries 1031 Navarro St. Capitol 7-4221 NBC-ABC Texas Quality Net. Petry	Hugh A. L. Haliff, p James M. Gaines, gm Rex Preis, cm Robert Reed, pd Bill Yancy, pmm Charles Jeffers, ce Henry Howell, nd Billy McReynolds, fd Randall Clay, sd
WOAI-TV			
<b>SAN MARCOS (Hays County)</b>			
KCNY 1948	1470 250-D	Central Bcstg. Co. P. O. Box 32 Export 2-3545 H-R Reps. Best	Lawrence Walshak, p Frank T. Wilson Jr., vp, ce Mel Ammerman, sma, cm Edward Ruffin, pd Bessie Ammerman, nd Travis Gray, sd
<b>SAN SABA (San Saba County)</b>			
KBAL 1956	1410 500-D	Radio San Saba 1601 Rindie St. Irving, Texas	J. Earl Webb, ptrn Gilbert T. Webb, ptrn
<b>SEGUIN (Guadalupe County)</b>			
KWED 1948	1580 1,000-D	Seguin Bcstg. Co. 200 S. Camp St. 1580 Best	Garfield Kiel, p Stan McKenzie, sm, pmm Henry Lehnhoff, pd, nd Louis Sowders, ce John Traeger, sd Faye Chessher, wd
<b>SEMINOLE (Gaines County)</b>			
KSML 1955	1250 1,000-D	Seminole Bcstrs. 402 South Main St. 3798	Clint Formby, co-o Marshall Formby, co-o H. W. Blymiller, gm, cm
<b>SEYMOUR (Baylor County)</b>			
KSEY 1959	1230 250	William C. Moss P. O. Box 1191 2525 KBS	William C. Moss, p, gm, cm Elizabeth Moss, pd, wd Richard O. Dorimer, ce Sam Albright, sd D. L. Bailes Jr., nd
<b>SHAMROCK (Wheeler County)</b>			
KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620 KBS Best	Albert Cooper, p Merita Bumpers, sm Landis Horton, pmm Wayne Johnson, ce
<b>SHERMAN (Grayson County)</b>			
KDSX		(See Denison listing)	
KRRV 1936	910 1,000 DA-1	Red River Valley Bcstg. Corp. P. O. Box 94 Homestead 5-3612 MBS Texas State Net. Pearson	Tom E. Spellman, p, gm Fred Cook, cm (Denison) George Myers, cm (Sherman) Earl Ellington, pd, nd Loe Etta Johnson, pmm Tom John, ce
KTAN 1947	1500 250-D	Groves Bcstg. Co. P. O. Box 661 3366 KBS Best	J. L. Groves, co-o, gm W. W. Groves, co-o Raymond Tucker Jr., ce
<b>SINTON (San Patricio County)</b>			
KANN 1954	1590 1,000-D DA-D	San Patricio Bcstg. Co. P. O. Box 1366 Emerson 4-1488	Tom C. Fleet, p, gm Princess J. Fleet, sm Fred Mayhew, cm Ernie Wood, pd, ce, nd Jim Bell, pmm Bart Boyd, fd
<b>SNYDER (Scurry County)</b>			
KSNY 1949	1450 250	Snyder Bcstg. Co. P. O. Box 1468 5-5451 MBS KBS Continental	J. T. Hughes, p, gm Mel Zane Gilbert, cm Mrs. Jewell Sumerlin, pd, nd Coy Thompson, ce
<b>STAMFORD (Jones County)</b>			
KDWT 1946	1400 250	David Ratliff PR 3-3401 MBS	David Ratliff, o, gm, cm Phil Keener, pd, fd Harold McDonald, ce Elton Higgs, nd Betty Allison, wd
<b>STEPHENVILLE (Erath County)</b>			
KSTV 1947	1510 250-D	Oscar H. Halvorson & Olaf Folkvord P. O. Box 102 Lindsey 3141	O. Halvorson, co-o, gm, ce John Dyer, pd Bill Bentley, cm Dick Meehan, pm Wanda Pack, nd Fay Halvorson, wd Barbara Keller, traff mgr

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.  
Data corrected to Dec. 15, 1956. 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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**SULPHUR SPRINGS (Hopkins County)**

(SST 1947	1250 250	Hopkins County Bcstg. Co. Radio Road Tuxedo 5-3111 MBS KBS	W. E. Bradford Jr., p, gm Clovis Pinion, cm Jeanne Johnson, pd, wd Delray Funderburke, pmm Bill Bradford, ce Margaret Thomas, nd
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**SWEETWATER (Nolan County)**

KXOX 1939	1240 250	Radio KXOX P. O. Box 570 4655 Best Melville	F. L. Ledbetter, co-o Myrl Stein, co-o, gm Elwood Fritsch, cm Faye Broadwell, pd Walter Tabler, ce Don Brooks, fd
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**TAYLOR (Williamson County)**

KTAE 1948	1260 1,000-D	KTAE Inc. 121 E. 2nd St. Elwood 2-3631 KBS	G. C. Conoley, p, gm John M. Wehby, cm Harry Gaines, pd, nd, fn, sd C. V. Jones, pmm Gordon Rainey, ce Karine Gilstrap, wd
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**TEMPLE (Bell County)**

KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. 3d Prospect 3-3252	Frank W. Mayborn, p Harry O'Connor, gm Bob Sunderlund, pd Dalton Sanders, ce Dick Clark, pdm Tom Matts, nd
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**TERRELL (Kaufman County)**

KTER 1949	1570 250-D	Terrell Bcstg. Corp. P. O. Box 451 4-4497	Paul Wnorowski, p, gm Bill Collins, cm, pmm, sd Dean Tiller, pd Martin Pitts, ce M. H. Whitte, nd Marvin Malone, pd
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**TEXARKANA (Bowie County)**

KCMC 1932 KCMC-TV	1230 250	KCMC Inc. 315 Pine St. 3-6151 ABC Texas State Net. Venard, Rintoul & O'Connell Melville	C. E. Palmer, p Frank O. Myers, gm Harvey Robertson, ce
KCMC-FM 1945	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 Dillahunt, gm Herman Cecil, cm Walter Richardson, pd, sd June Woosley, pmm, wd Charles Mathis Jr., ce
KTFS 1946	1400 250	KTFS Inc. 4305 N. Stateline 3-5123 KBS Indic Clarke Brown	Robert S. Bieloh, o, gm Les Eugene, natl sim, pd, pmm, fd John Harmon Crawford, ce George Dobson, nd sd

**TEXAS CITY (Galveston County)**

KTLW 1947	920 1,000-D	Texas City Bcstg. Service Show Boat Bldg. 54418 KBS	J. C. Long, p Roy E. Hanson, sm, pd Robert E. Tisdale, slm, pdm Luke M. Stripling, ce
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**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 Lee McKinney, cm Keith Loyd, fd Eugene Love, ce
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**TYLER (Smith County)**

KDOK 1956	1330 500-D	Dana W. Adams 808 Peoples Bank Bldg. 3-2519 McGillvra	Dana W. Adams, p, gm Pat Morgan, cm R. J. Dodson, pd Toby Durst, pmm Robie Morgan, ce Jay Dodson, nd
KGKB 1935 KLTV (TV)	1490 250	Lucille Lansing P. O. Box 1459 2-3873 MBS Clarke Brown O'Connell	Lucille Lansing, p Gerry Lansing, gm Sam Mathews, cm Ed Smith, pd Hudson Collins, ce John Lenox, sd

KMOS (CP)	690 250-D DA-D	Edward McLemore 6114 Northwood Road Dallas, Tex.
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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. Danbom, gm W. L. Whitworth, cm Don Jackson, pd David H. Bothwell, pmm R. A. Wileman, ce
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**UVALDE (Uvalde County)**

KVOU 1947	1400 250	E. J. Harpole & W. J. Harpole P. O. Box 758 717	E. J. Harpole, p, gm Al Mason, sm, ce, nd Bill Woods, pd Sally Robinson, wd
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**VERNON (Wilbarger County)**

KVWC 1939	1490 250	Johnson-Garrison Co. P. O. Box 1419 2-6221 Clark Melville	P. D. Johnson, co-o Joe Garrison, co-o, gm Aubrey Rummel, slm Nate Daniel, pd Jerry White, ce Gloria Wages, wd
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**VICTORIA (Victoria County)**

KNAL 1949	1410 500 DA-N	Victoria Bcstg. Co. Inc. P. O. Box 718 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 Ted Lee, nd
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KVIC 1939	1340 250	KVIC Bcstg. Co. Inc. P. O. Box 725 3-9171 MBS	John G. Long, p William C. Burks, gm Vernon L. Townsend, cm Bill Jackson, pd Jim LeBouff, ce Cliff Berkman, fd
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**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 Chuck Hardin, pmm William Moore, ce Reed Collins, 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, vp, gm Jack Vinson, ce Goodson McKee, sd Mary Holiday, wd

**WAXAHACHIE (Ellis County)**

KBEC 1935	1390 500-D DA-D	Richard Tuck Enterprises Hwy. 287 E. 1197 Melville	Richard Tuck, o, gm Leon Joslin, cm Edwin Zoch, ce Marvin Borders, fd Cecil Burton, sd Faye Tuck, wd
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**WEATHERFORD (Parker County)**

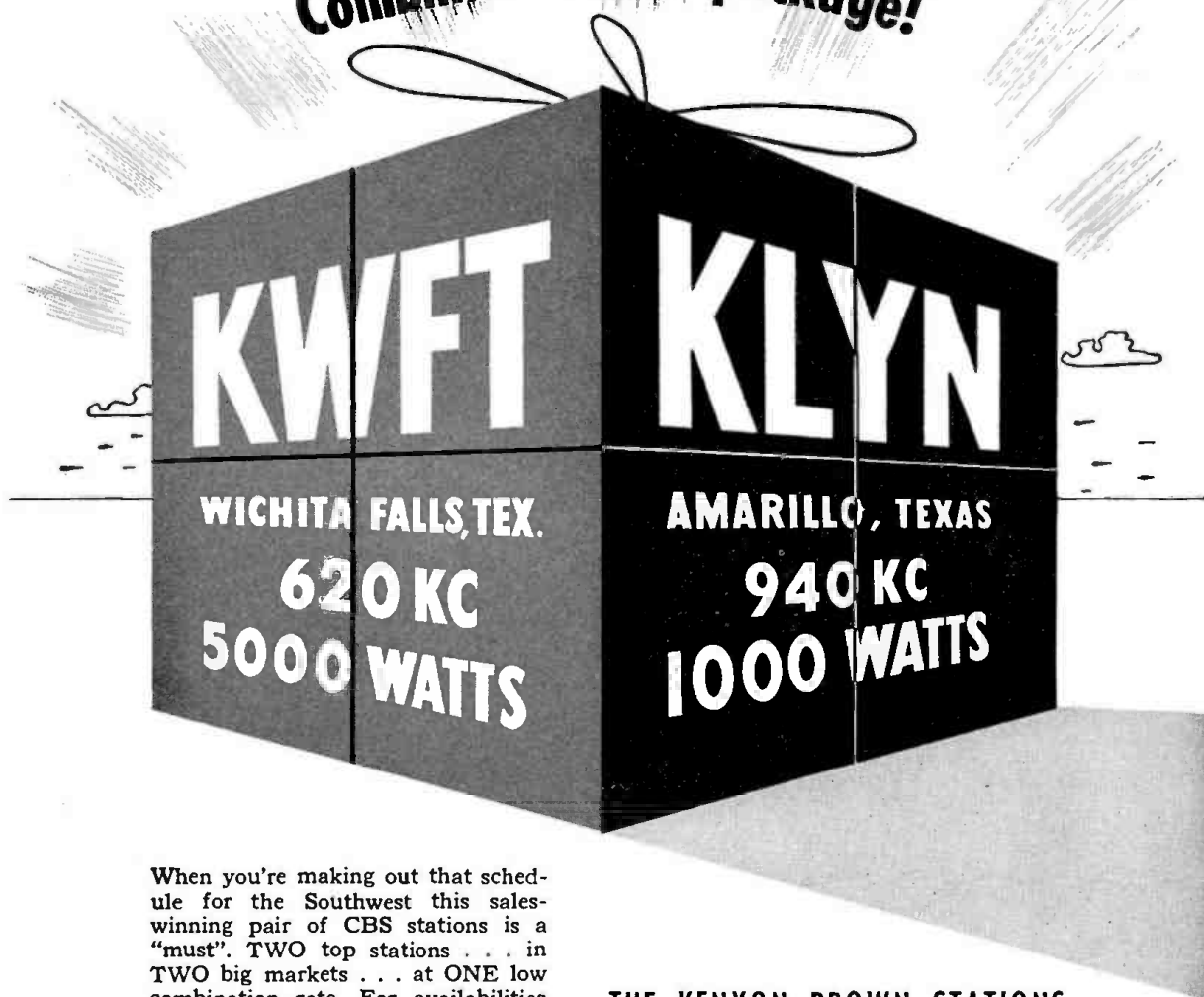
KZEE 1956	1220 250-D	Weatherford Bcstg. Co. 4-3826	Edward E. McLemore, co-o R. Tom Gibson, co-o, gm, cm Gene Stanley, ce Frank Woodruff, nd
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**WESLACO (Hidalgo County)**

KRGV 1927 KRGV-TV	1290 5,000 DA-N	Taylor Radio & Tv Corp. 201 Border 375 NBC Pearson	O. L. Taylor, p, gm Bill Rucker, asst gm Johnny Roark, pd Ted Cressner, pmm Lewis Hartwig, ce Brad Smith, nd, sd
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<b>WICHITA FALLS (Wichita County)</b>			
SYD	990	Grayson Enterprises	Sydney A. Grayson, p, sd
M7	10,000-D	P. O. Box 2130	George Craig, gm
SYD-TV	1,000-N DA-2	2-6959 ABC Venard, Rintoul & McConnell Brown	Jim Risner, pd Herb Wiley, ce
TRN	1290	Texhoma Bcstg. Co.	Boyd Kelley, p, gm
949	5,000-D 1,000-N DA-N	917½ Scott Ave. 2-5214 Texas State Net. Burke-Stuart	Robert Prichard, cm Roger Stoner, pd, pmm Robert A. Harmon, ce Bill Gordon, nd Glenn Shelton, fd Kenyon Brown, o
WFT	620	Kenyon Brown	Kenyon Brown, o
999	5,000 DA-N	P. O. Box 420 3-4181 CBS Blair	

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. dm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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UTAH

UTAH  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Beaver	4,856	1,260	\$3,756	\$296	\$106	*268,015
Box Elder	19,734	5,370	17,612	3,158	423	
Cache	33,536	9,180	27,926	3,942	622	
Carbon	24,901	6,930	21,488	4,108	479	
Daggett	364	100	87	...	...	
Davis	30,867	10,320	31,267	8,609	1,367	
Duchesne	8,134	1,920	5,720	904	488	
Emery	6,304	1,340	2,698	442	109	
Garfield	4,151	860	2,356	300	78	
Grand	1,903	470	5,432	351	99	
Iron	9,642	2,440	12,865	1,941	470	
Jeab	5,981	1,460	4,732	874	206	
Kane	2,299	580	1,735	202	84	
Millard	9,367	2,320	9,002	880	173	
Morgan	2,519	590	3,222	800	156	
Plute	1,911	500	461	144	...	
Rich	1,873	500	803	60	...	
Salt Lake	274,895	88,100	410,563	81,642	14,674	
San Juan	5,315	1,000	5,995	592	79	
Sanpete	13,891	3,700	7,668	1,442	294	
Sevier	12,072	3,200	14,677	1,968	448	
Summit	6,745	1,700	5,502	328	231	
Tooele	14,636	5,500	11,673	3,061	466	
Uintah	10,300	2,700	7,673	1,094	88	
Utah	81,912	23,700	81,102	16,336	3,156	
Wasatch	5,574	1,300	6,866	1,119	125	
Washington	9,836	2,700	11,369	1,660	211	
Wayne	2,205	300	674	72	...	
Weber	83,319	28,600	96,834	23,542	3,309	
Total	688,862	209,400	\$810,956	\$181,846	\$28,141	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

<b>BRIGHAM CITY (Box Elder County)</b>			
KBUH	800	Revelle M. Bone	Wade M. Ebeling, p, gm, nd, ce
1948	250-D	948 West Forrest	Art Fishler, cm, fd
		948	Reid Andreasen, pd, sd
		KBS	Audrey Nelsen, pmm, wd
<b>CEDAR CITY (Iron County)</b>			
KSUB	590	Southern Utah Bcstg. Co.	Ivor Sharp, p
1937	1,000	189 N. Main St.	Arthur L. Higbee, mgr, pd
	DA-N	590	Walter V. Lowe, slm
		CBS	Richard N. Gunn, ce
			Kent Myers, sd
			Robert L. Heyborne, nd, fd
<b>CENTERVILLE (Davis County)</b>			
KBBC	1600	Bountiful Bcstg. Co.	George D. Daley, ptrn
(CP)	1,000-D	811 S. 5th St. W	Richard S. Prows, ptrn
		Bountiful, Utah	
<b>LOGAN (Cacha County)</b>			
KLGN	1390	Atlas Engineering Co.	Obed C. Haycock, p, gm
1954	1,000-D	1870 Atkin Ave.	Mel Richardson, cm, nd
		Ingersol 6-4808	Dee Jensen, slm, pmm
		Great Western Net.	Merlin Bowen, pd, ce
		Weed	Gerald Allen, sd

KVNU	610	Cache Valley Bcstg. Co.	Herschel Bullen, p
1938	1,000	1393 N. Main St.	Reed Bullen, sec-treas, gm,
	DA-N	1400	pmm, nd, fd
		MBS	W. W. Kirkland, cm
		Intermountain	Maye Meservy, pd
		Avery-Knodel	W. L. Jones, ce
			William McMurdie, sd
<b>MOAB (Grand County)</b>			
KURA	1450	Moab Bcstg. & Tv Corp.	
(CP)	250		
<b>MURRAY (Salt Lake County)</b>			
KMUR	1230	Oral J. Wilkinson	Oral J. Wilkinson, o
1948	250	4646 South State	Douglas R. Stringfellow, gm
		Elgin 5-7464	Dorain R. Hale, asst mgr, ce
			Vern T. Bruggeman, cm
<b>OGDEN (Weber County)</b>			
KKOG	730	KOPP Inc.	Wm. L. Lindsey, p
1947	1,000-D	West 12th St.	Robert K. Hansen, vp, gm
		4-3476	Roger D. Thomsen, cm
		KBS	Frank Hancock, ce
KLO	1430	Interstate Bcstg. Corp.	Mrs. Edris A. Glasman, p
1924	5,000	Hotel Ben Lomond	W. Kimball Ward, sm
	DA-1	4-5721	Lynn L. Meyer, natl slm
		MBS	
		Intermountain	
		Avery-Knodel	
KVOG	1490	United Bcstg. Co.	Arch G. Webb, p, gm, pmm
1948	250	1536 Gibson St.	Clifford Pomeroy, cm
		2-7535	Joe Critchlow, pd, sd
		Rocky Mountain Net.	James L. Dixon, ce
		Webb	David B. Affeck, nd
<b>PRICE (Carbon County)</b>			
KOAL	1230	Eastern Utah Bcstg. Co.	Jack Richards, p, gm, cm
1936	250	P. O. Box 591	Carl P. Wolfrom, pd, pmm
		200	Leo E. Reid, ce
		MBS, KBS	
		Intermountain	
		Avery-Knodel	
	1490	Carbon Emery Bcstg. Co.	
(CP)	250		
<b>PROVO (Utah County)</b>			
KEYY	1450	Mid-Utah Bcstg. Co.	D. Spencer Grow, p
1949	250	172 West Center	Edwin A. Niehay, gm, pmm
		Franklin 3-2174	
		KBS	
KIXX	1400	Central Utah Bcstg. Co.	Frank A. Van Wagenen,
1947	250	Inc.	co-o, p, cm
		P. O. Box 550	Harold E. Van Wagenen,
		Franklin 3-3336	co-o, gm, pd, pmm
		ABC	Francis O. Boyer, ce
		Webb	Kay Smith, nd
		Hollingsbery	Bob Chambers, fd
			Linn Rockwood, sd
KOVO	960	KOVO, Inc.	Ashley L. Robison, p
1939	5,000-D	16 East 300 North	Glenn Shaw, evp
	1,000-N	Franklin 3-8550	L. H. Curtis, cm
	DA-N	MBS	Wayne Carle, pmm
		Intermountain	
		Avery-Knodel	
<b>RICHFIELD (Sevier County)</b>			
KSVC	980	Sevier Valley Bcstg. Co.	Homer R. Bandle, p
1947	1,000	620	Arthur R. Tucker, gm, cm
	DA-N	Intermountain	Ralph Ross, ce, sd
		Avery-Knodel	Sally Hansen, wd
<b>SALT LAKE CITY (Salt Lake County)</b>			
KALL	910	Salt Lake City Bcstg. Co.	George C. Hatch, p, gm
1945	1,000	Inc.	Homer K. Peterson, cm
	DA-N	146 South Main St.	Clark Lobbs, pd
		Empire 4-3561	Hal Edwards, pmm
KUTV (TV)		MBS	W. D'Orr Cozzens, ce
		Intermountain	Doug Mitchell, nd
		Avery-Knodel	
KBFM (FM)	92.1	Rocky Mountain Bcstrs.	Robert R. Laird, o
(CP)	193kw	P. O. Box 1211	
KDYL	1320	Intermountain Bcstg. & Tv	C. Bennett Larson, p, gm
1922	5,000	Corp.	Del Leeson, pmm
KTVT (TV)	DA-1	130 Social Hall Ave.	Allen L. Gunderson, ce
		Davis 2-5681	Jack Goodman, nd
		NBC	
		Great Western Net.	
		Katz	
KDYL-FM	98.7mc		
1948	1.2kw		
KLUB	570	KLUB Bcstg. Co.	Frank C. Carman, o, gm
1938	5,000	165 Social Hall Ave.	Allan Thomas, cm
	DA-1	Elgin 9-7794	Paul Coburn, music dir
		Hollingsbery	Paul Drougway, nd
			Delbert Williams, ce

**UTAH**

**SALT LAKE CITY (Cont.)**

KNAK 1945	1280 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	1160 50,000	Radio Service Corp. of Utah 10 South Main St. Elgin 5-4641 CBS Radio Spot Sales	J. Reuben Clark Jr., p Jay W. Wright, evp Joseph A. Kjar, slm J. Allen Jensen, pd Robert Murdock, pmm Vincent E. Clayton, ce Rulon L. Bradley, nd Elvon W. Orme, fd El Dean Bennett, sd
KSL-FM 1946	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 Sam Moll, pd, pmm Lyle O. Wahlquist, ce
KWHO 1955	860 1,000-D	Reese C. Anderson & G. W. Peck 343 South State St. Davis 2-5819	Reese C. Anderson, p, gm Cherie Johnson, pd Carl Spencer, ce
KWIC 1956	1570 500-D	Dale R. Curtis 2260 Highland Dr.	Dale R. Curtis, o
<b>ST. GEORGE (Washington County)</b>			
KDXU (CP)	1450 250	St. George Bcstg. Co. P. O. Box 569 Canoga Park, Calif.	Jeanette B. Arment, o
<b>TOOELE (Tooele County)</b>			
KTUT 1956	990 1,000-D	Tooele County Radio & Tv Bcstg. Co. Ritz Theater Bldg. 990 KBS	Chester L. Price, p Clair G. Halverson, gm, cm D. Ray Gardner, pd, ce
<b>VERNAL (Uintah County)</b>			
KVEL 1947	1340 250	Uintah Bcstg. & Tv Co. 120 E. Main 494 Intermountain	Frances Felch, p Lee Walker, gm, pd Wallace D. Raker, ce, nd, fd

**VERMONT**

**VERMONT  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger Cars	
					Drug Sales 1955(\$000)	1955
Addison	19,442	4,930	\$16,538	\$4,025	\$425	*120,34
Bennington	24,115	7,480	29,303	6,985	616	
Caledonia	24,049	6,990	25,604	5,488	630	
Chittenden	62,570	18,120	76,322	16,754	1,552	
Essex	6,257	1,740	3,379	1,544	52	
Franklin	29,894	8,110	29,239	8,442	683	
Grand Isle	3,406	780	2,020	632		
Lamoille	11,388	2,880	12,150	2,141	339	
Orange	17,027	4,540	15,243	2,176	428	
Orleans	21,190	5,600	22,002	4,243	435	
Rutland	45,905	12,900	50,968	11,749	1,072	
Washington	42,870	11,720	45,308	10,463	882	
Windham	28,740	8,200	37,804	8,996	892	
Windsor	40,885	12,340	46,471	11,199	787	
Total	377,747	106,330	\$412,351	\$94,837	\$8,793	
* State wide total.						

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**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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**BATTLEBORO (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, evp, gm, pmm Edward Somes, cm, ce, fd, sd Robert Douglas, pd, nd Clara Antonetti, wd
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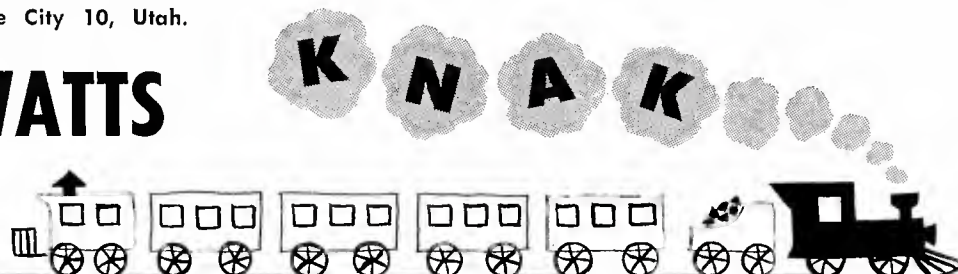
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PER LISTENER!**

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HOOPER  
CONLAN**



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URLINGTON (Chittenden County)

WVAX 131 WVAX-TV	620 5,000 DA-2	WCAX Radio Inc. 135 Main St. 2-5761 CBS Weed	C. P. Hasbrook, p, sm James W. Tierney, ce John A. Sullivan, nd W. C. Dow, fd Tony Adams, sd Carol King, wd
WVOT 354 *	1400 250	WVOT Corp. 109 S. Winooski Ave. 2-5776 Walker	Val Carter, p, gm, pd, pmm, nd, sd Vincent J. D'Acuti, cm Glendon Fleury, ce Paula Dame, wd
WVJOY 946	1230 250	Vermont Bcstg. Corp. 633 Main St. 4-5774 ABC Everett-McKinney Kettell-Carter	David W. Howe, p Frank Balch, gm, cm Ted Barker, pd, pmm Donald Wheatley, ce Wynne Casey, wd

MONTPELIER (Washington County)

WVSK1 947	1240 250	Montpelier Barre Bcstg. Co. Capital 3-5275 McGavren-Quinn Indie	Arthur Tacker, vp, gm Harry Perrigo, sm John Brunell, pd Bob Bannon, nd Margaret Prince, wd
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NEWPORT (Orleans County)

WVKE 1952	1490 250	Memphremagog Bcstg. Co. Inc. P. O. Box 586 832 McGillvra Walker Alexander	E. Dean Finney, p Donald A. Thurston, vp, mgr, ce William Graham, pd Donald J. Barry, nd William Diamond, sd Helen Bowman, wd
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RUTLAND (Rutland County)

WVHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. P. O. Box 591 Prospect 3-3200 Gill-Perna	John H. Bennett, gm Frank McCormack, cm David J. Corey, pd Kenneth J. Pockett, ce George Cameron, nd, sd Teri L. Bennett, wd
WVSYB 1950	1380 5,000-D 1,000-N DA-N	Philip Weiss Music Co. 35 Washington St. Prospect 3-8140 MBS, KBS Yankee Walker McGillvra	Philip Weiss, p J. H. Weiss, sm

ST. ALBANS (Franklin County)

WVWSR 1941	1420 1,000-D	Vermont Radio Corp. 75 North Main St. 1390 Yankee Walker	Lloyd E. Squier, p, gm Ceci Fahs, slm Robert Leavitt, pd Theodore Boisvert, ce Stuart Perry, nd Paul Ford, fd
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ST. JOHNSBURY (Caledonia County)

WVTWN 1949	1340 250	Twin State Bcstrs. Inc. Concord Ave. Pioneer 8-2344 Vermont State McGillvra Walker	E. Dean Finney, p, sm John Byrne, cm Guy O. Austin, pd, ce Robert Smith, nd Judy Stevens, wd
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SPRINGFIELD (Windsor County)

WVNX 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 Fred C. Stearns Jr., vp, sm John Byrne, cm Edwin A. Ellis, pd Daniel Churchill, ce Robert H. Farson, nd, sd
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WATERBURY (Washington County)

WVDEV 1951	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 David H. Crane, nd Harold Grout, fd Ken Squier, sd
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County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Buchanan	35,748	7,390	14,727	3,178	468	
Buckingham	12,288	2,350	5,773	653	186	
Buena Vista**	5,214	...	...	...	...	...
Campbell	28,877	20,380	93,940	19,178	3,345	
Caroline	2,370	...	...	...	...	...
Carroll	28,695	6,470	20,125	3,875	353	
Charles City	4,876	800	552	397	...	
Charlotte	14,057	2,810	5,875	535	103	
Charlottesville**	25,969	...	...	...	...	...
Chesterfield	40,400	10,100	12,358	2,644	98	
Clarke	7,074	1,730	7,681	3,537	250	
Clifton Forge**	5,795	...	...	...	...	...
Colonial Heights**	6,077	...	...	...	...	...
Craig	3,452	760	1,529	368	...	
Culpeper	13,242	3,090	15,197	2,823	459	
Cumberland	7,252	1,410	2,021	681	41	
Danville**	35,066	...	...	...	...	...
Dickenson	23,393	4,730	7,890	1,920	154	
Dinwiddie	18,839	12,950	65,164	14,074	2,277	
Elizabeth City**	55,028	...	...	...	...	...
Essex	6,530	1,280	8,738	836	221	
Fairfax	98,557	32,200	94,343	31,691	4,407	
Falls Church**	7,535	...	...	...	...	...
Fauquier	21,248	4,810	18,758	3,552	463	
Floyd	11,351	2,470	5,282	755	92	
Fluvanna	7,121	1,540	2,476	420	245	
Franklin	24,560	5,330	13,433	2,145	279	
Frederick	17,537	8,870	48,455	6,660	1,240	
Fredericksburg**	12,518	...	...	...	...	...
Giles	18,956	4,760	15,039	3,445	575	
Gloucester	10,343	2,640	8,957	2,223	196	
Goochland	8,934	1,560	2,263	634	54	
Grayson	21,379	5,350	6,017	1,011	182	
Greene	4,745	960	2,210	238	...	
Greensville	16,319	3,530	13,846	2,931	380	
Halifax	41,442	8,400	24,182	4,283	715	
Hampton**	5,966	...	...	...	...	...
Hanover	21,985	5,240	14,803	2,921	365	
Harrisonburg**	10,810	...	...	...	...	...
Henrico	57,340	84,580	435,855	90,505	14,455	
Henry	31,219	11,900	47,873	11,591	1,089	
Highland	4,069	760	1,385	105	...	
Hopewell**	10,219	...	...	...	...	...
Isle of Wight	14,906	3,250	10,314	2,052	211	
James City	6,247	2,440	17,182	4,021	684	
King and Queen	6,299	1,250	2,298	300	...	
King George	6,710	1,700	3,347	932	11	
King William	7,589	1,740	8,714	2,109	180	
Lancaster	8,640	2,120	10,548	2,394	241	
Lee	36,106	7,480	10,610	2,165	253	
Loudoun	21,147	4,790	23,040	4,678	426	
Louisa	12,826	2,740	8,560	1,477	242	
Lunenburg	14,116	3,150	8,177	1,628	264	
Lynchburg**	47,727	...	...	...	...	...
Madison	8,743	1,830	2,817	406	134	
Martinsville**	17,251	...	...	...	...	...
Mathews	7,148	1,590	4,798	869	103	
Mecklenburg	33,497	7,330	29,309	4,655	701	
Middlesex	6,715	1,710	5,596	1,575	331	
Montgomery	29,780	9,920	35,844	8,288	1,241	
Nansemond	25,278	9,330	36,074	8,256	1,150	
Nelson	14,042	2,910	4,544	1,619	41	
New Kent	3,995	970	2,464	481	...	
Newport News**	42,358	46,560	184,049	45,042	5,376	
Norfolk	99,937	125,280	502,997	111,546	15,982	
Norfolk (city)**	213,513	...	...	...	...	...
Northampton	17,200	4,140	15,126	5,033	500	
Northumberland	10,012	2,320	5,219	1,068	126	
Nottoway	15,479	3,990	15,665	3,084	583	
Orange	12,755	2,860	12,812	2,667	418	
Page	15,152	3,500	9,407	2,248	272	
Patrick	15,642	3,330	6,223	1,112	163	
Petersburg**	35,054	...	...	...	...	...
Pittsylvania	66,096	25,770	85,568	18,707	2,176	
Portsmouth**	80,039	...	...	...	...	...
Powhatan	5,556	1,090	3,526	407	...	
Prince Edward	15,396	3,360	16,391	2,363	494	
Prince George	19,679	8,690	31,600	9,810	547	
Prince William	22,612	4,920	26,212	5,845	1,191	
Princess Anne	42,277	13,750	45,139	13,181	1,367	
Pulaski	27,758	7,170	22,011	5,488	639	
Radford**	9,026	...	...	...	...	...
Rappahannock	6,112	1,280	2,347	697	...	
Richmond	6,189	1,280	14,289	1,157	468	
Richmond (city)**	230,310	...	...	...	...	...
Roanoke	41,486	37,890	170,404	34,123	5,733	
Roanoke (city)**	91,921	...	...	...	...	...
Rockbridge	23,359	6,700	20,730	4,870	619	
Rockingham	35,079	12,020	65,755	6,011	1,113	
Russell	26,818	5,700	8,204	2,385	213	
Scott	27,840	6,220	11,605	2,912	308	
Shenandoah	21,169	5,360	19,197	2,933	616	
Smyth	30,187	6,780	22,014	4,206	672	
Southampton	26,522	5,760	18,866	4,453	508	
South Norfolk**	10,434	...	...	...	...	...
Spotsylvania	11,920	6,170	43,901	8,028	1,255	
Stafford	11,902	2,920	4,109	1,489	...	
Staunton**	19,927	...	...	...	...	...
Suffolk**	12,339	...	...	...	...	...
Surry	6,220	1,380	2,022	533	174	
Sussex	12,785	2,460	9,285	1,680	267	
Tazewell	47,512	11,050	28,170	8,263	876	
Warren	14,801	4,220	15,550	3,569	477	
Washington	39,875	...	...	...	...	...
Washington	37,536	12,660	43,651	10,016	1,045	
Waynesboro**	12,357	...	...	...	...	...
Westmoreland	10,148	2,320	10,019	1,953	264	
Williamsburg**	6,735	...	...	...	...	...
Winchester**	13,841	...	...	...	...	...
Wise	56,336	12,810	33,180	8,099	831	
Wythe	23,327	5,500	18,629	3,524	408	
York	11,750	3,450	8,484	1,559	1,091	
Total	3,318,680	881,740	\$3,383,503	\$753,117	\$107,518	

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction uncensored. Automobiles supplied by state.

VIRGINIA


VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Accomack	33,832	9,310	\$28,610	\$7,831	\$592	*995,000
Albemarle	26,662	12,890	64,702	15,650	1,741	
Alexandria**	61,787	...	...	...	...	...
Allegheny	23,139	7,430	26,316	7,648	821	
Amelia	7,908	1,520	3,642	252	104	
Amherst	20,332	3,970	7,513	2,774	173	
Appomattox	8,764	1,780	6,399	791	183	
Arlington	135,449	89,860	332,128	87,510	15,687	
Augusta	34,154	17,050	67,764	12,235	1,662	
Bath	6,296	1,410	4,158	375	184	
Bedford	29,627	6,930	17,222	4,472	204	
Bland	6,436	1,310	2,619	880	...	
Botetourt	15,766	3,720	7,344	1,929	147	
Bristol**	15,954	...	...	...	...	...
Brunswick	20,136	3,970	11,432	1,705	224	

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ABINGDON (Washington County)</b>			
WBBI 1956	1230 250	Burley Bcstg. Co. P. O. Box 108	Lindy M. Seamon, gm
<b>ALEXANDRIA</b>			
WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3-5000 Breen & Ward	Carl L. Lindberg, o, p, gm, ce Jack Moran, cm, pd Robert E. Lee Moore, pmm, sls dir Fred Gale, sd
<b>ARLINGTON (Arlington County)</b>			
WARL 1946	780 1,000-D	Northern Virginia Bcstrs. Inc. 5232 Lee Hwy. Kenmore 6-9000	Cy Blumenthal, o, p Ray Armand, evp, gm George Crump, sm John Galloway, pd Jock Laurence, pmm Norman Vaughn, nd Robert Cobbins, slm James Petty, ce
WARL-TV (CP)			
WARL-FM 1946	105.1mc 2.9kw		
WEAM 1947	1390 5,000 DA-1	Arlington Fairfax Bcstg. Inc. P. O. Box 9314 Republic 7-7161	Harold Thoms, p Sidney Magelof, gm, cm Clarence Mills, ce Jay Perri, pd
<b>BEDFORD (Bedford County)</b>			
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
<b>BIG STONE GAP (Wise County)</b>			
WLSB 1953	1220 1,000-D	Gap Bcstg. Co. P. O. Box 244 960	W. H. Wren Jr., p, gm, cm James J. Gilmore, pd, ce Larry Dean, slm Baker Fraley, pmm Joyce Franks, wd
<b>BLACKSTONE (Nottoway County)</b>			
WKL 1947	1440 5,000-D	Blackstone Bcstg. Corp. P. O. Drawer 192 478 KBS	Harris L. Umstead, p, gm Don Hudnall, cm Cosby A. Draper Jr., ce Johnny Clement, pd, nd, fd Carol Quinn, wd
<b>BRISTOL</b>			
WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Front & Cumberland Sts. North 3560 Weed	Robert H. Smith, p, gm J. Fey Rogers, vp, slm Fran Russell, pd Russell V. Robinson, ce Walter Crockett, nd Frank Raymond, fd
WCYB-TV			

RADIO NO. 1 SOURCE OF

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## WORLD SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.  
485 Madison Avenue, New York 22, New York

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

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
WOPI 1929	1492 250	(See Bristol, Tenn. listing)	
WOPI-FM 1946	96.9mc 9.7kw	(See Bristol, Tenn. listing)	
<b>CHARLOTTESVILLE</b>			
WCHV 1953	1260 5,000-D 1,000-N DA-2	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
WELK (CP)	1010 1,000-D	Lawrence Lee Kennedy 1009 Wertland	Lawrence Lee Kennedy, o
WINA 1949	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 Ray Rushton, sd Barbara Brown, wd
WINA-FM 1954	95.3mc 0.8kw		
<b>CHRISTIANSBURG (Montgomery County)</b>			
WBCR 1955	1260 1,000-D	Montgomery Bcstg. Co. Evergreen 2-4063 P. O. Box 96	Dr. Vernon H. Baker, p, ce Durdwood Powell, vp, gm, cm, pmm Frank Starling, pd, sd Bob Mitchell, nd Faye Hoover, wd
<b>CLIFTON FORGE</b>			
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 Helen A. Harrah, wd
<b>COLONIAL HEIGHTS</b>			
WCLA 1955	1290 1,000-D (CP-5,000-D)	(See Petersburg listing)	
<b>COVINGTON (Alleghany County)</b>			
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
<b>CREWE (Nottoway County)</b>			
WSVS 1947	800 1,000-D	Southern Virginia Bcstg. Corp. 7811 Interstate United Newspapers	Calvin Willis, p Frank Watkins, gm, cm, pmm Fred Stables, nd, sd C. E. Wilson, ce
WSVS-FM 1949	104.7mc 14kw		
<b>CULPEPER (Culpeper County)</b>			
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Radio Lane 8338 MBS KBS Indie	Len T. Preston, p John T. Rogers, gm Tucker Butler, cm Ed Gombos, pd Walt Wilkerson, ce Marvin Bates, fd
<b>DANVILLE</b>			
WBTM 1930	1330 5,000-D	Piedmont Bcstg. Corp. 710 Grove St. 2350 ABC	Milton N. Adams, sm Lyle C. Motley, asst mgr, ce, p George J. Lund, cm Earl Stogner, pd Eddie Allgood, pmm Leon Smith, nd
WBTM-TV (CP)	1,000-N DA-N	Gill-Perna	
WDVA 1947	1250 5,000-D 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. Lexington Ave. 5900 MBS Tobacco Net. Keller	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
WILA (CP)	1580 500-D	S. L. Goodman P. O. Drawer 2-Y Richmond, Va.	S. L. Goodman, o
<b>EMPORIA (Greensville County)</b>			
WEVA 1952	860 1,000-D	Stone Bcstg. Corp. Cor. Washington & Delaware 2133 KBS	Maxe E. Stone, p, gm, sm Will Stone, pd Eddie Anderson, nd Sally Whitlock, cm, wd Elton A. Short Jr., ce
<b>FAIRFAX (Fairfax County)</b>			
WFCR 1955	1310 500-D	OK Bcstg. Co. P. O. Box 67 Best	George E. Oleson, p Arthur Keller, vp, gm Joe Ferriani, ce Jules Henry, pd Jack Heaton, nd Gienna Wallace, wd

# VIRGINIA

## ALLS CHURCH

**7FAX** 1220 Lamar A. Newcomb  
948 500-D Tower Square  
(CP-1,000-D) Jefferson 2-0900  
KBS

Lamar A. Newcomb, p, gm  
Jack James, cm  
Genevieve Main, pd, pmm  
Richard J. Fanning, nd, ce  
Warren H. Orr, sd  
Dorine Barbash, wd

## ARMVILLE (Prince Edward County)

**VFLO** 870 Colonial Bcstg. Co.  
947 1,000-D Cumberland Road  
870  
Clark

Mrs. Carla B. Keys, o  
John D. Wilson, gm  
John C. Calhoun, pd  
Charles K. Chrismon, ce  
Roger Keller, nd  
Reginald Speir, fd

## FRANKLIN (Southampton County)

**WYSR** 1250 WYSR Inc.  
956 1,000-D P. O. Box 464  
Logan 2-3135  
KBS

S. L. Goodman, p  
Howard H. Keller, vp, gm, nd  
A. L. Drew, cm, fd  
Ted Tatar, pd  
Helen Day, pmm  
Richard Harris, ce

## FREDERICKSBURG

**WFVA** 1230 Fredericksburg Bcstg. Corp.  
939 250 P. O. Drawer 269  
Essex 3-7721  
ABC

Richard Field Lewis Jr., evp  
John Carl Morgan, gm, ce,  
cm  
Jack Tucker, pd, nd  
Arch Harrison, pmm  
Earl Copp, sd

## FRONT ROYAL (Warren County)

**WFTR** 1450 Sky Park Bcstg. Corp.  
1948 250 P. O. Box 192  
750  
MBS  
KBS

J. Gruver Hillidge, p  
Kenneth Gordon, gm, cm  
Thomas H. Gibson, pd  
J. William Poole, ce  
Drayton Norcom, wd

## GALAX (Carroll County)

**WBOB** 1360 Carroll-Grayson Bcstg.  
1947 1,000-D 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

## GLOUCESTER (Gloucester County)

**WDDY** 1420 S. L. Goodman  
(CP) 1,000-D 2-4302  
P. O. Drawer 2-Y  
Richmond, Va.  
2-4302

S. L. Goodman, p  
Charles E. Springer, gm  
Ed Springer, pd  
Kenneth S. Brady, ce

## GRETNA (Pittsylvania County)

**WMNA** 730 Central Virginia Bcstg. Co.  
1956 1,000-D P. O. Box 730  
DA-D 3-000  
KBC

James E. Parsons, p  
G. W. Sandefur, gm  
John Mason, cm  
Richard Via, pd  
Charles Lingafelt, ce  
Chambers Laird, nd

## GRUNDY (Buchanan County)

**WNRG** 1250 Va-Ky Bcstg. Co. Inc.  
1955 1,000-D P. O. Box 1072  
Webster 5-7581

Herman G. Dotson, p  
David B. Jordan, gm, ce  
Aubry Garber, asst mgr, sd  
Marge Jordan, wd

## HAMPTON

**WVEC** 1490 Peninsula Bcstg. Corp.  
1948 250 1930 Pembroke Ave.  
6332  
NBC  
WVEC-TV Avery-Knode

Thomas P. Chisman, p, gm  
Harrol A. Brauer Jr., vp, sis  
dir  
L. W. Kliever, opr mgr, sd  
Ernest T. Harris, cm  
Lloyd Nance, pd  
Jane Winne, pmm  
William C. King Jr., ce  
Lewis T. Jester, nd

## HARRISONBURG

**WHBG** 1360 Rockingham Radio Corp.  
1956 5,000-D 75 E. Market St.

Doris B. Brown, p  
James MacNeil, gm

**WSVA** 550 Shenandoah Valley Bcstg.  
1955 5,000-D Inc.  
WSVA-TV 1,000-N Rawley Pike  
DA-N 4-4431  
NBC  
Peters, Griffin, Woodward

Hamilton Shea, p, gm  
Howard C. Evans, cm, mm  
Alvin Mullinax, pd  
Warren L. Braun, ce  
Wip Robinson, nd  
Homer Quann, fd

**WSVA-FM** 100.7mc  
1945 7.2kw

## HOPEWELL

**WHAP** 1340 Hopewell Bcstg. Co.  
1948 250 P. O. Box 621  
CE 9-7301  
KBS  
Southern Virginia Net.  
Indie

C. S. Willis, p  
William R. Craig, sm  
William H. Woody Jr., pd  
Everett Wilson, ce  
Calvin Townes, nd  
Virginia Washburn, wd

## LEESBURG (Loudoun County)

**WAGE** 1290 Richard Field Lewis Jr.  
(CP) 1,000-D P. O. Drawer 605  
Winchester, Va.  
Mohawk 2-4855 (Winchester)

Richard F. Lewis Jr., o

## LEXINGTON (Rockbridge County)

**WREL** 1450 Rockbridge Bcstg. Corp.  
1948 250 P. O. Drawer 902  
Hobart 3-2161  
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

## LYNCHBURG

**WBRG** 1050 Harry A. Epperson Sr.  
1956 1,000-D P. O. Box 1079  
2-2351  
KBS  
Clark

Harry A. Epperson Sr., o  
Tom Buckley, gm, pmm  
Don Jarvis, cm, sd  
Eddie Raymond, pd, wd  
Berk Bryant, nd, fd

**WLVA** 590 Lynchburg Bcstg. Corp.  
1930 1,000 925 Church St.  
WLVA-TV DA-2 2-1242  
ABC  
Hollingbery

Edward A. Allen, p  
Philip P. Allen, gm, cm  
Warren Utal, pd, pmm  
John T. Orth, ce  
Wayne Tyler, nd, fd  
Rod Lea, sd

**WWOD** 1390 Lynchburg Independent  
1947 5,000-D Bcstrs Inc.  
1,000-N P. O. Box 1300  
DA-N 2-3441  
NBC  
Walker

Cy N. Bahakel, p  
Henry W. Hughes, gm  
Forest J. Pinkerton, pd, ce  
Frank P. Proctor, fd  
Debbie Snidow, wd

**WWOD-FM** 100.1mc  
1948 0.94kw

## MARION (Smyth County)

**WMEV** 1010 Mountain Empire Bcstg.  
1948 1,000-D 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  
Bobby Thomas, nd, fd, sd

## MARTINSVILLE

**WHEE** 1370 Mecklenburg Bcstg. Corp.  
1954 1,000-D 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

**WMVA** 1450 Martinsville Bcstg. Co.  
1941 250 Chatham Heights  
2152  
NBC  
KBS  
McGavren-Quinn

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

**WMVA-FM** 96.3mc  
1950 2.7kw

## MOUNT JACKSON (Shenandoah County)

**WSIG** 790 Richard Field Lewis Jr.  
1954 1,000-D WSIG Bldg.  
(CP-5,000-D 790  
DA-D)

Richard Field Lewis Jr., p  
H. T. VanDerwerker, gm,  
cm, pmm  
Shorty King, pd  
Phil Whitney, ce  
Ed Maddon, nd, sd  
Van Thomas, fd

## NARROWS (Giles County)

**WNRV** 990 Giles Bcstg. Co.  
1953 1,000-D Route 100  
Park 6-2211

H. J. Romanus, o  
H. Tom Hicks, gm  
John M. Holland, cm  
T. Spota, pd  
Bill Snider, fd  
Washington Elitchko, ce

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# WYOU

Serving the metropolitan Norfolk area. The most complete coverage of any race station in the area. WYOU broadcasts to more than 500,000 people including an audience of 200,000 negroes with more than \$300,000,000 retail dollars to spend. Ask Bob Wittig at UBC, New York office, Plaza 5-9145 or UBC at 8th & Eye Streets, Washington, D. C.

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Sales Figures PROVE . . .

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Norfolk Area Listen  
MOST  
to

# WRAP

5000 watts 850 kc

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Station in Norfolk

ROLLINS BROADCASTING, INC. New York Office 565 Fifth Ave., EL 5-1515  
National Sales Mgr.: Graeme Zimmer Chicago: 6205 S. Cottage Grove Ave., NO 7-4124

## VIRGINIA

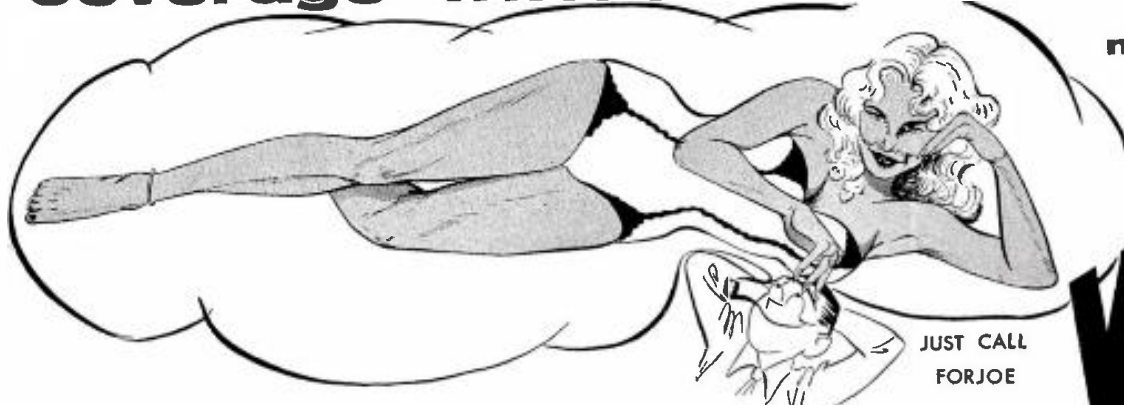
City	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>NEWPORT NEWS</b>				
WGH	1928	1310 5,000 DA-1	(See Norfolk listing)	
WYOU	1947	1270 1,000-D	United Bcstg. Co. of Eastern Va. Inc. 114 24th St. 6-1664	Richard Eaton, p, gm Joseph E. Gathings, sm Clarence Reynolds, cm James Reese, pd John Gonzales, ce Joice Palmer, wd
WACH-TV	(CP)		United Bcstg. Co. Dora-Clayton Oakes	
<b>NORFOLK</b>				
WBOF	1954	1600 1,000-D	(See Virginia Beach listing)	
WCMS	1954	1050 1,000-D	Cy Blumenthal Helena Bldg. Madison 5-0525	Cy Blumenthal, p Roy LaMere, gm Charles Bentz, cm Lon Backman, pd Ted Spivey, ce Mrs. B. LaMere, wd
WGH	1928	1310 5,000 DA-1	Hampton Rds. Bcstg. Corp. 739 Boush St. Madison 2-3353	William R. VanBuren Sr., p Edward E. Bishop, gm Jack E. Hydrick Jr., sm Jack Whitehead, cm Ambert Dail, pd, pmm George Sokol Jr., ce Edwin Meyer, nd
WGH-FM	1947	97.3mc 36kw		
WLOW	1947	1400 250	(See Portsmouth listing)	
WNOR	1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. Madison 2-7071	Louis H. Peterson, p Earl Harper, gm, cm Jack H. Harris, loc cm William D. Montgomery, pd, pmm, nd Howard Sheets, ce Josh Barry, sd
WRAP	1952	850 5,000-D 1,000-N DA-2	Rollins Bcstg. of Virginia Inc. Portlock Bldg. Madison 7-8307	O. Wayne Rollins, p James H. Mayes Jr., sm Al Lynn, loc slm Libby Taylor, pd Glen Frazier, ce Oliver Allen, sd
WRVC (FM)	1948	102.5mc 8.7kw	Virginia Good Music Corp. 2712 Colley Avenue Madison 7-1100	John B. Tansey, mgr Norman C. Wilcox, slm C. G. Massie Jr., pd Edward E. Harrell, ce
WTAR	1923	790 5,000	WTAR Radio Corp. 720 Boush St. Madison 5-6711	Campbell Arnoux, p, gm John C. Peffer, asst gm Robert M. Lambe, gen slm William Johnson, pd Jack Black, radio slm Richard L. Lindell, ce Gil McLeod, nd
WTAR-TV		DA-N	CBS Petry	
WYOU	1947	1270 1,000-D	(See Newport News listing)	
<b>NORFOLK (Wise County)</b>				
WNVA	1946	1350 5,000-D	Radio-Wise 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
<b>ORANGE (Orange County)</b>				
WJMA	1949	1340 250	James Madison Bcstg. Corp. P. O. Box 271 7263 MBS	Woodbury S. Ober, p Robert C. Wagner, gm Robert H. MacCallum, slm Eugene V. Bossieux Jr., ce Bob Shipley, sd
<b>PETERSBURG</b>				
WCLA	1955	1290 1,000-D (CP-5,000-D)	Harry A. Epperson Jr. P. O. Box 87 Regent 2-3478	Harry A. Epperson Jr., p, gm, ce Ray Frazier, cm Olive P. Epperson, pd Ray Frazier, cm Samuel Johnson, nd, sd Mrs. C. F. Scott, wd

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.

Data corrected to Dec. 15, 1956. 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.

coverage where it counts . . .



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pipedream  
at

**WGH**  
TIDEWATER, VIRGINIA

**NORFOLK • PORTSMOUTH • NEWPORT NEWS**

VIRGINIA

**PETERSBURG (Cont.)**

WSSV 1240 Southside Virginia Bcstg. Corp. 112 West Tabb St. Regent 3-4567 MBS  
1945 250

Louis H. Peterson, p  
Ray L. Moss, gm  
Ed Vaughn, cm  
N. W. Andrews, pd  
Katherine Nunnally, pmm.  
wd  
Jerome Dvorachek, ce  
Johnny Stevens, nd

**PORTSMOUTH**

WAVY 1350 Portsmouth Radio Corp. Professional Bldg. Export 7-3488 NBC  
1943 5,000 D-2  
WAVY-TV

Hunter C. Phelan, p  
Carl J. Burkland, evp, gm  
Howard Stanley, cm, pmm  
Edward G. Sheridan Jr., pd  
William Manrov, ce

**WLOW**

1400 Winston-Salem Bcstg. Co. 21st & Manteo Norfolk, Va. Madison 7-5677 MBS  
1947 250

James W. Coan, p  
W. M. Carpenter, gm  
Robert G. Drepperd, pd  
Howard Hatcher, ce  
Bill Diehl, sd  
Nancy Fentress, wd

**PULASKI (Pulaski County)**

WPUV 1580 Southwest Bcstg. Co. P. O. Box 351 3-3931 KBS  
1945 5,000-D

Mason C. Deaver, p  
L. R. Schoenfeld, cm  
J. A. Columbus, ce  
Bob Kent, nd, fd  
Bill Flint, sd

**RADFORD**

WRAD 1460 Highlands Bcstg. Inc. Box 1207 2461 Keller  
1950 5,000-D 500-N DA-N

Perry E. Gresham, co-o  
Alice C. Gresham, co-o  
Tom Gannaway, gm, slm  
Bob Bradford, pd, nd  
Charles Lawrence, ce  
Mrs. Darlene Harrison, pmm

**RICHLANDS (Tazewell County)**

WRIC 540 Clinch Valley Bcstg. Corp. P. O. Box 218 450  
1951 1,000-D

Lindy Mack Seamon, gm, ce  
Harry David Taylor, pd, pmm  
Herbert Chaffin, nd  
Russell Ward, fd  
Peter J. Ward, sd  
Betty Altizer, wd

**RICHMOND**

WANT 990 United Bcstg. Co. of Virginia Inc. 513 N. Main St. 3-8368  
1951 1,000-D  
United Bcstg. Dora-Clayton Oakes

Richard Eaton, p  
Silas Bell, sm, ce  
Wilbur D. Lewis, pd  
William A. Gibbon, pmm  
Tom Mitchell, nd, sd  
Betty Harris, wd

\*WBBL 1480 Grace Covenant Presbyterian Church 1627 Monument Ave. 84-2463  
1924 5,000 DA-2 ST. WLEE

C. H. Liesfeld, gm, co-pd  
A. P. Aaroe, co-pd  
R. W. Raabe, ce

WLEE 1480 Lee Bcstg. Corp. 6200 Broad St. Rd. 88-2837 NBC  
1945 5,000 DA-2  
WXEX-TV

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

WLEE-FM 102.9mc 21.5kw  
1948

WLLY 1320 WLLY Inc. Broad-Grace Arcade 861223 Pearson  
1955 1,000-D

Louis Adelman, p  
Melvin E. Whitmire, gm  
Jean Creasey, pdm  
Joe Murray, nd  
Tom McCarthy, sd  
Ken Shelton, ce

WMBG 1380 Havens & Martin Inc. 3301 W. Broad St. 5-8611 Bolling  
1926 5,000 DA-N  
WTVR (TV)

Wilbur M. Havens, p, gm  
Walter A. Bowry Jr., cm  
Frank S. Wilson, pd, pmm  
James W. Kyle, ce  
Roy Roman, nd  
Dick Collins, fd  
Dallas Burnette, sd

WCOD (FM) 98.1mc (WMBG, Am Affiliate)  
1944 34kw

WRNL 910 Richmond Newspapers 111 N. Fourth St. 3-3456 MBS  
1937 5,000 DA-N  
Petty

D. Tennant Bryan, p  
E. S. Whitlock, mgr  
Frank Soden, gen slm  
Charles R. Maillet, pd  
Fan Cox, pmm  
E. V. Wolstenholme Jr., ce

WRNL-FM 102.1mc 50kw  
1949

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over 1000 STATIONS  
BUILD SALES with . . .

**WORLD SALES AND PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
438 Madison Avenue, New York 17, New York

CINCINNATI HOLLYWOOD

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

# THE ONE THEY LISTEN TO MOST...

# IS THE ONE TO BUY!



In Roanoke and Western Virginia — that's WDBJ

**WDBJ**  
**CBS** radio

Owned and Operated by **TIMES-WORLD CORPORATION**  
**PETERS, GRIFFIN, WOODWARD, INC., National Representatives**

AM **960 KC**  
FM **94.9 MC**

Your Peters,  
Griffin, Woodward "Colonel"  
has the whole  
wonderful story!

## VIRGINIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>RICHMOND (Cont.)</b>			
WRVA 1925	1140 50,000 DA-1	Larus & Brothor Co. Inc. Hotel Richmond 3-6633 CBS CBS Radio Spot Sales	C. T. Lucy, vp John B. Tansey, gm Wm. B. Preston, asst gm Irby Hollans Jr., pmm Harold Barre, slm Raymond L. Kennedy, pd Alden Aaroe, fd Rudolph Raabe, ce Jack Clements, nd
WRVA (FM) 1948	94.5mc 25.3kw	(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

<b>ROANOKE</b>			
WDBJ 1924 WDBJ-TV	960 5,000 DA-N	Times World Corp. 201 Campbell Ave. S.W. 3-8031 CBS Peters, Griffin, Woodward	M. W. Armistead III, p Ray P. Jordan, bcstg vp John W. Harkrader, asst bcstg vp Frank E. Koehler, slm Paul E. Reynolds, pd Dexter Mills, prog mgr Katherine Griffey, pmm J. Edward Newman, ce Don Murray, nd
WDBJ-FM 1948	94.9mc 14.35kw		Cy N. Bahakel, p Frank Tirico, asst gm Coleman Austin, sm Lorraine Lancaster, pd Roy E. Giles Jr., ce
WRIS 1953	1410 5,000-D	Roanoke Independent Bcstrs. Inc. P. O. Box 702 2-3131	Elmore D. Heins, co-o Reba Figgatt Heins, co-o
WRKE (CP)	910 1,000-D	Elmore D. & Reba F. Heins American Theatre Bldg.	Burton Levine, p, gm, slm Steve Hart, ce Lan Singer, sd Barbara Felton, wd
WROV 1946	1240 250	WROV Bcstrs. Inc. 15th St. at Cleveland 3-4444 ABC Burn-Smith	
WROV-FM 1948	107.3mc 2.3kw		

## who's on first?

In bustling, expanding Roanoke, center of entire southwest Virginia, one station stands out as first for **MUSIC** . . . first for **SPORTS** . . . and first for **PERSONALITIES**! This is **WROV**!

**PROOF?** Last national survey shows **WROV** only station to increase audience morning, afternoon and night while all other stations lost audience. Big increases, too! **66% MORE AUDIENCE** in the afternoon . . . **40% MORE** at night! **WROV** now ranks overall second only to 32 year old **CBS** affiliate.

**SPORTS:** Exclusive local coverage including football and basketball schedules of six local high schools; amateur **PAL** boxing; professional **Boxing**; College and Pro Football and Major League Baseball!

**MUSIC:** 15½ Hours daily of 18 hour day, featuring #1 Radio Personality "Jackson;" #1 Pop Music Deejay, Jerry Joynes; #1 Woman's Personality, Barbara Felton!

**REMOTES:** **WROV** averages more Remotes in month than any other station averages in year . . . from network feeds of Big Name Bands to All Night Appliance Marathons!

**PROMOTION:** Compelling local support thru Three Bus Spectaculars year round, plus inside signs in every bus in entire area!

**ADVERTISERS:** More local accounts than any other station, including national leaders like **GMAC**, **St. Joseph**, **Tetley**, **Hit Parade**, **Texaco**, **Mrs. Filberts**, **Bireleys**, **Stanback**, **Clapps**, **Budweiser**, **Phillips 66**, **Life**, **Sanka**, **Schlitz**, **Shell**, **Carling**, **Lanvin**, **Oster**, **Amoco**!

Move your clients closer to the listeners with **Roanoke's #1 Music-Sports-News Station, WROV!**

ad  
^MAN'S BEST FRIEND

1240  
ON YOUR  
DIAL

# WROV

**ABC\***  
NETWORK

Represented Nationally by  
**BURN-SMITH CO. INC.**

Burton Levine, President  
**ROANOKE, VIRGINIA**



City	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>ROANOKE (Cont.)</b>				
WSLS	610		Shenandoah Life Stations Inc.	Paul C. Buford, p
1940	1,000		Third St. & Church Ave.	James H. Moore, evp
WSLS-TV	DA-2		S.W.	Horace Fitzpatrick, asst mgr, cm
			4-9227	George W. Cherrault Jr., prog mgr
			MBS	Fred L. Corstaphney, prom dir, adv dir
			NBC	Charles R. Garrison, sls prom dir
			Avery-Knodel	J. P. Briggs, ce
WSLS-FM	99.1mc			
1947	10.6kw			
<b>ROCKY MOUNT (Franklin County)</b>				
WYTI	1570		S. L. Goodman	S. L. Goodman, o
(CP)	500-D		P. O. Drawer 2-Y Richmond, Va.	
<b>SALEM (Roanoke County)</b>				
WBLU	1480		Salem Bstg. Co.	M. C. Bowers Jr., o, gm, ce
1956	1,000-D		212 E. Main St. 5443	Ray Bentley, cm
				Barnes H. Nash, pd
				George D. McGraw, pmm
				Beverlie Lyles, wd
<b>SOUTH BOSTON (Halifax County)</b>				
WHLF	1400		Halifax Bstg. Co.	John L. Cole Jr., gm
1947	250		2-9988	Ella L. Poindexter, pd, wd
			ABC	Henry Preston Young Jr., sm
				Ralph Walker, cm, pmm
				Cameron McRae, sd
				Arthur Moran, ce
<b>SOUTH HILL (Mecklenburg County)</b>				
WJWS	1370		Old Belt Bstg. Corp.	C. B. Pennington Jr., p
1953	1,000-D		Chase City Hwy. 230	W. B. Hofer, gm, cm
				A. W. Walthall, pd, pmm, fd
				C. E. Brown, ce
				Augie Bender, nd
				Tubby Walthall, sd
<b>STAUNTON</b>				
WAFB	900		American Home Bstg. Corp.	Willard F. Gano, p
1954	1,000-D		P. O. Box 396	Lloyd Gochenour, gm, cm
			6-0100	J. L. McFarland, pd, ce
			Clark	Charles Heatwole, fd
				Jean Wise, wd
WTON	1240		Charles P. Blackley	Charles P. Blackley, p, gm
1946	250		Morrison Bldg. 5-5555	Charles E. Seebeck, cm, pmm
			ABC	Ray H. Honaker Jr., pd
				Rex C. Houser, ce
<b>SUFFOLK</b>				
WLPM	1450		Suffolk Bstg. Corp.	Fred L. Hart, p, gm
1940	250		Radio Bldg. 2594	L. Earl Hundley, cm
			ABC	Varyl Rupp, ce
			KBS	L. E. Pettyjohn, fd
<b>VIRGINIA BEACH (Princess Anne County)</b>				
WBOF	1600		Virginia Beach Bstg. Corp.	Leo Hoarty, p, gm, slm
1954	1,000-D		P. O. Box 36	William Vidal, cm
			1217	Frank Roberts, pd, pdm
			Norfolk, Madison 2-8989	Thane S. Garrison, ce, fd
			Best	Harry Doggett, nd, sd
				Judy Oehmann, wd
<b>WARRENTON (Fauquier County)</b>				
WKTF	1420		WKTF Inc.	Oliver M. Presbrey, co-o
(CP)	5,000-D			Martha Rountree Presbrey, co-o
<b>WARSAW (Richmond County)</b>				
WNNT	690		Northern Neck & Tidewater Bstg. Co.	Grayson Headley, p, gm, pmm
1949	250-D		Edgewater 3-6900	Ruth R. Rouzie, cm
			KBS	Chris Naumann, pd
				Dean Loudy, ce, sd
				Bill Allison, nd
				Pat Parker, wd

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.  
 Data corrected to Dec. 15, 1956. 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.

City	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>WAYNESBORO</b>				
WAYB	1490		Waynesboro Bstg. Corp.	N. Wilbur Kidd, p, gm, cm
1947	250		526 W. Main St. 6066	Al Charles, pd, slm
			MBS	Donald C. Curtis, ce
			Cooke	Carolyn E. Cole, wd
<b>WINCHESTER</b>				
WINC	1400		Richard F. Lewis Jr. Inc. of Winchester	Richard F. Lewis Jr., p
1941	250		P. O. Drawer 605	James B. Hodler, gm, cm
			Mohawk 2-4855	Phil Potter, pd
			ABC	Wally Hankin, pmm, sd
			KBS	Philip B. Whitney, ce
				Marion Park, wd
WRFL (FM)	92.5mc			
1946	14kw			
<b>WYTHEVILLE (Wythe County)</b>				
WYVE	1280		Wythe County Bstg. Co.	Arthur M. Gates Jr., co-o, gm
1949	1,000-D		WYVE Bldg. 195 S. First St. Capitol 8-3185	Frank Fox Lindamood, pd, nd, fd, wd
			KBS	W. Jack Fleming, ce
				Ed Zuber, sd

WASHINGTON

WASHINGTON MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Adams	6,584	2,890	\$16,535	\$2,602	\$971	3,217
Asotin	10,878	3,680	6,019	1,765	369	4,539
Benton	51,370	19,010	68,604	21,020	4,146	20,853
Chehalis	39,301	13,080	62,877	14,123	2,173	15,583
Ciamallam	26,396	8,280	34,489	10,036	934	10,273
Clark	85,307	27,260	79,199	20,507	2,777	33,295
Columbia	4,860	1,460	6,067	1,179	290	1,840
Cowlitz	53,369	17,530	60,930	14,280	2,106	21,219
Douglas	10,817	3,640	5,785	1,513	198	4,946
Ferry	4,096	1,040	1,866	352	98	982
Franklin	13,563	6,370	36,685	6,605	1,120	10,577
Garfield	3,204	880	5,662	870	59	1,168
Grant	24,346	11,220	51,423	10,332	1,536	12,449
Grays Harbor	53,644	17,470	67,360	16,914	1,611	19,204
Island	11,079	3,790	9,158	2,171	281	4,815
Jefferson	11,618	2,520	7,392	2,669	293	2,980
King	732,992	249,220	1,071,272	219,877	32,967	292,002
Kitsap	75,724	26,620	86,523	23,132	3,790	29,550
Kittitas	22,235	6,090	26,699	5,400	614	7,397
Klickitat	12,049	3,920	11,467	2,681	336	5,301
Lewis	43,755	13,500	53,500	11,885	1,121	15,712
Lincoln	10,970	3,290	15,607	2,259	386	4,320
Mason	15,022	4,680	14,090	4,379	165	5,699
Okanogan	29,131	8,320	24,347	5,639	742	9,016
Pacific	16,558	5,420	14,564	4,470	512	5,486
Pend Oreille	7,413	2,370	8,131	2,079	300	2,562
Pierce	275,876	85,910	311,766	73,798	10,001	91,496
San Juan	3,245	1,160	2,387	897	50	1,063
Skagit	43,273	13,790	72,734	14,891	1,760	18,476
Snohomish	4,768	1,620	2,586	751	152	1,889
Skamania	111,580	42,100	138,012	35,673	2,902	46,568
Spokane	221,561	80,660	336,760	70,420	10,059	91,245
Stevens	18,580	5,740	16,984	3,830	537	5,824
Thurston	44,884	15,000	58,093	13,807	5,428	15,090
Wahkiakum	3,835	970	1,871	365	40	1,160
Walla Walla	40,135	11,990	48,378	8,910	1,431	13,960
Whatcom	66,733	22,280	78,589	16,326	2,028	26,018
Whitman	32,469	8,770	41,200	7,221	1,426	10,536
Yakima	135,728	49,940	174,206	37,604	4,931	51,058
Total	2,376,963	796,480	\$3,131,817	\$693,232	\$100,640	919,195

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>ABERDEEN (Grays Harbor County)</b>				
KBKW	1450		KBKW Inc.	Archie Taft Jr., p
1950	250		701 E. Heron 1015	Mahlon Taft, gm, cm, pmm
			Feltis	Dale Gunderson, pd, sd
			McGillvra	Donald Myron, ce
				Stan Craft, nd
KXRO	1320		KXRO Inc.	Harry R. Spence, p
1927	1,000		207 1/2 E. Market 4098	Fred G. Goddard, gm
	DA-N		MBS, KBS	Roy Johnson, cm
			Don Lee	Phillip M. Wacker, pd
			Walker	Monte V. Cook, pmm
			Moore & Lund	Philip True, ce
				William P. Koski, nd
<b>ANACORTES (Skagit County)</b>				
KAGT	1340		Skagit Bstg. Co.	Carl Fisher, p
1956	250		2920 Commercial Ave. Cypress 4-2345	James C. Frits, gm, pd, pmm
				Cecil Perkins, cm
				Donald Knutson, ce

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BELLINGHAM (Whatcom County)</b>			
KPUG 1948	1170 1,000 DA-1	KPUG Inc. P. O. Box 655 1170 MBS, KBS Don Lee Headley-Reed Art Moore	Jessica L. Longston, p Robert E. Pollock, evp John R. DiMeo, sm John K. Munroe, pd Donald R. Pinney, ce Ed Triplett, nd
KVOS 1927 KVOS-TV 0271	790 1,000 DA-N	KVOS Inc. 1151 Ellis St. 790 LLIMABC Forjoe	Loyal H. Vickers, gm, cm Don Mortwedt, pd Haines Fay, sd John Price, ce Karl Klages, nd
<b>BREMERTON (Kitsap County)</b>			
KBRO 1947	1490 250	Bremerton Bestg. Co. 205 Washington Avenue Essex 7-3995 Feltis	Bruce Bartley, o Linc Perry, gm Bruce Perry, slm Bill Luckhurst, pd Dick McCabe, ce Jack Rogers, nd
<b>CAMAS (Clark County)</b>			
KRIV 1956	1480 1,000-D	Camas Washougal Radio P. O. Box 1025 6431	Gene R. Johnsick, o, ce Donald R. Nelson, gm, pd, nd, sd L. D. Adcox, cm, fd Ann Adcox, wd
<b>CENTRALIA-CHEHALIS (Lewis County)</b>			
KELA 1937	1470 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 Chytill, gm, cm Lee Stottlemire, asst mgr Donald Youngmans, pd William Tilton, pmm Lloyd Hannah, ce Bryan Johnson, nd, sd
1954	1,000-D	KITI Corp. 804 Market St. Sherwood 8-3379 Rest, Tracy Moore Feltis, Cox	Donald F. Whitman, p, gm, pd, pmm Jack Luetjen, slm Harold C. Singleton, ce Edward Kelley, eng sup, sd, nd Doc Watson, fd Kiti Lewis, wd
<b>CHELAN (Chelan County)</b>			
KOZI (CP)	1220 1,000-D	Lake Chelan Bestg. Corp. P. O. Box 1510 Wenatchee, Wash.	Stuart S. Maus, p

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.  
Data corrected to Dec. 15, 1956. 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.

<b>COLFAX (Whitman County)</b>			
KCLX 1949	1450 250	Adrian de Vries Rockwell 5-3441 780 KBS Best	Adrian de Vries, o, gm, cm Betty de Vries, pd Ross Pellerin, pmm, fd Enrie McVay, ce
<b>COLVILLE (Stevens County)</b>			
KCVL 1955	1480 1,000-D	Colville Bestg. Co. P. O. Box 208 990 KBS Best Art Moore	Merle B. Peterson, o, gm, pd, ce Jerry V. Fountain, cm Arthur V. Manning, nd Joe Maxwell, fd Bob Maker, sd Sally Tuttle, wd
<b>EDMONDS (King County)</b>			
KGDN 1954	650 1,000-D	Garden of the King Enterprises Inc. Seattle 33, Wash. Lincoln 3131	A. B. Martin, p A. Orville Helgeson, mgr Gerald M. Swanson, pd Bob Nichols, ce
<b>ELLENSBURG (Kittitas County)</b>			
KXLE 1946	1240 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
<b>EPHRATA (Grant County)</b>			
KULE 1951	730 1,000-D	Columbia Basin Bestg. Co. 118 "B" St. N. W. Skyline 4-4686	R. E. Billingsley, p Bob Moore, gm Bob Osland, cm, pmm, sd Dorothy McCue, pd, wd Len Brown, ce, fd Weymeth Simpson, nd
<b>EVERETT (Snohomish County)</b>			
KRKO 1922	1380 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, slm Nancy M. Spaeth, traffic dir David S. Foley, ce Shirley K. Bartholomew, nd
<b>GRAND COULEE (Grant County)</b>			
KFDR 1950	1400 250	Ralph Andrew Nachtmann P. O. Box 395 140 Best	Ralph A. Nachtmann, o, mgr Alcuin Theisen, pd Frank Van Hemert, ce
<b>KELSO (Cowlitz County)</b>			
KLOG 1949	1490 250	Northwest Public Services Inc. P. O. Box 90 Garden 3-4900 Feltis Best Ayres	Roscoe A. Day Jr., p John F. Carlson, gm Jay Erisman, ce Warren Kemper, sd Rosemary Shives, wd
<b>KENNEWICK (Benton County)</b>			
KEPR 1949	610 5,000 DA-2	KWIE Inc. 11 S. Cascade St. Justice 2-5151 CBS Meeker	Harold A. Clark, gm C. J. McCredie, cm, ce Mar Jean Matthews, pd Bob Anderson, fd Ron McDonald, sd
<b>KIRKLAND (King County)</b>			
KNBX 1948	1050 1,000-D	Eastside Bestg. Co. Vandyke 1201 KBS	L. N. Ostrander, co-o W. A. Chamness, co-o George A. Wilson, gm John C. Joachims, cm William S. McMillan, pd Anita Busek, pmm Don Bevilacqua, ce
<b>LONGVIEW (Cowlitz County)</b>			
KBAM 1955	1220 1,000-D	Altru Bestg. Co. P. O. Box 31 Hamilton 3-1210	John Truhan, co-o W. Gordon Allen, co-o Arne G. Peterson, gm Lowell Bryan, cm William Hoftyzer, slm Charles Nelson, pd Kenneth Vancel, ce Garry Burns, nd
KWLK 1938	1400 250	Twin City Bestg. Corp. Natl. Bank of Commerce Bldg. Hamilton 5-1500 MBS Don Lee KBS Grant Art Moore	John McClelland Jr., p Marvin E. Johnston, gm, cm, ce Doyle Seeley, sd, pmm, nd Betty Trineer, wd
<b>MOSES LAKE (Grant County)</b>			
KSEM 1947	1450 250 (CP-1470 500-D 100-N DA-2)	KSEM Inc. P. O. Box 276 RO 5-3441	Jessica L. Longston, p James Schroeder, gm Roy Robinson, cm Al Morris, pd Bill Tsunomiya, pmm, fd Ken Hansen, ce Bob Walker, nd, sd

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MOSES LAKE (Cont.)

KWIQ 1956	1260 1,000-D	Central Basin Bcstg. Corp. West 115 Third Rockwell 5-4501 Feltis	Robert S. McCaw, o Doug Setterberg, gm C. Nat Harris, cm James N. Soyk, ce
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MOUNT VERNON (Skagit County)

KBRC 1946	1430 1,000 DA-N	Beckley Radio Co. P. O. Box 240 Garfield 4-2430 McGillvra Moore & Lund	Leo H. Beckley, p, gm Frank Snyder, cm Joe Armye, pd, fd, sd Walt Bjerke, ce Dick Buftum, nd Dolores Healey, wd
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OLYMPIA (Thurston County)

KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. Fleetwood 6-6636 MBS, KBS Walker O'Connell	Tom Olsen, p, gm Herb Anderson, cm Don Jones, pd Sam Crawford, pmm Charles Roark, ce Bob Cummings, nd
KITN 1956	1440 500-D	KITN Corp. P. O. Box 629 Fleetwood 7-7718 Best Feltis Cox	Donald F. Whitman, p, gm, pd, pmm J. Harris Dorri, slm Dave Hubert, ce, nd Doc Watson, fd Ray Mullins, sd Kitty Lewis, wd

OMAK (Okanogan County)

KOMW 1947	680 1,000-D	KOMW Inc. P. O. Box 151 OO	R. L. McNett, p Dean Nichols, gm Jerry Weaver, cm Marilyn Moomaw, pd Milton Kristensen, ce Stan Pennington, nd
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OPPORTUNITY (Spokane County)

KZUN 1955	1270 1,000-D	The Voice of the Spokane Valley P. O. Box 123 Spokane 63, Wash. WA 6-6249	Robert L. Swartz, ptrn Arthur R. MacKelvie, ptrn Howard G. Olsen, ptrn Dick White, sm, sd Warren Desmond, pd Jerry McCumber, nd
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OTHELLO (Adams County)

KADM (CP)	1450 100	Othello Radio c/o R. E. Pollock Mercer Island, Wash.	K. B. Brownlow Ward, ptrn R. E. Pollock, ptrn
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PASCO (Franklin County)

KALE 1950		(See Richland listing)	
KORD 1956	910 500-D	Music Bcstrs. P. O. Box 485 Liberty 7-9791	H. C. Singleton, ptrn W. K. Reid, ptrn, gm Clyde Olson, cm W. N. Neiskog, ptrn, pd John Kruse, pmm H. B. Murphy, ptrn, ce
KPKW 1945	1340 250	Western Radio Corp. Chase & A Sts. Liberty 7-7110 ABC Feltis	V. Barne Kenworthy, p, gm Don Heinen, sm, slm Robert Rockne, pd, ce Bob White, pmm Bob Mulligan, nd Jim Willis, fd

PORT ANGELES (Clallam County)

KONP 1945	1450 250	Radio Pacific Inc. 513 West First St. 4200 KBS Moore & Lund	C. N. Webster, p, gm Keith Patterson, sm, pmm Jack Proctor, cm Frederick Fields, ce Howard Chapman, sd
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PROSSER (Benton County)

KARY 1956	1310 1,000-D	Prosser-Grandview Bcstrs. Inc. P. O. Box 1310 KBS	Forrest Holly Bishop, p, gm, pd Jack Quinn, cm, pmm Bob Loos, ce Bob Williams, fd Anita Ramsey, wd
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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 B. J. Bayton, pmm, ce
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*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Logan 7-3501	C. Clement French, p Allen Miller, gm Burt Harrison, sm, pd Hugh Rundell, pmm Robert Baird, ce Robert Mott, nd Cal Watson, pdm, sd
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PUYALLUP (Pierce County)

KAYE 1951	1450 250	Radio "K" Inc. P. O. Box 271 5-7711 KBS	Gale (Cub) Mix, p, fd Warren Peterson, gm, pmm Mark Delauney, cm E. C. Herold, sd, nd, pd Don Broughman, pdm Henry Perozzo, ce
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RAYMOND (Pacific County)

KAPA 1950	1340 250	Willapa Bcstg. Co. P. O. Box 626 1010 Art Moore O'Connell Walker McGavren-Quinn	R. E. Claunch, sm J. W. Reavley, cm R. E. Sheetz, ce
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RENTON (King County)

KLAN 1947	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 Fred Grant, nd Earl Bayne, ce Pat Lewis, fd
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RICHLAND (Benton County)

KAIE 1950	960 1,000 DA-N	KALE Inc. P. O. Box 767 Pasco, Wash. Liberty 7-3388 Headley-Reed	J. Elroy McCaw, p L. G. Dix, gm Joe Muench, ce
KALE-FM 1950	103.9mc 0.58kw		

SEATTLE (King County)

KAYO 1926	1150 5,000-D 1,000-N	Washington Telecasters Inc. 2939 4th Ave. South Eliot 2480 Headley-Reed Art Moore	Jessica Longston, p R. E. Pollock, vp, gm James Hamstreet, sm Charles Sullivan, cm Ted Bell, opr dir Russ Norman, pd Tad Jones, ce Bob Engler, nd, sd
KING 1927	1090 50,000 DA-1	King Bcstg. Co. 320 Aurora Ave. Mutual 3555 ABC Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp, gm Henry B. Owen, evp Frederick Von Hofen, sm Paul Smith, ops mgr Melvin A. Anderson, pmm James L. Middlebrooks, eng dir Charles Herring, nd Bill O'Mara, sd Elizabeth Leonard, wd
KING-FM 1947	98.1mc 15kw		

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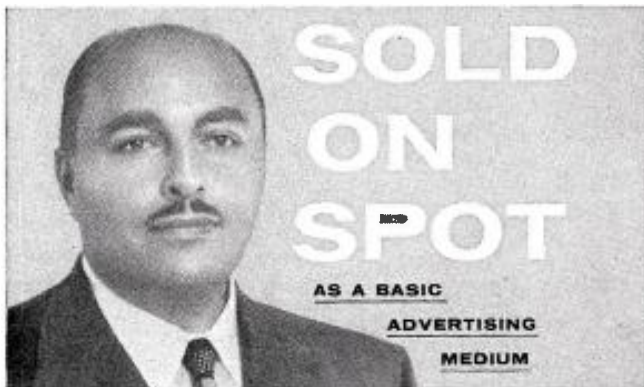
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in more places,  
than any other Pacific  
Northwest Radio Station

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WASHINGTON

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SEATTLE (Cont.)</b>			
KIRO 1926	710 50,000 DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800 CBS Peters, Griffin, Woodward	Saul Haas, p Lincoln W. Miller, vp William F. Tucker, cm Warren McCloy, pd John Shield, pmm James Upthegrove, ce Art Primm, nd Pat Hayes, sd Judith Lane, wd
KIRO-FM 1951	100.7mc 4.5kw		
KISW (FM) 1950	99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way (15) Plaza 6235	Ellwood W. Lippincott, p Tom Grant, gm Clifford Perry, pd
KJR 1923	950 5,000 DA-N	Mt. Rainier Radio & Tv Bcstg. Corp. 2600 26th Ave., S.W. Holly 5100 Brancham McCavren-Quinn Jacobson	Lester M. Smith, p, gm Gaylen S. Blackford, sm Homer Pope, pd Donald M. Anderson, ce Lou Gillette, nd
KNBX 1948	1050 1,000-D	(See Kirkland listing)	
KOL 1925	1300 5,000 DA-N	Seattle Bcstg. Co. 1100 West Florida (4) Main 2512 Bolting	Marie Storm Taft, p Archie G. Taft Jr., gm W. L. Simpson, asst mgr Gil Bond, cm Phyllis O. Miller, pd Perry C. Lind, ce Rod Belcher, nd, sd
KOMO 1926 KOMO-TV	1,000 50,000 DA-N	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 prgrms Fred Patterson, prog mgr C. E. Miller, ce Howard Shuman, co-nd Millard Ireland, co-nd Bill Moshier, fd Katherine Wise, wd
KTIX 1956	1590 5,000-D	W. Gordon Allen 101 Bellevue North CA 1590	W. Gordon Allen, o, ce Tom Kelly, gm Bill Richard, cm Keith Samples, pd Paul Law, pmm, nd Phil Love, sd
KTW 1920	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 Kearney Barton, nd
KVI 1926	570 5,000	Puget Sound Bcstg. Co. 1619 9th Ave. Seneca 4848 MBS Don Lee H-R	L. M. Doernbecher, o 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. 320 Second Ave. West Alder 8600 Meeker	Wesley I. Dumm, p Hugh A. Smith, vp John H. Dubuque, ce, sm
<b>SHELTON (Mason County)</b>			
(CP)	920 500-D	Mason County Bcstg. Co. 259 Birch St.	Roy C. McConkey, o
<b>SPOKANE (Spokane County)</b>			
KGA 1926	1510 50,000 DA-N	Banker's Life & Casualty Co. P. O. Box 141 Keystone 4-0651 ABC Everett-McKinney	John D. MacArthur, p Jack Wells, gm, pd Val Strange, ce
KHQ 1922 KHQ-TV	590 5,000	KHQ Inc. Radio Central Bldg. Madison 4-5131 NBC Katz	R. O. Dunning, p, gm William Merrill, cm John Fahey, pd Charles Lohnes, ops mgr Rex R. Gerlach, pmm Al Sparling, ce Patrick Cullen, nd, sd
KNEW 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

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.  
Data corrected to Dec. 15, 1956. 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-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

**SPOKANE (Cont.)**

KPEG 1956	1380 5,000-D	Robert D. & Martha M. Rapp 1527 W. 2nd St. Pearson	R. Jerrell Henry, gm
KREM 1946	970 5,000-D	Louis Wasmer 4103 S. Regal	Louis Wasmer, p Robert Temple, gm, cm
KREM-TV 1948	1,000-N DA-N	Keystone 4-0466 Forjoe	Ed Mosley, pd Hommer Mead, ce Dick Hoover, nd
KREM-FM 1954	92.9mc 4.8kw		
KSPQ 1921	1340 250	D. Gene Williams & Delbert Bertholf Realty Bldg. Riverside 8033 Webb	D. Gene Williams, ptrn, gm Ray Bennett, cm, sd Delbert Bertholf, ptrn, fd Ryder Chronic, ce Duane Bock, nd Bob Fleming, pd
KXLY 1922	920 5,000	Northern Pacific Radio Corp. W. 315 Sprague Ave. Madison 1218 CBS Avery-Knodel Moore & Lund	Joseph Harris, chmn of bd Norman Alexander, p Richard E. Jones, vp, gm James Agostino, cm George Anthony, pd Robert J. Moore, pmm George Langford, ce Jim Butler, nd

**SUNNYSIDE (Yakima County)**

KREW 1950	1230 250	Cole E. Wylie 638 Decatur St. 7-2277 McGillvra Tracy Moore	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-D	Tacoma Radio Corp. P. O. Box 1651 Waverly 8733 Avery-Knodel	J. Archie Morton, p, gm Herb Pollock, cm Clair Weidenaar, pd Doris Finholm, pmm Duane White, ce Ed Purcell, nd
KTAC 1942	850 1,000 DA-N	Tacoma Bcstrs. Inc. Winthrop Hotel Broadway 2241 Gill-Ferna Scott	Jerry Geehan, p, gm John Condon, asst mgr, pmm Dick Velo, ce Bud Bond, nd Gene Wagner, spec evts dir
KTNT 1922	1400 250	Tribune Publishing Co. S. 11th & Grant Sts. Fulton 2561 Weed	Larry Carino, gm Max Bice, asst mgr, eng dir John Upham, cm Don St. Thomas, pd
KTNT-FM 1948	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 Jack E. Everhart, vp, gm, cm Harold Bagley, slm Floyd Weber, slm Orville Bishop, ce
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**VANCOUVER (Clark County)**

KHFS 1954	1150 1,000-D	Western Bcstg. Co. 5500 Fourth Plain Rd. Butler 9-2565 KBS	Ralph C. Weagant, p, gm Ernest Crater, cm Bryce Howard, ce
KVAN 1939	910 1,000 DA-N	KVAN Inc. P. O. Box 910 Oxford 4-3325 Webb Tracy Moore	Sheldon F. Sackett, p Jack Irvine, gm Larry H. Lau, slm Isabell Hoyt, natl slm Leo Erickson, ce

**WALLA WALLA (Walla Walla County)**

KHIT 1956	1320 1,000-D	Leader Bcstg. Co. 68 Boyer Drive	Arch Le Roux, ptrn La Salle Le Roux, ptrn Dale Issenbuth, ptrn
KTEL 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103 ABC Grant	Jack Keating, p, 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 Art Moore	H. E. Studebaker, p, gm LaVerrie Russell, pd, sd Sam Kelly, slm Milton McLafferty, ce Ted Beauchamp, nd, fd

**WENATCHEE (Chelan County)**

KPQ 1929	560 5,000 DA-N	Westcoast Bcstg. Co. 1st & Mission Normandy 3-5121 ABC NBC Forjoe Art Moore	Rogan Jones, chmn of bd James W. Wallace, p, gm Pat O'Halloran, vp, cm, pmm Dorothy Lee, prog mgr, wd Ben Weaver Jr., prod mgr Doug Whipple, ce Bill Denton, nd, sd
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KUEN 1956	1410 1,000-D	Queen Bcstg. Co. 209 Orondo St. Normandy 3-5186	Dale R. Woods, co-o, gm Wynn Cannon, slm, fd William A. Moeller, co-o, pd Jim Johnson, pmm, nd Merle Thompson, wd Barbara Huttmacher, assoc wd
KWNW 1948	1340 250	Wenatchee Bcstrs. P. O. Box 1510 Normandy 2-7135 MBS McGillvra Feltis	Stuart Maus, co-o, co-gm Mark Sorley, co-o, co-gm Willard Winterringer, pd Lawrence Roberts, nd Ernest Stires, pdm John Barry, sd
<b>YAKIMA (Yakima County)</b>			
KIMA 1944	1460 5,000 DA-N	Cascade Bcstg. Co. P. O. Box 702 Glencourt 2-9111 CBS Weed Art Moore	A. W. Talbot, p Thomas C. Bostic, vp, gm William B. Hansen, radio mgr Harry Helm, ce Gene Grischow, pd John Knievel, nd John Stenkamp, sd
KIT 1929	1280 5,000-D 1,000-N	KIT Inc. 414 1/2 E. Yakima Ave. Glencourt 7-8115 KBS Branham	Carl E. Haymond, o, p James A. Murphy, evp Jack H. Goetz, vp, gm, slm Hugh McIntosh, pdm H. B. Murphy, ce Feder Wick, nd, fd Ed Lewis, sd
KLOQ 1947	1390 1,000-D 500-N DA-N	Yakima Bcstg. Corp. P. O. Box 172 Glencourt 2-7143 MBS NBC Don Lee	Robert S. McCaw, p Warren Durham, gm Richard Passage, fd Ries Leming, nd
KUTI 1954	980 1,000-D	Independent Bcstrs. P. O. Box 261 2-6900 Forjoe	Walter N. Nelskog, p Paul M. Crain, gm Richard R. Fleming, cm Don Gay, ce Ross Woodward, nd

WEST VIRGINIA

**WEST VIRGINIA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Barbour	19,745	4,450	\$7,487	\$2,157	\$187	3,510
Berkeley	30,359	7,790	29,228	7,494	1,059	9,231
Boone	33,173	7,350	16,949	5,331	206	5,959
Braxton	18,082	3,460	8,844	1,909	157	2,285
Brooke	26,904	6,720	18,004	4,459	379	7,011
Cabell	108,035	32,310	130,159	27,850	3,925	30,275
Calhoun	10,259	2,120	2,877	638	63	1,714
Clay	14,961	3,050	4,026	1,335	42	2,139
Doddridge	9,026	2,040	3,553	1,067	90	1,265
Fayette	32,443	19,320	46,800	14,240	1,039	13,918
Gilmer	9,748	2,040	2,916	710	65	1,359
Grant	8,758	2,100	5,558	1,031	182	1,844
Greenbrier	39,295	8,950	30,490	6,547	678	8,395
Hampshire	12,577	2,790	7,016	1,306	91	1,750
Hancock	34,388	8,600	26,559	5,470	876	10,888
Hardy	10,032	2,100	7,458	947	98	2,062
Harrison	85,296	21,890	78,844	18,831	3,343	20,597
Jackson	15,299	3,400	9,071	1,915	123	2,695
Jefferson	17,194	4,160	15,498	3,640	314	4,681
Kanawha	239,629	63,600	281,699	63,395	7,306	61,976
Lewis	21,074	4,480	11,928	3,007	393	4,471
Lincoln	22,466	4,510	7,659	1,732	44	2,999
Logan	77,391	17,350	44,080	12,765	1,105	12,352
McDowell	98,887	20,000	56,027	16,547	906	14,204
Marion	71,521	18,990	58,358	16,212	1,493	17,423
Marshall	36,893	8,750	20,438	7,375	621	8,673
Mason	23,537	5,800	13,837	4,139	383	4,976
Mercer	75,013	17,920	64,627	15,186	1,768	15,134
Mineral	22,333	5,540	12,525	3,771	386	5,441
Mingo	47,409	10,410	35,167	8,388	915	6,511
Monongalia	60,797	15,380	49,955	12,913	1,535	12,787
Monroe	13,123	2,800	5,297	933	79	2,188
Morgan	8,276	2,210	3,775	1,073	45	2,378
Nicholas	27,696	6,280	16,032	4,452	218	4,895
Ohio	71,672	22,080	111,417	18,992	2,658	18,668
Pendleton	9,613	1,920	4,019	379	81	1,693
Pleasants	6,369	1,540	5,212	1,330	191	1,531
Pocahontas	12,480	2,610	6,269	1,514	40	2,222
Preston	31,399	7,210	12,952	3,558	347	5,998
Putnam	21,021	4,860	8,943	2,152	28	4,634
Raleigh	96,273	22,240	53,431	14,919	1,273	15,702
Randolph	30,558	6,840	23,262	5,030	531	5,953
Ritchie	12,535	2,790	6,209	1,363	166	2,659
Roane	18,408	3,660	7,979	1,992	252	2,715
Summers	19,163	4,270	9,189	2,496	202	2,880
Taylor	18,422	4,280	10,200	2,948	276	3,572
Tucker	10,600	2,110	4,402	1,368	65	1,375
Tyler	10,535	2,420	6,479	2,356	139	1,500
Upshur	19,242	4,610	12,695	3,043	321	3,758
Wayne	38,696	7,930	13,252	4,450	212	5,078
Webster	17,888	3,840	7,412	2,553	60	2,411
Wetzel	20,154	4,550	15,270	3,817	304	4,637
Wirt	5,119	1,150	1,277	30	41	837
Wood	66,540	19,600	67,296	15,845	1,954	19,781
Wyoming	37,540	8,520	20,822	5,708	327	6,572
Total	2,005,552	487,670	\$1,520,762	\$373,978	\$39,659	423,058

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BECKLEY (Raleigh County)</b>			
WJLS 1959	560 5,000-D 500-N DA-N	Joe L. Smith Jr. Inc. WJLS Bldg. Clifford 3-7311 CBS Weed	Joe L. Smith Jr., p, gm A. J. Ginkel, ce
WJLS-FM 1946	99.5mc 34kw		
WVNR 1946	620 1,000-D 500-N DA-N	Rahall Bcstg. Co. 1565 Harper Rd. 9300 Dora-Clayton	N. Joe Rahall, p Richard H. Booth, gm Eugene J. Morehouse, slm, sd C. Phil Vogel, pd Shirley D. Walker, pmm Anthony P. Gonzalez, ce C. W. Halstead, nd
<b>BLUEFIELD (Mercer County)</b>			
WHIS 1928 WHIS-TV	1440 5,000-D 500-N	Daily Telegraph Printing Co. Municipal Bldg. DA 7-7115 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 Ken Dick, acting ce Bill Hickok, nd, sd
WKOY 1948	1240 250	WKOY Inc. 2121 College Dr. Davenport 7-6124 MBS Devney Holman Dora-Clayton	J. Lindsey Alley, p, gm J. Robert Alston, cm Ed Erb, pd Roy Hill Yost, ce Clint Alley, sd
<b>CHARLESTON (Kanawha County)</b>			
WCAW 1946	1400 250	Capitol Bcstg. Corp. Kanawha Hotel 5-7503 Headley-Reed	E. M. Johnson, p, gm Elaine Johnson, vp, sm Al Walker, pd Frank Allender, ce
WCHS 1927 WCHS-TV	580 5,000 DA-N	The Tierney Co. 1111 Virginia St. East 2-8131 NBC Branham	Hawthorne D. Battle, p John T. Gelder Jr., vp, gm Robert M. Sinclair, slm Joe Farris, pd George Spruce, pmm William E. Dixon, ce Ross Edwards, nd
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
WLKC 1956	1300 1,000-D	(See St. Albans listing)	
WKNA 1956 WKNA-TV (CP)	950 5,000-D 1,000-N DA-2	Joe L. Smith Jr. Inc. Professional Bldg. Dickens 3-5575 ABC Weed	Joe L. Smith Jr., p Willard S. Jackson, gm J. Kent Hackleman, cm J. J. Herget Lester Lovejoy, ce Bill Miller, nd
WKNA-FM 1948	97.5mc 9.1kw		
WTIP 1947	1240 250	Chemical City Bcstg. Co. Capitol at Fife St. 23-136 MBS Forjoe Dora-Clayton	Gus Zaharis, p Berton Sonis, gm Mel S. Burka, cm Bob Bower, pd, pmm, nd, sd Paul Sullivan, ce Shirley Spradlin Wolfe, wd

<b>CLARKSBURG (Harrison County)</b>			
WBLK 1937 WBLK-TV (CP)	1400 250	Ohio Valley Bcstg. Corp. 444 1/2 W. Pike St. 4-7571 NBC Branham	Austin Wood, p George Clinton, gm Carl Loose, sm Richard Husted, cm Don McWhorter, pd Wilda McCarty, pmm V. Glenn Brooks, ce
WHAR 1947	1340 250	WHAR Inc. 1200 E. Pike St. 4-6425 ABC MBS	Walter Patterson, p, gm Robert K. Richards, vp Edwin R. Hise, vp Frank T. Gregg, cm James Harper, pd, nd, sd Beryl Snyder, ce
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 359 W. Main St. Main 4-6425	R. C. Warden, evp, treas Joseph M. Larosa, gm, cm Dewitt Wyatt, sm, pd, fd Robert D. Hough, ce
<b>ELKINS (Randolph County)</b>			
WDNE 1948	1240 250	Marja Bcstg. Corp. Davis& Washington Sts. KBS	John P. Carr, p Ernest Castello, cm Larry Droper, pd James Phares, ce
<b>FAIRMONT (Marion County)</b>			
WMMN 1928	920 5,000 DA-N	Peoples Bcstg. Corp. 208 Adams St. 3100 CBS H-R Reps.	Herbert E. Evans, vp, gm A. Garen Ferrise, mgng dir Frank J. Lee, asst mgr, pd, sd Francis T. Lauzau, fd Harry W. Jackson, ce Helen Bickel, wd
WTCS 1947	1490 250	Fairmont Bcstg. Co. Radio Park 5000 ABC KBS Gill-Perna	Paul Pitrolo, p Nick Fantasia, vp, gm Jack Tennant, pd Richard L. McBride, ce Numa Fabre Jr., nd
<b>FISHER (Hardy County)</b>			
WELD 1956	690 500-D	Richard Field Lewis Jr. P. O. Drawer 605 Winchester, Va. Mohawk 2-4855 (Winchester) ABC	Richard Field Lewis Jr., p Kimberley Johnson, gm, cm, pd Alice Gallaher, pd, wd John P. Bell, pmm, fd, sd
<b>GRAFTON (Taylor County)</b>			
WVWV (CP)	1260 500-D	WVWV Inc. P. O. Box 1215 Fairmont, W. Va.	J. P. Beacom, p Harry G. Bright, vp Emily Peed Beacom, sec
<b>HUNTINGTON (Cabell County)</b>			
WCMI 1935		(See Ashland, Kentucky listing)	
WHTN 1947 WHTN-TV	800 1,000-D	Cowles Bcstg. Co. 625 4th Ave. 3-3453 MBS	Robert R. Tinchler, vp, gm John S. Phillips, sm Joe Herget, pd Harold Sturm, ce
WHTN-FM 1947	100.5mc 53kw		

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. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. 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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HUNTINGTON (Cont.)

WPLH 1470 5,000-D Huntington Bcstg. Corp. Cy N. Bahakel, p  
1946 1105 4th Avenue C. W. Krause, gm, cm  
KBS 3-3421 Gary Pinkerman, pd, nd  
Walker fd, sd  
Kathlyn Gilliam, pmm, wd  
Alvin V. Jayne, ce

WSAZ 930 WSAZ Inc. Lawrence H. Rogers II, p  
1923 5,000-D 201 Ninth St. Leroy Kilpatrick, vp, ce  
WSAZ-TV 1,000-N 38-401 C. Tom Garten, gm  
DA-N ABC George Andrick, sm  
NBC Bos Johnson, pd  
Katz Jack Williams, pmm  
Nick Basso, nd

KEYSER (Mineral County)

WKYR 1270 WKYR Inc. Robert K. Richards, p  
1953 5,000-D P. O. Box 231 Walter Patterson, evp  
5011 Edwin R. Huse, vp  
William W. Robinson, gm  
Kenneth Robertson, pd  
Al James, ce, nd

LOGAN (Logan County)

WLOG 1230 Clarence H. Frey, ptrn,  
1940 250 Robert O. Greever, co-gm  
445 Stratton St. Robert O. Greever, ptrn,  
540 co-gm  
MBS C. H. Murphey, cm

WLOG-FM 103.3mc  
1949 2.7kw

WVOW 1290 Logan Bcstg. Corp. Dr. H. H. Farley, p  
1952 5,000-D Bus Terminal Bldg. William P. Becker, gm  
1,000-N 2356 Martha Jane Becker, cm,  
DA-2 KBS co-pmm  
Audie Albright, pd, co-pmm,  
wd  
John Lamont, ce  
Jack Mallin, nd

MARTINSBURG (Berkeley County)

WEPM 1340 Martinsburg Bcstg. Co. C. Leslie Golliday, ptrn, gm  
1946 250 Peoples Trust Co. Bldg. C. M. Zinn, ptrn  
5252 George N. O'Brien, sm  
MBS John E. Taylor, pd  
KBS Sheridan Campbell, ce  
Edward Dockeney, nd, fd

WEPM-FM 94.3mc  
1948 0.81kw

MATEWAN (Mingo County)

WHJC 1360 Three States Bcstg. Co. J. R. Pickering, p  
1951 1,000-D 4771 Fred Morningstar, co-o,  
KBS gm, cm, pmm  
James Pelley, pd, sd  
Leonard Dykema, ce  
Eva Watkins, wd

MONTGOMERY (Fayette County)

WMON 1340 Fayette Assoc. Inc. Arnold M. Vickers, p  
1946 250 1028 1st Avenue Andrew W. Vickers, gm  
Hillside 2-2191 Richard A. Rhodes, pd, sd  
MBS J. C. Craver, ce  
Mel Canterbury, nd  
Nancy Pugh, wd

MORGANTOWN (Monongalia County)

WAJR 1440 West Virginia Radio Corp. Agnes J. Reeves Greer, p  
1940 5,000-D 446 Spruce Street Richard E. Nason, gm  
500-N 9488 James Redmond, cm  
DA-2 MBS Bill Harrington, pd  
Ann Walker, pmm  
Al Novak, ce  
Bill Harrington, pd, nd

WAJR-FM 99.3mc  
1948 1kw

WCLG 1300 Morgantown Bcstg. Co. C. Leslie Golliday, p  
1954 1,000-D Farmers & Merchants Carl J. Raymond, sm  
Bank Bldg. Carl Margin, cm  
2-2222 Jay Floyd, pd  
James McEwuen, ce  
John Floyd, nd, sd

MOUNDSVILLE (Marshall County)

WMOD 1370 Miracle Valley Bcstg. Co. John T. Taylor, p, gm, cm,  
1950 1,000-D 507 Seventh Street pmm  
Tilden 5-1230 Andrew J. Smik Jr., asst mgr  
KBS John Corrigan, pd, nd  
Clark Helen B. Flowers, wd  
J. W. Jones, ce  
Jim Herink, sd, fd

NEW MARTINSVILLE (Wetzel County)

WETZ 1330 Magnolia Bcstg. Co. Harry G. Bright, p, gm  
1953 1,000-D P. O. Box 391 George K. Eubanks, cm  
1000 Harold Showman, pd  
MBS Lorraine Eubanks, nd  
KBS Nell Shurtieff, wd  
Miracle Valley J. W. Jones, ce  
Gill-Perna

OAK HILL (Fayette County)

WOAY 860 Robert R. Thomas Jr. Robert R. Thomas Jr., p, gm  
1947 10,000-D P. O. Box 251 Curtis Horton, ce  
WOAY-TV 651 Charles Coleman, nd  
Pearson Elmer Hickman, fd  
Shirley Love, sd  
Charlotte Sheppard, wd

WOAY-FM 94.1mc  
1948 14.5kw

PARKERSBURG (Wood County)

WCEF 1050 Franklin Bcstg. Co. C. E. Franklin, p, gm  
1954 1,000-D 234 Ft. Boreman Ave. Marsh McCarty, cm  
Garfield 2-1844 Dorothy Leon, pd, wd  
Miracle Valley Harvey Kaye, nd  
Clark Tom Porter, fd

WCOM 1230 Valley Bcstrs. Inc. Joseph M. Handlan, p  
1947 250 317 Ninth St. Aud N. Archer, gm, cm  
Hudson 5-4491 W. E. Collins, pd, ce  
ABC Jack See, nd, fd  
McGillvra

WPAR 1450 Ohio Valley Bcstg. Corp. George H. Clinton, vp, gm,  
1955 250 211 1/2 Fifth St. cm  
Hudson 5-5475 Sherman Grimm, pd, nd  
CBS Vilah G. Brooks, ce  
Branham Ruth McCreary, wd

WPAR-FM 106.5mc  
1948 8.9kw

PINEVILLE (Wyoming County)

WWYO 970 Wyoming Bcstg. Co. R. D. Bailey, p, gm  
1949 1,000-D P. O. Box 184 E. D. Hawley, cm  
2711 Elaine Taylor, pd, wd  
Jack D. Mullens, pmm, fd  
William D. Stone, ce  
Vincent Harnett, nd  
Hank Frye, sd

PRINCETON (Mercer County)

WLOH 1490 Mountain Bcstg. Co. Robert L. Harrison, p, pmm  
1947 250 GA 5-2151 Bill Waldorf, sm  
ABC Ed Davis, pd  
KBS Earle Graham, ce  
J. Halbert, fd  
Harry Gentry, sd

RONCEVERTE (Greenbrier County)

WRON 1400 Blake Bcstg. Co. William E. Blake, p, gm  
1947 250 Shanklin Bldg. Gladys Livesay, cm, wd  
300 NBC  
West Va. Net.  
McGillvra

ST. ALBANS (Kanawha County)

WKLC 1300 Raymond I. Kandel Raymond I. Kandel, o, gm  
1956 1,000-D 109 Sixth Avenue C. C. Clerc, sm  
Parkway 7-1300 Sonny Davis, fd  
Janet Coble, wd  
Carl Rose, nd  
Harry Bowen, ce

WEIRTON (Hancock County)

WEIR 1430 Tri-State Bcstg. Co. Thomas Millsop, p  
1950 1,000 8992 Main St. E. J. Hirschberg, gm  
DA-2 2814 Robert E. Badger, sm  
Rambeau William Dowling, pd  
James Mark, ce  
Millie Martin, nd  
Oliver Johnston, fd

WELCH (McDowell County)

WELC 1150 Pocahontas Bcstg. Co. Sam Sidote, p, gm  
1950 1,000-D 1150 James French, cm  
McGillvra Josephine Cullop, pd, pmm  
Howard R. King, ce  
Johnnie Villani, nd, sd  
Marilyn Morrison, wd

WMCD 1340 Williamson Bcstg. Corp. Alice Shefn, p  
1955 250 2nd Ave. at Court St. John Blair, gm  
Williamson, W. Va.

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## WEST VIRGINIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensor Headquarters Telephone Network Station Rep.	Executives
<b>WESTON (Lewis County)</b>			
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 Edwin L. Doyle, slm Douglas Basford, pd Edward Stark, ce
<b>WHEELING (Ohio County)</b>			
WHLL 1949	1600 5,000-D	Wheeling Bstg. Co. P. O. Box 989 Cedar 3-1800 Gill-Perna	Kenneth H. Forney, p, ce Paul N. Miles, cm James O. Smith, pd
WKWK 1941	1400 250	Community Bstg. 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 Vingli, nd
WKWK-FM 1948	97.3mc 16kw		
WTRX 1947		(See Bellaire, Ohio, listing)	
WWVA 1926	1170 50,000 DA-N	Storer Bstg. Co. 16th Bldg. Cedar 2-1170 CBS Blair	George B. Storer, p Paul J. Miller, vp, mgng dir Andrew F. Hofman, cm Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce Ralph Hunt, nd Hardrock Gunter, fd Low Clawson, sd
WWVA-FM 1947	98.7mc 7.4kw		
<b>WILLIAMSON (Mingo County)</b>			
WBTH 1939	1400 250	Williamson Bstg. Corp. 5 1/2 E. 2nd Ave. 1241 MBS	Clarence Lovitch, co-o Alice Shein, co-o, gm, cm

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. pmd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

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## WISCONSIN

### WISCONSIN MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Adams	7,906	2,380	\$5,778	\$943	\$122	2,714
Ashland	19,461	5,390	20,916	4,707	588	5,129
Barron	34,703	10,450	38,801	5,531	906	10,982
Bayfield	13,706	3,770	7,214	1,658	225	3,787

## WISCONSIN

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Brown	98,314	29,340	134,102	27,346	3,162	34,503
Buffalo	14,719	4,270	10,795	1,488	248	4,340
Burnett	10,236	2,780	6,440	1,561	126	3,132
Calumet	18,840	5,350	16,349	2,320	334	6,274
Chippewa	42,839	11,680	50,483	8,401	1,246	12,559
Clark	32,459	8,800	24,933	3,752	601	9,518
Columbia	34,023	10,520	47,403	8,029	1,303	12,731
Crawford	17,652	4,810	13,586	3,265	152	4,770
Dane	169,357	51,880	241,153	46,507	5,411	61,973
Dodge	57,611	17,060	54,212	10,421	1,124	18,629
Door	20,870	6,420	26,795	5,347	510	7,542
Douglas	46,715	13,910	45,545	12,472	1,437	13,056
Dunn	27,341	7,550	25,996	3,116	512	8,282
Eau Claire	54,187	17,050	63,136	11,509	1,336	17,926
Florence	3,356	1,160	2,339	360	42	1,153
Fond Du Lac	67,829	20,200	63,619	16,851	2,330	23,534
Forest	9,437	2,250	6,914	1,997	158	2,353
Grant	41,460	12,250	42,888	7,454	1,010	12,849
Green	24,172	7,390	38,542	5,837	793	8,568
Green Lake	14,749	4,550	19,890	3,825	358	5,492
Iowa	19,610	5,530	16,540	2,651	295	6,021
Iron	8,714	2,420	7,623	2,326	191	2,658
Jackson	16,073	4,710	14,486	2,530	240	4,836
Jefferson	43,069	13,290	58,394	11,720	1,323	16,581
Juneau	18,930	5,260	20,013	3,219	388	5,804
Kenosha	75,238	25,040	96,845	24,804	2,986	29,776
Kewaunee	17,366	4,680	14,477	2,377	287	5,711
La Crosse	67,587	20,770	90,820	18,417	1,666	21,709
Lafayette	18,137	5,150	16,814	2,772	183	5,622
Langlade	21,975	5,900	21,145	5,236	384	6,351
Lincoln	22,235	6,410	24,030	5,873	651	7,087
Manitowoc	67,159	20,240	77,221	16,537	1,157	23,129
Marathon	80,337	22,790	81,522	16,545	1,587	26,516
Marinette	35,748	10,240	35,593	8,419	479	11,711
Marquette	8,839	2,600	8,385	1,770	145	3,086
Milwaukee	871,047	286,360	1,241,748	277,036	35,952	294,283
Monroe	31,378	8,520	29,348	6,370	701	9,252
Oconto	26,258	7,150	21,646	3,931	354	8,046
Oneida	20,648	6,390	25,181	7,478	809	7,361
Outagamie	81,722	24,770	109,114	21,809	2,580	26,168
Ozaukee	23,361	7,460	31,124	5,653	682	11,109
Pepin	7,462	2,020	8,874	1,432	244	2,295
Pierce	21,448	6,140	21,691	3,932	540	6,963
Polk	24,944	7,300	26,055	3,480	659	8,139
Portage	34,858	8,990	32,072	7,139	1,072	10,633
Price	16,344	4,490	14,408	3,299	352	4,702
Racine	109,585	35,570	146,775	35,137	4,983	42,144
Richland	19,245	5,350	20,572	3,652	414	5,648
Rock	92,778	30,480	130,866	25,314	3,280	36,334
Rusk	16,790	4,430	12,261	2,188	261	4,660
St. Croix	25,905	7,620	27,355	5,097	681	8,654
Sauk	38,120	11,760	44,465	8,885	917	12,712
Sawyer	10,323	2,750	9,815	2,518	262	3,145
Shawano	35,249	9,390	29,650	5,572	518	10,580
Sheboygan	80,631	25,130	91,923	20,089	2,112	27,592
Taylor	18,456	4,480	13,341	2,802	240	5,130
Trempealeau	23,730	6,650	22,484	3,650	399	7,217
Vernon	27,906	7,570	20,718	4,387	573	8,220
Vilas	9,363	2,780	13,462	3,583	241	3,633
Walworth	41,584	14,360	64,816	12,958	1,603	17,961
Washburn	11,665	3,150	13,364	2,202	373	3,486
Washington	33,902	10,660	42,417	9,246	674	13,772
Waukesha	85,901	28,880	107,672	24,923	3,071	42,408
Waupaca	35,056	10,400	39,263	7,255	882	12,072
Waushara	13,920	4,140	15,306	2,256	252	5,024
Winnebago	91,103	28,730	112,145	24,661	2,690	31,636
Wood	50,500	14,930	62,208	12,992	1,729	17,304
Total	3,434,575	1,055,010	\$4,218,076	\$880,619	\$106,074	1,178,080

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.



DIRECTORY OF AM AND FM STATIONS

<b>ANTIGO (Langlade County)</b>			
WATK 947	900 250-D	Antigo Bcstg. Co. 3-4124	Artemus F. Berner, p, gm Robert E. Fowler, ce
<b>APPLETON (Outagamie County)</b>			
VAPL .952	1570 1,000-D	WAPL Inc. John Balliet Hotel Regent 4-2609 Gill-Perna	Gerald A. Bartell, p Jack Gardiner, asst to mgr, pdm, pmm Connie Forster, gm Bob Culp, cm Rex Munger, pd Sunny Day, nd, sd Ralph Evans, dir engr Bruce Ziebell, ce
WHBY 1925	1230 250	WHBY Inc. 600 S. Law St. 3-6639 MBS Wisconsin Net. Mecker	Lewis J. Process, gm, cm Ray Brock, pd Chris Schneider, pmm George Merkle, ce John Flynn, nd Clyde Downing, fd
<b>ASHLAND (Ashland County)</b>			
WATW 1940	1400 250	WATW Inc. 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
<b>AUBURNDALE (Wood County)</b>			
*WLBL 1922	930 5,000-D	State of Wisconsin Radio Hall Madison Alpine 5-2988	Harold B. McCarty, exec dir
<b>BEAVER DAM (Dodge County)</b>			
WBEV 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Radio Park Turner 5-4442 Holman	William E. Walker, p Charles R. Dickoff, vp, gm Tom Faile, cm
<b>BELOIT (Rock County)</b>			
WBEL 1948	1380 5,000-D DA-D	Beloit Bcstrs. Inc. 430 State St. Emerson 5-5525 Gill-Perna	Russ Salter, p Robert O. Moran, vp, gm Joseph E. Moen, sm, cm Irv Andreoni, pmm Leo Wilson, ce Robert K. Brown, nd
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 Lou Wendlandt, pd Dick Blanchard, nd
<b>CHIPPEWA FALLS (Chippewa County)</b>			
WCHF 1954	1150 1,000-D (CP-5,000-D)	Chippewa Falls Bcstg. Co. 109 Bridge St. Park 3-4476 KBS Clark	Walter F. Kean, p Russ Salter, sec Russ E. Brennan, sm Maryan L. Smith, wd Ray Pollom, pd
<b>EAU CLAIRE (Eau Claire County)</b>			
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 DA-N	Central Bcstg. Co. 2415 So. Hastings Way 2-3474 NBC Arrowhead Net. Hollingbery Bulmer & Johnson	W. C. Bridges, p, gm Leo Howard, sm
WEAU-FM 1945	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
<b>FOND DU LAC (Wisconsin County)</b>			
KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. First St. 356 MBS Wisconsin Net. Holman	Emery W. Martin, evp Robert Carey, slm James Schwartz, cm Wendel S. Meyers, ce Ron Bothe, nd, fd Joe Goeser, pd, sd
<b>GLENDALE (Monroe County)</b>			
WFMR (FM) 1956	96.5mc 25kw	High Fidelity Bcstg. Corp. 5856 N. Port Washington Rd. Milwaukee 17 Edgewood 2-9480	Hugo Koeth Jr., p James G. Baker, vp Raphael Kianovsky, pd Martin K. Franke, ce

<b>GREEN BAY (Brown County)</b>			
WBAY 1922	1360 5,000	Norbertine Fathers 115 South Jefferson Hemlock 2-3331 CBS Weed	Rev. M. J. Beemster, mgng Haydn R. Evans, gm Joe DeYoung, cm Rog Mueller, pd Bob Meister, pmm Wallace Stangel, ce Don Wright, nd
WBAY-TV	DA-N		
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Hemlock 5-5331 ABC	Ben A. Laird, p, gm Allen H. Embury, evp, sm Alfred L. Mayer, cm Leo C. Westerman, ce Jack Kessenich, pd Robert A. Houle, nd
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
<b>HARTFORD (Washington County)</b>			
WTKM 1951	1540 500-D	Kettle Moraine Bcstg. Co. 600 KBS	Walter G. Zastrow, p Don K. Zastrow, gm, fd George Dodge, ce, cm, pmm Mark Adams, nd Larry Rutter, pd, sd Lynn Karel, wd
<b>JANESVILLE (Rock County)</b>			
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 Rill Bessire, cm Ralph Schroeder, pd, pmm Wayne Clay, ce Don Boyd, sd
WCLO-FM 1947	99.9mc 15.5kw		
<b>KENOSHA (Kenosha County)</b>			
WLIP 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 M. Zicarelli, nd Armin Ranyan, cont dir
<b>LA CROSSE (La Crosse County)</b>			
WKBH 1925	1410 5,000 DA-N	WKBH Inc. 141 S. 6th 2-4678 NBC Wisconsin Net. H-R-Reps.	Howard Dahl, p, gm Robert Z. Morrison, cm Bernice Callaway, pd Leonard G. Anderson, pmm Al Leeman, ce
WKBT (TV)			
WKTY 1948	580 1,000 DA-1	Lee & Associates Inc. Hotel Stoddard Box 751 ABC Everett-McKinney Bulmer & Johnson	Herbert H. Lee, p Don O'Brien, vp, gm Charles Kearns, pd, sd Milo K. Knutson, nd
WLDL 1956	1490 250	Lyons Bcstg. Co. Rivoli Bldg. 2-7794 MBS KBS	L. D. Lyons, p R. A. Gaumer, gm, slm Vergil Koers, ce Don D. Knutson, pd Cathy Guillaume, pdm Don K. Elliot, nd
<b>LADYSMITH (Rusk County)</b>			
WLDY 1948	1340 250	Flambeau Bcstg. Co. Hwy. 8 West 584 Clark	Charles H. Nelson, o, gm Ruth Nelson, cm John Lovely, pd Raymond Bohnert, ce
<b>MADISON (Dane County)</b>			
*WHA 1922	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. Stehl, ce Roy Vogelman, nd
WHA-TV			
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 Norman Hahn, ce Jack Newman, nd Frank Mayfield, fd
WIBA-FM 1948	101.5mc 45kw		
WISC 1948	1480 1,000 DA-1	Radio Wisconsin Inc. Commercial State Bank Bldg. Alpine 7-2588 ABC MBS Peters, Griffin, Woodward	Ralph Immell, p Ralph O'Connor, gm L. J. Basset, cm Phebe Rogers, pd Lee Wesner, pmm, fd Gerald Batz, ce Clifford Conohan, nd
WISC-TV			
WISC-FM 1948	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, nd Roy Gumtow, fd Rudy Ploc, sd
WKOW-TV			

WISCONSIN

City	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MADISON (Cont.)</b>			
WMFM (FM) 1948	104.1mc 7.5kw	Earl W. Fessler 2047 Winnebago St. CH 4-2847	Earl W. Fessler, p, gm, ce Gene Edwards, cm, pmm Audrey Powers, pd Richard Romaine, nd Ben Benedetti, sd Donna Lou, wd
<b>MANITOWOC (Manitowoc County)</b>			
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
WWOC 1952	980 1,000-D	Manitowoc Bstg. Co. 2500 N. Mirro Drive Murry 2-7763 McGillvra	Edward D. Allen, co-o, gm, pmm Edward W. Jacker, co-o, cm, ce T. Maples, pd C. R. Robinson, fd, sd C. Kresal, nd Dolores Allen, wd
<b>MARINETTE (Marinette County)</b>			
WMAM 1939	570 250-D	M & M Bstg. Co. Radio-TV Park Redwood 5-6631	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, sm, pd Alister S. Alexander, ce Thomas J. Reading, nd John Bell, fd
WMBV-TV	100-N	NBC Wisconsin Net. Northern Net. Burn-Smith	

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. pmd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. 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.

<b>MARSHFIELD (Wood County)</b>			
WDLB 1947	1450 250	Clarkwood Bstg. Corp. 1710 N. Central Ave. 1450 McGillvra	Hartley L. Samuels, p, gm John R. Thornton, cm Glenn Brown, pd Richard Hanneman, ce Glenn Brown, nd Robert E. Grosbier, pmm
WDLB-FM 1948	103.9mc 0.25kw		
<b>MEDFORD (Taylor County)</b>			
WIGM 1941	1490 250	WIGM Inc. P. O. Box 59 255 MBS Clark	Paul Allman, p, gm Joe Dahlvig, vp, slm Raymond Bohnert, sec, ce Harold R. Murphy, treas Galen Brunner, pd Dick Johnson, pd
<b>MENOMONIE (Dunn County)</b>			
WMNE 1951	1360 1,000-D	Menomonie Bstg. Co. 603 1/2 Broadway 1156 KBS	Dr. Wendell Hansen, p Douglas Weikle, gm, cm Warren Weikle, ce, pd Howard Kuhn, fd Margaret Brandenburg, wd
<b>MERRILL (Lincoln County)</b>			
WLIN (FM) 1947	100.7mc 9.7kw	Alvin E. O'Konski Enterprises Inc. Fourth & Scott Sts., Wausau Wausau 2-2111	Alvin E. O'Konski, p Arthur N. Lynn, gm Werner Weiss, ce
<b>MILWAUKEE (Milwaukee County)</b>			
WEMP 1955	1250 5,000 DA-2	Milwaukee Bstg. Co. 1701 W. Wisconsin Ave. Division 2-4040 Headley-Reed	A. M. Spheris, p Hugh K. Boice Jr., vp, gm John C. Gagliano, cm Tom Shanahan, pd Rolland E. Paske, ce Gene Bernhardt, nd
WFOX 1945	860 250-D	Business Management Inc. 208 E. Wisconsin Ave. Broadway 2-1272 KBS	Joseph A. Clark, p Neil K. Searles, cm, gm Robert Mayer, ce Jo Boyd, wd
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Ave. Broadway 1-4644 ABC Petty	John B. Soell, gm Carl Zimmerman, asst mgr George Ingraham, slm Bill Jones, loc slm Donald A. Weller, ce Carl Vogt, merc mgr Lou Riepenhoff, pmm, publicity dir Taylor Benson, nd
WMIL 1947	1290 1,000-D	Cream City Bstg. Co. 2625 W. Wisconsin Ave. West 3-1290 Forjoe	Gene Posner, p Paul F. De Chant, gm, sm Gene Emerald, prog co-o, nd Gino Monaco, ce
WOKY 1947	920 1,000 DA-1	Bartell Bcstrs. Inc. 522 W. Wisconsin Ave. Broadway 1-8480 Katz	Mel Bartell, vp, cm John F. Box, Jr., evp John A. Reddy, pd, sd Ralph Evans, ce Bob Berringer, nd Rosa B. Evans, wd
WRIT 1955	1340 250	Radio Milwaukee Inc. 5407 W. Martin Dr. Bluemound 8-9321 H-R Reps Brown	Harry Balaban, co-o Harold S. Lederer, co-o Leo M. Lederer, co-o
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capital Dr. (12) Broadway 1-6000 NBC Christal	Walter J. Damm, vp, gm George Comte, sm R. J. Heiss, asst mgr Neale V. Bakke, slm Don Loose, pgm mgr Phillip B. Laeser, eng mgr Bruce Wallace, pmm
<b>MONROE (Greene County)</b>			
WEKZ 1951	1260 1,000-D	Green County Bstg. Co. Schuetze Bldg. 1260	Willard Schuetze, ptrn Edwin Schuetze, ptrn Kenneth Stuart, ptrn Doran Zwygart, ptrn Joe Urban, gm Stan Neuberger, pd Rex Eyler, ce Vern Falk, nd, fd
<b>NEENAH-MENASHA (Winnebago County)</b>			
WNAM 1946	1280 1,000 DA-N	Neenah-Menasha Bstg. Co. P. O. Box 602 Parkway 2-6471	C. E. Ewing, p Don C. Wirth, gm Don Harrington, cm Gordon Dally, ce Tom Collins, pd, sd
<b>OSHKOSH (Winnebago County)</b>			
WOSH 1941	1490 250	Oshkosh Bstg. Co. 1235 Bowen St. Rd. Stanley 4580 ABC Pearson	William F. Johns Jr., p William L. McDonald, gm, cm Robert Hasselman, pd Jack Teiken, ce Roland McBain, nd Jack McKone, sd

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FACILITIES LIMITED, VICTORY BUILDING, TORONTO

**PARK FALLS (Price County)**

WFPF 1450 Northland Bcstg. Co.  
1955 250 262 Clark

Gordon Schluter, p, gm  
Gene Halker, sec-treas  
Gordon Locke, pd  
Don Williams, sd  
Lois Hickey, wd  
Robert Senne, ce

**PLATTVILLE (Grant County)**

WSWW 1590 Southwest Wisconsin Co.  
1955 1,000-D 2775 Radio Park

John F. Monroe, p  
Robert J. Bodden, gm, cm  
Art Hill Jr., nd  
Harold Anderson, fd  
Dick Thompson, sd  
Raymond Skinner, ce

**PLYMOUTH (Sheboygan County)**

WPLY 1420 WPLY Inc.  
1954 500-D P. O. Box 222  
T'w 3-3661  
KBS  
Regional Radio Reps.

Milton Maltz, co-o, p  
Robert G. Wright, co-o, gm  
Donn Reed, pd, nd  
Eugene Capelle, ce  
Paul Eichenberg, fd  
Rosanna Niedermier, wd

**PORTAGE (Columbia County)**

WPDR 1850 Portage Bcstg. Co.  
1952 1,000-D P. O. Box 142  
1350

W. T. Comstock, p  
R. D. Hutchings, gm, pmm,  
cm  
Berwyn Hoffman, sm  
Berwyn Albeman, pd, fd  
Don Bender, ce  
Nick Grayson, nd

**POYNETTE (Columbia County)**

WIBU 1240 Wm. C. Forrest  
1925 250 98  
KBS  
Wisconsin Net.  
WWCF (FM) 94.9mc (WIBU, Am Affiliate)  
1948 37kw

Wm. C. Forrest, p, gm, cm  
Sarah Forrest, pd  
Leonard Doese, ce

**PRAIRIE du CHIEN (Crawford County)**

WPRE 1280 Prairie Bcstg. Co.  
1952 500-D P. O. Box 36  
637  
Holman

W. C. Schlaugat Jr., gm  
Thomas Multerer, cm, pmm  
Jerry Key, pd  
Edwin Pugh, ce  
Dominic Fanello, nd  
Orly Baker, fd

**RACINE (Racine County)**

WRAC 1460 WRAC Inc.  
1950 500 Arcade Bldg.  
2-1627  
Sears & Ayer

William J. Prialux, p, gm  
Robert W. Baird, vp

WRJN 1400 Racine Bcstg. Corp.  
1926 250 441 Main St.  
Melrose 4-3311  
ABC  
Wisconsin Net.  
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 Gummm, nd

WRJN-FM 100.7mc  
1948 15kw

**REEDSBURG (Sauk County)**

WRDB 1400 William C. Forrest  
1953 250 400  
KBS  
Wisconsin Net.

William C. Forrest, p  
Mike Flaherty, gm  
Larry Durand, cm  
Joe Boyle, pd, nd, sd  
Dick Ingwell, ce

**RHINELANDER (Oneida County)**

WOBT 1240 Oneida Bcstg. Co.  
1947 250 Route 2  
1240  
McGillvra

George F. Thoma, vp, gm  
Howard Koentzer, cm  
William Anderson, ce  
John Wadd, nd  
Todd McEldowney, sd

**RICE LAKE (Barran County)**

WJMC 1240 WJMC Inc.  
1938 250 550  
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 96.3mc  
1947 15.5kw

**RICHLAND CENTER (Richland County)**

WRCO 1450 Richland Bcstg. Co.  
1949 250 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

**RIPON (Fond du Lac County)**

WCWC 1600 Central Wisconsin Co.  
(CP) 5,000-D 735 N. Water St.  
DA-D Milwaukee

Miriam B. Monroe, p  
John F. Monroe Jr., vp

**SHAWANO (Shawano County)**

WTCH 960 Shawano County Leader  
1948 1,000 Pub. Co.  
DA-N 107 E. Green Bay St.  
666  
KBS  
Best

Jeanne P. Donald, gm  
R. Gruetzmacher, sm

**SHEBOYGAN (Sheboygan County)**

WHBL 1330 WHBL Inc.  
1926 1,000-D Hotel Foeste  
250-N Glencourt 8-2107  
ABC  
Wisconsin Net.  
Burn-Smith

Paul Skinner, p, gm  
Ray Wittuhn, cm  
Christ Bauer, ce  
Chuck Fisher, nd  
Jim Siegel, sd

WHBL-FM 100.3mc  
1948 63kw

WSHE 950 Lake Shore Bcstg. Co.  
1956 500-D 1210 North 8th St.  
DA-D Glencourt 2-4671  
Sears & Ayer

David A. Bensman, o, p, gm  
Charles E. Doheny, cm  
Marvin R. Bensman, pd  
Richard Barrett, pmm  
Robert Ruggles, nd  
George Schneider, ce

**SPARTA (Monroe County)**

WCOW 1290 Sparta-Tomah Bcstg. Co.  
1951 1,000-D 124 1/2 S. Water St.  
3307  
KBS  
Rambeau

John D. Rice, p, gm, nd  
Hugh Dickie, cm  
Eddie Cary, pd, fd  
Thomas M. Price, pmm  
Roger L. Belke, ce  
Bill Lahm, sd

**STEVENS POINT (Portage County)**

WSPT 1010 Stevens Point Bcstg. Co.  
1948 250-D 414 Main St.  
2744  
Holman

W. F. Johns Sr., p  
Peter A. Barnard, vp, gm  
Dave Silverman, cm  
Barbara Somers, pd  
Jack Ducart, ce  
Jerr Smith, sd

**STURGEON BAY (Door County)**

WDOR 910 Door County Bcstg. Co.  
1951 500-D 15th & Utah  
593  
McGillvra

Edward Allen Jr., p, gm,  
pmm, fd, sm  
Dolores Allen, pd, wd  
Jos Hogan, ce, sd  
Verneille Haen, nd

WOKW 1260 Door County Radio Co.  
1951 1,000-D 1260  
KBS  
Best

Dr. Howard R. Peters, p  
Frank Ullsperger, gm  
Jack Schaefer, pd  
Robert Egeland, ce  
Chandler F. Harris, vp, nd  
Leonard Koskubar, fd

**SUPERIOR (Douglas County)**

KDAL (See Duluth, Minn. listing)  
1936  
KDAL-TV

WDSM 710 Northwest Publications Inc.  
1939 5,000 921 Tower Ave.  
DA-N EX 4-9258  
ABC  
MBS  
Peters, Griffin, Woodward  
Bulmer & Johnson

Robert B. Ridder, p  
Carlo Anneke, gm  
Jim Payton, pd  
Geo. Carlson, ce  
Gil Amundson, pmm  
Chuck Conrad, nd

**TWO RIVERS (Manitowoc County)**

WTRW 1590 Two Rivers Bcstg. Co.  
1951 1,000-D 1817 Washington St.  
324 (Two Rivers)  
MU 2-4521 (Manitowoc)  
KBS

Francis Schmitt, o, gm  
Alvin R. Anderson, ce  
Poly Kooser, wd  
Stanley Greene, cm  
Jay Wells, pd  
Bill Cook, sd

**WATERTOWN (Jefferson County)**

WTTN 1580 Watertown Radio Inc.  
1950 250-D 104 W. Main St.  
2215  
KBS

Carl V. Kolata, p, gm  
Douglass Beaudoin, ce  
Willard James, nd  
Ernie Siegrist, sd  
Florence Herold, wd

**WAUKESHA (Waukesha County)**

WAUX 1510 Waukesha Bcstg. Co.  
1947 250-D 319 W. Main St.  
Liberty 2-6636  
KBS  
Holman

Mig Figi, co-o, p, gm  
Charles Williams, co-o, vp,  
cm  
Adin Randall, ce  
Nota Jean Magers, wd

**WAUPACA (Waupaca County)**

WDUX 800 Laird Bcstg. Co.  
1956 1,000-D 204 1/2 Main St.  
83  
Forjoe

Dorothy J. Laird, o  
Allen Embury, gm  
Al Mayer, cm  
Jack Edwards, pd  
Tom Karavakis, pmm  
Garth Bowker, ce  
John Kal, nd, sd

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## WISCONSIN

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>WAUSAU (Marathon County)</b>				
WHVF	1230	250	Lakeland Bcstg. Co. 1110 E. Wausau Ave. 2-1188 Indie	Hilding V. Foreen, p, ce R. H. Topinka, gm, cm, sd Robert Hloucal, pd Dick Doede, nd Harold Golding, fd Florence Frodi, wd
WOSA	550	5,000 DA-2	Alvin E. O'Konski Enterprises, Inc. Thorp Finance Bldg. 2-2111 ABC, MBS Rambau Bulmer & Johnson	Alvin E. O'Konski, p Arthur N. Lynn, gm Dan Turner, cm Carol Green, pd Russell Grambsch, ce Charles Summers, fd
WSAU	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 Cernetske, nd
WSAU-TV				
<b>WEST BEND (Washington County)</b>				
WBKV	1470	500-D	West Bend Bcstg. Co. P. O. Box 60 1640 Clark	August C. Berkholtz, p, gm Harold H. Berkholtz, sm Paul Mueller, ce Ray Kessenick, pd
<b>WISCONSIN RAPIDS (Wood County)</b>				
WFHR	1340	250	William F. Huffman Radio Inc. 143 W. Grand Ave. 1940 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 Stroppe, fd
WFHR-FM	103.3mc	2.1kw		

## WYOMING

### MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Passenger			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
Albany	19,055	6,250	\$25,858	\$5,982	\$633	7,500
Big Horn	13,176	3,430	11,498	2,439	466	4,300
Campbell	4,839	1,330	6,218	1,258	104	1,873
Carbon	15,742	4,600	21,329	4,149	836	5,654
Converse	5,933	1,510	8,028	1,501	263	2,500
Crook	4,738	1,120	3,710	679	52	1,459
Fremont	19,580	5,570	28,252	4,436	802	7,381
Goshen	12,634	3,440	14,524	3,098	483	4,787
Hot Springs	5,250	1,610	7,236	1,317	351	2,198
Johnson	4,707	1,320	5,809	1,313	203	2,189
Laramie	47,682	15,540	71,283	14,675	2,284	20,851
Lincoln	9,023	2,260	10,817	1,951	350	3,011
Natrona	31,437	12,240	70,872	14,387	2,216	18,400
Niobrara	4,761	1,130	5,666	1,067	67	1,836
Park	15,182	5,270	19,914	3,327	600	6,018
Platte	7,925	2,180	10,561	1,884	549	2,932
Sheridan	20,185	6,010	25,097	4,739	749	7,423
Sublette	2,481	840	2,854	533	183	1,072
Sweetwater	22,017	6,000	20,384	5,155	971	6,632
Teton	2,593	760	6,038	1,430	200	1,456
Uinta	7,331	1,510	8,570	1,849	288	2,441
Washakie	7,252	1,930	11,365	1,833	381	3,362
Weston	6,733	1,920	11,996	2,116	407	3,361
Yellowstone						
Nat'l Park	353	90	6,461			
Total	290,529	87,860	\$412,320	\$81,128	\$13,436	118,586

## WYOMING

### DIRECTORY OF AM AND FM STATIONS

<b>BUFFALO (Johnson County)</b>			
KBBS	1450	Northern Wyoming Bcstg. Corp.	Donald J. Grimes, p
1956	250	#8 First Natl. Bank Bldg. Sheridan, Wyo.	
<b>CASPER (Natrona County)</b>			
KATI	1400	Jack L. Breece	Jack L. Breece, o, gm, ce
1956	250	P. O. Box 2006 2-2200 KBS Continental	Kenneth G. Prather, cm Gene W. Robinson, pd Doris Robinson, pmm, wd
KSPR	1470	Donald Lewis Hathaway	Donald Lewis Hathaway, p,
1950	5,000-D 1,000-N	P. O. Box 930 3-5777 CBS Walker Tracy Moore	gm Marcus R. Nichols, asst mgr
KVOC	1230	KVOC Bcstg. Co.	William F. Shutts, co-o, gm
1946	250	P. O. Box 2090 2-4512 ABC MBS Intermountain Wyo. Cowboy McGillvra	Duane Simons, co-o, cm, ce Jim Baker, pd Warren Carlson, nd, sd Marj Hileman, wd
<b>CHEYENNE (Laramie County)</b>			
KFBC	1240	Frontier Bcstg. Co.	Robert S. McCracken, p
1940	250	2923 E. Lincoln Way 4-4461 ABC Intermountain Wyo. Cowboy Avery-Knodel	William C. Grove, gm, ce Ed Bogen, cm, pmm Betty Keyes, pd Kirk Knox, nd Larry Birleff, sd
KFBC-TV			
KVWO	1370	Great West Co.	William T. Kemp, p
1952	1,000-D	P. O. Box 926 2-6433 MBS McGillvra	Ernie Galbos, gm Robert Rubin, gm Ruth Dorr, slm Mellie Barnett, pd Elainne Westedt, nd Harold M. Roberts, ce G. C. Bennetsen, pmm
<b>CODY (Park County)</b>			
KODI	1400	Park Bcstrs. Inc.	Dr. R. B. Croft, p
1947	250	P. O. Box 762 444 McGillvra	Robert B. Beall, sec-treas, bus mgr Wayne E. Killmer, vp, slm, cm Kay Decker, traffic mgr, nd, wd Owen Allen, pd Phil Barnhart, ce, fd
<b>EVANSTON (Uinta County)</b>			
KLUK	1240	BBH Enterprises	Dr. M. D. Buchen, p
1953	250	P. O. Box 198 KBS Intermountain Avery-Knodel	Al Pyatt, gm, cm, fd Ellen Wheelers, pd Harry Albers, ce Laura Marie Pyatt, wd
<b>LANDER (Framont County)</b>			
KOVE	1330	Edward J. Breece	Edward J. Breece, p
1948	1,000 DA-N	P. O. Box 436 488 MBS KBS Intermountain Continental	Jack L. Breece, gm, pd Dorothy L. Reed, cm Louise York, pmm Gary Fehlauer, ce James Fitzgerald, slm Robert W. Allen, nd, sd

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

LARAMIE (Albany County)

KOWB 1948	1340 250	Snowy Range Bstg. 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
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NEWCASTLE (Weston County)

KASL 1953	1240 250	Newcastle Bstg. 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
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POWELL (Park County)

Y. POW 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 Ruse Coggin, slm Agnes Fields, pd J. S. Kilnes, ce
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RAWLINS (Carbon County)

KRAL 1947	1240 250	Rawlins Bstg. Co. P. O. Box 585 1005 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 KWRB-TV (CP)	1450 250	Joseph P. Ernst Worland, Wyo. 733 MBS Intermountain Wyo. Cowboy	Joseph P. Ernst, p Jim Meredith, gm, pd, sd Ray Rostron, cm, nd Bill Ross, ce, fd
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ROCK SPRINGS (Sweetwater County)

KVRS 1938	1360 1,000-D 500-N DA-N	Wyoming Bstg. Co. 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 Bstg. Co. 21 N. Main 601 MBS Intermountain Avery-Knodel	Jim Carroll, p, gm Don Tannehill, sm Zeke Taggart, cm Bob Wilson, nd Bill Thompson, pd Bob Crothwaite, ce
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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 Karl V. Kertson, sm Philip Ernst, ce Sue Gebhart, wd Jack Beard, sd
KTHE 1955	1240 250	Thermopolis Bstg. Co. 320 N. Railroad 386	Joe C. Henry, p, gm, ce Patricia Hudson, pmm, wd Mudo Jurovich, sd Olin Pike, cm

TORRINGTON (Goshaw County)

KGOS 1950	1490 250	DeVeny-Kath Bstg. Co. P. O. Box 271 567	Kerm Kath, co-o, gm, cm, pd, sd Cec DeVeny, co-, co-gm, ce, nd Craig Hartberg, pmm, pdm Jack Jolly, fd, slm
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WORLAND (Washokto 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 Bob Verdon, nd Ray Lansing, sd Ava Johnson, wd Marion Cantley, traff mgr
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\* Executive Abbreviations: Owner o; Pres. p; Exec. up. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Div. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

ANCHORAGE

KBVR 1949	1270 1,000	Radio Anchorage Inc. P. O. Box 1960 5-8201 Pan-American Bstg. Co.	E. Pournelle, gm Wesley Burton, cm John Haefel, ce J. Chester Gordon, nd Ed Stevens, sd
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KENI 1948 KENI-TV	550 5,000	Midnight Sun Bstg. Co. Box 1160 20501 ABC, MBS, NBC Fletcher Day	Harry J. Hill, p Charles Gray, tech dir Ralph E. Walker, ce
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KFQD 1924	730 10,000	Anchorage Bstgs. Inc. P. O. Box 1040 CBS Alaska Bstg. Sys.	Ernest Spink, gm Edward R. Mack, pd William E. Duck, ce
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CORDOVA

KLAM 1954	1450 250	Northern Light Bstg. Corp. 1 Forestry Way 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 KFAR-TV	660 10,000	Midnight Sun Bstg. Co. Box 910 2803 ABC, MBS, NBC Fletcher Day	Alvin O. Brantstedt, gm Mildred Webb, cm Mario V. Lage, pd Pet Schuste, pmm Merlyn Lage, wd William VanBlitterswick, ce Don Bullock, nd
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KFRB 1948	900 10,000	Alaska Bstg. Co. P. O. Box 950 CBS Alaska Bstg. Sys.	Larry Laby, gm
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KVGN (CP)	1240 250	Radio Anchorage Inc. P. O. Box 1960 Anchorage	E. Pournelle, gm
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JUNEAU

KINY 1935 KINY-TV (CP)	800 5,000	Alaska Bstg. Co. Decker Bldg. CBS Alaska Bstg. Sys.	Jerry McKinley, gm
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KJNO 1952	630 1,000-D 500-N	Midnight Sun Bstg. Co. Box 2231 508 ABC, MBS, NBC Fletcher Day	Harry Hill, p Don Andon, sm Joseph Mangan, slm Dodie Wheeler, pmm, wd Dave Vincent, sd Royal O'Reilly, ce
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City	Call Letters	Established	TV Affiliate	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>KETCHIKAN</b>							
KABI	1952	580	1,000-D	500-N	Midnight Sun Bcstg. Co. P. O. Box 1459 3124 ABC, MBS, NBC Fletcher Day	H. Hill, p Patricia North, sm R. N. Chamberlain, cm Brad Cole, pd C. F. Placentia, ce	
KTKN	1942	950	1,000		Robert C. Mehan CBS Alaska Bcstg. Sys.	Robert C. Mehan, o, gm	
<b>SEWARD</b>							
KIBH	1948	1340	250		Seward Bcstg. Corp. CBS	R. E. Baumgartner, p Jacquē E. Roth, vp, gm	
<b>SITKA</b>							
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.	Rev. Hendrick Van Dyke, gm, ce Franklin R. Hoff, cm Carmen S. Tubby, pmm Mrs. Olive Hoff, wd	

## GUAM

City	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives	
<b>AGANA</b>							
KUAM	1954	610	1,000		Radio Guam P. O. Box 68 72-365 NBC, CBS Young	Harry M. Engel Jr., p H. Richard Maguire, sm John Barton, ops mgr Gary R. Fuller, pd Stuart Rider, ce Melba Shriver, wd	

## HAWAII

City	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives	
<b>HILO (Hawaii County)</b>							
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 G. T. Thrumston, sm Roger H. Coryell, pd Harold L. Marques, ce Wayne L. Collins, nd	

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; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.

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## HAWAII

KILA	1951	850	1,000		James Emile Jaeger P. O. Box 1595 4372 MBS Inter-Island Net. Hollingbery	James E. Jaeger, o, gm Sam Nakamura, pd, ce	
KIPA	1947	1110	1,000		Big Island Bcstg. Co. P. O. Box 1602 217 NBC	Wm. Gonsalves, p Sue Osgood, wd, pd, nd R. Waldermer Jaderstrom, ce Tad Eto, sm, slm	
<b>HONOLULU (Honolulu County)</b>							
KAIM	1956	870	1,000		Christian Bcstg. Assn. 1136 12th Ave. Kaimuki, Honolulu 7-1985	Theis Reynertson, p Cornelius Keur, gm Tom Lonergan, pd Frank Ineson, cm Donald Lowther, pmm Clair Powell, ce	
KAIM-FM	1953	95.5mc	5.7kw				
KGMB	1929	590	5,000		Hawaiian Bcstg. Sys. 1534 Kapiolani Blvd 9-2011 CBS Peters, Griffin, Woodward	J. Howard Worrall, p, gm Melvin B. Wright, sm C. C. Crockett, slm Robert Costa, pd John T. Quinlan, prom dir Dan Hunter, ce Wayne Collins, nd	
KGMB-TV							
KGU	1922	760	2,500		Advertiser Pub. Co. P. O. Box 5110 5-2977 NBC All Islands Radio Net. NBC Spot Sales	Lorrin P. Thurston, p William O. Paine, gm Lee Hirschland, sm, pd George Mansfield, cm Vincent Priore, pmm Sakae Kimata, ce Dave Ballard, nd	
KONA (TV)		(CP-10,000)					
KHON	1946	1380	5,000		South Pacific Bcstg. Co. P. O. Box 1380 Bolling	Craig Maudsley, p, gm Shirley Mendelson, evp Jack Colon, asst mgr	
KIKI	1951	880	250		KIKI Ltd. 320 Ward Ave. 6-3456	Royal V. Howard, p, ce Angelo J. Rossi, evp, gm, cm, pd, pmm	
KPOA	1946	680	5,000		Radio Hawaii Inc. 575 Kamoku St. 9-5236 MBS Inter-Island Net. Hollingbery	John M. Shaheen, p Fin Hollinger, evp, gm, cm Carlos Rivas, pd, sd Robert H. Lang, ce George West, nd Betty Smyser, wd	
KULA	1947	690	10,000		Television Corp. of America 1290 Ala Moana 6-3666 ABC Young	Richard C. Simonton, p Jack Burnett, evp, gm M. Franklin Warren, cm Ted Scott, pd Paul Yamamoto, pmm Ronald T. Miyahira, ce Gordon Thompson, nd Eric Rhode, sd Jeanette Murai, wd	
KULA-TV							
<b>KANEOHE (Honolulu County)</b>							
KANI	1953	1150	1,000	DA-1	Windward Bcstg. Co. P. O. Box 697 KAI 24-3882	Merrill K. Riley, p Don Carter, mgr, pd Patt Patterson, slm, pmm John Ellingson, ce	
<b>LIHUE (Kauai County)</b>							
KTOH	1940	1490	250		Garden Island Pub. Co. 2021 NBC All-Islands Net.	Charles J. Fern, gm Katashi Nose, ce	
<b>WAILUKU (MauI County)</b>							
KMVI	1947	550	1,000		MauI 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 William J. Belknap, pmm Richard E. Mawson, asst gm, pd George Tam, ce Earl I. Tanaka, nd	
KMVI-TV							
<b>WAIPAHU (Honolulu County)</b>							
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, sm, pd, nd Jackson McBride, pmm	
<b>PUERTO RICO</b>							
<b>AGUADILLA</b>							
WABA	1951	850	500		Hector Reichard P. O. Box 188 241	Hector Reichard, o F. Bonnet Velez, gm Wilfredo Almodovar, cm Alejandro Aviles, pd Raul Santiago, pmm Antolin Jimenez, ce E. Cruz Velez, nd	
WGRF	1956	1340	250		Jaicoa Bcstg. Corp. P. O. Box 863	C. Ramos Ferreri, p	

ARECIBO

WCMN 1280 Caribbean Bcstg. Corp. A. Esteva Vidal, p  
1947 1,000 Antonio Barcelo St. Nabal Barreto, gm  
589 Frank Lopez Oronoz, cm  
Héctor M. Somohano, pd  
Jose Soler, ce

WMIA 1070 Abacoa Radio Corp. Jose D. Casanova, p  
(CP) 500 P. O. Box 126 Gloria Ramos de Donate, vp  
Manuel Pirallo-Lopez, sec-  
treas, cm  
Carlos Pirallo-Lopez, gm

BAYAMON

WENA 1560 Bayamon Bcstg. Corp. Dr. A. Diaz Atilas, p  
1947 250 P. O. Box 157 D. Diaz Alejandro, gm  
161

CAGUAS

WNEL 1450 Inter American Radio Corp. Eduardo Biascochea, p.  
1947 250 Celis Aquilera eq Corchado gm, ce  
677 John W. Rodriguez, cm  
C. Miner, pd, pmm  
Miguel A. Candelario, sd  
Patria Rijos, wd

WVJP 1110 Borinquen Bcstg. Co. Hector Pereira, ptnr, mgr  
1947 250 P. O. Box 207 Jorge Luis Arzuaga, cm  
789 J. Colon Santiago, pd  
Pedro Luis Jimenez, ce  
L. Cruz Iglesias, nd  
Victor Fernandez Reguero, sd

FAJARDO

WMDD 1490 WMDD Inc. Jose R. Madrazo, p  
1947 250 Munoz Rivera-Barcelo Sts. Agustin R. Camunas, gm, cm  
132 Lucy Calderon, pd  
Herbert K. Honness, ce  
Francisco A. Baez, nd  
Reinaldo Moreira, sd

GUAYAMA

WXRF 1590 Guayama Bcstg. Co. Rafael Fuster, p  
1948 1,000 P. O. Box 615 Gumersindo Cordero Jr., gm,  
243 cm  
Maria Belén Rivera, pd  
Johnny Ortiz, ce

MAYAGUEZ

WAEI 600 Mario Acosta Mario Acosta, o, gm  
1948 1,000 12 Iglesia St. DA-1

WKJB 710 Jose A. Bechara Jr. Jose A. Bechara Jr., p, gm  
1946 1,000-D P. O. Box 1293 Jaime Sanjurjo, cm  
500-N 983 Albert O. Basoras, pd, nd  
A. Cortes, pmm  
El Mundo Henry Fischback, ce  
Inter American Publications Nelson Cortina, sd

WORA 1150 Radio Americas Corp. Alfredo R. de Arellano Jr., p  
1948 1,000 Darlington Bldg. George A. Mayoral, cvp  
WORA-TV 1151 Chester F. Owens, vp  
Young R. M. Dupont, sm  
Iggy Lopez, pd  
J. A. Aviles, ce  
Enrique Alvarez Vicente, nd

WORA-FM 97.5mc Andres Camara, p, fd  
(CP) .4kw Ederlinda Camara de Ramos, gm  
WPRA 990 WPRA Inc. Virginia Di Cristina, cm  
1937 10,000 P. O. Box 869. Pedro Ojeda, pd  
DA-1 869 Ismael Torrellas, pmm  
Juan S. Sepulveda, ce  
E. Rosado Baez, nd

WTLI 1300 Mayaguez Radio Corp. William G. Mamary, p  
1951 1,000 P. O. Box 1346 Patricio R. Fermaintt, gm  
1290 Rafael Colon Diaz, pd  
Gilbert Mamary, cm, pmm, nd  
Aristides Zapata, ce  
Salvador E. Fabon, fd

PONCE

WISO 1260 South Puerto Rico Bcstg. Andres Grillasca Salas, p  
1953 1,000 Corp. Luis E. Freyre, gm, ce  
P. O. Box 2023 Nilda P. Freyre, cm  
137 Angel L. Ramos, pd  
Federico Ruiz Bermudez, nd

WLEO 1170 Ponce Bcstg. Corp. Charles L. Cordero, p, gm,  
1956 250 P. O. Box 2024 cm  
2470 Jose Colon Melendez, pd  
Julius Conesa, ce

WPAB 550 Portorican American Bcstg. A. Gimenez-Aguayo, p, gm  
1940 5,000-D Co. Eliseo Borrero, pd  
1,000-N 164 Villa St. Alfonso L. Santos, ce  
783 Juan B. Roman, sd  
Inter-American Pub. Inc.

WPRP 910 Voice of Puerto Rico Inc. Alfredo Ramirez de Arellano,  
1936 5,000 P. O. Box 430 p, gm  
DA-N 1015 Antonio Mito, cm, pmm  
P.R. Blue Net. Carlos R. Teissonniere, pd  
Young H. Johnson, ce

WPRP-FM 101.7mc  
(CP) .5kw

BROADCASTING • TELECASTING

RIO PIEDRAS

WRIO 1320 Master Bcstg. Corp. Isidro Quinones Vidal, p  
1949 5,000-D Gomez Bldg., Stop 35 Julio Morales Ortiz, vp, sm  
1,000-N 1096

WVWW 1520 Frank A. Gandia, o, gm  
1949 250 P. O. Box 935 Fernando Salazar, ce  
6-5004 Emilia M. de Gandia, wd

SAN JUAN

WAPA 680 Jose Ramon Quinones Jose Ramon Quinones, o  
1947 10,000 357 Ponce de Leon Ave. Segismundo Quinones, gm  
WAPA-TV 3-3000 Jose Arzuaga, ce  
Caribbean Net. Pedro Vasquez, sd

WFOA 1400 Continental Bcstg. Corp. William R. Anthony, p, gm  
1954 250 P. O. Box 4938 Walter Scott Priest, pd  
2-3187  
KBS

\*WIPR 940 Department of Education Francisco Arrivi, gm  
1949 10,000 Pedro Luis Jimenez, ce  
\*WIPR-TV DA-1

WITA 1140 Electronic Enterprises Antonio Ayuso Valdivieso, p  
1948 500 Comercio St. 450 Grimaldi G. Caw, gm, cm  
3-4719 Luis Prado Martorell, ce  
Internatl. Newspapers Cristobal Rodriguez, nd  
Rafael Carriles, fd  
Felix Pomales, sd

WKAQ 580 El Mundo Bcstg. Corp. Angel Ramos, p  
1922 5,000 Stop 11 V. Lamas Jr., gm  
WKAQ-TV Miramar, P.R. C. Vizcarondo, cm  
2-2023 Esther Pales, pd  
CBS J. Ortiz Jimenez, nd  
Inter-American Publications H. Marin, sd

WKVM 810 American Colonial Bcstg. Ralph Perez Perry, p, gm  
1951 25,000 Corp. Mariano Angelet, cm  
DA-1 1000 Ponce de Leon Ave. Gina Rivera, pd  
2-1278 Diaz Velazquez, pmm, ce,  
Pan American Bcstg. nd  
Bebe Cabrera, sd  
Flor Vazquez, wd

SANTURCE

WIAC 740 Radio Station WIBS Inc. Tomas Muniz, gm  
1947 10,000 P. O. Box 4504 Boliver Perez Rios, asst mgr  
DA-1

VIEQUES

WIVV 1370 Calvery Baptist Mission Donald D. Luttrell, p, gm  
(CP) 1,000 of Puerto Rico David R. Crane, ce, nd  
P. O. Box 338 Mrs. Margaret A. Simpson,  
pdm

VIRGIN ISLANDS

CHARLOTTE AMALIE (St. Thomas)

WSTA 1340 William N. Greer William N. Greer, o, ce  
1950 250 P. O. Box 538 Nelli Greer, cm, wd  
489 Larry Bryan, sd  
Young

CHRISTIANSTED (St. Croix)

WDTV 1190 Virgin Islands Bcstg. System Mary Louise Vickers, o  
(CP) 500 Box 45, Kings Hill P. O. Edward M. Vickers, gm, ce  
(WDTV, Am Affiliate)  
Christiansted 156

WIVS (FM) 100.1mc  
(CP) 0.780kw

WIVI 1230 Radio American West Hazel M. Vickers, p, gm,  
1952 250 Indies Inc. cm, pmm, wd  
(CP-1040 Pan-American Bcstg. Co. 250)

LOOK TO WORLD IN '57

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

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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 Bcstg. 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 Reps., Radio Reps., 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 slm; Peter J. Edwards, bcst mgr; Pearl V. Borgal, spec serv mgr; Gordon R. Morrison, tech dir; Joe Carbury, sd.

### CAMROSE

CFCW, began 1954, 1230 kc, 250 w-DA-1. Camrose Bcstg. Co. Ltd., Smith Bldg; ph. 3044; Potts, repr. Exec.: Harold J. Yerxa, gm; Gene Ross, pd; Kenneth Anholt, ce; Dick MacLean, nd; Dick Clements, fd; Lois Hoveland, 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. 4-8221; CBC net., CBC repr. Exec.: D. C. Claringbull, sm.

CFRN, began 1934, (tv affiliate CFRN-TV), 1260 kc, 5,000 w. Sunwapta Bcstg. Co. Ltd., CPR Bldg.; ph. 2-2101; CBC Dominion net., Radio Reps., Oakes, reprs. Exec.: G. R. A. Rice, p, gm; A. J. Hopps, cm; George Duffield, pd; Corinne Noonan, 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; Stephens & Towndrow, Forjoe, Hunt, Messner, reprs. Exec.: D. McKay, gm; M. D. Dyck, cm; J. Forbes, pd; C. Nichol, ce; D. Rollans, nd; Bryan Hall, 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, McGillvra, reprs. Exec.: Dr. L. P. Mousseau, p; B. J. Gagnon, sm; Gerald Lachance, pd; Charles Ferland, ce; Tharcis Forestier, nd; Laurier Picard, sd; Jean Caron, pmm; Róger Drolet, fd; Madeleine Mangione, wd.

CJCA, began 1922, 930 kc, 5,000 w-DA-N. Edmonton Bcstg. Co., Birks Bldg.; ph. 4-4131; CBC Trans-Canada net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Gerry Gaetz, gm; Rolfe Barnes, asst. mgr; Cameron Perry, cm; Dalt Elton, pd; Virginia Bell, pmm; Frank Hollingworth, ce; Russ Sheppard, nd; Don Clayton, fd; Maurice Carter, sd.  
CJCA-FM, began 1949, 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; P. Taterewicz, nd; A. A. Ward, sd.  
CKUA-FM, began 1948, 98.1 mc, 0.35 kw.

### GRANDE PRAIRIE

CFGP, began 1937, 1050 kc, 5,000 w-DA-N. Northern Bcstg. Corp. Ltd.; ph. 2311; CBC net.; All-Canada Radio Facilities, Weed, reprs. Exec.: A. J. Balfour, gm; J. Soars, am, slm; N. Hickey, pdm; J. deRoaldes, ce; G. Charters, nd; F. Tanner, sd.

### LETHBRIDGE

CJOC, began 1926, (tv affiliate CJLH-TV), 1220 kc, 10,000 w-D, 5,000 w-N-DA-N. Lethbridge Bcstg. Ltd., 1015 3rd Ave. S.; ph. FA-7-3161. 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; Don McFarlane, pmm; R. A. Reagh, tech dir; W. H. S. Skelton, nd; Omar Broughton, fd; Al McCann, sd; Daphne Manson, wd.

### LLOYDMINSTER

(CP), 1150 kc., 1,000 w. DA-2. Sask-Alta Bcstrs Ltd.

### MEDICINE HAT

CHAT, began 1946, 1270 kc, 1,000 w-DA-N. Monarch Bcstg. 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 Bcstg. Co., Radio Bldg.; CBC Dominion net.; Potts, Canadian Station Reps., reprs. Exec.: W. C. Gliege, sm; D. Lilwall, slm; G. Brenner, slm; J. Barron, prod. mgr.

### RED DEER

CKRD, began 1949, 850 kc, 1,000 w-DA-1. Central Alberta Bcstg. Co., Ltd., P. O. Box 100; ph. 2083; CBC Dominion net.; Radio Reps., repr. Exec.: G. S. Henry, p; G. A. Bartléy, 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, fd; Betty Neads, pmm, wd; Jimmy Macdonald, nd; Doug Macfarlane, 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; Michael Laverne, gm; T. C. Schofield, asst. mgr.; Roy Darling, nd; Chuck Mudrak, sd; Betty Craig, wd; Hazel Velder, fd; Ethel Emes, pmm; Don Evertor, ce.

### KAMLOOPS

CFJC, began 1926, 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; W. Harwood, cm, pmm; Tom Koch, pd; Fred Webber, ce; Gordor 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. B. Browne, p; J. H. Browne, gm; Dennis Reid, cm; Frank Bond, pd; Ed Boyd, pmm; J. Fred Weber, ce; Robert J. Hall, nd, sd; Hugh Caley, fd.

### NANAIMO

CHUB, began 1949, 1570 kc, 1,000 w-DA-N. Standard Bcstg. Co. Ltd., Malaspina Hotel; ph. 2630; Stephens & Towndrow, 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., P. O. Box 250, ph. 19; CBC Trans-Canada net.; Stovin, Canadian Station Reps., reprs. Exec.: Maj. R. R. Green, p; Alan R. Ramsden, gm, ce.

### NEW WESTMINSTER

CKNW, began 1944, 1320 kc, 5,000 w-DA. International Bcstg. Co., 227 Columbia St.; ph. 3000; Radio Reprs., Moore & Son, Forjoe, reprs. Exec.: Frank A. Griffiths, p; William J. Hughes, gm; Hugh Wallace, asst mgr; Harold L. Davis, pd; Mel Cooper, pmm; Clare Purvis, ce; Jim Cox, nd, sd.

### PENTICTON

CKOK, began 1948, 800 kc, 1,000 w-D, 500-w-N. CKOK Ltd., 125 Nanaimo Ave. W.; ph. 2800; CBC net.; Mulvihill, Bcst. Reprs., Hunt, Forjoe, reprs. Exec.: Maurice P. Finnerty, mgng dir; Roy G. Chapman, mgr; Russell R. Richardson, pd; George Cameron, ce; Mike Mangan, nd; Ed Britton, fd; Dave Roegele, sd.

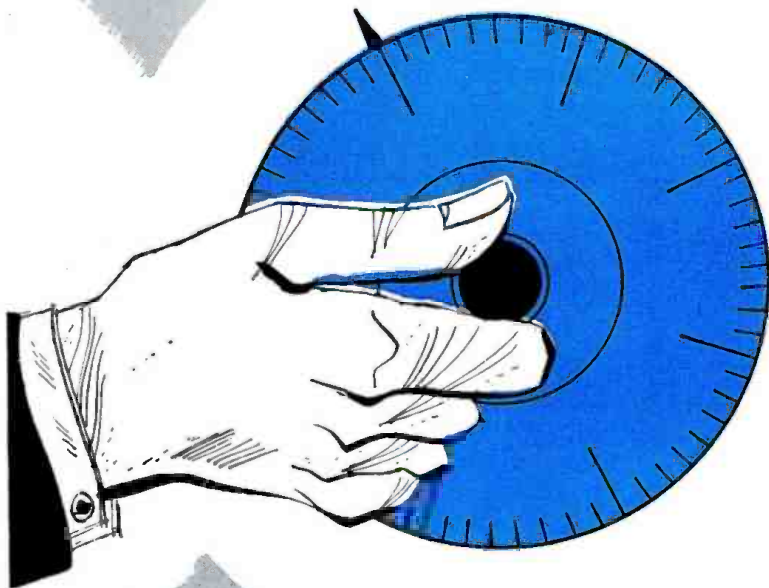
### PORT ALBERNI

CJAV, began 1946, 1240 kc, 250 w. CJAV Ltd., 735 3rd Ave. N.; ph. 604; Stephens & Towndrow, 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; S. Hofseth, nd, sd.

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## CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

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Toronto 5, Ont.

1425 Dorchester St. W.,  
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## CANADIAN STATIONS

### 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; Jack Carbutt, pd, nd, sd; Ron East, pmm; G. Graham, ce.

### PRINCE RUPERT

CFPR, began 1938, 1240 kc, 250 w. Canadian Bcstg. Corp., 343 W. 2nd Ave.; ph. 5-321; CBC net.; CBC, repr. Exec.: William C. Hankinson, sm.

### QUESNEL

(CP), 570 kc., 1,000 w, DA-2. Cariboo Bcstrs. Ltd.

### TRAIL

CJAT, began 1932, 610 kc, 1,000 w. Kootenay Bcstg. 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. P. Kobluk, cm; K. Hughes, pdm; J. Molyneux, ce; W. McLoughlin, nd.

### VANCOUVER

CBU, began 1936, (tv affiliate CBUT (TV)), 690 kc, 10,000 w-DA-1. Canadian Bcstg. Corp., 701 Hornby St.; ph. Marine 6121; CBC net.; CBC, repr. Exec.: R. G. Harlow, sm.  
CBU-FM, began 1947, 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. Bcst. Sales, repr. Exec.: R. R. Keay, p; Jack Sayers, sm; 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, pd; A. H. Chandler, ce; Jack Webster, nd; Laddie Watkis, wd.

CKLG, began 1955, 1070 kc, 1,000 w. Lions Gate Bcstg. Ltd., 143 E. 11th; ph. York 1101; Potts, Cooke, reprs. Exec.: Robert T. Bowman, gm; James S. Crawford, cm; E. G. Rudy Hartman, pd; Frank Fleming, pdm; T. Payne, ce; P. Burns, nd; Al Pollard, sd; Rita Spicer, wd.

CKWX, began 1923, 980 kc, 5,000 w. CKWX Radio Ltd., 1275 Burrard St. (1); ph. Tatlow 5131; MBS, Don Lee nets.; All-Canada Radio Facilities, Weed, reprs. Exec.: Arthur Holstead, p; Frank H. Elphicke, vp, gm; S. G. Ross, asst mgr; Jack Sayers, gen slm; 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., Forjoe, reprs. Exec.: Charles Pitt, p; A. G. Seabrook, gm; Ann Gaustin, cm; Jack Pollard, pd, sd; Laurie Wright, ce; Mrs. J. Johnson, nd; Don Warner, sp; Nyra Groves, wd.

### VICTORIA

CJVI, began 1926, 900 kc, 5,000 w-DA-1; Island Bcstg. Co., 817 Fort St.; ph. 2-8221; CBC Dominion net.; All-Canada Radio Facilities, Weed, reprs. Exec.: W. M. Guild, gm; F. G. Usher, slm; R. T. Batey, pdm; Hugh Curtis, pmm; Joseph Sommers, ce; Earle McLeod, nd; Lloyd Saunders, sd.

CKDA, began 1950, (tv affiliate CHEK-TV), 1280 kc, 5,000 w-DA-1. David M. Armstrong, 1450 Douglas St.; ph. 4-9311; CBC net.; Radio Representatives Limited, Toronto, Montreal; Forjoe, Hunt, reprs. Exec.: David M. Armstrong, o-p; David G. Hill, gm; Harry O. Watts, pmm; T. J. O'Neill, pd; David G. Hill, gm; Norman E. Bergquist, ce; Andy Stephen, [or] nd; Keith MacKenzie, sd.  
CKDA-FM, began 1954, 98.5 mc, 0.37 kw.

CHEK-TV began 1956, Channel 6, 1.8 kw video, 9 kw audio. David M. Armstrong, p; Charles R. White, vp & gm; Martin M. Mathisen, sec-treas; 3693 Epsom Drive, ph. 7-1821; CBC, ABC net.; Television Representatives Limited, Toronto & Montreal; Forjoe & Company, New York & Chicago; John N. Hunt & Associates, Vancouver; Art Moore & Associates, Seattle. Robert Hallock, pdm; Norman E. Bergquist, ce.

## MANITOBA

### ALTONA

(CP), 1290 kc, 1,000 w-DA1. A. J. Thiesen.

### 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; Shirley Wright, pmm; Frank Bird, pd; E. H. Davies, ce; J. K. Struthers, nd; Don Hoskins, 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.: A. T. Warnock, p; J. M. Henderson, gm; Brian Skinner, pd; Lorne Jamieson, nd, sd; Harrison Thomas, ce; Helen Henderson, 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.

### PORTAGE LA PRAIRIE

(CP), 1570 kc, 250 w. Richard Digby Hughes.

### ST. BONIFACE

CKSB, began 1946, 1250 kc, 1,000 w. Radio Saint Boniface Ltee., 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, sp.

### WINNIPEG

CBW, began 1948, (tv affiliate CBWT (TV)), 990 kc, 50,000 w. Canadian Bcstg. Corp., 541 Portage Ave.; ph. SP 4-2541; 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; R. M. MacLennan, cm; George C. Davies, pd; R. Moody, pmm; Reg Durie, ce; W. Trebilco, nd; George McCloy, sd.  
CJOB-FM, began 1948, 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; Robert F. Tait, cm; Robert Bye, 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, Forjoe, reprs. Exec.: Lloyd E. Moffat, p; Wilfred E. Collier, asst mgr; R. G. Stapley, cm; Jack R. Stewart, pd; nd; Don McDermid, pmm; Andy Malowanchuk, ce; Jack Wells, sd.

## NEW BRUNSWICK

### BATHURST

CKBC, began 1955, 1400 kc, 250 w. Bathurst Bcstg. Co. Ltd., 455 Golf St. J. Leo Hatchey,

p, gm; R. J. Gallagher, cm; Ray Bourque, pd, nd; Denny Comeau, pdm; Gerry Foggarty, sd; Joan Hanna, wd.

### CAMPBELLTOWN

CKNB, began 1939, 950 kc, 1,000 w-DA-1. Restigouche Bcstg. Co. Ltd., 110 Water St.; ph. Plaza 3-4415; CBC Dominion net.; Hardy, Weed, reprs. Exec.: Dr. Charles Houde, mgng dir; Bob Richards, sm, 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; Walter Martin, ce; Rev. Gideon, c-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 St.; 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; G. W. Brown, retail slm; 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. J. E. R. Teasdale, sm.

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. Lys, p, gm; Thomas H. Tonner, sm, cm, pmm; Robert Reid, pd, fd; Keith MacConnell, ce; William Hut-ton, nd; Earl Ross, sd; Margaret Crosby, wd.

### NEWCASTLE

CKMR, began 1949, 790 kc, 1,000 w-DA-1. Miramichi Bcstg. Co. Ltd., Castle St.; 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., 68 Carleton St.; ph. 2-3301; CBC Dominion net.; Natl. Bcst. Sales, Young, reprs. Exec.: Dr. A. M. A. MacLean, p; Hugh T. Trueman, gm; C. F. Bedford, cm; Donald Armstrong, prog sup; Marita McNulty, 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 Blizard, 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.

## ANDER

ABG, began 1949, 1450 kc, 250 w. Canadian Bcstg. Corp., Bldg. 39, Roosevelt St.; ph. 349; BC net.; CBC, repr. Exec.: A. W. Barrett, sm.

## BRAND FALLS

BT, began 1949, 990 kc, 1,000 w. Canadian Bcstg. Corp., High Street; CBC net.; CBC, repr. Exec.: J. J. Grace, sm.

## ST. JOHN'S

BN, began 1949, 640 kc, 10,000 w. Canadian Bcstg. Corp., T. A. Bldg.; ph. 7181; CBC net.; BC, repr. Exec.: W. F. Galgay, Nfld. reg. dir.; G. D. Halley, cm; R. G. O'Brien, pd; E. J. Witherstone, area eng.

NON, began 1951, (tv affiliate CJON-TV), 930 kc, 5,000 w-DA-N. Newfoundland Bcstg. Co.; Prince of Wales St.; ph. 4700; All-Canada Radio Facilities, Weed, reprs. Exec.: Geoffrey Hirling, p; Don Jamieson, vp; Art Harnett, cm; Bob Lewis, pd; Cathie Brodie, pmm; Oscar Hierlihy, ce; Jack A. White, nd; George Perlin, rd; 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 Raboits, 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; J. V. Butler, vp, sm; H. N. Butler, mgng dir; J. Murdock, pd; D. Ferry, prod. supvr; 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; Chuck O'Brien, cm; Jim Burrows, slm; Bruce Rafuse, pd; Bill MacKinnon, nd; Al Graham, co-sd, pub. rel. dir.; Dr. Cecil MacLean, co-sd; Mae Doucet, traff. mgr.

## 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, cm, nd; Lester L. Rogers, slm; A. Maxwell Ramey, pd; Robert A. MacLaren, pmm, fd, sd; Douglas B. Hirtle, ce; Norma Rafuse, wd.

## ALIFAX

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, maritime 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, 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; H. E. Gerard, cm; Clair L. Chambers, slm; Leonard J. Chapple, prod mgr; A. Reginald MacWilliams, ce; Robert J. McCleve, nd; D. G. Goodwin, sd; Abbie Lane, wd; S. C. Pilkington, cont. mgr.

## KENTVILLE

CKEN, began 1947, 1350 kc, 1,000 w. Evangeline Bcstg. Co. Ltd., Radio Center; ph. 2111; Potts, repr. Exec.: A. M. Bishop, o, ce; J. A. C. Lewis, gm; Mrs. E. J. Macmillan, cm; W. A. Bishop, pd; J. F. Crossan, pmm; Graham Galloway, nd; C. R. Huggins, sd; Ann Ramey, wd.

## NEW GLASGOW

CKEC, 1230 kc, 250 w. Hector Bcstg. Co.; 130 George St.; Renaud, repr. Exec.: James M. Cameron, gm; Marg. Almon, cm, pdm; Robert Hale, nd; John MacDonald, sd; Ross Ingram, pmm; Charles Goguen, ce.

## SYDNEY

CBI, began 1948, (tv affiliate CJCB-TV), 1140 kc, 5,000 w-DA-1. Canadian Bcstg. Corp., 247 Charlotte St.; ph. 4495; CBC net.; CBC, repr. Exec.: F. G. Cooke, sm. CJCB, began 1929, 1270 kc, 5,000 w-D, 1,000 w-N. Cape Breton Bcstrs. Ltd., Radio Bldg.; ph. 5596; CBC net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Norris L. Nathanson, gm; R. M. Gass, cm; L. W. Taylor, pmm; T. C. Robertson, nd; D. MacIsaac, sd; Ann Terry, wd; A. Vernon, ce. CJCB-FM, began 1948, 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; H. C. D. Upton, 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; Potts, repr. Exec.: A. M. Bishop, o, ce; J. A. C. Lewis, gm; Mrs. E. J. Macmillan, cm; W. A. Bishop, pd; J. F. Crossan, pmm; Graham Galloway, nd; C. R. Huggins, sd; Ann Ramey, 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., P. O. Box 67; ph. Pa 6-6466; Young, Mulvihill, reprs. Exec.: Ralph T. Snelgrove, p; H. J. Snelgrove, gm, nd; Robert Hunter, sm; Leon Mangoff, pd; Jack Mattenley, ce; Robert McLean, sd; Karen Johnston, wd.

## BELLEVILLE

CJBQ, began 1946, 800 kc, 1,000 w. Quinte Bcstg. Co. Ltd., 11 Victoria Ave.; ph. Woodland 8-5555; CBC Dominion net.; Stovin, Canadian Radio Station Reprs., reprs. Exec.: A. McLean Haig, p; William H. Stovin, sm; J. H. MacDonald, cm; Phil R. Flagler, pd, pdm, fd, John Buchanan, ce; Frank C. Murray, pmm; Harry Mulhall, nd; Jack Devine, sd; Harriet Stevens, wd.

## BRAMPTON

CFJB, began 1953, 1090 kc, 250 w-D. Bcstg. Station CFJB Ltd., 2 Ellen St.; ph. 2321; Exec.: W. E. Todd, gm; John Fox, pd, nd; Bob McBean, ce; Stan Larke, cm; Mary Ladner, 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.; Potts, repr. Exec.:

Mrs. F. M. Buchanan, mgng dir; R. Buchanan, gm; Russ Waters, cm; J. Featherstone, ce; A. Chandler, nd; Jim Featherstone, fd; Arnold Anderson, sd; Marian George, wd. CKPC-FM, 92.1 mc, .25 kw.

## BROCKVILLE

CFJR, began 1926, 1450 kc, 250 w. Eastern Ontario Bcstg. Co. Ltd., 17 King St. West; ph. Diamond 2-4628; CBC Dominion net.; Stovin, Young, reprs. Exec.: Jack R. Radford, p, gm, nd; Keith Pelton, cm; Jim Chapman, pd, pmm; Sid Penstone, ce; Lloyd Kerr, fd; Tom Statnam, sd; Jack Vance, wd.

## CHATHAM

CFCO, began 1926, 630 kc, 1,000 w-DA-1. John Beardall, P. O. Box 277; ph. Elgin 2-3000; CBC Dominion net. Exec.: John Beardall, p, gm; Arch Ferrie, comm dir, prom dir; Don Anakin, pd; Gordon Brooks, ce; Winnifred Miller, 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.: George Fleming, p; Fred H. Pemberton, gm; Carl Fisher, prod dir, sd; Alma Larocque, pmm; Mahlon Clark, ce. CKSF-FM, began 1947, 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.: D. A. Fawcett, treas, vp, cm, pmm; John Simpson, 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 Masters, pmm, fd; W. T. Ross, ce; Roy Dahmer, sd. CKPR-FM, began 1950, 94.3 mc, 0.25 kw.

## GALT

CKGR, began 1954, 1110 kc, 250 w-D. The Galt Bcstg. Co. Ltd., 3 Ainslie St. North; ph. 4318; Radio Time Sls., repr. Exec.: John V. Evans, gm; Mike McMahon, pd; Paul Kemper, ce.

## GUELPH

CJOY, began 1948, 1450 kc, 250 w. CJOY Ltd., Bond Bldg.; ph. TA 4-0670; 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; Vaughan Douglas, fd.

## 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 & Townsend, Natl. Bcst. Sls., Canadian Sta Reprs., reprs. Exec.: Kenneth D. Soble, p; Thomas E. Darling, gm; W. Denis Whitaker, cm; Agnes M. Anderson, pd; W. E. Hall, pmm; Hugh Potter, ce; Don Johnston, nd; Norm Marshall, sd; Catherine Carroll, wd.

CKOK, 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. N. Inkster, asst. mgr.; cm; T. J. Garner, pd; Digby Wright, 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; Murray Cooke, pd; R. Queen, ce; Murray Cooke, nd; Jack Thomson, sd; Fran Cook, wd.

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In this rich area only the 3 "Northern Stations" penetrate "The Market Behind the Wall". Outside station reception is inconsistent . . . sometimes impossible.

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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.

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## CANADIAN STATIONS

### 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. Bermingham, 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; W. G. King, cm; W. Williamson, pd; W. E. Barnes, pmm; A. Cobb, ce; H. Tate, nd; Peter Handley, sd. CKWS-FM, began 1947, 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; Bill Hamilton, sd; Anita Thompson, wd.

### 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, mgr, pd; Bob Tschanz, pmm, nd; Ion Hartman, ce; Al d'Eon, fd; Bill Holmes, sd; Helen Stewart, wd. CKCR-FM, began 1948, 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.: E. Neill Gregory, gm; C. A. Gregory, asst. mgr, 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 Basic Dominion net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Walter J. Blackburn, p, mgng dir; Murray T. Brown, gm; Douglas C. Trowell, sm; 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, 95.9 mc, 4.5 kw.

CKSL, began 1956, 1290 kc, 5,000 w-DA-1. London Bcstrs. Ltd., 343 Richmond St., ph. 2-4181. Natl. Bcst. Sls., Stovin, Canadian Sta. Reprs., reprs. Exec.: J. Lyman Potts, gm; John C. Morris, cm; Frank Kirton, pd; Don Meadows, pmm; Ron Turnpenny, ce; Dave Bradley, nd.

### 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; Potts, Cooke, reprs. Exec.: B. Howard Bedford, p; A. W. Blakely, prod dir; L. H. Rooke, ce; Jim Reynolds, nd; Joseph F. Wilson, fd; Gordon F. Dorst, sd; Erica Campbell, 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; Gord Robinson, cm; Clarence Houston, pd Bill O'Halloran, pmm; Jack Barnaby, ce; Reg Finnimore, nd; Hugo Tapp, fd; Bruce Anderson, sd.

### OAKVILLE

CHWO, began 1956, 1250 kc, 1,000 w-D, 500 w-N. CHWO Radio Ltd., Colborne St., W.; ph. Victor 5-2821. Radio & Tv Sls., repr. Exec.: Howard C. Caine, p, gm, cm; Ronald W. Speck ce; Leo D. Shanly, off. mgr.

### 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, Young, reprs. Exec.: Gordon E. Smith, p, gm; A. Gilmour, asst. mgr; William Pratt, cm; Pete McGarvey, pd, fd; Charles Sterne, pmm; George Slinn, ce; Bob Douglas, nd; John Wood, 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; Potts, McGillvra, reprs. Exec.: A. H. Collins, o, gm; Gordon G. Garrison, sm, pmm; Ken Phillips, pd; William Marchand, ce; Dave Boxer, nd; Frank Eidt, fd; Barbara Pollock, wd. CKLB-FM, 93.5 mc, 8.83 kw.

### OTTAWA

CBO, began 1924 (tv affiliate CBOT [TV]), 910 kc, 5,000 w. Canadian Bcstg. Corp., Chateau Laurier Hotel; ph. Ce 2-1151; CBC net.; CBC, repr. Exec.: Charles P. Wright, sm; S. H. Dale, presentation ofcr; Max Gilbert, area eng.

CBO-FM, began 1948, 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, 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.: Irving Cameron, p; Jack Daly, sm, pd, sd; Keith Kearney, cm; Tom Williams, pmm; Ken Puttock, ce; 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.: C. J. McTavish, 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 Pouppore, 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., All-Canada, Weed, reprs. Exec.: Rupert Davies, p; R. T. Thomson, vp; J. M. Davidson, gm; N. J. Weatherwax, sm; Robert Redmond, cm; Dave Clark, pd; Tom Willis, pmm, fd; Bert Crump, ce; Del Cray, nd; John Danko, sd; Josie McMeekin, wd.

## CANADIAN STATIONS

### 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.; Hunt, Potts, Messner, Weed, reprs. Exec.: Ralph H. Parker, p, gm; Paul MacGowan, cm; Jim Haldorsen, pd; Ken MacGray, nd; Margo McGregor, wd.

### PORT HOPE

(CP), 1500 kc, 1,000 w-DA-D. Foster M. Russell.

### RICHMOND HILL

(CP), 1300 kc, 500 w-D. John O. Graham.

### 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, mgng dir; Vincent A. Loco, cm; Jack Dawson, pd; William Allen, ce; Jay Glover, nd; Roy Bonisteel, pmm, fd; Rex Stimers, sd; Elda Flintoft, wd. CKTB-FM, began 1949, 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, Cooke, reprs. Exec.: E. M. Warwick, o; G. C. Nichols, p; E. M. Smith, gm; P. K. Dickens, asst mgr; W. G. Moyer, pd, sd; W. R. Onn, ce; Lyle Cameron, nd; Bob Tschantz, fd; Mary Jane Stephens, wd.

### 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. Ivine, 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.; Potts, McGillvra, reprs. Exec.: 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, Canadian Sta. Reprs, reprs. Exec.: C. P. Greco, p; F. Allen Bestall, mgr.

### SIMCOE

CFRS, began 1956, 1560 kc, 250 w. Simcoe Bcstg. Co., Ltd., John & Grove Sts.; ph. 2424; Radio & Tv Sls., repr. Exec.: Theodore M. Fielder, p, gm; Fred G. Sherratt, cm; Anthony Thomas, pdm; Miles Garrod, ce; John Langton, nd; Doug Barnett, fd; John Morrison, sd; Bette Barber, wd.

### SMITHS FALLS

CJET, began 1955, 1070 kc, 1,000 w. Rideau Bcstg. Ltd., 10 Beckwith St. Exec.: John William Pollie, p.

### 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; Don Manson, fd; Grace Wietersen, 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; Peter Scott, sls pmm; Leonard Stone, ce; John Marrett, nd; Louix Rioux, fd; Joe Spence, sd; Judy Jacobson, 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; A. K. Orton, pd, ce; Jack Campbell, cm; Dorothy Gamlin, wd.

### TIMMINS

CFCL, began 1951, 580 kc, 1,000 w-DA-1. J. Conrad Lavigne Enterprises Ltd., Mont Sacré-Coeur, P.O. Box 620; ph. 577; CBC French net.; Renaud, McGillvra, reprs. Exec.: J. Conrad Lavigne, p; René Barrette, gm; Albert Aubé, sm; Roch Demers, ce; Raymond Lemay, pd, nd; Gaston Bergeron, sd; Marguerite Philion, wd.

CKGB, began 1933, 680 kc, 5,000 w-DA-N. Timmins Bcstg., Thomson Bldg.; ph. 1500; CBC Trans-Canada net.; Natl. Bcst. Sls., Weed, reprs. Exec.: K. R. Thompson, 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, 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 3-5461; CBC net.; CBC, repr. Exec.: J. M. Kannawin, dir. CBC-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, 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, evp; Edd Harris, vp sls; Phil Ladd, pd; George Jones, ce; Pat Bennett, nd.

CJBC, began 1936, 860 kc, 50,000 w. Canadian Bcstg. Corp., 354 Jarvis St.; ph. Walnut 3-5461; CBC net.; CBC, repr. Exec.: J. M. Kannawin, dir. CBC-FM, began 1947, 99.1 mc, 11.9 kw.

\*CJRT-FM, began 1949, 91.9 mc, 9.0 kw. Ryerson Institute of Technology, 50 Gould St. Exec.: Eric L. Palin, gm; Wallace Ford, 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, gm; Jack Turrall, cm; Don Insley, pd; Eddie Guest, pmm; Allan Taylor, ce; Angus McLellan, nd; Joe Crysdale, sd.

CKFH, began 1951, 1400 kc, 250 w-DA-1. Foster Hewitt Bcstg. Ltd., 1 Grenville St.; ph. Walnut 3-0921; Stephens & Towndrow, Weed, reprs. Exec.: Foster Hewitt, p; F. W. A. Hewitt, sm; Kieth Davey, slm; Frank Somerville, pmm; Gerald A. Wilson, ce; Leo Trainor, nd. (CP), 98.1 mc, 0.282 kw. Instantaneous Recording Service, 42 Lombard St.; ph. Empire 3-5767; Exec.: Edward James Piggott, o.

### WELLAND

CHVC, began 1947, (See Niagara Falls listing).



## Picture of a couple on their way to Mexico

THE TRIP began just four minutes ago, when CFRB's announcer mentioned the special rates for off-season tours. Already she's dreaming of the floating gardens of Xochimilco, and her husband is planning a good half-hour with the travel agent downtown today.

When your message goes to the 1,156,000 families,\* all of them located within the rich CFRB market where 84% of Ontario's retail sales\* are made

—then you've really started something.

Here's an alert, faithful audience waiting to hear from you . . . equipped with 2,500,000 household radios and almost 500,000 car radios.

Let CFRB send a representative around to show you how inexpensive and profitable a well-designed radio campaign can be.

\*based on Sales Management's Survey of Buying Power, Canadian Edition, May 1956.

#### REPRESENTATIVES:

United States: Canadian Station Representatives Ltd.

Canada: All-Canada Radio Facilities Limited

50,000 watts • 1010 on your dial

# CFRB

RADIO REACHES YOU EVERYWHERE

TORONTO

## CANADIAN STATIONS

### 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.: K. A. Murray, sm.

CKLW, began 1932, (tv affiliate CKLW-TV), 800 kc, 50,000 w-DA-1. Western Ontario Bcstg. Ltd., 825 Riverside Dr. West; ph. Clearwater 4-1155; MBS net.; s/s off: Essex Bcstrs. Inc., 3300 Guardian Bldg., Detroit 26, Mich., ph. Woodward 1-7200; All-Canada Radio Facilities, Young, reprs. Exec.: J. E. Campeau, p, gm; E. Wilson Wardell, cm; John Gordon, pd; A. R. Gloster, pmm; S. C. Ritchie, pdm; William Carter, ce; Austin Grant, nd, fd; Art Lang, sd; Myrtle Labbitt, wd.

CKLW-FM, began 1949, 93.9 mc, 0.25 kw.

### WINGHAM

CKNX, began 1926, (tv affiliate CKNX-TV), 920 kc, 1,000 w-DA-N. Radio Station CKNX Ltd.; ph. 158; CBC net.; Potts, Young, reprs. Exec.: W. T. Cruickshank, p, gm; J. J. Cruickshank, cm; John Brent, pd; Scott Reid, ce; John Strong, nd; Bob Carhert, fd; Ed Blake, sd; Marge Brophay, 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. Curry, ce; Jack MacLean, nd; Alice Munro, wd.

### PRINCE EDWARD ISLAND

#### CHARLOTTETOWN

CFCY, began 1923, (tv affiliate CFCY-TV), 590 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; E. P. Williams, 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, vp, mgng dir; D. H. Mitchell, cm; L. E. Huestis, pd; Angus MacKee, ce.

### 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. Ro 2-7741; CBC net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, gm; Jean Perreault, sm; George Chartrand, slm, cm, pmm; Jean-Gay Langevin, ce; Guy Lauzon, sd; Francoise Quesnel, wd.

#### CHICOUTIMI

CBI, began 1933, 1580 kc, 10,000 w-DA-1. Canadian Bcstg. Corp., 121 Racine St. East; ph. Li 3-7747; 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; Alexander McGrant, ce; Claude Dery, nd, fd; Marcel Doucet, sd; Jeanne DeCayen, 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.: Wilfrid Carr, p; Jean Paul Lemire, gm; Henri W. Allard, cm; Paul Bernier, pdm; Jean-Louis Guerette, ce; Jean-Pierre Sanche, nd; Louise Simard, wd.

### JONQUIERE

CKRS, began 1947, (tv affiliate CKRS-TV), 590 kc, 1,000 w-DA-1. Radio Saguenay Ltd.; 735 St. Hubert St.; ph. 2-4551; Hardy, Young, reprs. Exec.: Henri Lepage, p; Tom Burham, gm; Guy Boivin, radio mgr.; Yvan Frenette, pd; Gerard Lemieux, ce; Bob Singfield, slm; Lionel Tremblay, nd; Jean Martin, sd.

### 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, 5,000 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 Deschênes, p, pd, pdm; André Mercier, mgr, cm, pmm; Marcel Coulombe, ce; Jose Rettino, fd, sd; Aline Desjardins, 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, 95.1 mc, 3.86 kw.

CBM, began 1933, (tv affiliate CMBT (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, 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, ABC nets; All-Canada Radio Facilities, Weed, reprs. Exec.: R. E. Misener, mgr; Keith Dancy, slm; Vin Dittmer, prog mgr; J. C. Douglas, ce; Bert Cannings, nd; Russel Taylor, sd; Jean McKinon, co-wd.

CFCF-FM, began 1948, 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.: Fernand E. Bergevin, cm, pd, pmm; Alphonse Cloutier, ce; Armand Goulet, nd.

CJAD, began 1945, 800 kc, 10,000 w-DA-1. CJAD Ltd., 1191 Mountain St.; ph. University 6-6821; CBS net; Radio Time Sla., Canadian

Sta. Reprs., reprs. Exec.: J. Arthur Dupont, p gm; H. T. McCurdy, sm; Ned Conlon, pd; Aurele Boisvert, trans. eng.; Hamilton Grant nd; Danny Gallivan, sd.

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; Albert Brie, pd.

CKAC, 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; CBS, Trans-Quebec nets.; Renaud, Young, reprs. Exec.: Phil Lalonde, gm; Roy Malouin, asst mgr; George Bourassa, cm; Ferdinand Biondi, pd; Paul Gelinias, pmm; Len Spencer, ce; Paul Boudreau, nd; André Daveluy, traff mgr; Yvon Blais, sd; Jeanette Brouillet, wd.

CKVL, began 1946, 850 kc, 10,000 w-DA-2. Radio Station CKVL Ltd., 211 Gordon Ave. Verdun; ph. Pontiac 6-2311; French Radic Assoc. net.; Radio & TV Sla., Cooke, reprs. Exec.: Jack Tietolman, p; Corey Thomson, gm; Judah Tietolman, cm; Marcel Provost, pd; Hs! Wardell, pmm; Maurice Rousseau, ce; Marce. 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; Jules Venne, pd; Mark Mullins, ce.

### 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.: René Dussault, 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; Rosaire Labrecque, nd; Maurice Descarreaux, co-sd; Jean Boileu, co-sd; Estelle Gagne, co-wd; Aline Fortier, co-wd.

CHRC-FM, began 1948, 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, pdm; John Anthony, nd; Buddy Guilfoyle, 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 Lepage, vp, gm, cm; Marcel Leboeuf, pd; Jean Guy Bernier, pmm; Lucien Grobeil, ce; Roger Bruneau, nd, fd; Jean Pouliot, 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. Ra. 3-2217; CBC French net.; Stovin, Young, reprs. Exec.: Jacques Brillant, p; Andre Lecomte, gm; Robert Cote, cm; Sandy Burgess, pd, pmm, nd; Marcel Vallee, co-ce; Ronald Tennett, co-ce; Arthur Rioux, fd; Bernard Langlois, sd; Gemma Tessier, wd.

CJBR, began 1947, 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. 930; ph. 450; CBC net.; Hardy, repr. Exec.: Georges Gagnon, p; J. Wilfrid Mondoux, sm.

## ROUYEN

CKRN, began 1937, 1400 kc, 250 w. Northern Radio Inc., 70 Gamble West; ph. Roger 2-7741; CBC Dominion net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, gm; Yvon Martel, exec asst; Ron Knight, sm; George Chartrand, cm, pmm; Jean-Guy Langevin, ce; Guy Lauzon, ce; Guy Lauzon, co-sd; Claude Renard, co-sd.

## ST. GEORGES de BEAUCE

CKRB, began 1953, 1400 kc, 250 w-DA-N. Radio Beauce Inc.; ph. 751; CBC net.; Renaud, repr. Exec.: Charles A. Thibaudeau, gm; Gilles Bernier, cm, pd; Armand Catellier, ce.

## ST. JEAN

(CP), 1090 kc, 1000 w-D. Radio Iberville Ltee.

## ST. JEROME

CKJL, began 1956, 900 kc, 1,000 w-DA-1. Radio Laurentides Inc. Potts, repr. Exec.: Jean Lalonde, p, gm.

## STE. ANNE DE LA POCATIERE

CHGB, began 1938, 1350 kc, 1,000 w-D, 250 w-N. CHGB Ltd., Main St.; ph. 101; CBC French net.; Renaud, McGillvra, reprs. Exec.: J. T. Desjardins, gm, cm; P. E. Hudon, cm; J. Landry, 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, publicity dir; Emilien Beaulieu, cm, pmm; Alain Chartier, pd, sd; Ernest Brunelle, ce; Andre Duquette, fd; Marie L. Rogerson, wd; Roger Daoust, music dir.

## 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; J. M. Provost, pd; Georges L'Ecuyer, publicity dir; Marcel Lyonnais, ce; Gaston Levesque, nd; Claude Bedard, fd; Jean Chartier, sd; Colette Guay, 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; Marcel Lyonnais, ce; Stan David, nd; Jerry Cowan, 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, Young, reprs. Exec.: Henri Lagueux,

p, gm; Will Dugre, cm; Raymond Buri, pd; Jeannine Landry, pmm; Gaston Bilocq, ce; Bertrand Potvin, nd; Gaby Drouin, fd; Raymond Perrault, 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; M. Duval, cm, pdm; Maurice Dansereau, pd; 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 5-4855; French Radio Assoc. net.; Radio & TV Sls., repr. Exec.: J. Fernand Rufiange, p, gm; Charles Couture, cm; Bruce McDonald, ce; Jacques Hebert, nd; Michel Lecours, 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; George Chartrand, pmm; Jean-Guy Langevin, ce; Guy Lauzon, sd.

## VERDUN

CKVL, began 1946, (See Montreal listing).

## VICTORIAVILLE

CFDA, began 1951, 1380 kc, 1,000 w-DA-N. Radio Victoriaville Ltee., 150 A Notre Dame East; ph. Pl 2-5545; French Radio Assoc. net.; Radio & TV Sls., reprs. Exec.: Dr. C. A. Gilbert, p; Roger Gilbert, mgr, cm; Marcel Rheault, fd; J. Maurice Bilodeau, sd; Lise Desche-neaux, wd.

## VILLE-MARIE

CKVM, began 1950, 710 kc, 1,000 w-DA-N. Radio-Temisamingue Inc.; ph. 710; CBC French net.; Hardy, Canadian Sta. Reprs., reprs. 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

CFGR, began 1952, 1230 kc, 250 w-N. Radio-Gravelbourg Ltee. (See CFRG below, for executive and other information.)

CFRG, began 1955, 710 kc, 5,000 w-D. Radio-Gravelbourg Ltee., Edifice Villeneuve; ph. 155; CBC French net.; Renaud, repr. Exec.: Dr. Rosario Marin, p; Dumont Lepage, gm, cm, pd; Joseph E. DeGagne, pmm; Marc Riou, ce; Leon Kendergi, nd; Guy Pariseau, fd, sd; Mrs. Josephine Lemoine-Longault, wd, children's pmmng.

## 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, asst mgr, cm; Jack Johnson, bus mgr; Martha Fidler, pmm; Merv Pickford, ce; Earl Barnholden, nd; George Price, fd; Chuck McManus, sd; Mickey Lewis, 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., CKBI Bldg., 10th St. West; ph. 7421; CBC Dominion net.; All-Canada Radio Facilities, Weed, reprs. Exec.: E. A. Rawlinson, p, gm; G. Prest, cm; J. J. Cennon, 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; Ernest Strong, ce; Jim McLeod, nd; Don Dawson, asst mgr; Lloyd Saunders, sd; Betty Sear, wd.

CKRM, began 1926, 980 kc, 5,000 w-DA-N. Western Communications Ltd., 2060 Halifax St.; ph. Lakeside 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; Joyce Gilfillian, pmm; Len Cozine, eng; Keith Baker, eng; Ted Cholod, nd; Art Kennard, fd; Paul Hack, sd; Don Beisel, merc. mgr; Joy Perkins, wd.

## SASKATOON

CFNS, began 1952, 1170 kc, 1,000 w. Radio-Prairies-Nord Ltee., 1902 Broadway Ave.; ph. 9-3015; CBC net.; Renaud, Hunt, McGillvra, reprs. Exec.: Rev. J. A. Beaulac, p; C. H. Papen, gm; J. DeGagne, slm; M. A. Papen, pd, wd; R. Gautier, nds; J. Dallaire, sd.

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; Maynard Greer, ce; Doug Alexander, nd; Bob Brack, fd; Art Henderson, sd.

## SWIFT CURRENT

CKSW, began 1956, 1400 kc, 250 w. Frontier City Bcstg. Co. Ltd., 134 Central Ave., Radio Reprs., repr. Exec.: D. W. Scott, gm; Alex Maxwell, cm; Wilf Gilbert, sm.

## WATROUS

CKB, 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; R. Reynolds, nd; Linus Westberg, sd.

# AM & FM EQUIPMENT MANUFACTURERS

## TRANSMITTERS

**Canadian Marconi Co.**  
Montreal 16, Que., Can., 6035 Cote de Liesse Rd.; J. H. Martin, sls mgr, Standard Lines; Tel.: Riverside 8-7711

**Halifax, Nova Scotia, 572 Barrington St.; D. J. Murphy, mgr**  
Calgary, Alta., 1710 3rd St., N.E.; F. R. Robertson, mgr

**Toronto, Ont., 830 Bayview Ave.; J. Gibson, senr rep.**  
Vancouver, B. C., 3594 Main St.; J. S. Baxter, mgr  
Products: transmitter, studio equipment, turntables, remote control equipment, transmitting and receiving tubes fm; turnstile antennas, transmitters, facsimile: transmitters, recorders

**Collins Radio Co.**  
Cedar Rapids, Iowa, 855 35th St., N.E.; H. O. Olson, brdcast sls mgr; Tel.: Empire 3-0281

**Burbank, Calif., 2700 W. Olive Ave.; G. T. Tasto, mgr; Tel.: Thornwall 4-1751**  
Dallas, Tex., 1930 Hi-Line Dr.; Theil Sharpe, mgr; Tel.: Prospect 5151

**Knoxville, Tenn., Dogwood Rd., Fountain City; J. F. Stanbery, mgr; Tel.: 6-4378**  
Miami Springs, Fla., 4471 N.W. 36th St.; L. O. Embree; Tel.: Tuxedo 8-2407

**New York 16, N. Y., 261 Madison Ave.; G. W. Service, mgr; Tel.: Murray Hill 7-6740**  
Washington, D. C., 715 Ring Bldg.; R. P. Dutton; Tel.: National 8-5415  
Products: am transmitter, complete line studio equipment, remote amplifiers, antenna tuning units and accessories, side, top mounted fm antennas

**Continental Electronic Mfg. Co.**  
Dallas 17, Tex., 4212 S. Buckner Blvd.; W. M. Witty, gen mgr; Tel.: Evergreen 1137  
Products: transmitters, associated equipment

**Gates Radio Co.**  
Quincy, Ill., 123 Hampshire St.; L. J. Cervone, gen sls mgr; Tel.: Baldwin 2-8202

**Atlanta, Ga., 1133 Spring St., N. W.; Howard Decker, mgr; Tel.: Trinity 6-0369**  
Houston, Tex., 2700 Polk Ave.; Joe Woods, mgr; Tel.: Capitol 8-8536

**Los Angeles, Calif., 7501 Sunset Blvd.; Bob Richards, mgr; Tel.: Hollywood 2-8351**  
New York, N. Y., 51 E. 42 St.; E. J. Wilder, mgr; Tel.: Murray Hill 7-7971

**Washington, D. C., Warner Bldg.; Tel.: Metropolitan 8-0522**  
Products: broadcast transmitters and complete station equipment; transmitter control consoles; audio and amplifiers, patch panels, racks, custom-built audio consoles, audio preset master controls, turntables, recording equipment, microphones, towers, transmission line; fm: transmitters, studio equipment, antennas, coaxial cable

**General Electric Co.**  
Syracuse, N. Y., Electronics Div., Electronics Park; Charles J. Simon, brdcast sls mgr; Tel.: 76-4411

**Atlanta 3, Ga., 187 Spring St., N.W.; J. M. Comer, Jr., mgr; Tel.: Cypress 2581**  
Chicago 54, Ill., 115 Merchandise Mart; G. E. Webster, mgr; Tel.: Whitehall 4-3915

**Cincinnati 2, Ohio, 215 W. Third St.; J. Wall, mgr; Tel.: Main 1-5022**  
Cleveland, Ohio, 710 Williamson Bldg.; E. H. Platt, mgr; Tel.: Superior 1-6822

**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**  
New York 22, N. Y., 420 Lexington Ave.; W. R. Chapin, mgr; Tel.: Plaza 1-1311

**St. Louis, Mo., 4229 Lindell Blvd.; R. E. Lauterbach, mgr; Tel.: Jefferson 5-8873**  
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 3, D. C., 777 14th St., N.W.; L. F. Page, mgr; Tel.: Executive 3-3600  
Products: complete equipment for transmitting and studios

**Graybar Electric Co., Inc.**  
New York 17, N. Y., 420 Lexington Ave.; J. W. LaMarque, gen comm sls mgr; Tel.: Lexington 2-4000

**Atlanta 1, Ga., 333 North Ave., N.W.; J. F. Klutz, mgr; Tel.: Cypress 1751**  
Boston 16, Mass., 297 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 0600

**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

**Jacksonville 1, Fla., 12th & Main Sts.; W. C. Winfree, mgr; Tel.: Jacksonville 6-7611**  
Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, mgr; Tel.: Baltimore 1644

**Long Island City 1, N. Y., 21-15 Bridge Plaza, N.; R. W. Griffiths, mgr; Tel.: Exeter 2-2000**

**Los Angeles 54, Calif., 210 Anderson St.; R. B. Thompson, mgr; Tel.: Angelus 3-7282**  
Minneapolis 15, Minn., 824 S. Fourth St.; L. B. Hathaway, mgr; Tel.: Geneva 1621

**New York 17, N. Y., 420 Lexington Ave.; G. I. Jones, mgr, electronic sls; Tel.: Lexington 2-4000**  
Philadelphia 7, Pa., 910 Cherry St.; D. M. Antrim, mgr; Tel.: Walnut 2-5405

**Pittsburgh 12, Pa., 900 Ridge Ave.; R. F. Grossett, mgr; Tel.: Allegheny 1-4100**  
Richmond 19, Va., 10 S. Sixth St.; E. C. Toms, mgr; Tel.: Richmond 7-3491

**St. Louis 10 Mo., 600 South Taylor Ave.; J. P. Lenkerd, mgr; Tel.: Jefferson 1-4700**  
San Francisco 1, Calif., 1750 Alameda St.; K. G. Morrison, mgr; Tel.: Market 1-5131

**Seattle 4, Wash., King & Occidental Sts.; D. I. Craig, mgr; Tel.: Mutual 0123**  
Products: transmitters, antennae, antenna towers, transmission line products, phase monitors, antenna phasing equipment, transmitter and studio measuring equipment, speech input equipment, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, meters, electron tubes, relays, keys, condensers, jacks, mountings, thermistors, varistors, sound measuring equipment, public utilities, radio-telephone equipment motor generators, emergency power plants and associated apparatus, tape recorders and reproducers, mobile, vehicle radio-telephone equipment

**Kaar Engineering Corp.**  
Palo Alto, Calif., 2995 Middlefield Rd.; B. J. Has-tin, sls mgr; Tel.: Davenport 3-9001  
Products: am-fm transmitters, receivers, marine radiotelephones, directional finders, conelrad monitors, quartz crystals

**Radio Corp. of America, Commercial Electronic Products**  
Camden 2, N. J., Front & Cooper Sts.; A. M. Miller, mgr, am equip field sls; Tel.: Woodlawn 3-8000

**Atlanta 3, Ga., 522 Forsyth Bldg.; G. W. Darwin, mgr; Tel.: Jackson 4-7703**  
Boston 16, Mass., John Hancock Bldg.; A. S. Timms, 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 11, Tex., 1307-11 McKinney Ave.; B. E. Fincher, mgr; Tel.: Riverside 1371-2-3**  
Hollywood 28, Calif., 1560 N. Vine St.; J. F. Palm-quist, mgr; Tel.: Hollywood 9-2154

**Kansas City 6, Mo., 340 Diorks Bldg.; C. L. Gardner, mgr; Tel.: Harrison 6480-1-2**  
New York 20, N. Y., 36 W. 49th St.; W. B. Valen-tine, mgr; Tel.: Judson 6-3800

**San Francisco 2, Calif., 420 Taylor St.; J. F. Palm-quist, 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. Sea-brook, mgr, comm sls div; Tel.: Wellington 7551

**Halifax, N. S., 49-51 Commission St.; R. Hender-son, mgr; Tel.: 5-724**  
Toronto, Ont., 44 Eglinton Ave., W.; K. G. Chris-tolm, mgr; Tel.: Hudson 1-5221

**Vancouver B. C., Grandview Hwy. at Rupert St.; R. A. Marsh, mgr; Tel.: Dexter 6800**  
Products: transmitters, studio audio phasing equipment

**Standard Electronics Corp.**  
Newark 5, N. J., 285 Emmet St.; W. R. Zillger, vice pres; Tel.: Bigelow 3-5540

**Atlanta, Ga., 478 Overbrook Dr., N. W.; Perry Jenkins mgr; Tel.: Trinity 4-0710**  
Los Angeles, Calif., 432 S. Curson Ave.; Lew E. Pett, mgr; Tel.: Webster 1-4382

**Newark, N. J., 285 Emmet St.; William H. Rab-polt, mgr; Tel.: Bigelow 3-5540**  
Preemption, Ill., R. C. Hutchens, mgr; Tel.: 42

**Washington, D. C., 414 Defense Bldg.; J. T. Camp-bell, mgr; Tel.: Republic 7-2246**  
Products: transmitters, speech input equipment, limiting amplifiers

**Telechrome Mfg. Corp.**  
Amityville, L. I., N. Y., 28 Ranick Dr.; H. Chase Riker; Tel.: 4-4446

**Lombard, Ill., 670 N. Elizabeth St.; D. E. Chapman, mgr; Tel.: 1232**  
Products: transmitters

**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-ri-son, mgr; Tel.: Exbrook 2-5353  
Products: 50 kilowatt transmitters, transmitters, consoles, transmitting tubes, instruments, meters, 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, modulator meters

## TRANSMITTING EQUIPMENT

- INPUT & MONITORING
- TRANSMISSION LINE
- LINE TERMINATING
- REMOTE CONTROL
- ACCESSORIES
- PHASING

**Acme Electric Corp.**  
Cuba, N. Y.; Louis S. Danko, sls mgr, spec prds  
Tel.: Cuba 4  
Products: transformers

**Adler Electronics, Inc.**  
New Rochelle, N. Y., 1 Le FeVre Lane; Ben Adler, pres; Tel.: 6-1620

**Los Angeles 46, 7940 Fareholm Dr.; Robert J. Myers, mgr**  
Atlanta, 254 E. Paces Ferry Rd., N.W.; L. C. Rad-ford, mgr; Tel.: EX. 7243

**Dallas 25, 3628 Marquette Ave.; G. R. Winston, mgr; Tel.: Forrest 8-3510**  
Minneapolis 10, 6117 St. Johns Ave.; B. J. Klin-dorn, mgr; Walnut 8-8476

**New York 36, 500 Fifth Ave.; J. B. Tharp, mgr; Tel.: Longacre 4-0518**  
Portland 8, Ore., 901 S.W. King Ave.; Lyle O. Keys, Tel.: Atwater 1841

**Rockport, Mass., 5 Ocean Ave.; F. A. O'Connell, mgr; Tel.: 3505**  
Spokane 18, P. O. Box 7051; Pat Quinn, mgr; Tel.: Empire 6621  
Products: custom built audio consoles, rack studio and master control systems, transcrip-tion turntables, antenna coupling, phasing equipment for directional antennas; fm audio equipment

**Allen-Bradley Co.**  
Milwaukee 4, Wis., 136 W. Greenfield Ave.; D. S. W. Kelly, mgr; Tel.: Orchard 1-2000

**Boston 34, Mass., 24 Brighton Ave.; C. M. McCoo-be, mgr; Tel.: Stadium 2-0203**  
Buffalo 3, N. Y., 41 N. Division St.; E. F. Sigmund, mgr; Tel.: Cleveland 7636

**Chicago 10, Ill., 445 N. LaSalle St.; John McC. Price, mgr; Tel.: Whitehall 4-1870**  
Cincinnati 2, Ohio, 2331 Reading Rd.; W. L. Jaec-ke, mgr; Tel.: University 4445

**Cleveland 3, Ohio, 4312 Carnegie Ave.; R. J. Roy, mgr; Tel.: Express 1-2519**  
Dayton 3, Ohio, 2240 E. Third St.; Jerome F. Ho-heisel, mgr; Tel.: Kenmore 2828

**Detroit 14, Mich., 11100 E. Warren Ave.; J. D. Petersen, mgr; Tel.: Valley 1-8100**  
East Orange, N. J., 350 Main St.; O. C. Stark, mgr; Tel.: Orange 2-9893-4

**Flint, Mich., Genesee Bank Bldg.; Charles H. Hawks, mgr; Tel.: 2-9341**  
Indianapolis, Ind., 1491 N. Harding St.; R. C. Nor-ris, mgr; Tel.: Atlantic 1491

**New York 17, N. Y., 155 E. 44th St.; A. W. Paul, mgr; Tel.: Murray Hill 2-6070**  
Philadelphia, Pa., 235 Fairfield Ave.; G. F. Pain, mgr; Tel.: Flanders 2-6000

**Pittsburgh 16, Pa., 2721 W. Liberty Ave.; H. C. Thornberry, mgr; Tel.: Fieldbrook 1-2822**  
Rockford, Ill., 1013 Broadway; J. K. McKnight, mgr; Tel.: 5-8795

**St. Louis 6, Mo., 904 N. Grand Blvd.; G. W. Schaalchlin, mgr; Tel.: Lucas 1901**  
Springfield, Mass., 172 Chestnut St.; W. L. Plate, mgr; Tel.: Springfield 2-3430

**Syracuse 3, N. Y., 820 E. Water St.; Chester H. Hitchcock, mgr; Tel.: 76-2141**  
York, Pa., 653 W. Market St.; Fred Krsek, mgr; Tel.: 82-239  
Products: fixed and adjustable resistors; ceramic capacitors, ferrite parts

**Alford Mfg. Co., Inc.**  
Boston 10, Mass., 299 Atlantic Ave.; Harold H. Leach, engr; Tel.: Hancock 6-2338  
Products: fm antennas

**Allied Radio Corp.**  
Chicago 80, Ill., 100 N. Western Ave.; S. H. Levey, sls mgr, industri, brdcast divs; Tel.: Haymarket 1-8800  
Products: station equipment and supplies for im-mediate shipment, image orthicons, icono-scopes and all transmitting tubes, audio equip-ment, amplifiers, condensers, c.a.a. approved tower light control, attenuators, equalizers, disc and tape recording equipment, resistors, patch panels and cords, pickups and turntables, public address systems, receivers, microphones, noise and distortion measuring equipment, test equipment, transformers, transcription players, RCA camera cable, connectors





*for complete  
detailed information  
on all RCA Broadcast  
equipment ask your  
RCA representative  
for these catalogs,  
or write to field offices,  
listed below—*



522-33 Forsyth Building  
Atlanta 3, Georgia  
Jackson 5-7703

2301 John Hancock Bldg.  
Boston 16, Massachusetts  
Hubbard 2-1700

Front & Cooper Streets  
Camden 2, New Jersey  
Woodlawn 3-8000

1186 Merchandise Mart Plaza  
Chicago 54, Illinois  
Delaware 7-0700

1600 Keith Bldg.  
Cleveland 15, Ohio  
Cherry 1-3450

1907-11 McKinney Avenue  
Dallas 1, Texas  
Riverside 1371

120 West Second Street  
Dayton 2, Ohio  
Hemlock 5585

1560 N. Vine Street  
Hollywood 28, California  
Hollywood 9-2154

340 Dierks Bldg.  
Kansas City 6, Missouri  
Harrison 1-6480

36 West 49th Street  
New York 20, New York  
Judson 6-3800

420 Taylor St.  
San Francisco 2, California  
Ordway 3-8027

2250 First Avenue, South  
Seattle, Washington  
Main 8350

1625 K Street, N.W.  
Washington 6, D. C.  
District 7-1260

*Broadcast and Television Equipment Department*

**RADIO CORPORATION OF AMERICA**

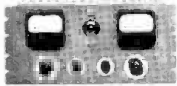
CAMDEN, NEW JERSEY

# ENT

## MONITORING EQUIPMENT

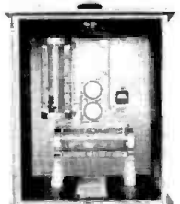
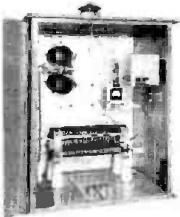


**FREQUENCY MONITOR, BW-11B.** Continuously and accurately indicates in cycles-per-second the magnitude and direction of any carrier signal departure from its proper frequency.



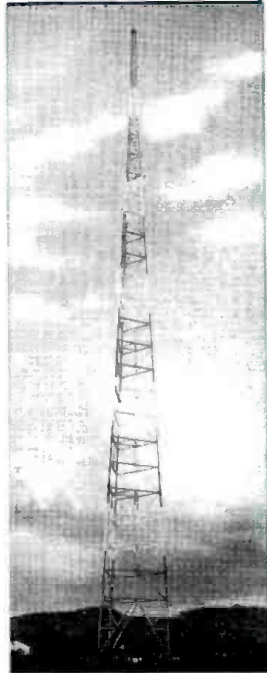
**MODULATION MONITOR, BW-66E.** Gives continuous direct reading indications of modulation percentage in carriers of transmitters operating in the range of 500 to 2500 kc. High and low impedance output provides for monitor and measuring equipment feed.

## ANTENNA TUNING UNITS



**CUSTOM-BUILT ANTENNA TUNING UNITS.** For all powers. Efficiently match broadcast antennas to either concentric or open wire transmission lines and also aid in suppressing carrier harmonics.

## TOWERS AND EQUIPMENT



**SELF-SUPPORTING TOWER**



**GUYED TOWER**

**RCA ASSISTS IN TOWER PLANNING** . . . provides the broadcaster with today's most efficient AM radiators and associated equipment such as transmission line, tower lighting, etc. Both self-supporting and guyed structures can be supplied to fill any requirement.

## MISCELLANEOUS ITEMS

### TRANSMISSION LINE

- 3/8" Soft Copper 72-ohm Steatite Coaxial Line and Fittings.
- 7/8" Soft Copper 72-ohm Steatite and 7/8" Soft Copper 51.5-ohm Steatite Coaxial Line and Fittings.
- 7/8" Hard Copper 72-ohm Steatite Coaxial Line and Fittings.
- 7/8" Hard Copper 51.5-ohm Steatite Coaxial Line and Fittings.
- 1 1/8" Hard Copper 72-ohm Steatite Coaxial Line and Fittings.
- 1 1/8" Hard Copper 51.5-ohm VHF Steatite Coaxial Line and Fittings.
- 3 1/8" Hard Copper 51.5-ohm VHF Steatite Coaxial Line and Fittings.
- 3 1/8" Hard Copper 51.5-ohm VHF Teflon Coaxial Line and Fittings.

### Miscellaneous Transmission Line Installation Accessories

- Horizontal Anchor Assembly (Single)
- Horizontal Anchor (Dual)
- Horizontal Roller Assembly
- Lateral Brace
- Line Spreader
- Swivel Hangers
- Dehydrator Equipment

### PHASING EQUIPMENT

- Cabinets for Phasing Equipment
- Line Terminating Units
- Phase Meters
- Remote Metering Kits
- Field Intensity Meters

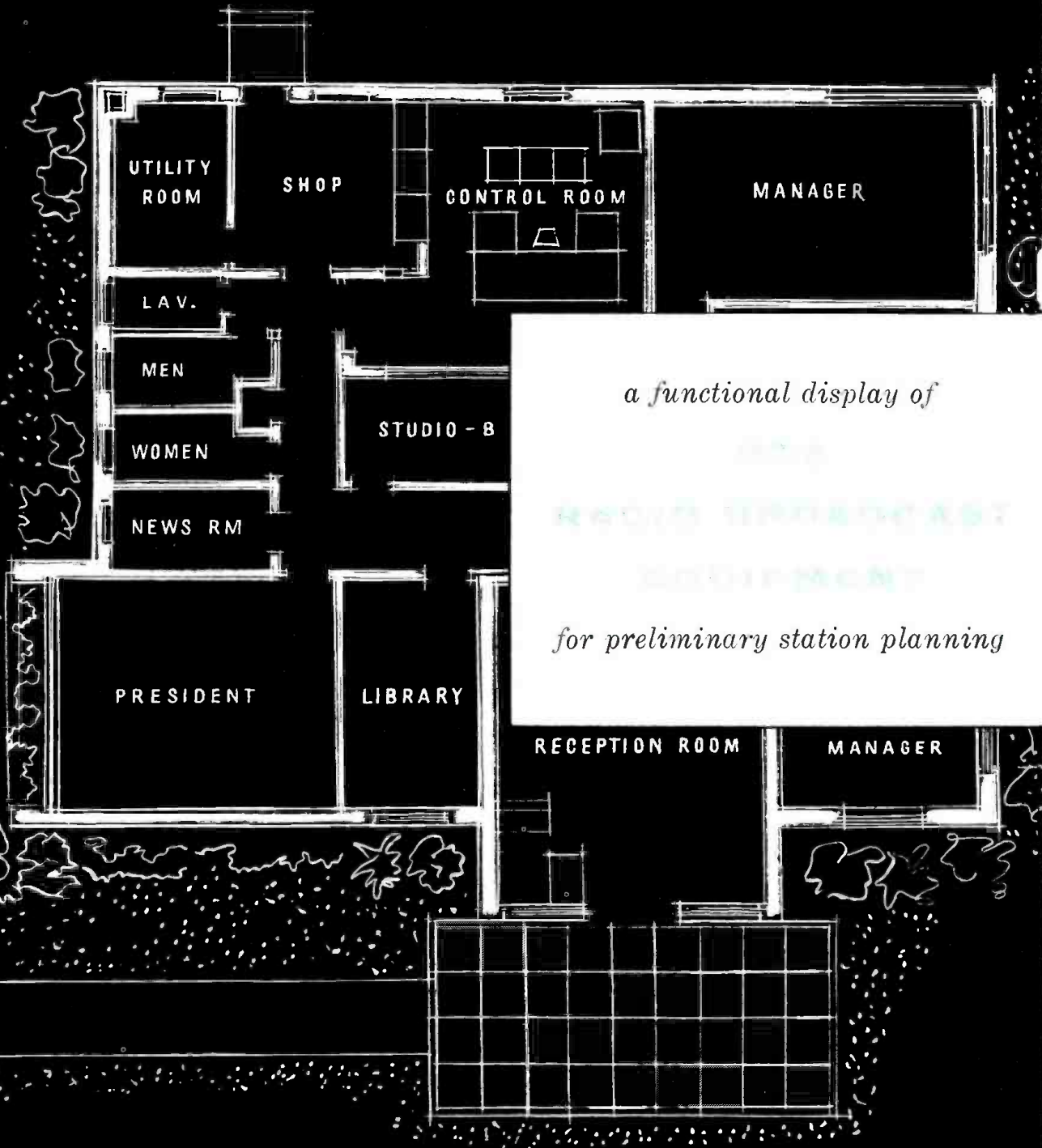
### STL (Studio Transmitter Link) EQUIPMENT

- Studio Transmitter Link
- Transmitter/Receiver Antenna (Set of two 6-ft. Mesh)
- Transmitter/Receiver Antenna (Set of two 4-ft. Mesh)
- Tube Complement of Transmitter/Receiver BTL-1B

### INPUT AND MONITORING EQUIPMENT

### UNIVERSAL TRANSMITTER CONTROL CONSOLE

PULL



*a functional display of*

*RECEPTION ROOM  
STUDIO - B  
CONTROL ROOM*

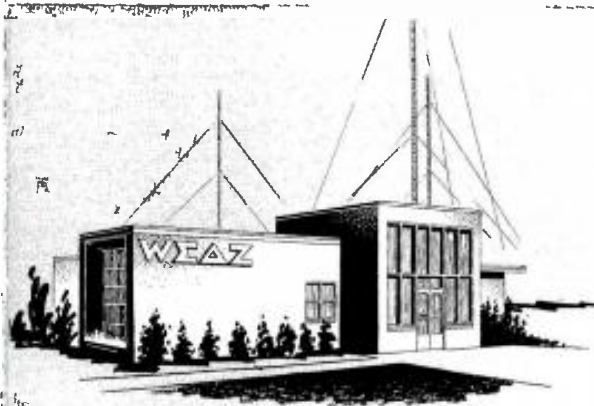
*for preliminary station planning*

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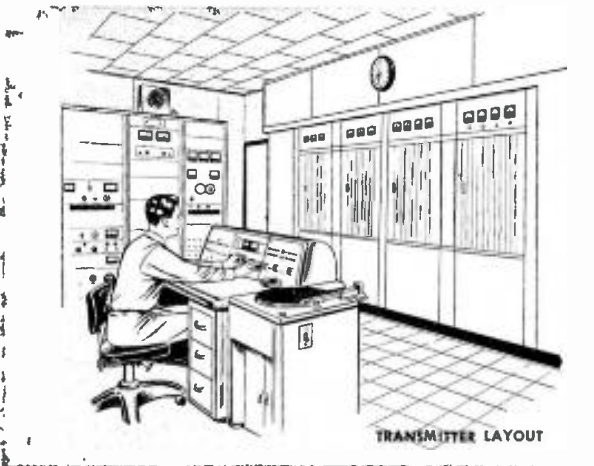
# RCA



COMBINATION TRANSMITTER/STUDIO BUILDING



STUDIO CONTROL ROOM FACILITIES



TRANSMITTER LAYOUT

## A NOTE ABOUT THIS FOLDER AND ITS USEFULNESS IN STATION PLANNING

Almost every major item that goes into the assembly of a broadcast station, can be found on this "see-at-glance" pull-out spread. Above is a sketch of a typical studio and control room and a transmitter room, showing the functional simplicity of an RCA-equipped station.

The successive photos and descriptions represent RCA equipments with their system functions tied together by arrows. The path of signal is indicated from pick-up source to antenna radiation.

Four catalogs illustrated on the reverse cover provide minute details and equipment specifications, as well as typical plans, charts, graphs and curves for detailed planning. See your RCA representative, he will be pleased to help you plan.



**POLYDIRECTIONAL MICROPHONE, 77-DX.** Famous for high-quality reproduction. Provides a choice of directional pick-up patterns . . . uni-directional, bi-directional, non-directional. Three-position voice-music switch. Frequency range, 50-15,000 cycles.



**THE "COMMENTATOR"—PRESSURE MICROPHONE, BK-1A.** For desk stand or floor stand use. Excellent as hand-carry mike. Adjustable ball-and-socket swivel permits movement in any direction. Frequency range, 60-10,000 cycles.



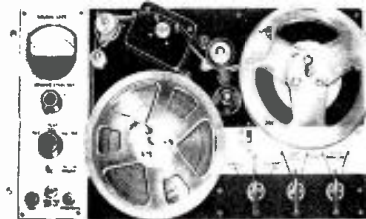
**THREE-SPEED TRANSCRIPTION TURNTABLE, BQ-2A.** Superior performance for reproduction of 33 $\frac{1}{3}$ , 45 or 78 rpm. records up to 16" diameter. Meets all NARTB specifications. Heavy-duty hysteresis motor for dependability.

**AUTOMATIC TURNTABLES, BQ-1.** automatic record program sequence operation . . . BQ-1-tion. Both play sixty 45 rpm, wide, 3 $\frac{1}{4}$ " high, 21 $\frac{1}{2}$ " deep.



ORDER

**PORTABLE OR RACK MOUNT RECORDER, TYPE SRT** and playback amplifier with etched wiring, VU meter indicator. Electro dynamic tape tensioning and braking motor tape drive. 3 $\frac{1}{4}$  and 7 $\frac{1}{2}$  IPS operation—by selector and rewind speed. Automatic tape lift during fast winding operation.



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8 $\frac{1}{2}$ "  
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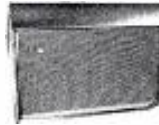


# RADIO BROAD



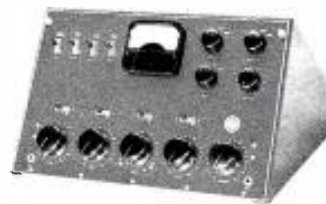
**PROGRAM VELOCITY MICROPHONE, SK-46.** For studio or control room announcing and announce booth. Light weight, small size attractive styling. High-quality sound reproduction, bi-directional. Frequency range, 50-10,000 cycles.

**12-INCH SPEAKER, SL-12** with frequency response from 50 to 16,000 cycles can be mounted in wall housing (at right). Used in control rooms, studios and announce booths; also excellent for executive offices, reception rooms, sponsors' booths.



**LIMITING AMPLIFIER, BC-5A.** High-quality channels to audio signal and overload; channel interference of transmitter.

**BQ-101 and BQ-102.** For studio or control room. BQ-101 provides fixed 32 off-sets random selection records (120 sides). 35 1/4" x 15 1/2" x 10 1/2".



**THE "BLOCK-BUILDER" AUDIO CONSOLE, BC-5A.** Nine Inputs—4 microphones, 2 turntables, 2 remote lines, 1 network or tape. 4 mixer positions. Built-in power supply. Easily expanded for dual channel use by "pairing."



**THE "GENERAL-PURPOSE" AUDIO CONSOLE BC-3B.** Thirteen Inputs—6 microphones, 2 turntables, 2 remote lines, 1 network, 2 utility inputs which may be used for additional turntables, tape, or as required. Eight mixer positions. Built-in power supply. Easily expanded for dual channel use by pairing with BC-5A. Convenient script rack.



**CONTROL UNIT, BC-6A.**

**BC-2.** Transistor record and recording level. Direct synchronous switch. Fast forward. Vertical or horizontal.



**TRANSMITTER, BC-6A.**

**BC-6A.** Frequency Response: Record and playback  $\pm 3$ db from 40 to 16,000 cps. Dimensions: Height: 10 1/2". Width: 15 1/2". Minimum depth required: from front of panel to rear: 35 lbs.

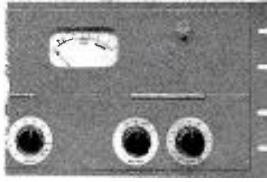
**THE "DUAL-CHANNEL" AUDIO CONSOLE, BC-6A.** Twenty-Two Inputs—10 microphones, 2 turntables, 2 tape, 2 film, 5 remote lines, 1 network. Dual or single channel operation with "split-mixer" faders. Master fader controls both channels simultaneously. Ideal for binaural broadcasting. Nine mixer positions. Two built-in power supplies (one for each channel) for greater reliability. Two monitoring channels, one for program monitoring and talkback, one for cueing and feeding background to studios. Convenient script rack.

From any de Control Equit form FCC rec. tering. Additi desired for f



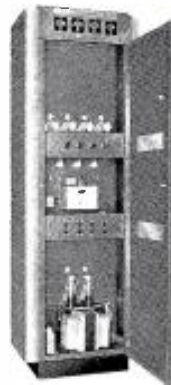
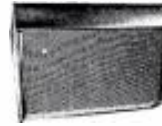


# CAST EQUIPM

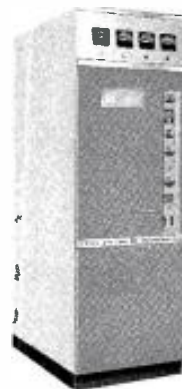


**AMPLIFIER, BA-6A.** Provides economy in program input transmitter. Automatically limits peaks, preventing overmodulation. Avoids distortion and adjacent channel interference. Provides more effective use of power.

**12-INCH SPEAKER, SL-12** with frequency response from 50 to 16,000 cycles can be mounted in wall housing (at right). Used as a monitoring speaker, it provides superb quality sound at the transmitter location.



**AM BROADCAST TRANSMITTER, BTA-250M.** 250 Watts. An economical, small size, simple-to-operate transmitter. Fewer tubes (only 10). Fewer tube types (only 3 types to stock). Uses less power than a waffle iron. Quiet operation (no blowers) . . . suitable for control-room installation. Excellent fidelity—low distortion. Easy to install.



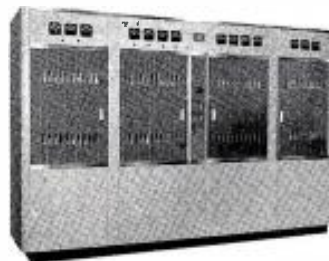
**AM BROADCAST TRANSMITTERS, BTA-500MX—500 Watts and BTA-1MX-1 KW.** Economical operation. Occupies only 6.2 sq. ft. of floor area. Fewer tubes (only 14 in the 500MX, 15 in the 1MX and only 4 types to stock). Bi-level modulation with wide-range frequency response—30 to 15,000 cps. Lowest distortion ever—less than 2% typical at 15,000 cps. Simple to install and operate.



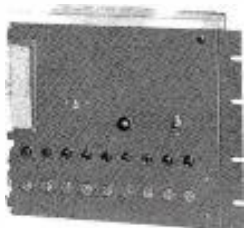
## REMOTE CONTROL ELEMENT



**108-0D.** Located at control room.

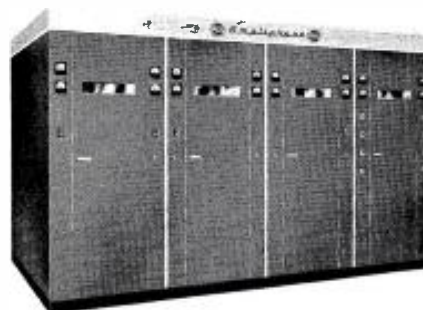


**AM BROADCAST TRANSMITTERS, BTA-5H, 5 KW and BTA-10H, 10 KW.** Lowest operating cost for tubes and power. Fewer tubes, fewer tube types to stock. Famous long-life RCA 5762's used in Modulator and P.A. Bi-level modulation assures wide-range frequency response—lowest distortion. Many other features . . . split-cycle overload protection, sliding doors, maximum component accessibility, simple two-tuning-control operation. Space saving floor plan.



**108-1D.** Located at transmitter.

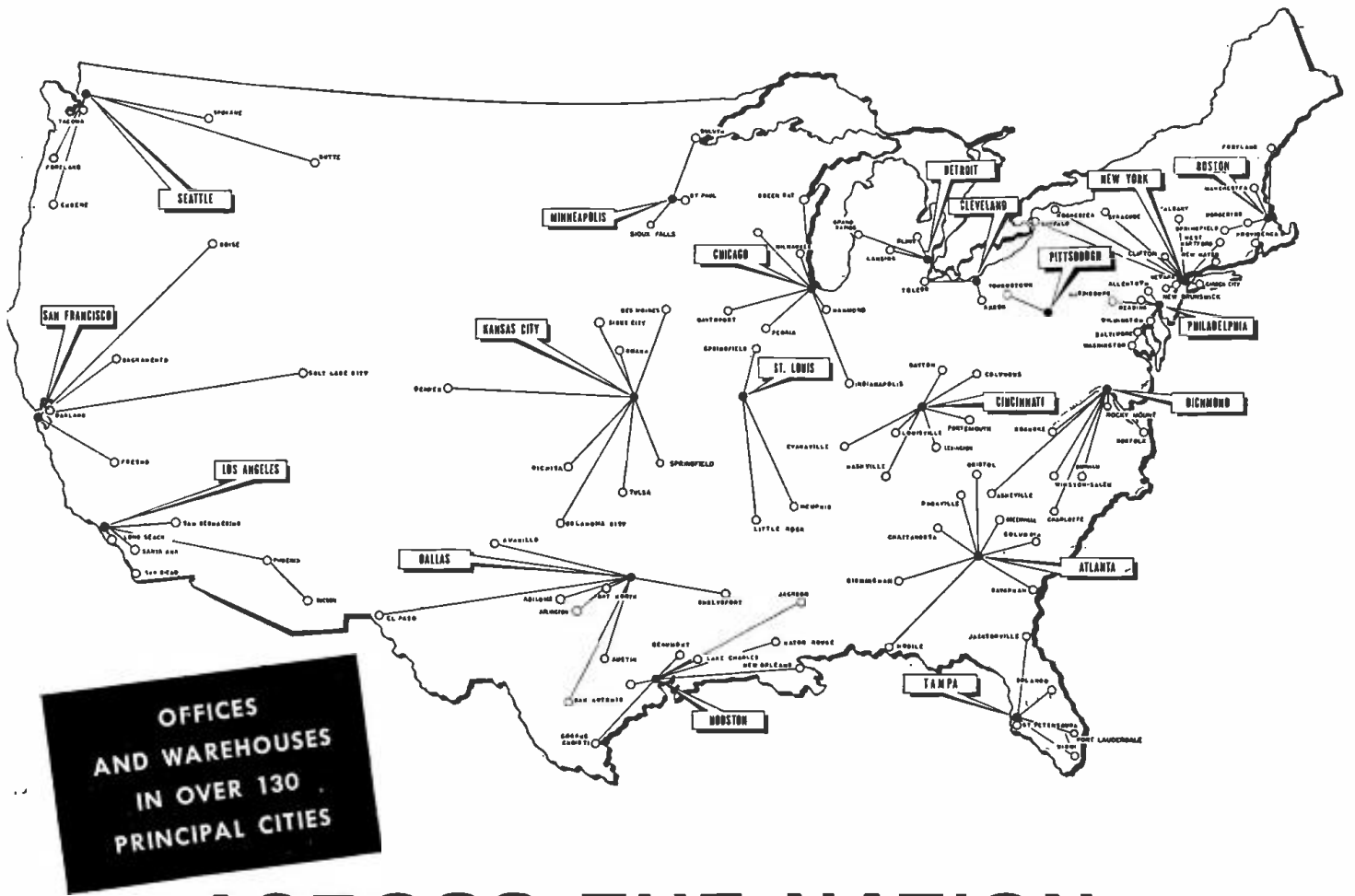
At remote control point, RCA Remote Control Element provides facilities to perform control functions and maintenance functions may be added as required for operational convenience.



**THE "AMPLIPHASE" 50 KW AM BROADCAST TRANSMITTER, BTA-50G** Requires less than 80 sq. ft. of floor space—smaller than many 5 KW's. Internal ducts—no air duct installations necessary. Half the tube cost and lowest operating cost ever offered in a 50 KW transmitter. Long-life 5671 tubes used. Excellent frequency response and distortion characteristics. Permits remote-control or attended operation.







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For technical help in broadcasting equipment selection consult the Graybar Broadcasting Specialist who serves your area. He'll be glad to work with you — you'll find his intimate knowledge of broadcasting problems invaluable in planning your facilities. *Graybar Electric Co., Inc., Executive Offices: Graybar Building, 420 Lexington Ave., New York 17, N. Y.*

75

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Allen Products • Altec Lansing • Ampex • Ampli-Vision (Intl. Telemeter) • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Diamond Power Specialty • Fairchild • General Electric • General Radio • Houston-Fearless • Hubbell • Kliegl • James Knights • Machlett • Magnetratics • Meletron • Minnesota Mining • Plastic Wire & Cable • Presto • Prodelin • Rek-O-Kut • Sarvis • Simplex • Thomas & Betts • Tung-Sol • Webster Racine • Whitney Blake • Zoomar.

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**Graybar**

IN OVER 130 PRINCIPAL CITIES

# COLLINS BROADCAST EQUIPMENT

The look and  
listen of  
Quality

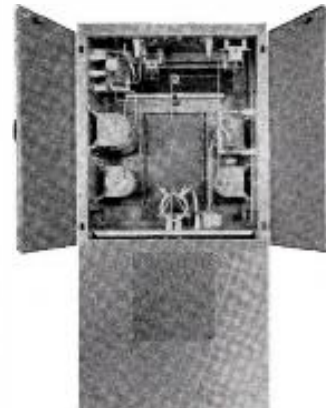
## SPEECH INPUT



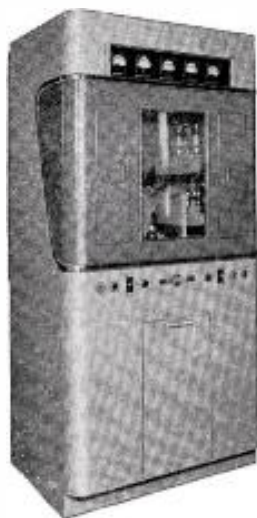
### 212F— *Complete Flexibility*

Attractively styled, packaged unit with complete control over simultaneous broadcasting and auditioning from any combination of three out of eight possible inputs. Adding two pre-amplifiers provides for mixing five of twelve possible inputs. The completely flexible 212F also provides for monitoring of remote lines, control of speakers and warning lights.

## PHASING



## BROADCAST



### 300J— 250/100 Watts

Two power outputs — 250 and 100 watts — either instantly selectable. Full size cabinet allows conversion to higher power. A simplified oscillator, eliminating use of crystal oven, assures dependability. All stages are precisely metered and tubes are operated below rated dissipation levels for safe operation and long life. Only seven tube types are used.

### 550A — 500/250 Watts

Advanced engineering standards provide peak performance on any selected frequency from 540 to 1600 KC. Design features include instant power changing, stable oscillator, only seven tube types, automatic power application in proper sequence, precise metering, adaptability for remote control and easy access to the interior.

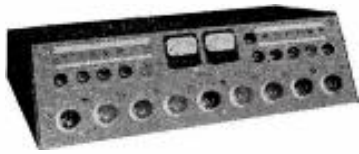
### 20V — 1 KW

Functional, simple and economical, the 20V is entirely contained in a single, ruggedly built cabinet that occupies up to 75% less space than ordinary 1 KW transmitters. Other features include location of all controls on the front, blower-cooled tubes, oversized components and visibility of all tubes at a glance. The 20V carries guaranteed high fidelity operation — outperforming all others.

*Collins* CREATIVE LEADER IN BROADCAST EQUIPMENT



## CONSOLES



### 212E — *Maximum Versatility*

The 212E is a new dual channel console for high fidelity AM, FM and TV broadcast service or program control in audio systems. The console provides simultaneous mixing of up to 9 out of 22 possible inputs, including mikes, remote line inputs, high level tape inputs and network line inputs. Also provided is monitoring of program lines, remote lines, and control of speakers, warning lights and associated equipments.

## REMOTE AMPLIFIER



### 212Z — *Lightest 4-Channel Remote Available*

This new remote weighs only 22 pounds in carrying case with batteries. It's a transistorized model that's more convenient than any other 4-channel you have ever used. No larger than a portable typewriter, the 212Z is just as easy to carry and set up. Four high level channels, printed circuits and automatic power changeover are a few of the modern features.

## EQUIPMENT

### *Custom Designed to Meet Individual Requirements*

This new addition to the Collins Broadcast Line offers AM broadcasters the same forward-thinking design, careful engineering and quality construction typical of all Collins equipment. Collins Phasing Equipment is individually constructed to specifications provided by the broadcaster's consulting engineer. It is housed in cabinets to match Collins or other transmitters and is engineered for stability, rapid adjustment of tuning and ease of maintenance.

## POWER INCREASE PACKAGE

### *Increases 300J, 550A, 21E Power Overnight*

That's as long as it takes to install the Collins Power Increase Package. You don't lose a minute of commercial time — start with sign-off and by sign-on time the next day you operate the 300J at 500 or 1,000 watts, the 550A at 1,000 watts, the 21E at 10,000 watts. This money-saving service is typical of the advanced design and quality engineering in all Collins Broadcast Equipment.

## TRANSMITTERS



### 21E/M — 5/10 KW

Feature for feature, the 21E/M is the most economical transmitter available: no crystal ovens, no external equipment, easy access to all relays, forced air cooling, visible tubes, compact size. In addition, the 21E/M offers simplified circuitry with only nine tube types in the 21E and ten in the 21M. Spurious radiation is held to a minimum. The 21E 5 kw is converted quickly and easily to 21M 10 kw.

COLLINS RADIO COMPANY, 315 2nd Ave. S.E., Cedar Rapids, Iowa • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Ave., Burbank • 261 Madison Ave., New York 16 • 1200 18th St. N.W., Washington, D.C. • 4471 N.W. 36th St., Miami 48 • 1318 4th Ave., Seattle • Dogwood Road, Fountain City, Knoxville • COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, Toronto 16, Ontario

# EQUIPMENT

**Altec Lansing Corp.**  
Beverly Hills, Calif. (See complete listing under Audio Equipment)

**All Star Products, Inc.**  
Defiance, Ohio, Squires Ave.; W. F. Reiter, vp & sls mgr; Tel.: 2-1065

Chicago, 510 N. Dearborn St.; F. A. Jensen; Tel.: Superior 7-3809

Detroit 1, 18411 W. McNichols Rd.; R. C. Merchant; Tel.: Kenwood 5-8000

Los Angeles, 10373 W. Pico Blvd.; W. B. Knight; Tel.: Bradshaw 2-0101

New York 7, 157 W. 57th St.; Perry Sattler; Tel.: Circle 7-3855

San Francisco, 165 Eleventh St.; R. W. Mouthrop; Tel.: Hemlock 1-2625

Products: variable gang condensers, air trimers, both am and fm

**Amperex Electronic Corp.**  
Hicksville, L. I., N. Y., 230 Duffy Ave.; Frank Randall, gen sls mgr; Tel.: Wells 1-6200

Products: transmitting and power tubes, rectifier tubes and fixed vacuum condensers

**Andrew Corp.**  
Chicago 19, Ill., 363 E. 75th St.; R. P. Lamons, gen sls mgr; Tel.: Triangle 4-4400

(Andrew, Calif. Corp.) Claremont, Calif., 941 E. Maryland Ave.; Jeff Montgomery, mgr; Tel.: Lycoming 5-3500

Ridgewood, N. Y., P. O. Box 416; R. C. Bickel, mgr; Tel.: Gilbert 5-2500

Westwood, Mass., P. O. Box 255; Charles R. Lane; Tel.: Dedham 3-5520

(Andrew Antenna Corp. Ltd.) Whitby, Ont., Can., 806 Beach St.; R. P. Mathews, dir sls & engr; Tel.: Mohawk 8-3348

Products: antenna tuning, phasing equipment; coaxial cable, transmission lines; tower lighting equipment. fm—same plus multi-v fm antennas

**American Lava Corp.**  
Chattanooga 5, Tenn.; James L. Rifkin, sls mgr, steatite div; Tel.: 5-3411

Products: alsmag ceramic post insulators, coil forms, trimmer bases, dowels, standoff insulators, other pressed and extruded steatite parts

**Belden Mfg. Co.**  
Chicago 44, Ill., 4647 W. Van Buren St. (See complete listing under Audio Equipment)

**Brach Mfg. Corp.**  
Newark 3, N. J., 200 Central Ave.; J. B. Cejka, vice pres in charge; Tel.: Humboldt 2-1500

Products: antenna systems

**William Brand & Co., Inc.**  
Willimantic, Conn., North & Valley Sts.; T. M. Sanden, sls mgr; Tel.: Harrison 3-1661

Products: hookup wires, coaxial cables, transmission lines, cables, insulating tubing

**Browning Labs., Inc.**  
Winchester, Mass., 750 Main St.; Gardiner G. Greene, pres; Tel.: 6-3700

Products: am-fm high fidelity tuners, multiplex receivers, adapters, fm crystal controlled relay receivers, monitors, frequency receivers, am receivers, test instruments, background music equipment

**Bussmann Mfg. Co.**  
St. Louis 7, Mo., University at Jefferson; J. C. Ingram, gen sls mgr; Tel.: Garfield 1-1740

Chicago 6, Ill., 9 S. Clinton St.; A. A. Sommer, mgr; Tel.: Dearborn 2-1893

Los Angeles 13, Calif., 1004 E. 4th St.; O. A. Alderman, mgr; Tel.: Madison 5-1954

New York 7, N. Y., 53 Park Pl.; L. E. Edwards, mgr; Tel.: Cortlandt 7-1466

Products: fuses for electric circuits

**Cannon Electric Co.**  
Los Angeles 31, Calif., 3209 Humboldt St.; D. A. Davis, sls mgr; Tel.: Capitol 5-1251

East Haven, Conn., 191 Kimberly Ave.; B. K. Arnold; Tel.: Hobart 7-6329

Toronto 16, Canada, 160 Bartley Dr.; Colin Legge; Tel.: Plymouth 7-2845

Products: electrical connectors and dc solenoids

**Setchell Carlson, Inc.**  
St. Paul 12, Minn., New Brighton; H. E. Tyler, sls mgr; Tel.: Nestor 8877

Products: receivers, monitors

**Carrier Corporation**  
Syracuse 1, N. Y., 300 S. Geddes St.; C. V. Fenn, mgr; Tel.: Syracuse 76-9911

Atlanta 3, 300 Ivy St., N. E.; M. H. Darby, mgr; Tel.: Cypress 7621

Boston 14, N. Station Office Bldg.; W. H. Wetherell, mgr.; Tel.: Richmond 2-0772-3-4

Chicago 54, Merchandise Mart Plaza; W. S. Bodinus, mgr; Tel.: Whitehall 4-3441

Dallas 1, 710 N. Harwood St.; H. C. Hoffman, mgr; Tel.: Riverside 4475

Denver 2, 1718 California St.; H. C. Kugeler, mgr; Tel.: Acoma 2561

Jacksonville, Fla., 1011 Hendricks Ave.; N. W. Rathbun, mgr; Tel.: 9-9781

Kansas City 6, Mo., Riss Bldg.; G. H. Stoffer, mgr; Tel.: Victor 4622

Los Angeles 22, 5330 Harbor St.; W. L. Yerkers, mgr; Tel.: Angelus 3-7161

New York 17, 385 Madison Ave.; H. Peacock, mgr; Tel.: Plaza 9-5000

Philadelphia 7, P.S.F.S. Bldg.; L. M. Church, mgr; Tel.: Market 7-7100

Toronto 14, Canada, 857 The Queensway; E. F. Pope, mgr; Tel.: Rodney 2305

Washington 5, D. C., Investment Bldg.; L. B. Mighell, mgr; Tel.: Executive 3-5540

Products: air conditioning and refrigeration equipment for studio. Includes room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio

**CBS-Hytron, Div. of Columbia Broadcasting System, Inc.**  
Danvers, Mass., 100 Endicott St.; John Q. Adams, vice pres, sls; Tel.: 2360

Chicago 39, Ill., 4935 W. Fullerton Ave.; J. L. Brown, mgr; Tel.: National 2-1425

Newark 2, N. J., 32 Green Street; L. H. Niemann, mgr; Tel.: Market 3-5832

Products: electron tubes, semiconductor products

**Centralab, A. Div. of Globe-Union, Inc.**  
Milwaukee 1, Wis., 900 E. Keefe Ave.; William S. Parsons, pres; Tel.: Woodruff 2-9200

Chicago 39, Ill., 5308 W. Diversey Ave.; F. L. Tieg; Tel.: Palisades 5-5366

Toronto 12, Ont., Can., 804 Mt. Pleasant Rd.; P. J. Heenan; Tel.: Hudson 1-2291

Products: variable resistors, attenuators, switches, ceramic capacitors, electronic circuits steatite-ceramic insulators

**Cinema Engineering Co. (Div. Aerovox Corp.)**  
Burbank, Calif., 1100 Chestnut St.; Gus Calta, sls engr, gen mgr; Tel.: Victoria 9-5511

New York 17, N. Y., 101 Park Pl.; Elton Nachman, mgr; Tel.: Murray Hill 6-6268

Products: audio attenuators, speech input consoles, audio equalizers, wave filters

**Communication Products Co., Inc.**  
Marlboro, N. J.; J. L. Bernard, Jr., pres; Tel.: Freehold 8-1880

Santa Barbara, Calif., 120 Santa Barbara St.; A. Haselman; Tel.: Woodland 2-1712

Products: transmission line, accessories; styroflex fittings, accessories

**Communications Co., Inc.**  
Coral Gables, Fla., P. O. Drawer 6250; R. E. Graham, mgr; Tel.: 4-0846

Products: hf and vhf base station equipment, mobile equipment for airport vehicles, control tower equipment; fm: vhf base station, mobile equipment

**L. L. Constantin & Co.**  
Lodi, N. J., Rt. 46 & Franklin Ave.; Stephen C. Taber, sls mgr; Tel.: Prescott 7-0223

Products: crystal holders, connector plugs, glass to metal seals, all types; vacuum coating equipment

**Continental Carbon, Inc.**  
Cleveland 11, Ohio, 13900 Lorain Ave.; W. M. Wood, vice pres, sls mgr; Tel.: Clearwater 1-8500

Products: resistors

**Cornell-Dubilier Electric Corp.**  
South Plainfield, N. J., 333 Hamilton Blvd.; Arthur Williams, sls mgr, mfrs div; Tel.: 6-9000

Chicago 39, Ill., 5247 W. Diversey Ave.; Harold J. Vonder, mgr; Tel.: Berkshire 7-8842

Venice, Calif., 4144 Glencoe Ave.; Paul Kuefler; Tel.: Exmouth 8-9777

Products: capacitors, inverters

**Corning Glass Works**  
Corning, N. Y.; J. S. Muller, sls mgr, electrical prdts div; Tel.: Corning 2-5011

Chicago 54, Ill., Merchandise Mart; E. H. Keller, mgr; Tel.: Delaware 7-6600

New York 19, N. Y., 718 Fifth Ave.; J. A. Calaschi, mgr; Tel.: Circle 6-8224

San Francisco 3, Calif., 1355 Market St.; W. H. Hansen, mgr; Tel.: Market 7-3533

Products: fixed capacitors, film type resistors, trimmer capacitors, inductances, tuning coils, delay line coil forms, bushings, encapsulating tubes, attenuator plates, solid ultrasonic delay lines, glass bulbs, tubing for electronic tubes

**The R. W. Cramer Co., Inc.**  
Centerbrook, Conn.; L. F. Carpenter, sls mgr; Tel.: Essex 7255

Products: electrical timing devices

**Crucible Steel Co. of America**  
Pittsburgh 30, Pa., Henry W. Oliver Bldg.; D. K. Stuart, mgr; Tel.: Atlantic 1-3800

Atlanta, Ga., 957 W. Marietta St., N.W.; M. J. McEwen, sls mgr; Tel.: Elgin 7533

Baltimore, Md., Mercantile Trust Bldg.; R. G. Frederick, mgr; Tel. Plaza 2-2883, 2-6363

Boston, Mass., 129-135 Binney St.; H. A. Sturm, mgr; Tel.: University 4-4950

Buffalo 7, N. Y., 2051 Elmwood Ave.; C. J. Glassman, mgr; Tel.: Riverside 9600

Charlotte, N. C., 123 N. Poplar St.; E. N. Dietier, mgr; Tel.: Charlotte 4-0468

Chicago 39, Ill., 4501-4531 W. Cortland St.; E. K. Streeter, mgr; Tel.: Spaulding 2-0300

Cleveland 3, Ohio, 1258-74 E. 55th St.; R. C. Kuhn, mgr; Tel.: Henderson 1-9400

Denver 5, Colo., 2635 Walnut St.; R. L. Stark, mgr; Tel.: Tabor 5-7218

Detroit 34, Mich., 4920 E. Nevada Ave.; C. J. Ryan, mgr; Tel.: Forest 6-4400

Harrison, N. J., P. O. Box 32; W. G. Scharnberger, mgr specity steel sls; Tel.: Harrison 6-4500

Indianapolis 1, Ind., 105 S. Keystone Ave.; C. A. Linsley, mgr; Tel.: Melrose 6-8391

Los Angeles 22, Calif., 3338 S. Main Ave.; P. F. Harris, mgr; Tel.: Raymond 3-4821

Milwaukee 9, Wis., 4200 W. Douglas Rd.; H. C. Ende, Jr., mgr; Tel.: Hopkins 1-2900-06

New Haven 8, Conn., 285 State St.; E. J. Dawless, mgr; Tel.: Chestnut 8-4457

Providence 3, R. I., 116 Clifford St.; M. W. Rigdon, mgr; Tel.: Gaspee 1-3895-6-7

Rockford 5, Ill., Rockford Trust Bldg.; Norman T. Race, mgr; Tel.: 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., 1383 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

**Dale Products, Inc.**  
Columbus, Neb., P. O. Box 136; R. H. Engstrom, sls mgr; Tel.: 2139

Albuquerque, N. Mex., 5407 Acoma Rd., S. E.; W. R. Simpson, vice pres; Tel.: 6-3039

Products: resistors

**The Daven Co.**  
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.

**Detroit Diesel Engine Div. (General Motors Corp.)**  
Detroit 28, Mich., 13400 W. Outer Dr.; Tel.: Kenwood 1-7100

Products: standby generator sets

**Phelps Dodge Copper Products Corp.**  
New York 5, N. Y., 40 Wall St.; E. P. Dunlaevy, vice pres sls; 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

**Driver-Harris Co.**  
Harrison, N. J., 201 Middlesex St.; G. A. Lennox, vice pres-gen sls mgr; Tel.: Harrison 6-4800

Chicago 7, Ill., 1140 W. Washington Blvd.; K. H. Hobbie, mgr; Tel.: Haymarket 1-1054

Cleveland 3, Ohio, 7016 Euclid Ave.; L. V. Prior, mgr; Tel.: Endicott 1-0021

Detroit 2, Mich., New Center Bldg.; W. E. Blythe, mgr; Tel.: Trinity 2-7610

Louisville 2, Ky., Washington Bldg.; A. J. Eckley, mgr; Tel.: Wabash 5700

Products: special alloys wire-ribbon-strip, electrical resistance alloys

**Allen B. DuMont Labs., Inc.**  
Clifton, N. J., 1500 Main Ave.; Fred M. Link, dir mobile dept.; E. J. Harrison, sls mgr; Tel.: Mulberry 4-7400

New York, Empire State Bldg.; Walter Roche, mgr; Tel.: Murray Hill 8-2600

Products: mobile radio communications equipment

**DX Radio Products Co.**  
Chicago 47, Ill., 2300-10 W. Armitage Ave.; Frank J. Hajek, sls mgr; Tel.: W. Armitage 6-3740

Products: horizontal transformers, coils crystals

**Eastern Air Devices, Inc.**  
Brooklyn 17, N. Y., 585 Dean St.; E. Janse, mgr; Tel.: Sterling 3-3406

Products: sub-fractional horsepower motors and blowers

**Thomas A. Edison, Inc., Instrument Div.**  
West Orange, N. J., Lakeside Ave.; G. J. Binde-wald, gen sls mgr; Tel.: Orange 3-6800

Chicago, Ill., 304 W. Randolph St.; C. J. McVey, Jr., mgr; Tel.: State 2-3096

Cleveland 14, Ohio, 1597 St. Clair Ave.; E. Sand, mgr; Tel.: Tower 1-0288

Dayton 6, Ohio, 627 Salem Ave.; R. J. Sentenac, mgr; Tel.: Oregon 2005

Glendale 1, Calif., 6919 San Fernando Rd.; H. E. Van Cleaf, Jr., mgr; Tel.: Victoria 9-2078

Products: sealed thermostats, antenna cutouts, thermal relays

**Elco Corp.**  
Philadelphia 24, Pa., "M" St. below Erie Ave.; Leo Kagan, vice pres sls; Tel.: Cumberland 9-5500

Chicago 54, Ill., Merchandise Mart; Robert T. Brown, mgr; Tel.: Brunswick 8-1515

Cleveland 2, Ohio, 11621 Detroit Ave.; A. M. Baehr, mgr; Tel.: Lakewood 1-8468

Dallas, Texas, 2011 Cedar Springs; J. Y. Schoon-maker, mgr; Tel.: Sterling 3335

Decatur, Ga., 307 Church St.; V. A. McCorvey, mgr; Tel.: Crescent 6167

Detroit 38, Mich., 2450 Fenkell; Lyle Armstrong, mgr; Tel.: University 2-1300

Fort Wayne, Ind., 327 Field St.; Joseph Baxter, mgr; Tel.: Eastbrook 5061

Kansas City, Mo., 408 W. 34th St.; R. W. Farris, mgr; Tel.: Logan 7495

Meriden, Conn., P. O. Box 198; Henry Lavin, mgr; Tel.: Meriden 7-4555

Milwaukee 2, Wis., 829 N. Marshall St.; Irvin I. Aaron, mgr; Tel.: Broadway 6-8515

New York 14, N. Y., 29 Ninth Ave.; M. Hoffenberg, mgr (export); Tel.: Whiteplains 8-5015

Salt Lake City, Utah, 280 S. Main St.; Frank Gates, mgr; Tel.: Salt Lake City 9-1101

San Francisco, Calif., 759 Natoma St.; E. L. Ber-man, mgr; Tel.: Klondike 2-2311

Seattle 22, Wash., 1612 Broadway; Samuel Stroum, mgr; Tel.: Franklin 7515

Toronto 2-B, Can., 560 King St., W.; D. L. Harris, mgr; Tel.: Empire 8-4761

Products: miniature tube sockets; pinocetals; transistor sockets; varicon connectors, varicon kit, all tube shields

**Eidson Electronic Co.**  
Temple, Tex., 1902 N. 3rd St.; Merrill Eidson, owner-mgr; Tel.: Prospect 3-3901

Products: quartz crystals, measuring service

**Eitel-McCullough, Inc.**  
San Bruno, Calif., 798 San Mateo Ave.; Frank Mansur, dir of mktng; Tel.: Juno 8-1212

Atlanta, Ga., 2524 Jenny Wren Lane, S. W.; J. E. Joyner, Jr., mgr; Tel.: Plaza 8-4910

Chicago 43, Ill., 10105 S. Western Ave.; R. J. Higgins, mgr; Tel.: Cedarcrest 3-7388

# THREE MAJOR GENERAL ELECTRIC CAMERA-TUBE ADVANCES PUSH PICTURE QUALITY TO NEW HIGH!

Now, get clearer-than-clear, sharper-than-ever TV pictures with General Electric image orthicons. They are three ways improved. Each improvement wards off a major broadcasting hazard . . . together they add up to a brand-new high in picture quality.

**PICTURE BLEMISHES REDUCED.** Blemishes are virtually eliminated by sonic cleaning techniques applied in the making of each General Electric camera tube. Premium picture clarity is the result.

**NO MORE MOIRÉ PATTERNS.** 750-line mesh screen greatly lessens the chance of any moiré effect, and produces pictures with uniform black-white contrast and over-all sharp definition that is clear and sharp.

**MICROPHONIC BAR EFFECTS ELIMINATED.** Special high tension target glass does away with tube microphonics that cause bar effects. You telecast a clean, streak-free picture that is easy on the eyes.

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- Kansas City 5, Kans., 4550 Main St.; C. H. Schryver, mgr; Tel.: Logan 1-4826
- Los Angeles 19, Calif., 1140 Crenshaw Blvd.; Herb Becker, mgr; Tel.: Webster 1-1257
- Newton Highlands 61, Mass., 148 Needham St.; Tim Coakley, mgr; Tel.: Decatur 2-4800
- Seattle 44, Wash., 1806 Bush Pl.; Rush S. Drake, mgr; Tel.: East 1737
- Ottawa, Canada, P. O. Box 715, Ahearn & Soper, Ltd.; Tel.: Central 3-4068
- Products: electron-power transmitting tubes
- Espey Mfg. Co., Inc.**  
New York 19, N. Y., 200 W. 57th St.; Michael Muckley, sls mgr; Tel.: Circle 6-1640
- Chicago 44, Ill., 5707 W. Lake St.; R. E. Stemm, mgr; Tel.: CO-1566
- Dallas 1, Tex., 505 N. Ervay St.; J. E. Smith, mgr; Tel.: RA 2966
- Philadelphia, Pa., 1622 68th Ave.; Herman Lewis, mgr
- Portland 5, Ore., 917 S. W. Oak St.; Don H. Burcham, mgr
- Products: tuners, power supplies
- Federal Telephone and Radio Co., A Div. of IT&T**  
Clifton, N. J., 100 Kingsland Rd.; W. C. Schmitt, product line mgr, vacuum tube dept; Tel.: Nutley 2-3600
- San Fernando, Calif., 15191 Bledsoe St.; J. A. Frabutt, vp; Tel.: Empire 5-3181
- Washington 6, D. C., 1909 Mass. Ave., N.W.; E. J. Girard, mgr; Tel.: Hobart 2-0110
- Products: transmitting and rectifying tubes, microwave radio relay links and carrier systems, hf cable, field intensity meters, radar, miniature and standard selenium rectifier stocks, battery chargers and power supplies, vhf mobile radio
- Freed Transformer Co., Inc.**  
Brooklyn 27 (Ridgewood), N. Y., 1718 Weirfield St.; Tel.: Evergreen 6-1300
- Products: transformers, reactors, instruments
- General Instrument Corp.**  
Elizabeth 3, N. J., 829 Newark Ave.; Edwin A. Freed, gen sls mgr; Tel.: Elizabeth 3-4400
- Chicago, Ill., 3147 Logan Sq.; C. L. Walker, mgr; Tel.: Albany 2-6486
- Springfield, Mass., 165 Front St.; B. F. Valliere, mgr; Tel.: Springfield 3-8621
- Products: variable capacitors; antenna, rf and if coils
- General Radio Co.**  
Cambridge 39, Mass., 275 Mass. Ave.; M. T. Smith, sls mgr; Tel.: Trowbridge 6-4400
- Abington, Pa., 1150 York Rd.; Kipling Adams, Tel.: Hancock 4-7419
- Chicago 5, Ill., 920 S. Mich. Ave.; Wm. Inde, mgr; Tel.: Wabash 2-3820
- Los Angeles 38, Calif., 1000 N. Seward St.; Frederick Ireland, mgr; Tel.: Hollywood 9-6201
- New York 6, N. Y., 90 West St.; George G. Ross, mgr; Tel.: Worth 4-2722
- Silver Spring, Md., 8055 Thirteenth St.; W. R. Saylor, mgr; Tel.: Juniper 5-1088
- Products: frequency, modulation monitors; distortion noise meters; test oscillators; signal generators; vacuum tube voltmeters, impedance-measuring equipment; fm—same plus coaxial elements and measuring equipment
- Guardian Electric Mfg. Co.**  
Chicago 12, Ill., 1621 W. Walnut St.; Robert Heine, mgr; Tel.: Chesapeake 3-1100
- Cleveland 15, Ohio, Caxton Bldg.; J. Burkell, mgr; Tel.: Superior 1-8644
- Dallas 1, Texas, 1330 N. Industrial Blvd.; J. McKinney, mgr; Tel.: Sterling 1997
- New York 11, N. Y., 160 Fifth Ave.; C. Chilson, mgr; Tel.: Chelsea 2-9063
- Philadelphia 24, Pa., 2158 Friendship St.; Wehrheim, mgr; Tel.: Devonshire 2-1389
- San Francisco 2, Calif., 530 Gough St.; L. Logan, mgr; Tel.: Hemlock 1-5127
- Products: component parts only—interchangeable coil and contacts for relays, radio relays, switches, solenoids
- The Hallcrafters Co.**  
Chicago 24, Ill., 4401 W. Fifth Ave.; W. J. Halligan, Jr., mgr; Tel.: Van Buren 6-6300
- Products: am-receivers, tuners, amplifiers; fm-receivers; portable and low powered industrial two-way radio telephone
- The Hammarlund Mfg. Co., Inc.**  
New York 1, N. Y., 460 W. 34th St.; F. F. Sylvester, gen sls mgr; Tel.: Longacre 5-1300
- Chicago, Ill., 605 N. Mich.; W. L. Cunningham, mgr; Tel.: Delaware 7-6456
- Products: remote broadcast control equipment, communication receivers
- Hogan Labs, Inc.**  
New York 14, N. Y., 155 Perry St.; Elliott Crooks, vice pres; Tel.: Chelsea 2-7855
- Products: facsimile equipment for broadcast via fm or inter-studio and inter-office communication
- Harvey Hubbell, Inc.**  
Bridgeport 2, Conn., State St. & Bostwick Ave.; H. Long, mgr; Tel.: Bridgeport 5-3151
- Chicago 7, Ill., 37 S. Sangamon St.; R. L. Renaud, mgr; Tel.: Monroe 6-3737
- Los Angeles 12, Calif., 103 N. Santa Fe Ave.; A. M. McMillan, mgr; Tel.: Mutual 7226
- New York 7, N. Y., 11 Park Pl.; Michael Piombo, mgr; Tel.: Barclay 7-2687
- San Francisco, Calif., 542 Natoma St.; Grover A. Andersen, mgr; Tel.: Underhill 1-5030
- Products: self locking connectors
- 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 8-2738
- Products: metal fabrications and housing, receiving type
- International Rectifier Corp.**  
El Segundo, Calif., 1521 E. Grand Ave.; J. T. Caldwell, acting sls mgr; Tel.: Oregon 86281
- Chicago 6, Ill., 205 W. Wacker Dr.; L. W. Phinney, mgr; Tel.: Franklin 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
- 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
- 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
- Keystone Products Co.**  
Union City, N. J., 904-16 23rd St.; Edward Ollick, pres; Tel.: Union 6-5400
- Products: transformers; magnetic amplifiers; coils
- The James Knights Co.**  
Sandwich, Ill., Church & Wells; J. P. Maguire, asst sls mgr; Tel.: 2141
- Products: quartz crystals and ovens
- Lambda Electronics Corp.**  
College Point 56, N. Y., 11-11 131 St.; Simeon Weston, exe vice pres; Tel.: Independence 1-8500
- Products: power supplies
- 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., 19 Gilbert St.; S. P. Lapp, sls mgr, radio spec. div.; Tel.: 385
- New York 7, N. Y., 50 Church St.; Richard Kent, mgr; Tel.: Cortland 7-1945
- Products: tower footing insulators, guy insulators, gas filled capacitors, high voltage special porcelain and steatite 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
- Lewis and Kaufman, Ltd.**  
Los Gatos, Calif., P. O. Box 337; Jack Kaufman, products and sls mgr; Tel.: Elgato 4-3540
- Products: special purpose electron transmitting tubes; triodes, tetrodes, pentodes; high vacuum rectifiers, special purpose tubes
- 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 6-4100
- Los Angeles, Calif., 210 Anderson St.; G. J. Taylor, mgr; Tel.: Angelus 3-7282
- Products: tubes and accessories
- Motorola Communications & Electronics, Inc.**  
Chicago 51, Ill., 4501 W. Augusta Blvd.; Harold Jones, dir of sls; Tel.: Spaulding 2-6500
- Burlingame, Calif., 1616 Rollins Rd.; Donald F. Brickley, mgr; Tel.: Oxford 7-3660
- Chicago 51, Ill., 1400 N. Cicero Ave.; H. L. Marrs, mgr; Tel.: Estebrook 9-0122
- Dallas 7, Tex., 171 Parkhouse St.; E. L. Falls, mgr; Tel.: Sterling 4951
- Ridgefield, N. J., 540 Bergen Blvd.; Lowell E. White, mgr; Tel.: Whitney 5-7500
- 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 9-8966
- Chicago 31, Ill., 6677 Northwest Hwy.; L. F. Thompson, mgr; Tel.: Newcastle 1-7062
- Los Angeles, Calif., 5687 Wilshire Blvd.; K. V. Tindall, mgr; Tel.: Webster 8-2169
- Minneapolis, Minn., 801 S. 8th St.; D. A. Shultz, mgr; Tel.: Fillmore 7701
- New York 20, N. Y., 30 Rockefeller Plaza (executive offices); Jerome Talshoff, 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
- 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 meters, 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-fm tuners
- Olympic Metal Products Co., Inc.**  
Alpha, N. J., Third Ave.; M. H. Taylor, gen mgr; Tel.: Phillipsburg 5-1193
- Products: sheet metal components—transformer cases, covers, fabricated and deep-drawn; end bells, channels, brackets, chassis, fabrications to specifications
- Pacific Transducer Corp.**  
Los Angeles 64, Calif., 11836 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
- Phalo Plastic Corp.**  
Worcester 8, 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.**  
Westbury, L. I., N. Y., 90 Hopper St.; Jack Miller, sls mgr; Tel.: Edgewood 3-1700
- Products: tuning fork frequency standards, tuning fork resonators and oscillators; kinary frequency dividers, precision frequency voltage-regulated ac power sources
- Philco Corp., Government & Industrial Div.**  
Philadelphia 44, Pa., 4700 Wissanickon Ave.; K. C. Moritz, sls mgr; Tel.: Tennessee 9-4000
- Dallas 1, Tex., 201 Southland Life Bldg.; J. J. Johnston, mgr; Tel.: Prospect 8657
- Los Angeles 25, Calif., 10589 Santa Monica Blvd.; C. M. Volkland, mgr; Tel.: Granite 8-4248
- Philadelphia 44, Pa., 4700 Wissanickon Ave.; G. L. Ashby, mgr; Tel.: Tennessee 9-4000
- Washington 6, D. C., 744 Jackson Pl., N. W.; J. L. Herre, 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 amplifiers, 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.; Dale V. Cropsey, vp; Tel.: Fulton 5-5251
- Alexandria, Va., 1101 N. Royal St.; D. J. Fagge, mgr; Tel.: Temple 6-8686
- Camden 3, N. J., 814 Broadway, Stevens Bldg.; Jack McCoy, mgr; Tel.: Woodlawn 6-1800
- Chicago 44, Ill., 5967 W. Madison St.; Dean Balhorn, mgr; Tel.: Columbus 1-1928
- Products: relays
- Precision Piezo Service**  
Baton Rouge 10, La., 427 Mayflower St.; C. E. Pearce, mgr-owner; Tel.: 2-5359
- Products: quartz crystals
- Prodelin, Inc.**  
Kearny, N. J., 307 Bergen Ave.; J. F. Cosgrove, sls mgr; Tel.: Kearny 2-8600
- Products: transmission line and fittings
- 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., 36-40 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
- Raytheon Manufacturing Co.**  
Waltham 54, Mass., 100 River St.; A. E. Keleher, Jr., mgr comm products planning; Tel.: 3-5860
- Atlanta, Ga., 2158 Maple Drive; R. W. Mackay, mgr; Tel.: Cedar 3-2763
- Boston, Mass., 1315 Boylston St.; J. J. Eibye, mgr; Tel.: Kenmore 6-2326
- Chicago 6, Ill., 7107 W. Addison St.; J. C. Profta, mgr; Tel.: Mulberry 5-6575
- New Orleans 15, La., 4032 Thalia St.; E. J. Rome, mgr; Tel.: Canal 7611
- New York 17, N. Y., 589 Fifth Ave.; D. B. Whittemore, mgr; Tel.: Plaza 9-3900
- Seattle, Wash., Fishermans Terminal; H. H. Ganson, Jr., mgr; Tel.: Alder 4895
- Wilmington, Calif., 114 W. B St.; J. L. Lovett, mgr; Tel.: Terminal 4-8575
- Products: microwave telephone equipment



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**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 sls mgr; Tel.: Murray Hill 2-4417  
Products: remote control studio and transmitter units and accessories

**Paul Schafer Custom Engineering**  
Burbank, Calif., 235 S. Third St.; Paul C. Schafer, owner-mgr; Tel.: Thornwall 5-3561  
Products: remote control systems, conelrad receivers, voice operated relays

**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: am-fm tuners

**Small Motors, Inc.**  
Chicago 14, Ill., 2076 Elston Ave.; R. R. Cook, pres; Tel.: Armitage 6-6900  
Products: blowers; motors; dynamotors

**Sorensen & Co., Inc.**  
Stamford, Conn., 375 Fairfield Ave.; E. R. McCarthy, sls mgr; Tel.: Stamford 48-5311  
Products: ac line voltage regulators, regulated dc power supplies, precision frequency changers for use with transmission and receiving equipment

**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, photo-cells, transformers

**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

**Sylvania Electric Products, Inc.**  
New York 19, N. Y., 1740 Broadway; B. K. Wickstrum, vice pres & dir of sls; Tel.: Judson 8-2424  
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. McNeils, 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. Guion, 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

**Sarkes Tarzian, Inc., Broadcast Equipment Div.**  
Bloomington, Ind., E. Hillside Drive (See complete listing under Audio 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 7-8844  
Philadelphia, Pa., 1015 Chestnut St.; Donald Wildauer, mgr  
Products: pressure wire connectors; grounding seath connectors (solderless)

**Tung-Sol Electric, Inc.**  
Newark 4, N. J., 95 Eighth Ave.; J. M. Malone, mgr; Tel.: Humboldt 2-4200  
Melrose Park, Ill., 1375 N. Hawthorne Ave.; R. Whitlock, mgr; Tel.: Filmore 5-2995  
Culver City, Calif., 8575 Washington Blvd.; J. Corcoran, mgr; Tel.: Texas 0-5505  
Products: tubes and semiconductors

**United States Motors Corp.**  
Oshkosh, Wis., 430 Nebraska; Louis Shriber II, mgr; Tel.: Blackhawk 9100  
Products: stanby power plants

**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 1-6313  
Products: transformers, reactors, filters, equalizers, coils

**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. Marsha, 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

**Wind Turbine Co.**  
West Chester, Pa., E. Market St. & Pa. R. R.; David B. Oat; Tel.: Owen 6-3110  
Toronto 9, Ont., Can., 51 McCormack St.; J. R. Tilton, mgr; Tel.: Roger 9-1129  
Products: supply, installation guyed tower, microwave relay towers; ground systems; transmission lines

## TOWERS

**Consolated Tower Service**  
Fort Wayne, Ind., 1123 Michigan Ave.; Nelson I. Swager, gen mgr; Tel.: Anthony 7-0202  
Products: am-fm towers, tower equipment erection, maintenance

**Dresser-Ideco Co.**  
Columbus 8, Ohio, 875 Mich. Ave.; J. R. Hayden, product sls mgr; Tel.: Axminster 9-2123  
Los Angeles 44, Calif., 8909 S. Vermont Ave.; K. H. Brust, mgr; Tel.: Pleasant 8-4194  
Products: antenna towers

**Electrical Tower Service, Inc.**  
Peoria, Ill., 325 S. Washington St.; Stanley Bernstein, owner; Tel.: 3-9846  
Products: erect towers, microwave, maintenance

**Electows Supply Co.**  
Madison, Wis., 405 Broom St.; Louis Glass, mgr  
Products: towers

**Emco Mfg. Co.**  
Houston 1, Texas, P. O. Box 1289; Leo A. Doering, mgr struct sls; Tel.: Milby 3361  
Products: towers

**E-Z Way Towers, Inc.**  
Tampa, Florida, P.O. Box 5491; Clarence Jax, mgr.  
Products: towers

**C. H. Fisher & Associates**  
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. I. Fisher, partner; Tel.: Atlantic 7-7303  
Products: towers, erecting, lighting, painting and ground systems

**Crouse-Hinds Co.**  
Syracuse 1, N. Y., Wolf & Seventh North Sts.; J. S. Haney, mgr, illumination; Tel.: 74-1011  
Birmingham 3, Ala., Watts Bldg.; M. J. Booth, mgr; Tel.: 7-4232  
Boston 10, Mass., Chamber of Commerce Bldg.; G. V. Miller, mgr; Tel.: 2-9881  
Buffalo 2, N. Y., Prudential Bldg.; C. C. Pratt, mgr; Tel.: Washington 5011  
Chicago 6, Ill., 600 W. Jackson Blvd.; W. L. Johnson, mgr; Tel.: Franklin 2-5917  
Cincinnati 37, Ohio, Roselawn Center Bldg.; W. J. Cowell, mgr; Tel.: Redwood 8231  
Dallas 2, Tex., Thomas Bldg.; J. E. Metzenth, mgr; Tel.: Prospect 1691  
Denver 5, Colo., 1156 Bannock St.; T. J. Vleas, mgr; Tel.: Tabor 6639  
Detroit 2, Mich., General Motors Bldg.; G. G. Snyder, mgr; Tel.: Trinity 5-4355  
Houston 4, Texas, 2901 San Jacinto St.; G. C. Griffin, mgr; Tel.: Capitol 5-3201  
Indianapolis 4, Ind., Underwriters Bldg.; R. A. Goodwin, mgr; Tel.: Plaza 5702  
Kansas City 8, Mo., 3021 Main St.; J. L. McCullough, mgr; Tel.: Logan 4968  
Los Angeles 15, Calif., 714 W. Olympic Blvd.; H. V. White, mgr; Tel.: Richmond 9-3189  
Milwaukee 2, Wis., 828 N. Broadway; P. S. Lincoln, mgr; Tel.: Broadway 1-8342  
Montreal 25, Que., Can., 200A 1500 St. Catherin St. W.; R. C. Thomas, mgr; Tel.: Willban 1449  
New Orleans, La., 629½ Baronne St.; W. A. Barne, mgr; Tel.: Canal 5469  
New York 7, N. Y., 11 Park Place; A. F. Uhrland, mgr; Tel.: Cortland 7-0750  
Philadelphia 2, Pa., 112 S. 16th St.; C. Knox, mgr; Tel.: Rittenhouse 6-9570  
Portland 9, Ore., 212 N.W. 14th Ave.; F. A. Wake, mgr; Tel.: Broadway 2115  
St. Paul, Minn., 2397 University Ave.; W. E. McKibben, mgr; Tel.: Prior 5645  
Seattle 4, Wash., 566 Broad St.; L. F. Busse, mgr; Tel.: Elliot 1350  
Tulsa 19, Okla., 19 W. 10th St.; W. J. Klaus, mgr; Tel.: Gibson 7-7107  
Washington 5, D. C., Investment Bldg.; H. I. Guiney, mgr; Tel.: Juniper 5-5852  
Toronto 2, Ont., Can., 7-21 Labatt Ave.; C. G. McGreevy, mgr; Tel.: Empire 3-9354  
Products: tower obstruction lighting equipment, beacons, obstruction lights, flashers, junction boxes, conduit fitting, photoelectric control, complete lighting kits, lamp failure monitor equipment

**Gates Radio Co.**  
Quincy, Ill., 123 Hampshire St. (See complete listing under Transmitters)

## E-Z WAY TOWERS

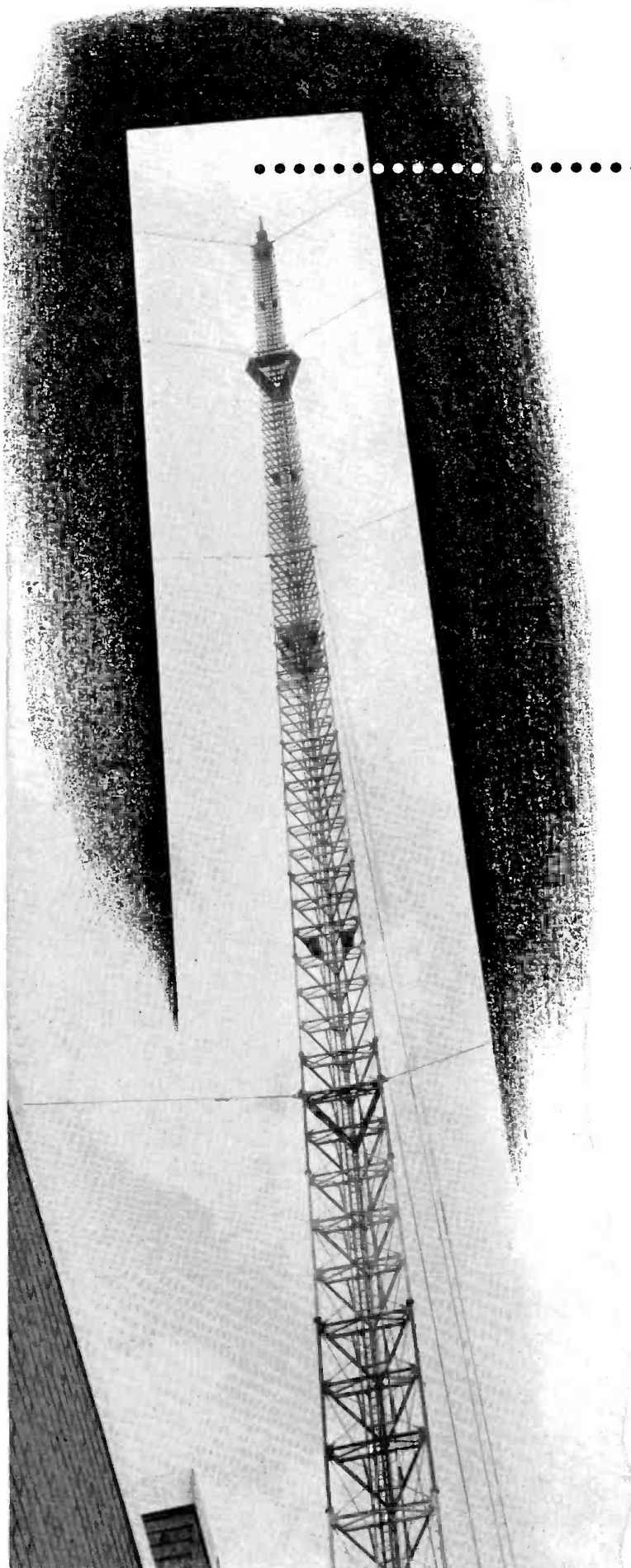
KEEP WPCF ON THE AIR



The eye of hurricane "Flossie" passed right near the 4-tower array of WPCF in Panama City, Florida, on the Gulf of Mexico but the station weathered the gales and stayed on the air throughout the storm. Station Manager, E. L. Dukate, says, "Part of roof flew off but the towers came through with flying colors." The experience of WPCF and other radio stations in the south explains why "Dixie is going E-Z Way."

## TOWERS ARE OUR BUSINESS—all types

MICRO WAVE—H type, twins, and single guyed towers. BROADCASTING AM, FM and TV guyed towers. 2 WAY COMMUNICATION, HAM RADIO and HOME TV—crank-up, tilt-over, self-supporting and guyed types. For complete information write Dept. BT, E-Z Way Towers, P.O. Box 5491, Tampa, Florida.



# .....REACHING UP to reach out

## KSLA-TV INCREASES COVERAGE 6 TIMES WITH NEW IDECO TOWER

Here's the story—

**BEFORE:** Beginning operation in December, 1953, KSLA-TV, Shreveport, La., was equipped with a 265' tower and served a population area of 177,100.

**AFTER:** In November, 1955 the station changed to full power operation with a new 1195' IDECO guyed tower increasing population coverage to 1,089,350.

● When KSLA-TV decided to “reach up to reach out” they naturally turned their tower problem over to Ideco.

Why? Because Ideco knows towers . . . has been supplying stations with new and expanded tower needs since broadcasting began. Meeting many unusual requirements in location, loads and weather conditions has given Ideco engineers a background in tower design and fabrication unmatched in the industry.

It's little wonder Dresser-Ideco is responsible for more than half of the nation's tallest TV towers and hundreds more of usual heights.

So when you are ready to “reach up to reach out” it's just good sense to call in Dresser-Ideco, regardless of whether your tower requirements are average . . . unusual . . . or spectacular.

For a practical talk about your tower, write Dresser-Ideco or contact your nearest RCA Broadcast Equipment representative.

### DRESSER-IDECO COMPANY

*One of the Dresser Industries*

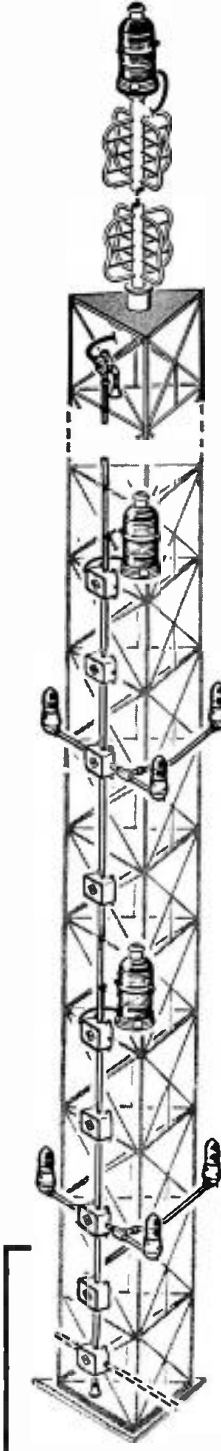
DEPT. T-3, COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.



Tall or Short . . . for TV, Microwave, AM, FM . . .  
IDECO Tower “Know-How” Keeps You on the Air

**SPECIFY**  
**"Hughey & Phillips"**  
**the most advanced and reliable**  
**TOWER LIGHTING CONTROLS**  
**with**  
**REMOTE LAMP FAILURE**  
**INDICATOR PANEL!**



Hughey & Phillips, Inc., pioneers and specialists in the tower lighting field, is in a position to engineer and furnish—through your Equipment or Tower supplier—complete lighting kits which will economically and dependably meet any specialized customer requirements. Kits incorporating facilities for sleet melting circuits, emergency telephone and work circuit outlets can be provided.



- 1.
- 2.
- 3.
- 4.

- 1. Photo-Electric Panel.** Automatically turns tower lights ON and OFF at pre-determined illumination levels as specified by FCC.
- 2. Beacon Flasher Panel.** Automatically flashes beacon lamps . . . at a flashing rate, and ON and OFF intervals in accordance with FCC and CAA requirements.
- 3. Lamp Monitor Panel.** Automatically provides signal voltages to the Remote Lamp Failure Indicator Panel for each lighted tower lamp. Failure of any tower lamp will extinguish the corresponding indicator lamp on the panel.
- 4. Remote Lamp Failure Indicator Panel.** Neon indicating lamps on the Panel, located in or near the control desk automatically provide continuous, POSITIVE monitoring to tower lamps conditions.

Write today for descriptive bulletin  
**HPS-134**

**HUGHEY & PHILLIPS, Inc.**  
**TOWER LIGHTING DIVISION**  
**3300 N. SAN FERNANDO BLVD.**  
**BURBANK, CALIF.**

**Manufacturers of**  
**300MM Code Beacons, Obstruction**  
**Lights, Photo-Electric Controls, Beacon**  
**Flashers, Microwave Tower Control**  
**& Alarm Units Remote Lamp**  
**Failure Indicator Systems, and Complete**  
**Tower Lighting Kits.**

**EQUIPMENT**

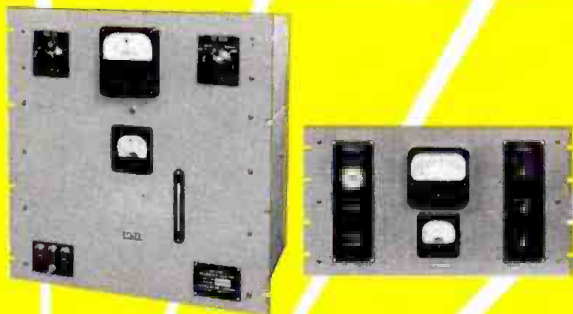
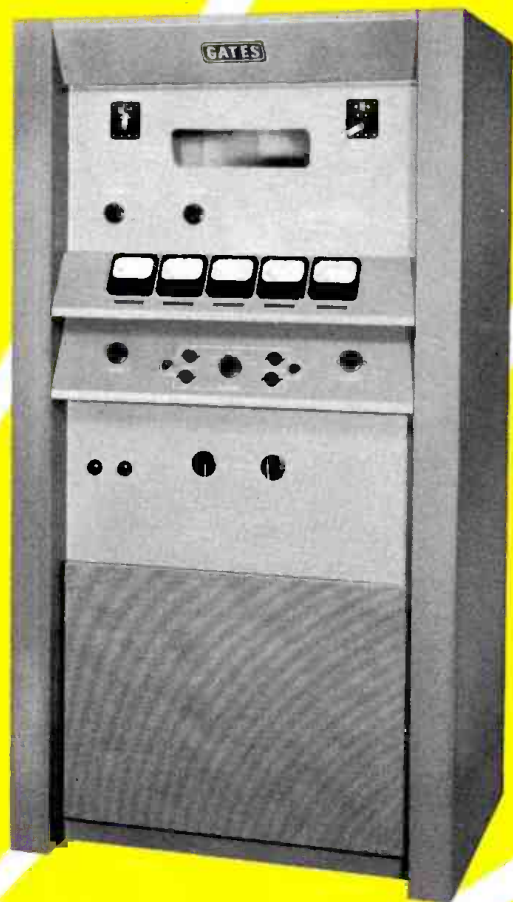
- General Electric Co.**  
 Syracuse, N. Y., Electronics Div., Electronics f  
 (See complete listing under Transmitters)
- Hughey & Phillips, Inc.**  
 Burbank, Calif., 3300 N. San Bernando Blvd.;  
 Ganzenhuber, vice pres & gen mgr; Tel.:  
 toria 9-1104  
 Chicago 31, Ill., 6677 Northwest Hwy.; R. L. I  
 mgr; Tel.: Spring 4-3610  
 Dallas 26, Tex., 3009 Canton St.; L. R. Ward,  
 Tel.: Riverside 6279  
 Dayton 8, Ohio, 1434 Vancouver Dr.; L. S. Fed.  
 mgr; Tel.: Taylor 9345  
 Houston 3, Texas, 1814 Texas Ave.; L. R. Wa.  
 mgr; Tel.: Blackstone 0356  
 Los Angeles 13, Calif., 427 W. 5th St.; A. C. Blu  
 dell, mgr; Tel.: Mutual 7245  
 Phoenix, Ariz., 324 S. 2nd Ave.; C. B. Read, mg.  
 Tel.: Alpine 3-9595  
 Portland 9, Ore., 1238 N. W. Glisan St.; W.  
 Bright, mgr; Tel.: Atwater 4173  
 San Francisco, Calif., 870 Tennessee St.; F.  
 Mulvany, gen mgr; Tel.: Atwater 8-6900  
 Seattle 9, Wash., 306 Dexter Ave.; E. J. Reichwe  
 mgr; Tel.: Seneca 2368  
 Stamford, Conn., 200 Fifth St.; H. J. Geist, mg.  
 Tel.: Davis 4-7300  
**Products:** tower obstruction lighting equipmer.  
 beacons, obstruction lights, photoelectric co  
 ntrols, beacon flashers, microwave tower co  
 ntrol and alarm units, remote lamps failure i  
 ndicator systems, complete tower lighting ki
- Kimco Towers**  
 New York 36, N. Y., 11 W. 42nd St.; J. W. Newto  
 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
- Lehigh Structural Steel Co.**  
 New York 4, N. Y., 17 Battery Pl.; J. F. Neary, si  
 mgr radio & export div.; Tel.: Whitehall 4-142  
**Products:** antenna towers
- Liberty Tower Mfg. Co.**  
 Dieterich, Ill., P. O. Box 292; G. D. Griffith, owner  
 Tel.: 2-37  
**Products:** towers complete installation
- Radio Corp. of America, Commercial Electroni**  
**Products**  
 Camden 2, N. J., Front & Cooper Sts. (See com  
 plete listing under Transmitters)
- United States Tower Co.**  
 Petersburg, Va., 210 Union Trust Bldg.; J. J. Hoke  
 owner-mgr; Tel.: Regent 2-9350  
**Products:** towers
- Schumaker Construction Co.**  
 Michigan City, Ind., E. Mich. St. at Warnke  
 K. F. Schumaker, mgr; Tel.: 3-3218  
**Products:** tower erectors, antennas and coaxi  
 cable
- Skyline Tower Co.**  
 Chicago 29, Ill., 2436 W. 59th St.; W. E. Smitt  
 pres; Tel.: Walbrook 5-1288  
**Products:** towers
- Stainless, Inc.**  
 North Wales, Pa., Third & Montgomery Sts.; V  
 ter L. Guzewicz, pres; Tel.: North Wales 48  
 Mannasset, L. I., 200 Plaudome Rd.; Henry  
 Guzewicz, vice pres; Tel.: 7-5961  
**Products:** towers and erection
- Swager Tower Co.**  
 Angola, Ind., Box 203; W. E. Swager, owner; T  
 618/L  
**Products:** towers
- Tower Construction Co.**  
 Sioux City 2, Iowa, 2700 Hawkeye Dr.; C.  
 Wright, sls mgr; Tel.: 5-7653  
 New York, N. Y., 431 Fifth Ave.; P. J. Balza  
 mgr; Tel.: Murray Hill 3-2400  
 Toronto, Can., 891 O'Conner Dr.; George Coll  
 mgr; Tel.: Plymouth 7-4263  
**Products:** towers and supports
- Tower Sales & Erecting Co.**  
 Portland 13, Ore., 6100 N.E. Columbia Blvd; C.  
 Fisher, pres; Tel.: Atlantic 7-7303  
**Products:** towers, erecting, lighting and paint  
 and ground system
- John D. Trilsch, Inc.**  
 Houston, Texas, P. O. Box 14201; J. D. Trils  
 pres; Tel.: Republic 4-2545  
**Products:** towers, lighting equipment
- Truscon Steel, Div., Republic Steel Corp.**  
 Youngstown 1, Ohio, Albert St.; G. F. Bates  
 sls mgr; Tel.: Riverside 6-7211  
**Products:** towers, microwave systems
- Vulcan Tower Co.**  
 Birmingham 1, Ala., P. O. Box 2467; W. J. Br  
 nan, partner; Tel.: 54-4441, 57-3390  
 Washington, D. C., 3738 Kanawha St., N.W.; W.  
 Bennis, Jr., partner; Tel.: Emerson 2-8071  
**Products:** towers
- Westinghouse Electric Corp.**  
 Baltimore 3, Md., 2519 Wilkens Ave. (See  
 plete listing under Transmitters)
- Wincharger Corp.**  
 Sioux City 2, Iowa, E. 7th & Division Sts.;  
 Holmes, mgr; Tel.: 2-1844  
**Products:** towers, radiators

# GATES

## 35 Years In Electronics...

is a long time. During these three and one-half decades radio broadcasting has blossomed from a mechanical phonograph in front of a single-button carbon microphone to a giant that has tremendous influence on each of our daily lives.

Gates is proud and grateful that their destiny was to play a dominant part in this wonderful industry of radio broadcasting. — Actually, 35 years has been a very short time. Being busy makes time go fast and busy we have been, setting a fast pace in modern designs for an industry that has been mighty good to us.



On this page . . . Above: The "Leadership" one kilowatt Gates BC-1J transmitter may be operated at 500 or 250 watts for those who may step up later. Left: Hundreds of Gates frequency and modulation monitors help broadcasters meet FCC regulations. Below: The famous Dualux dual channel speech input system — radio and TV's finest.



# 35<sup>TH</sup> ANNIVERSARY

*Manufacturing Engineers Since 1922*

# GATES



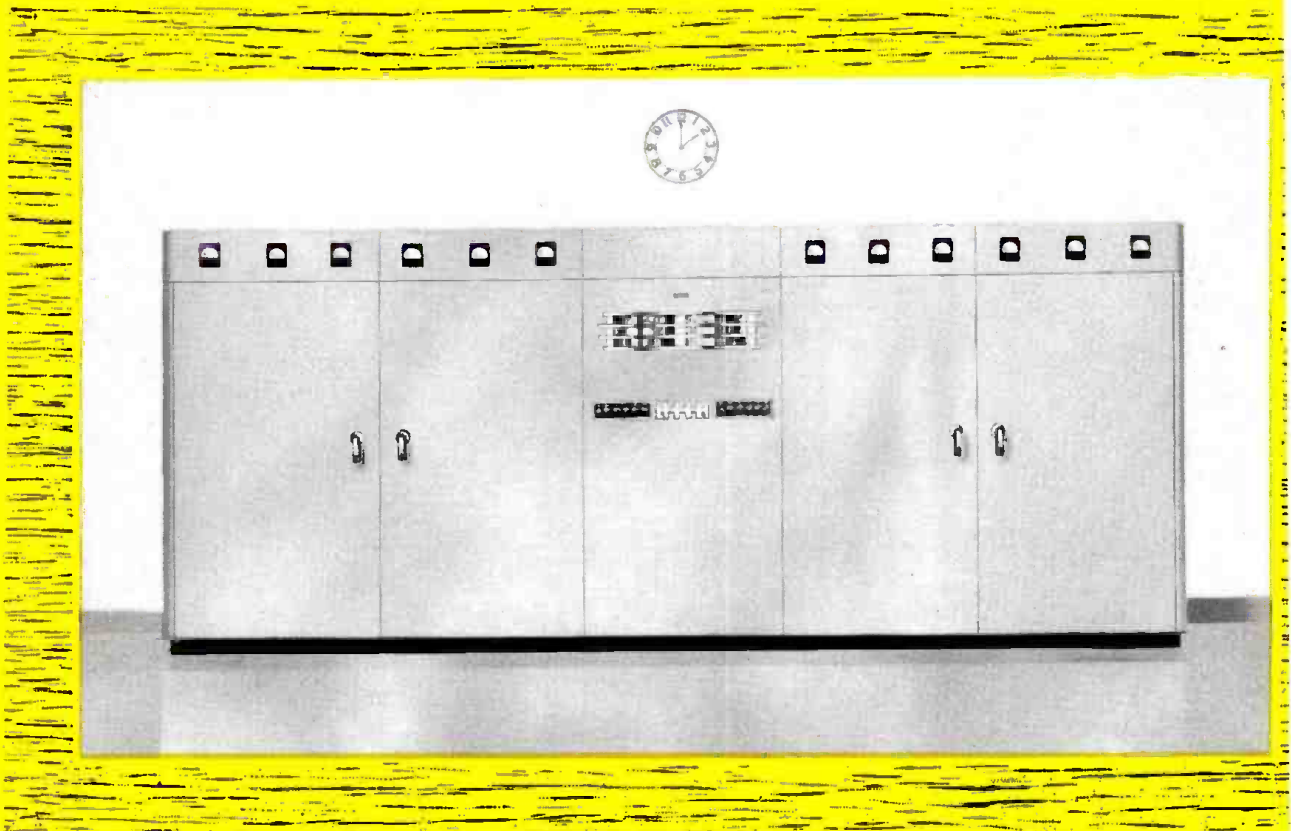
Left: Broadcasting's newest and most modern "Five." We think of the Gates BC-5P as an industry builder. Gates leadership has always meant advanced designs through manufacturing engineering. The result is lower cost—and when the finest costs less, more broadcasters can have the finest to make a finer industry.



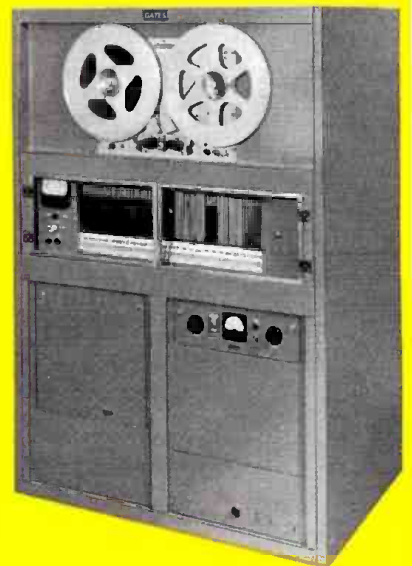
Above: The "Gatesway" speech input console features extra abundant control facilities, plus exclusives of inbuilt intercom and variable equalizer. The fastest selling console in broadcasting today.

# 35<sup>TH</sup> ANNIVERSARY • 1922 • •

# GATES



This 20 kilowatt transmitter is a real ambassador to the world's four corners. Available in both medium and high frequency designs, plus a telegraph model. Press copy, inter-continent telephone, short and medium wave radio broadcasting—Korea, Siam, Indonesia, Europe, Africa. If you are inquisitive, ask for Catalog No. 59 and start on Page 4.



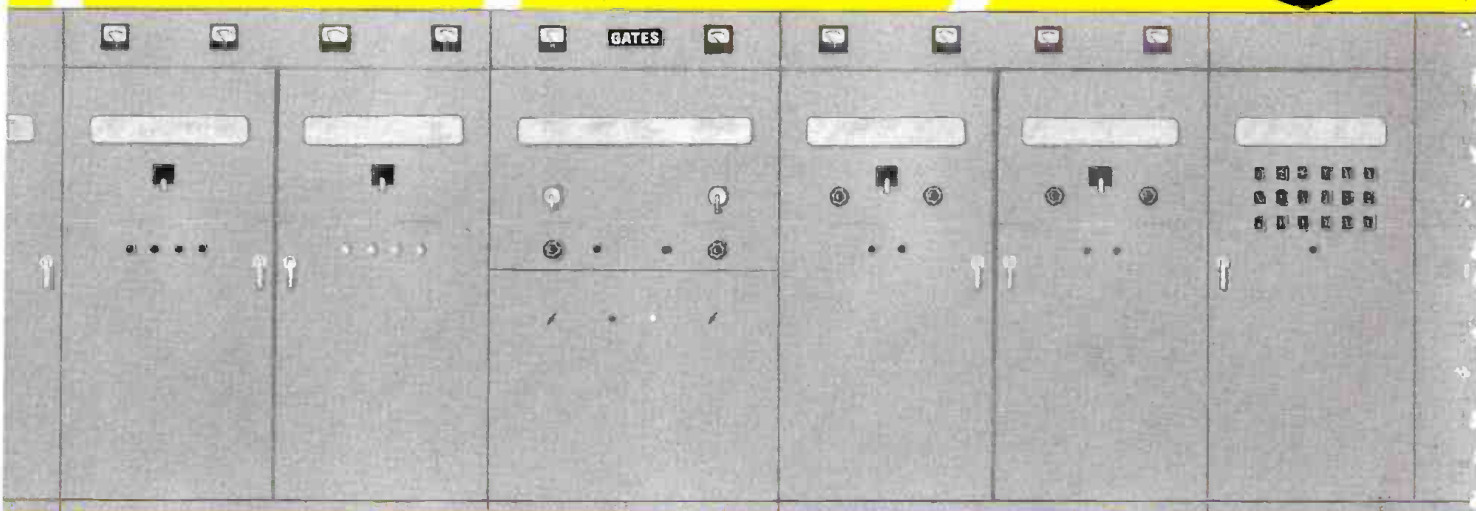
*Right:* This is Auto-Station! The greatest advance in automatic programming since the advent of radio. An 8-page brochure is awaiting your request.

• • 1957 • **ANNIVERSARY**

**35<sup>TH</sup>**

# GATES

# a new "fifty"



Here is our 35th Anniversary celebration model. — A brand new, modern 50,000 watt broadcast transmitter, available in both medium and short wave models. Gates engineers have invested the skills from three and one-half decades of manufacturing experience to produce a 50KW that will again exemplify Gates leadership. This new Gates 50KW transmitter is as a "Fifty" should be — a large, husky "Rock of Gibraltar" design to serve an illustrious industry well. — Yes, it's high level modulated.



### Gates Radio Company

1133 Spring Street, N. W.  
Atlanta, Georgia  
Phone: Trinity 6-0369

### Gates Radio Company

7501 Sunset Blvd.  
Los Angeles 46, California  
Phone: Hollywood 2-6351

### Gates Radio Company

Warner Bldg., 13th & E Street, N. W.  
Washington 4, D. C.  
Phone: Metropolitan 8-0522

### Gates Radio Company

2700 Polk Ave.  
Houston, Texas  
Phone: Capitol 8-8536

### Gates Radio Company

51 E. 42nd Street  
New York 17, N. Y.  
Phone: Murray Hill 7-7971

### Canadian Marconi Company

6035 Cote de Liesse Road  
Montreal 16, Quebec, Canada  
Phone: Riverside 7711

Gates Radio Company, International Division, 13 East 40th Street, New York 16, N. Y.

# 35<sup>TH</sup> ANNIVERSARY

## GATES RADIO COMPANY

### QUINCY, ILLINOIS, U. S. A.



## AUDIO EQUIPMENT

- MICROPHONE
- CONSOLES
- CUSTOM EQUIPMENT
- AMPLIFIERS
- TURN TABLES
- RECORDERS
- SPEAKERS
- RACK EQUIPMENT

Adler Electronics, Inc.  
New Rochelle, N. Y., 1 LeFevre Lane (see complete listing under Transmitting Equipment)

Advance Recording Products Co.  
Long Island City 1, N. Y., 36-12 34th St.; I. H. Goldman, mgr; Tel.: Stillwell 4-7837  
Products: recording discs

Allied Radio Corp.  
Chicago 80, Ill., 100 N. Western Ave. (See complete listing under Transmitting Equipment)

Allied Recording Products Co.  
Long Island City 1, N. Y., 32-32 Greenpoint Ave.; J. Strauss, owner; Tel.: Stillwell 4-2318  
Products: discs, recording equipment

Arc Laboratories, Inc.  
Beverly Hills, Calif., 9356 Santa Monica Blvd.; H. S. Morris, sls mgr; Tel.: Crestview 5-5101  
New York 13, N. Y., 151 Sixth Ave.; H. S. Morris, vp; Tel.: Algonquin 5-3638  
Products: am-fm microphones, amplifiers, loudspeakers, transformers, studio speech input equipment, tuners

American Volume Control Corp.  
New York 6, N. Y., 115 Liberty St.; Dave Parkhurst, mgr; Tel.: Beekman 3-0224-25  
Products: volume controls, potentiometers, resistance cords

American Microphone Co.  
Pasadena 1, Calif., 370 S. Fair Oaks Ave.; G. N. Christensen, sls mgr; Tel.: Sycamore 6-9008  
Products: microphones, accessories

American Elite, Inc., Telefunken  
New York 16, N. Y., 7 Park Ave.; Fred L. Lunow, sls mgr, sound dept; Tel.: Murray Hill 3-8490  
Products: microphones, am-fm receivers

Apex Corp.  
Redwood City, Calif., 860 Charter St.; Phillip Gundy, mgr, audio div; Tel.: Emerson 8-1471

Atlanta, Ga., 2025 Peachtree St., N.E.; William Fink, mgr; Tel.: Trinity 4-8402  
Chicago, Ill., 156 E. Ontario; A. J. Melrose, mgr; Tel.: Michigan 2-3386

Dallas, Texas, 5654 N. Central Expressway; Fred Dobbs; Tel.: Logan 7741  
Washington, D. C., 8033 13th St., N.W.; Charles L. Range, mgr; Tel.: Juniper 5-8270

New York, N. Y., 345 E. 48th St.; Robert Paulson, mgr; Tel.: Plaza 3-9232  
San Francisco, Calif., 821 Market St.; E. W. Swanson, mgr; Tel.: Yukon 6-3782

Products: magnetic tape recorders—audio amplifiers, speakers, tape reproducers and high speed duplicators

Amperite Co., Inc.  
New York 12, N. Y., 561 Broadway; S. Ruttenberg, gen mgr; Tel.: Canal 6-1446  
Products: dynamic, ribbon microphones, kontak units

Amplifier Corp. of America  
New York 13, N. Y., 398 Broadway; A. J. Gillette, mgr; Tel.: Worth 6-2929  
Products: portable magnetic tape recorders, amplifiers, power supplies

Aristo Import Co., Inc.  
New York 20, N. Y., 630 Fifth Ave.; F. W. Morris, mgr; Tel.: Circle 7-0720  
Products: stop watches

The Astatic Corp.  
Conneaut, Ohio, P. O. Box 120; G. L. Werner, dir sls; Tel.: 22-656  
Products: phonograph equipment, microphones

Audio Accessories  
Amityville, N. Y., F. Sumner Hall, ce; Tel.: 4-7080  
Products: jack panels, patch cords, terminal strips, microphone cable, test tests

Audio Devices, Inc.  
New York 22, N. Y., 444 Madison Ave.; Bryce Haynes, vice pres; Tel.: Plaza 3-0973  
Chicago 31, Ill., 6571 N. Olmsted Ave.; E. N. Freifeld, mgr; Tel.: Newcastle 1-9580  
Hollywood 46, Calif., 1006 N. Fairfax Ave.; A. H. Bodge, mgr; Tel.: Hollywood 9-5369  
Products: facsimile — instantaneous recording discs; magnetic recording tape and recording playback styli

Audio-Master Corp.  
New York 17, N. Y., 17 E. 45th St.; Herbert Rosen, pres; Tel.: Oxford 7-0725  
Products: transcription players, tape recorders, mastertape

Audio & Video Products Corp.  
New York 19, N. Y., 730 Fifth Ave.; Robert D. Winston, mgr; Tel.: Plaza 7-3091  
Washington 1, D. C., 100 Indiana Ave.; Herman Norwood, Jr., mgr; Tel.: Republic 7-8566  
Products: magnetic tape recorders and complete line accessories; amplifiers, speakers, variable equalizers, hi and lo pass variable filters, tape duplicating service and music library pre-recorded on tape

Atlas Sound Corp.  
Brooklyn 18, N. Y., 1449-39th St.; R. C. Reinhardt, sls mgr; Tel.: Gedney 8-5500  
Products: microphone stands, boom stands, accessories

Alden Mfg Co.  
Chicago 44, Ill., 4647 W. Van Buren St.; L. A. Thayer, sls mgr, merchandise div; Tel.: Esterbrook 8-1000



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"!



*The Mark of Quality*

SHURE BROTHERS, INC. • 248 HARTREY AVE., • EVANSTON, ILLINOIS

look to **ALLIED**  
for everything in  
electronic supplies  
for station use

free  
COMPLETE 356-PAGE  
1957 BUYING GUIDE  
send for it!



We specialize in  
**TUBE SUPPLY** for  
broadcast applications—  
immediate delivery  
from stock  
on all types in all  
leading makes

**WORLD'S LARGEST STOCKS**

Depend on ALLIED for fast, expert shipment from the world's largest stocks of special-purpose electron tubes, test instruments, hi-fi audio equipment, recorders and supplies, electronic parts and accessories—everything in Electronics from one reliable source. Our expert Broadcast supply service saves you time, effort and money. Send for our complete 1957 Catalog today—the invaluable supply guide for your station. FREE copies for members of your staff are available on request.

**ALLIED RADIO**  
100 N. Western Ave., Chicago 80, Ill.  
Phone: HAYmarket 1-6800

one complete reliable source for  
**EVERYTHING IN ELECTRONICS**

**EQUIPMENT**

Dallas 25, Texas, 7807 Lovers Lane; K. C. Garrett, mgr; Tel.: Emerson 6135  
Glen Ellyn, Ill., 991 Oxford Rd.; R. N. Alvis, mgr; Tel.: 3492-3  
Los Angeles 54, Calif., Box 2922 Terminal Annex; Harold Hofman, mgr; Tel.: Custer 5-1344  
Marietta, Ga., 100 Normandy Drive; George Mena, mgr; Tel.: 9-6245  
New York, 47 E. 87th St.; John McEwen, mgr; Tel.: Trafalger 6-0534  
Products: pa and sound systems; broadcast and audio cable; intercommunicating cable  
Berliant-Concertone, Div., American Electronics, Inc. Los Angeles 15, Calif., 655 W. Washington Blvd.; Edward Altschuler, mktg mgr; Tel.: Republic 1-2141  
Products: magnetic tape recorders and accessories  
Broadcast Equipment Specialists Corp. Beacon, N. Y., P. O. Box 149; A. C. Travis, Jr., pres; Tel.: Republic 9-9020  
Products: walkie recorder (spring driven battery operated portable magnetic) sub-miniature battery operated pocket size magnetic tape recorder  
Browning Labs., Inc. Winchester, Mass., 750 Main St. (See complete listing under Transmitting Equipment)  
Cabinart (Div. of G&H Wood Products) Brooklyn 11, N. Y., 99 North 11th St.; Sidney Herbsman, pres; Tel.: Evergreen 4-3516  
Products: Speaker systems and speaker enclosures, turntable housings, record cabinets, custom cabinets  
Callfone Corp. Hollywood 38, Calif., 1041 N. Sycamore Ave.; Robert G. Metzner, pres; Tel.: Hollywood 2-2353  
Products: portable transcription players, phonographs and sound systems  
Canadian Marconi Co. Montreal 16, Que., Can., 6035 Cote de Liesse Rd. (See complete listing under Transmitters)  
Cinema Engineering Co. (Div. Aerovox Corp.) Burbank, Calif., 1100 Chestnut St. (See complete listing under Transmitting Equipment)  
Classophone, Inc. New York, 42-08 Vernon Blvd.; Augusta S. Spector, mgr; Tel.: Stillwell 6-1370  
Products: phonograph record holders  
Clebar Watch Agency New York 17, N. Y., 521 Fifth Ave.; L. S. Naurison, sls mgr; Tel.: Murray Hill 2-3890  
Products: stopwatches, timers, chronographs  
Collins Radio Co. Cedar Rapids, Iowa, 855 35th St., N.E. (See complete listing under Transmitters)  
Commercial Radio-Sound Corp. New York 16, N. Y., 652 First Ave.; A. W. Schneider, gen mgr; Tel.: Oregon 9-0400  
Products: special audio assemblies, racks, consoles, control units and studio intercommunications  
Crestwood Recorder Div., Daystrom Electric Corp. Poughkeepsie, N. Y., 753 Main St.; Frank Randall, dir sls; Tel.: Poughkeepsie 10-000  
Chicago, Ill., 221 N. LaSalle; H. H. Hanlon, mgr; Tel.: State 2-8848  
Products: magnetic tape recorders, reproducers  
Daystrom Electric Corp. Poughkeepsie, N. Y., 753 Main St.; Frank Randall, dir of sls; Tel.: 10-000  
Chicago, Ill., 221 N. LaSalle St.; H. H. Hanlon; Tel.: State 2-8848  
Washington, D. C., 910 17th St., N.W.; R. F. Burns; Tel.: Sterling 3-8075  
Products: tuners, magnetic tape recorders  
M. Ducommun Co. New York 36, N. Y., 580 Fifth Ave.; A. G. Stepchuk, mgr; Tel.: Plaza 7-2540  
Products: precision stop watches; filmmeter stop watches; repair and service specialists  
Eastern Mike-Stand Co. Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, sls mgr; Tel.: Dickens 2-3538  
Products: microphone stands, adaptors  
Electro-Voice, Inc. Buchanan, Mich.; Lawrence LeKashman, vice pres sls; Tel.: Buchanan 1000  
Products: microphones; accessories; monitor speakers, enclosures, playback phono cartridges  
Elgin National Watch Co. Elgin, Ill., 107 National St.; E. C. Carlson, sls mgr, elec div; Tel.: Sherwood 2-3300  
Burbank, Calif., 2435 N. Naomi St.; Alfred Strauss, mgr; Tel.: Thornwall 2-8191  
Pasadena, Calif., 370 S. Fair Oaks; George Crist; Tel.: Sycamore 6-9098  
Products: microphones, phonographs cartridges and tone arms, related equipment, microphone stands, relays  
The Elmor Co. Chicago 2, Ill., 29 E. Madison St.; Hyman Weiner, mgr; Tel.: Central 6-9672  
Products: stop watches  
Fairchild Recording Equip. Co. Long Island City 1, N. Y., 10-40 45th Ave.; R. G. Bach, sls mgr; Tel.: Stillwell 4-6183  
Products: disc playback equipment, turntables, cartridges and accessories  
Gates Radio Co. Quincy, Ill., 123 Hampshire St. (See complete listing under Transmitters)  
General Electric Co. Syracuse, N. Y., Electronic Div., Electronic Park. (See complete listing under Transmitters)  
Graphic Systems New York 36, N. Y., 35 W. 42nd St.; Hines Hatchett, mgr; Wisconsin 7-8444  
Products: boardmaster visual traffic control; graphic printed business forms

Gray Research & Development Co., Inc. Manchester, Conn., 658 Hilliard St.; E. G. McKee, gen sls mgr; Tel.: Mitchell 9-4506  
Products: sound effects console; audio transcription arms and equalizers  
Graybar Electric Co., Inc. New York 17, N. Y., 420 Lexington Ave. (See complete listing under Transmitters)  
Greylock Electronics Supply Co., Inc. New York 32, N. Y., 554 W. 168th St.; Dave Parkhurst, sec-treas; Tel.: Tompkins 7-9050  
Albany, N. Y., Bradford & Partridge Sts.; Philip Parkhurst, mgr; Tel.: 2-6373  
Grinnan Fixture Co. Minerva, Ohio, R. D. No. 3; John F. Grinnan, ovr  
Products: storage cabinets, office partitions, reception desks, special consoles, custom cabinet work  
Harvey Radio Co., Inc. New York 18, 103 W. 43rd St.; Harvey E. Sampson, mgr; Tel.: Luxemburg 2-1500  
Products: electronic distributors of broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems, radio parts  
Heppner Mfg. Co. Round Lake, Ill., P. O. Box 608; Ray Cuny, sls mgr; Tel.: Kimball 6-216  
Fort Wayne, Ind., R. R. 1, U. S. 27, Coldwater Rd. Ralph J. Haffey, mgr; Tel.: Eastbrook 2778  
Los Angeles, Calif., 408 S. Alvarado; Cochran Barron, mgr; Tel.: Dunkirk 5-1715  
Mt. Vernon, N. Y., 9 W. Prospect Ave.; John Kopple; Tel.: Mt. Vernon 4-5577  
Philadelphia, Pa., 5452 Charles St.; W. I. Dunca Jr.; Tel.: Cumberland 9-7525  
Toronto 12, Ont., Can., 804 Mt. Pleasant Rd.; P. Heenan; Tel.: Hudson 1-2291  
Products: speakers  
Hewlett-Packard Co. Palo Alto, Calif., 275 Page Mill Rd.; W. N. Eldred sls mgr; Tel.: Davenport 5-4451  
Products: audio oscillators, distortion analyzers, vacuum tube voltmeters, broadcast station monitors  
International Radio & Electronics Corp. Elkhart, Ind., R. R. No. 4, S. 17th & Mishawaka Rd.; C. C. Moore, pres; Tel.: 2-8583  
Products: tape recorders  
Jensen Mfg. Co. Chicago 38, Ill., 8601 S. Laramie Ave.; Ralph Glover, vice pres; Tel.: Portsmouth 7-7800  
Products: reproducers, components, coaxial cabinets, speakers  
Johns-Manville Sales Corp. New York 16, N. Y., 22 E. 40th St.; Paul J. Washburn, mgr of acoustics; Tel.: Lexington 2-760  
Products: acoustical materials  
Keystone Products Co. Union City, N. J., 904-6 23rd St. (See complete listing under Transmitting Equipment)  
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 38, Calif., 2439 Fletcher Dr.; R. V. Pepe, sls dir; Tel.: Normandy 3-3218  
Atlanta, Ga., 26 E. Andrew Dr., N.E.; Grady Duckett, mgr; Tel.: Cherokee 5308  
Chicago 39, Ill., 5218 W. Diversey; Loren F. Green, mgr; Tel.: Palisade 5-6824  
Red Bank, N. J., 27 Mechanic St.; Harry Miller, mgr; Tel.: 6-9300  
San Francisco, Calif., 2830 Geary Blvd.; Lloyd Larson, mgr; Tel.: Jordan 7-0622  
Toronto 18, Can., 3745 Bloor St., West; Wilf Farrow, mgr; Tel.: Belmont 1-3303  
Products: high fidelity precision loudspeakers systems and enclosures.  
Lel, Inc. Copiaque, N. Y., 380 Oak St., Robert S. Mantner, pres; Tel.: Amityville 4-2200  
Products: transistorized special purpose receivers audio, if and v-f amplifiers  
Magnasyc 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. Helt, vice pres charge of sls; Tel.: Van Buren 6-9301  
Products: tape recording equipment  
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  
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 Beldier, pres; Tel.: Main 4-3769  
Products: audio patching cords, telephone head and chest sets  
William Miller Instruments Pasadena, Calif., 325 N. Halstead Ave. (See complete listing under Test Equipment)  
Minnesota Mining & Mfg. Co. St. Paul 6, Minn., 900 Fauquier Ave.; Dan Denhan sls mgr; Tel.: Prospect 6-8511  
Atlanta 3, Ga., 732 Ashby St., N. W.; G. S. Milk sls mgr; Tel.: Elgin 4401

# EQUIPMENT

Chicago 8, Ill., 1500 S. Western Ave.; R. A. Kelley, s/s mgr; Tel.: Monroe 6-6126  
 Cincinnati 2, Ohio, 49 Central Ave.; J. J. O'Brien, s/s mgr; Tel.: Parkway 5700  
 Cleveland 11, Ohio, % Terminal Warehouse; A. D. Steele, s/s mgr; Tel.: Boulevard 2-5200  
 Dallas 28, Tex., 2121 Santa Anna Ave.; R. A. Henderson, s/s mgr; Tel.: Davis 7-7311  
 Detroit 13, Mich., 411 Piquette Ave.; R. F. Woelfel, mgr  
 Los Angeles 22, Calif., 6023 S. Garfield; M. D. Benson, s/s mgr; Tel.: Raymond 3-6641  
 Ridgefield, N. J., 700 Grand Ave.; W. F. Enright, s/s mgr; Tel.: Morsemer 6-6700  
 St. Louis 8, Mo., 3700 Forest Park Blvd.; D. A. Gilbert, s/s mgr; Tel.: Jefferson 5-5269  
 St. Paul 1, Minn., 367 Grove St.; C. M. Jacobson, s/s mgr; Tel.: Prospect 6-8511  
 So. San Francisco, Calif., 320 Shaw Rd.; F. A. Blankenbaker, s/s mgr; Tel.: Plaza 6-0680  
 Products: magnetic tape

**National Co., Inc.**  
 Malden, Mass., 61 Sherman St.; A. E. Fisher, prdt mgr—eqpt; Tel.: Malden 2-7950  
 Products: communication receivers

**Newark Electric Co.**  
 Chicago 6, Ill., 223 W. Madison St. (See complete listing under Transmitting Equipment)

**Otto K. Olesen Co.**  
 Hollywood 28, Calif., 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

**ORRADA Industries, Inc.**  
 Opelika, Ala., Shamrock Circle; Nat Welch, vice pres, s/s; Tel.: Sherwood 5-4621  
 Riverside, Ill., 328 E. Burlington; Jack McBride, mgr; Tel.:  
 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  
 Products: magnetic recording tape, accessories

**Oxford Electric Corp.**  
 Chicago 15, Ill., 3911 S. Mich. Ave.; Hugo Sundberg, vice pres-s/s mgr; Tel.: 5-6161  
 Products: speakers, audio transformers, dial lamps

**Pacific Transducer Corp.**  
 Los Angeles 64, Calif., 11836 W. Pico Blvd. (See complete listing under Transmitting Equipment)

**Packard-Bell Co.**  
 Los Angeles 64, Calif., 12333 W. Olympic Blvd.; Kenneth R. Johnson, gen s/s mgr; Tel.: Arizona 7-8721; Bradshaw 2-2171  
 Products: receivers

**The Pentron Corp.**  
 Chicago 24, Ill., 777 S. Tripp Ave.; Irving Rossman, dir of s/s; Tel.: Sacramento 2-3201  
 Products: magnetic tape recording equipment

**Permoflux Corp.**  
 Chicago 39, Ill., 4900 W. Grand Ave.; Russell S. Fenton, vice pres, chrg s/s; 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

**Pilot Radio Corp.**  
 Long Island City 1, N. Y., 37-06 36th St. (See complete listing under Transmitting Equipment)

**Presto Recording Corp.**  
 Paramus, N. J., P. O. Box 500; T. B. Aldrich, s/s mgr; Tel.: Diamond 3-5700  
 Products: recording, reproducing equipment; associated amplifiers: blank recording discs

**Radio Corp. of America, Commercial Electronic Products**  
 Camden 2, N. J., Front & Cooper Sts. (See complete listing under Transmitters)

**RCA Victor Co. Ltd.**  
 Montreal 30, Que., Can., 1050 Lacasse St. (See complete listing under Transmitters)

**Radio Electronic Supply Co.**  
 Grand Rapids 2, Mich., 505 Jefferson Ave., S.E. (See complete listing under Transmitting Equipment)

**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

**Recorded Publications Laboratories, Div., Recorded Publications Mfg. Co., Inc.**  
 Camden 5, N. J., 1558-1570 Pierce Ave.; D. H. Goodman, vice pres; chrg s/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

**Reoton Corp.**  
 New York 11, N. Y., 147 W. 22nd St.; Saul J. Karns, vice pres chrg s/s; Tel.: Oregon 5-7868  
 Products: phonograph needles; recording discs, tape; magnetic cartridges

**Reeves Soundcraft Corp.**  
 New York 22, N. Y., 10 E. 52nd St.; Frank B. Rogers, evp; Tel.: Plaza 9-2644  
 Los Angeles 38, Calif., 338 N. La Brea Ave.; Bruce MacPherson; Tel.: Webster 8-6181  
 Products: magnetic recording tape; recording disc, stylus

**Rek-O-Kut Co.**  
 Long Island City 1, N. Y., 38-01 Queens Blvd.; George Silber, s/s mgr; Tel.: Stillwell 4-7062  
 Products: transcription, recording turntables, disc recording equipment

**Ryder Sound Service, Inc.**  
 Los Angeles 38, Calif., 1161 N. Vine St.; P. E. Bri-gandi, gen mgr; Tel.: Hollywood 9-3511

**Schulmerich Electronics, Inc.**  
 Sellersville, Pa., Carillon Hill; H. L. Conover, mgr; Tel.: Sellersville 2323-24  
 Products: carillon bells, Schumetric radio bells, carillon bell recordings

**Schwob Watch Corp.**  
 New York 36, N. Y., 22 W. 48th St.; T. H. Schwob, pres; Tel.: Plaza 7-1545  
 Products: stop watches

**Scully Machine Co.**  
 Bridgeport 8, Conn., 62 Walter St.; L. J. Scully, owner; Tel.: Bridgeport 4-5700  
 Products: disc recording machine

**Self Winding Clock Co., Inc.**  
 Brooklyn 5, N. Y., 207 Willoughby Ave.; H. S. Wellman, asst s/s mgr; Tel.: Main 2-6300  
 Products: self winding clocks

**Shure Bros., Inc.**  
 Evanston, Ill., 248 Hartrey Ave.; V. Machin, vice pres chrg s/s; Tel.: Davis 8-9000  
 Products: microphones, magnetic recording heads, phonograph pickup cartridges

**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/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

**Sound Apparatus Co.**  
 Stirling, N. J., Main & Morris Sts.; A. W. Niemann, pres; Tel.: Millington 7-0600  
 Products: sound recorders

**The Soundsciber Corp.**  
 New Haven 4, Conn., 146 Munson St.; R. W. Davison, vice pres-gen s/s mgr; Tel.: State 7-2121  
 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 s/s mgr; Tel.: South River 6-5252  
 Products: receiving antenna mounting accessories, aluminum guy wires and ground wire

**Speak O Phone Recording & Equipment Co.**  
 New York 23, N. Y., 23 W. 67th 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., Mgrs. Exch. Bldg.; Ted Thi-bau, mgr; Tel.: Victor 7057  
 Portland 14, Ore., 7521 N.E. Gilsan St.; Roger Minthorne, mgr  
 Products: disc recorders, disc-tape combinat

**Stancil-Hoffman Corp.**  
 Hollywood 38, Calif., 921 N. Highland Ave.; W. J. 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. Cozzen mgr; Tel.: Davis 8-4800  
 Toronto, Can., 447 Jarvis St.; S. W. Caldwell, mg Tel.: WA 2-2103  
 Honolulu, Hawaii, 1545 S. Beretania; T. Y. Takasugi mgr  
 Products: magnetic recording and reproducing equipment, motors, heads

**Tape Recorders, Inc.**  
 Chicago 7, Ill., 1501 W. Congress St.; H. J. Dañy pres; Tel.: Chesapeake 3-1234  
 Los Angeles 46, Calif., 8746 Sunset Blvd.; J. I. Lekas, chief engr; Tel.: Crestview 4-1338  
 Products: tape recorders

**Sarkes Tarzian, Inc., Broadcast Equipment Div.**  
 Bloomington, Ind., E. Hillside Dr.; Blago Prest s/s mgr; Tel.: 7251  
 Products: audio control consoles, monitor amplifiers, microphone inputs

**Technisound Studios, Inc.**  
 St. Louis 17, Mo., 1201 Brentwood Blvd.; Charles E. Harrison, pres; Tel.: Parkview 7-1055  
 Products: record processing and pressing

**Technology Instrument Corp.**  
 Acton, Mass., 531 Main St. (See complete listing under Test Equipment)

**Terminal Radio Corp.**  
 New York 7, 85 Cortlandt St.; William Filler, mgr Tel.: Worth 4-3311  
 Products: audio equipment for broadcast stations; portable tape recorders, broadcast station recording and playback equipment; test equipment; microphones, radio parts and equipment

**The Transcriber Co.**  
 Attleboro, Mass., 70 Pine St.; Kenneth Puleston owner; Tel.: Attleboro 1-3525  
 Products: diamond stylus; do retipping of an replaceable type needle (stylus)

**The Turner Co.**  
 Cedar Rapids, Iowa, 909 17th St., N.W.; H. M. Murdock, s/s mgr; Tel.: 3-8144  
 Products: microphones, accessories

**U. S. Recording Co.**  
 Washington 5, D. C., 1121 Vermont Ave., N.W. J. X. Tait, mgr; Tel.: Lincoln 3-2705  
 Products: consoles, equipment transcription players, recording and playback equipment

**University Loudspeakers, Inc.**  
 White Plains, N. Y., 80 S. Kensico Ave.; L. J. Epstein, dir of s/s & merchandising; Tel. 6-7700  
 Products: public address loudspeakers and accessories, high fidelity speakers and speaker systems

**Joseph Vasconcellos, Inc.**  
 Long Island City, N. Y., 43-15 Dutch Kills St.; Joseph Vasconcellos, pres; Tel.: Stillwell 4-8313  
 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

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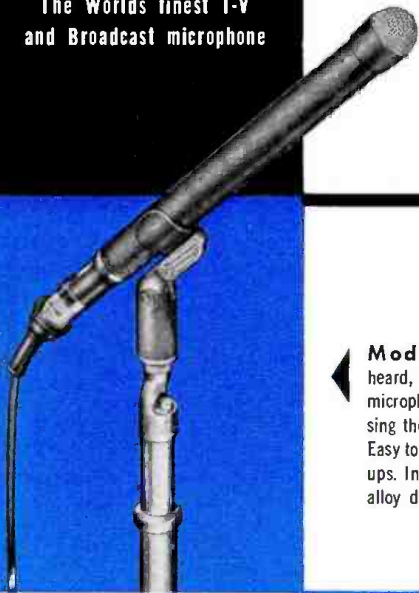
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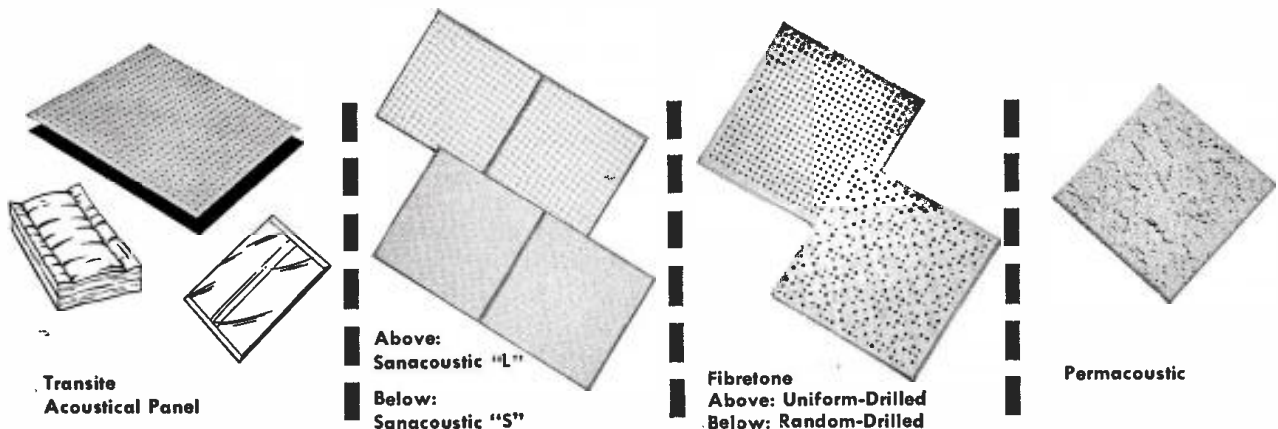
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# Johns-Manville

## EQUIPMENT

**Wallach & Assoc., Inc.**  
Cleveland 3, Ohio, 1589 Addison Rd.; A. Wallach, pres; Tel.: Sweetbriar 1-5580  
Products: sectional and double door disc cabinets, tape recording reel cabinets

**J. C. Warren Corp.**  
Freeport, N. Y., 21 Hanse Ave.; L. H. Bailey, vice pres; Tel.: 8-4441  
Products: magnetic tape recorders, allied electronic devices

**Westinghouse Electric Corp.**  
Baltimore 3, Md., 2519 Wilkens Ave. (See complete listing under Transmitters)

**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

**Wright Zimmerman, Inc.**  
New Brighton, St. Paul 12, Minn.; J. D. Zimmerman, pres; Tel.: Melrose 3-3131  
Products: speakers

### TEST & MEASURING EQUIPMENT

- AUDIO
- METERS & GENERATORS
- MONITORING
- OSCILLOSCOPES
- TRANSMITTERS
- FIELD INTENSITY

**Advance Electronics Co., Inc.**  
Passaic, N. J., 451 Highland Ave.; Paul Yu, mgr; Tel.: Prescott 8-3687  
Products: phase meters, phase detectors, electronic counters, fixed and variable delay lines, vector lyzers

**Allied Radio Corp.**  
Chicago 80, Ill., 100 N. Western Ave. (See complete listing under Transmitting Equipment)

**American Television & Radio Co.**  
St. Paul 1, Minn., 300 E. Fourth St.; A. A. Goffstein, gen mgr; Tel.: Capital 3-3791  
Products: inverters, battery eliminators, vibrators

**Audio Instrument Co., Inc.**  
New York 11, N. Y., 133 West 14th St.; C. J. LeBel, pres; Tel.: Oregon 5-7820  
Brookline, Mass., 48 Pearl St.; C. Brown; Tel.: Beacon 2-4804  
Chicago, Ill., 5218 W. Diversey Ave.; L. F. Green; Tel.: Palisade 5-6824  
Madera, Ohio, 7706 Shawnee Run Rd.; H. E. Hancock  
Products: am-fm reverberation units, intermodulation meters

**Ballantine Labs., Inc.**  
Boonton, N. J.; F. R. Zayac, vice pres; Tel.: Boonton 8-1432  
Products: precision electronic test, measuring instruments

**Blonder-Tongue Laboratories, Inc.**  
Westfield, N. J., 526-36 North Ave.; Jos. H. Kerner, sls mgr; Tel.: 2-7032  
Products: fm field strength meters, couplers

**Burnell & Co., Inc.**  
Yonkers 2, N. Y., 45 Warburton Ave.; L. Schwartz, sls mgr; Tel.: Yonkers 5-5800  
South Pasadena, Calif., 720 Mission; F. W. Edmonds, mgr; Tel.: Pyramid 1-2841  
Products: tone channel filters, variable inductors, multiplexing filters, facsimile filters

**Burroughs Corp., Electronic Instruments Div.**  
Philadelphia 7, Pa., 1209 Vine St.; P. C. Smith, gen mgr; Tel.: Locust 7-1401  
Products: pulse control equipment

**Cascade Research Corp.**  
Los Gatos, Calif., 53 Victory Lane; J. S. Jaffe, vice pres; Tel.: El Gato 4-1305  
Products: microwave ferrite devices; microwave single side band modulators; electronically controlled phase shifter; supplemental electronic equipment

**Collins Radio Co.**  
Cedar Rapids, Iowa, 855 35th St., N.E. (See complete listing under Transmitters)

**Engineering Associates**  
Dayton 9, Ohio, 434 Patterson Rd.; Charles C. Littell, Jr., pres; Tel.: Walnut 1662  
Products: laboratory and test equipment; military surplus (rebuilt), etc.; microwave test equipment—receivers, etc.; aircraft communications

**Gates Radio Co.**  
Quincy, Ill., 123 Hampshire St. (See complete listing under Transmitters)

**General Electric Co.**  
Syracuse, N. Y., Electronic Div., Electronic Park (See complete listing under Transmitters)

**General Radio Co.**  
Cambridge 39, Mass., 275 Mass. Ave. (See complete listing under Transmitting Equipment)

**Graybar Electric Co., Inc.**  
New York 17, N. Y., 420 Lexington Ave. (See complete listing under Transmitters)

**Hewlett-Packard Co.**  
Palo Alto, Calif., 275 Page Mill Rd. (See complete listing under Audio Equipment)

**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

**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

**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

**James Millen Mfg. Co., Inc.**  
Malden 48, Mass., 150 Exchange St., E. E. Williams, sls mgr; Tel.: Malden 4-1108  
Products: electronic components, test equipment

**William Miller Instruments**  
Pasadena, Calif., 325 N. Halstead Ave.; Paul Dennis, sls mgr; Tel.: Ryan 1-5317  
New York, N. Y., 78-14 138th St.; Fred Korb, mgr  
Products: recording oscillographs; strain gauge, magnetic and dc amplifiers; power supplies; calibrators; vibration pickups; galvanometer elements; special instrumentation for power analysis; multichannel cathode ray recorders; initiation systems, analog computer components and installations

**Milo Radio & Electronics Corp.**  
New York 7, 200 Greenwich St.; M. Putterman, mgr; Tel.: Beekman 3-2930  
Products: wholesale, standard brand radio-electronic equipment

**The NARDA Corp.**  
Mineola, N. Y., 160 Herricks Rd.; W. A. Bourke; vice pres; Tel.: Pioneer 8-4650  
Products: electronic test equipment for microwave

**Newark Electric Co.**  
Chicago 6, Ill., 223 W. Madison. (See complete listing under Transmitting Equipment)

**Panoramic Radio Products, Inc.**  
Mt. Vernon, N. Y., 10 S. 2nd Ave.; Bernard Schlesel, vice pres; Tel.: Mount Vernon 4-3970  
Products: spectrum analyzers

**Precision Apparatus Co., Inc.**  
Glendale 27, L. I., N. Y., 70-31 84th St.; J. M. Kirshbaum, vice pres, chrgs sls; Tel.: Davenport 5-3982  
Products: electronic test, measuring instruments

**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, Commercial Electronic Products**  
Camden 2, N. J., Front & Cooper Sts. (See complete listing under Transmitters)

**Shallcross Mfg. Co.**  
Collingdale, Pa., 520 Pusey Ave.; D. M. O'Halloran, sls mgr; Tel.: Ludlow 3-5100  
Products: fixed variable attenuators, resistors, switches, test equipment special networks and filters

**Sprague Electric Co.**  
North Adams, Mass., 97 Marshall St.; N. W. Welch, vice pres chrgs sls; Tel.: Mohawk 3-5311  
Products: test equipment, parts

**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, amplifier 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. Edstrom, 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. Hart, mgr; Tel.: Clearwater 2-2121  
Newtonville 60, Mass., 18 Austin St.; V. Frick, mgr; Tel.: Lasset 7-2212  
Products: oscilloscopes, square wave generators, waveform monitors, wide-band amplifiers

**Teletronic 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

**Transmitter Equipment Mfg. Co., Inc.**  
New York 14, 345 Hudson St.; Morton B. Kahrmgr; Tel.: Watkins 4-1550  
Products: transmitting, receiving equipment for ground, mobile, airborne, specialized services radar test equipment and electronic training devices

**Westinghouse Electric Corp.**  
Baltimore 3, Md., 2519 Wilkens Ave. (See complete listing under Transmitters)

**Weston Electrical Instrument Corp.**  
Newark 5, N. J., 614 Freilighuysen Ave.; J. J. 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., 1222, 205 W. Wacker Dr.; C. G. Miller, mgr; Tel.: Franklin 2-4656  
Washington 11, D. C., 6230 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.: Woodlark 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, synthesizers, networks, phase display equipment amplifiers, regulated power supplies, instruments

### SERVICES

- TOWER PAINTING & MAINTENANCE
- FREQUENCY CHECK SERVICES

**Cambridge Thermionic Corp. (Cambridge Crystal Div.)**  
Cambridge 38, Mass., 445 Concord Ave.; Clarenc. Cheney, dir, crystal div; Tel.: Trowbridge 6-2800  
Products: frequency check service

**Eldson Electronic Co.**  
Temple, Texas, 1902 N. 3rd St. (See complete listing under Transmitting Equipment)

**C. H. Fisher & Assoc.**  
Portland 13, Ore., 6100 N.E. Columbia Blvd. (See complete listing under Towers)

**J. M. Hamilton & Co.**  
Gastonia, N. C., P. O. Box 2432; J. M. Hamilton, owner; Tel.: 4-2115  
Products: tower erection, painting, maintenance

**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

**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

**Trans-Lux Corp.**  
New York 22, N. Y., 625 Madison Ave.; B. W. Roth, sls dir; Tel.: Plaza 1-3110  
Products: traveling message signs

# 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 cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night. There is no separate classification for an operation by educational stations.

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 Station or Make Changes in an Existing Broadcast Station," which covers am, fm and tv broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to con-

## 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 316 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.

struct 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

3 Applications for new broadcast stations are twice reported by the Commission—when first tendered, and, again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

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.

Competing applications for the same facility are not considered if filed more than 10 days after public notice designating the prior application or applications for 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.

Pre-hearing conferences are held both prior to and after an exchange of exhibits by the parties. The latter takes place at least 20 days in advance of the hearing date, the second pre-hearing conference is held at least 10 days before the hearing commences.

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. Court appeals can be taken within 30 days following announcement of the Commission decision.

## 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 licenses 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 cause 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 1956

	Television	Home Radio Sets	Radio Portables	Radio Auto	Radio Clock	Total Radio
January	588,347	307,882	79,824	519,648	171,270	1,078,624
February	576,282	300,623	161,352	437,611	193,920	1,093,506
March (5 wks)	680,003	340,954	322,097	478,272	218,790	1,360,113
April	549,632	184,962	420,706	299,253	88,061	992,982
May	467,913	195,564	435,596	282,611	146,394	1,060,165
June (5 wks)	553,025	167,542	393,369	296,256	216,608	1,073,775
July	336,931	135,375	136,077	198,565	96,680	566,697
August	612,927	359,371	240,304	198,087	193,083	990,845
September (5 wks)	894,211	496,208	228,620	349,790	244,571	1,319,189
October	820,781	356,546	222,703	547,818	221,797	1,348,864
November	679,993	334,469	221,810	609,139	216,413	1,381,831
December (5wks)*	625,000	320,000	245,000	775,000	290,000	1,630,000
TOTAL	7,385,045	3,499,496	3,107,458	4,992,050	2,297,587	13,896,591

\* Estimated production

Source: Radio-Electronics-Television Manufacturers Assn.

# FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1957. Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

## Allocations and Definitions

### IN AM RULES<sup>1</sup> . . .

**§3.1 Standard broadcast station.**—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 535-1605 kilocycles, inclusive.

**§3.2 Standard broadcast band.**—The term "standard broadcast band" means the band of frequencies extending from 535-1605 kilocycles.

**§3.3 Standard broadcast channel.**—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. The 107 carrier frequencies assigned to standard broadcast stations shall begin at 540 kilocycles and be in successive steps of 10 kilocycles.

**§3.4 Dominant station.**—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

**§3.5 Secondary station.**—The term "secondary station" means any station except a class I station operating on a clear channel.

**§3.6 Daytime.**—The term "daytime" means that period of time between local sunrise and local sunset.

**§3.7 Nighttime.**—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

**[EDITOR'S NOTE:** On March 11, 1954, the FCC proposed to amend this section to specify that "nighttime" means that period from local sunset to local sunrise.]

**§3.8 Sunrise and sunset.**—The term "sunrise and sunset" means for each particular location and during any particular month, the time of sunrise and sunset as specified in the instrument of authorization.

**§3.9 Broadcast day.**—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

**§3.10 Experimental period.**—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

**§3.11 Service areas.**—(a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

**§3.12 Portable transmitter.**—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

**§3.13 Auxiliary transmitter.**—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

### Allocations—(AM)

**§3.21 Three classes of standard broadcast channels.**  
(a) **Clear channel:** A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) **Regional channel:** A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(c) **Local channel:** A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

**§3.22 Classes and power of standard broadcast stations.**—(a) **Class I station:** A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from sta-

## INDEX TO SECTIONS

	Page
Allocations and Definitions.....	316
Censorship .....	322
Facsimile .....	318
Incentive Language .....	322
License Renewals .....	321
Lotteries .....	322
Multiple Ownership .....	317
Network Affiliation .....	318
Operating Schedules .....	318
Operator Requirements .....	318
Political Broadcasts .....	321
Rebroadcasts .....	321
Recordings and Transcriptions .....	321
Reports to Be Filed .....	320
Revocations, Modifications, Suspensions .....	322
Sponsored Programs .....	321
Station Identification .....	321
Studio Location .....	317
Transfers and Assignments .....	322

*(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 §3.182.

**[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 §3.182.

(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.

**NOTE:** 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.

(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 §3.182.

**§3.23 Time of operation of the several classes of stations.**—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

**[EDITOR'S NOTE:** On March 11, 1954, the FCC proposed to amend this section in line with its proposed new definition of "nighttime." See Sec. 3.7 above. It also proposes other changes.]

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. Daytime stations operating on local channels may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license.

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to

require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.) Specified hours stations operating on local channels except those sharing time with other stations may, upon notification to the Commission and the engineer in charge of the radio district in which they are located, operate at hour beyond those specified in their license.

**§3.24 Broadcast facilities; showing required.**—(a) Applications for new stations or for modifications concerning authorizations shall be filed on FCC Form 301; for licenses, on FCC Form 302; for renewal of licenses, on FCC Form 303.

(b) An authorization for a new standard broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(1) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(2) 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 interference. 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 §§3.182 and 3.188).

(3) That the applicant is financially qualified to construct and operate the proposed station.

(4) 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.

(5) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulation governing the same, and the requirements of good engineering practice. (See technical regulations of this subpart and §3.188.)

(6) That the facilities sought are subject to assignment as requested under existing international agreements and the rules and regulations of the Commission.

(7) That the population within the 1 v/m contour does not exceed 1.0 percent of the population within the 25 mv/m contour; Provided, however, that where the number of persons within 1 v/m contour is 300 or less the provisions of this subparagraph are not applicable.

(8) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

**§3.25 Clear channels: Class I and II stations.**—The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200 and 1210 kilocycles. There also may be assigned to these frequencies class I stations operating unlimited time in Alaska, Hawaii, Virgin Islands and Puerto Rico which will not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10 percent time skywave at night at any point within the continental limits of the United States. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1540, 1550, and 1580 kilocycles.

**NOTE:** Class I and II stations on 1540 kilocycles 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 I station) shall be located not less than 650 miles from the nearest point of land in the Bahama Islands.

(c) For class II stations which will not deliver over 5 microvolts per meter groundwave or 25 microvolts per meter 10 percent 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.

**NOTE:** A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

(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 percent time skywave at any point on the said border: 730, 800, 900, 1050, 1220 and 1570 kilocycles.

**NOTE:** See North American Regional Broadcasting



agreement for use of 1050 kc by a station in New York (Appendix I, Table IV).

NOTE: See agreement with Mexico for further use of 1220 kc.

**§3.28 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, 600, 610, 620, 630, 790, 910, 920, 930, 950, 960, 970, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1450, 1470, 1480, 1490, and 1600 kilocycles.

NOTE: See North American Regional Broadcasting Agreement for special provisions concerning the signing of class II station in other countries of North America to 560, 570, 590, 630 and 1270 kc. Such stations shall be protected from interference in accordance with Appendix II, Table I, of said agreement.

**§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, 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 for the respective classes of stations involved. (For determining objectionable interference see §§3.182 and 3.186.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

NOTE: Pending action with respect to ratification and entry into force of the North American Regional Broadcasting Agreement, Washington, 1950 (referred to herein as NARBA), no assignment for a standard broadcast station will be made which would be inconsistent with the terms of that agreement. Remainder of footnote describes procedures to carry this out, also states that no assignments will be made conflicting with a duly notified station in a nation not signatory to NARBA, i.e., Mexico and Haiti.)

(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 caused 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 in 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 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. The second area—Area II—comprehends the remainder of the United States not included in Area I.

NOTE: In some of the territory contiguous to Area I the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area I; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far west 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.

**§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 and the principal city of an area, and the surrounding rural area. The coverage of a class A station shall be not more than the equivalent of 1 kilowatt effective radiated power and antenna height of 250 feet above average

terrain, as determined by the methods prescribed in §3.311.

[NOTE: For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.]

A class A station will not be licensed with more than 1 kilowatt effective radiated power. The power rating of the transmitter used for a class A station shall be not less than 250 watts nor more than 1 kilowatt. The signal intensity requirements of §3.311 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	99.3	257	104.9	285
95.3	237	100.1	261	105.5	288
95.9	240	100.9	265	106.3	292
		101.7	269	107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six class B stations.

(c) In the Territory of Hawaii, the frequency band 98-108 mc is allocated for nonbroadcast use. The frequencies 98.1 through 107 mc, inclusive, (channels 251 through 300 inclusive) will not be assigned in the Territory of Hawaii for use by fm broadcast stations.

(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 260 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 maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall be 1 kw or greater. The signal intensity requirements of §3.311 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 technical standards of this subpart.

(1) The coverage of a class B station in Area I shall be not more than the equivalent of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain. A class B station in Area I will not be licensed with an effective radiated power greater than 20 kilowatts. [NOTE: For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.]

(2) The coverage of a class B station in Area II shall normally be not more than the equivalent of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain. The use of greater power and antenna height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height, and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service. [NOTE: For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.]

(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 88-100 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 260 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 control) 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.

NOTE: The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

NOTE: 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.

**IN FM RULES . . .**

**§3.240 Multiple ownership.**—No license for an fm broadcast station shall be granted to any party (including all parties under common control) 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.

NOTE: The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

NOTE: 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.

**Studio Location Originations**

**IN AM RULES . . .**

**§3.30 Station location and program origination.**—

(a) Except as provided in paragraph (b) of this section, 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. It is provided that the main studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network two-thirds of such station's non-network program whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in paragraph (c) of this section 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 paragraph (a) of this section shall be satisfied by the origination of programs from any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located.

(c) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards

of Good Engineering Practice, prescribed by the Commission.

**§3.31 Authority to move main studio.**—The licensee of a station shall not move its main studio outside the borders of the borough or city, state, district, territory, or possession in which it is located, unless such move is to the location of the station's transmitter, without first securing a modification of construction permit or license. The licensee shall promptly notify the Commission of any other change in location of the main studio.

**IN FM RULES . . .**

**§3.205**—[EDITOR'S NOTE: In substance the same as §3.30, above, except that subsection (c) reads as follows:

"The transmitter of each fm broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located in accordance with the technical standards of this subpart; 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.

**§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.

**§3.79 License to specify sunrise and sunset hours.**—If the licensee of a broadcast station is required to commence or cease operation, or to change the mode of operation of the station at the times of sunrise and sunset at any particular location, the controlling times for each month of the year are set forth in the station's instrument of authorization. Uniform sunrise and sunset times are specified for all of the days of each month, based upon the actual times of sunrise and sunset for the fifteenth day of that month adjusted to the nearest quarter hour. In accordance with a standardized procedure described therein, actual sunrise and sunset time are derived by interpolation in the tables of the 1946 American Nautical Almanac, issued by the Nautical Almanac Office of the United States Naval Observatory.

**§3.80 Secondary station; filing of operating schedule.**—The licensee of a secondary station authorized to operate limited time 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 mu-

tually 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.

**§3.86 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.

**Pre-Sunrise Operation**

**§3.87 Program transmission prior to local sunrise.**—(a) The provisions of sections 3.8, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise of standard broadcast stations with their authorized daytime facilities, provided, that the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference as determined by the standard broadcast technical standards of this subpart 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 3.71.

**§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 100 a.m. and 600 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 . . .**

**§3.93 Operator requirements.**—(a) One or more radio operators holding a valid radiotelephone first-class operator license, except as provided in paragraph (b) of this section, shall be in actual charge of the transmitting apparatus and shall be on duty either at the transmitter location or remote control point.

(b) A station which is authorized for non-directional operation with power of 10 kilowatts or less may be operated by persons holding commercial radio operator license of any class, except an aircraft radiotelephone operator authorization or a temporary limited radiotelegraph second-class operator license, when the equipment is so designed that the stability of the frequency is maintained by the transmitter itself within the limits of tolerance specified, and none of the operations, except those specified below, necessary to be performed during the course of normal operation may cause off-frequency operation or result in any unauthorized

radiation. 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 adjustment 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 or 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.

**NOTE:** 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.

(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 full-time radiotelephone first-class operator or operators employed in connection with the standard broadcast station may concurrently be employed to satisfy the requirement of §§ 3.265 (c) or 3.585 (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 license which he holds and the rules and regulation 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 §3.93.]

**Facsimile**

**§3.266 Facsimile broadcasting and multiplex transmission.**—(a) Fm broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in §3.318 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 hour 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 §3.318; 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 technical standards of this subpart 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 . . .**

**§3.131 Exclusive affiliation of station.**—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, broadcasting the programs of any other network organization. (The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J of Report on Chain Broadcasting.)

**§3.132 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.

**§3.133 Term of affiliation.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which pro-

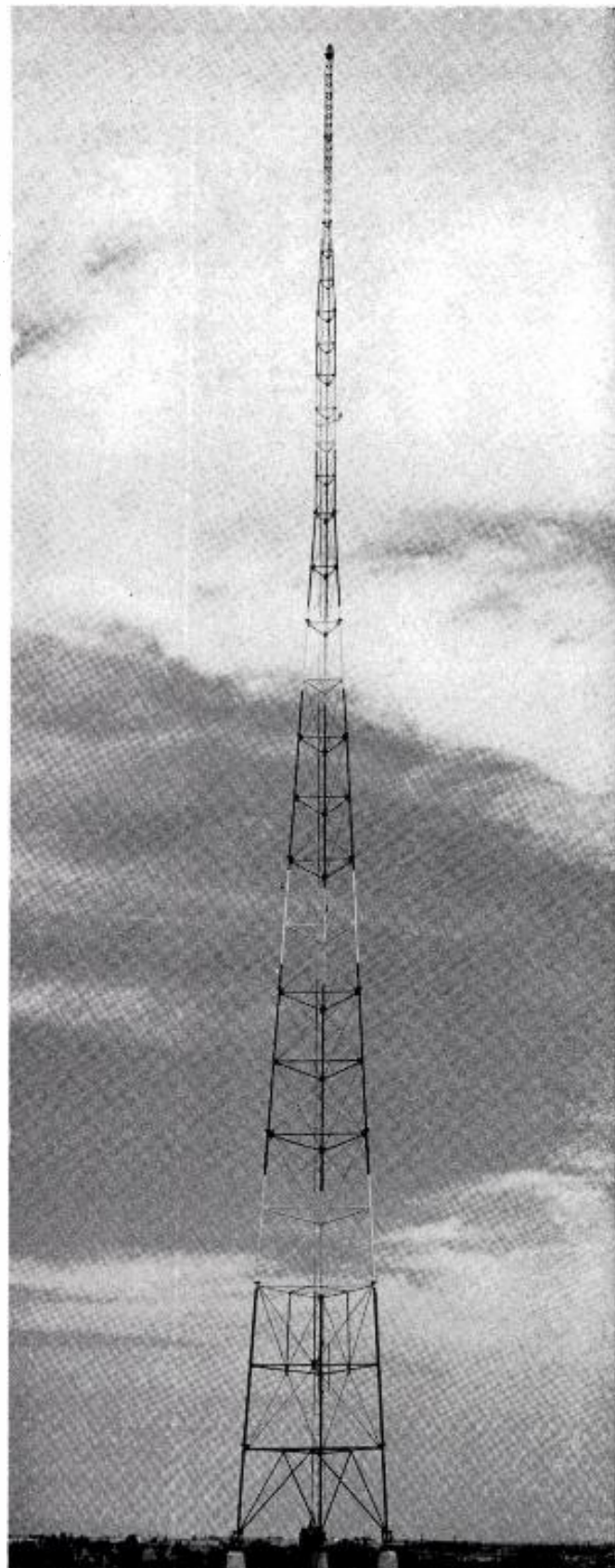
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vides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years; provided, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

**§1.314 Option time.**—No license shall be granted to a standard broadcast station which options for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four 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. (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.) Such option 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.

**NOTE:** As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

**NOTE:** 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.

**§1.315 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.

**§1.316 Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the 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. (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.)

**NOTE:** 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.

**§1.317 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.

**§1.318 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 . . .

**§1.321-3.238, inclusive.**  
**EDITOR'S NOTE:** Same as §1.311-3.138, 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:

**§1.326 Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control 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.

**(NOTE:** 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.)

## Reports to be Filed<sup>2</sup>

### ALL BROADCAST STATIONS . . .

**§1.341 Financial report, broadcast licensees and permittees.**—Each licensee of a broadcast station (standard, fm, television, and international) and

each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, broadcast revenue and expense statements for the preceding calendar year together with a statement as to investments in tangible broadcast property as of December 31 of such calendar year.

**§1.342 Filing of contracts, broadcast licensees and permittees.**—Each licensee or permittee of a standard, fm, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time; contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements. Transcription agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of §1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

(1) Articles of partnership, association and incorporation and changes in such instruments.

(2) Bylaws and any instruments affecting changes in such bylaws.

(3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock; (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issuing licensee or permittee corporation. Options to purchase stock, pledges, trusts agreements, and other executory agreements are required to be filed.

(4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed 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 em-

ployed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with chief engineers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does not 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.

(3) In the case of a corporation or association: Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding: (i) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (ii) 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 3 days after any change<sup>4</sup> occurs in the information required by the ownership report (the application or construction permit in the case of a permittee who has not filed an ownership report) from that previously reported. Such report shall include without limitation:

(1) Any change in capitalization or organization.

(2) Any change in officers and directors.

(3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) transfer of stock (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.

(4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above; provided however, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z Corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.<sup>4</sup>

(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, or of the licensee, or of other stockholders who have 1% or more of the stock of the corporation.

**§1.344 Definitions of terms used in section 1.341-1.343.**—As used in sections 1.341-1.343.

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" or "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

**License Renewals**

**GENERAL . . .**

**§1.320 Application for renewal of license; broadcast and nonbroadcast.**—(a) Unless otherwise directed by the Commission, each application for renewal of license of a standard broadcast, fm broadcast, non-commercial educational fm broadcast, and television broadcast station and an auxiliary broadcast station (remote pickup broadcast, broadcast STL, television pickup, television STL, and television inter-city relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a nonbroadcast station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station 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.

**NM AM RULES . . .**

**§1.334 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 are grouped geographically.]

**N FM RULES . . .**

**§1.318 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 three-year intervals thereafter:  
**EDITOR'S NOTE:** Expiration dates for licenses are grouped geographically.]

**Station Identification**

**IN AM RULES . . .**

**§1.317 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 paragraph (a)(2) 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 paragraph (a)(2) 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 paragraph (a)(2) 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 §1.287 of the Commission's Rules Governing Fm Broadcast Stations.

**IN FM RULES . . .**

**§1.287 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 §1.117 above.]

**Sponsored Programs**

(Announcement of)

**IN AM RULES . . .**

**§1.319 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, 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 facts are 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 . . .**

**§1.289. EDITOR'S NOTE:** Identical with §1.319 above.]

**EDITOR'S NOTE:** In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . ." or "Smith Stove Co offers you . . ." or "Ajax Pens bring you . . ." The following are not acceptable: "Write to the Comb Man . . ." or "Send your money to Nylons, Bob . . ." or "This program is sponsored by your Sink Man . . ."]

**Recordings and Transcriptions**

(Identification of)

**IN AM RULES . . .**

**§1.318 Mechanical reproductions.**—(a) No mechanically reproduced program consisting of a speech, news event, news commentator, forum, panel discussion, or special event in which the element of time is of special significance, or any other program in which the element of time is of special significance and presentation of which would create, either intentionally or otherwise, the impression or belief on the part of the listening audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used that it is a mechanical reproduction or a mechanically reproduced program: *Provided, however,* That each such program of one minute or less need not be announced as such.

(b) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. Any other program mechanically reproduced or series of mechanical reproductions, including a mechanical reproduction used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper, need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

(c) The requirements of subsection (a) are waived with respect to network programs, transcribed and

rebroadcast at a later hour because of the time zone differentials between the place where the program originates and where it is rebroadcast. 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 at an hour not exceeding the time zone differential between the place where the program originates and where it is rebroadcast. Each station which broadcasts network programs at a later hour in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10:00 a.m. and 10:00 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription. This waiver provision also applies during the annual periods in which daylight saving time will be effective 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.

**IN FM RULES . . .**

**§1.288—EDITOR'S NOTE:** Identical with §1.118, above.]

**Political Broadcasts**

**FOR AM AND FM**

**§1.120 Definitions.**—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

- (1) has qualified for a place on the ballot or
- (2) is eligible under the applicable law to be voted by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) **General requirements.**—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities; *provided,* that such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) **Rates and practices.** (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) **Records; inspections.**—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such request, and the charges made, if any, if request is granted. Such records shall be retained for a period of two years.  
**EDITOR'S NOTE:** In fm this is §1.290.]

**Rebroadcasts**

**IN AM RULES . . .**

**§1.121 Rebroadcast.**—(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.

**NOTE:** As used in this section, program includes any complete program or part thereof, or any signals if other than A-3 emission. 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.]

(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.

**NOTE:** 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.

(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.

(NOTE: The broadcasting of a program relayed by a remote pickup broadcast station (section 4.401) is not considered a rebroadcast. Informal application may be employed. By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.121 (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.)

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325(b) of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor. [See §1.327.]

**IN FM RULES . . .**

§3.291—**EDITOR'S NOTE:** Identical in terms with §3.121, above, with two exceptions: Paragraph (e) of §3.121 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 answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402 *Revocation of station licenses and construction permits and issuance of cease and desist orders.*—(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons set forth in section 312(a) of the Communications Act of 1934, as amended, or a cease and desist order should be issued for any of the reasons specified in section 312(b) of the Act, the Commission will issue an order directing the licensee, permittee or person to show cause why an order of revocation or a cease and desist order, as the case may be, should not be issued.

(b) Any order to show cause issued in accordance with subsection (a) of this section will contain a statement of the matters with respect to which the

Commission is inquiring and will call upon the licensee or permittee or person to appear before the Commission at a time and place stated in the order but in no event less than thirty (30) days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period.

(c) In order to avail himself of the opportunity to appear before the Commission at the time and place stated in the show cause order to give evidence upon the matter specified therein, the licensee, permittee or person, 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 on the matter specified in the order.

(d) Hearings on the matters specified in the order to show cause and the practice and procedure in connection therewith shall accord with the provisions of subparts F and G of this part, except that in all such hearings the burden of proceeding with the introduction of evidence and burden of proof shall be upon the Commission and except that the Commission may, where the circumstances of the proceeding require expedition, specify in the show cause order, or authorize the hearing examiner to specify by subsequent order, times within which the initial decision in such proceedings shall become effective, within which exceptions to such initial decision or replies thereto may be filed, and within which parties may file notice of intent to seek and participate in oral argument, less than those specified in § 1.853 and 1.854 of the Rules.

(e) If the licensee, permittee or person does not desire to appear before the Commission and give evidence upon the matter specified in the show cause order, he shall, within 30 days of the receipt of the order or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written waiver of hearing. Such waiver, which shall include the name of the licensee, permittee or person to whom the show cause order was addressed, the call letters of his station, 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 therefor, and specify the effective date of the order, and shall be served on said licensee, permittee or person.

§1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureau of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and 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 . . .**

§3.122 *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 to continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or 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 such prizes." (See 18 U.S.C. §1304.)

(b) The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section 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 of or 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 broadcast 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 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 Commis-

sion approved. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

**INVOLUNTARY TRANSFERS AND ASSIGNMENTS**

§1.323 Application for involuntary assignment or transfer of control, broadcast and nonbroadcast.— In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(a) The Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

**Footnotes**

<sup>1</sup> Other definitions which may pertain to standard broadcast stations are included in sections 2.1 and 2.102 and the Communications Act of 1934, as amended.

<sup>2</sup> EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §0.206 (c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

<sup>3</sup> Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license or permit. If such change involves less than a controlling interest the application for Commission consent to such change may be made upon FCC Form No. 316 (Short Form).

<sup>4</sup> Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under section 310 (b) of the Communications Act and section 1.321 of the Commission's Rules.

<sup>5</sup> The 60-day requirement does not apply to amateurs.

<sup>6</sup> This requirement does not apply to noncommercial educational fm broadcast stations.

**RADIO PROGRAM PRODUCTION & TRANSCRIPTION SERVICES**

Including Recording, Talent and Script Writing Firms (For Tv Film Production see Telecasting Yearbook).

**SYMBOLS**

Denotes Type of Services Offered.

A—program production; B—transcribed shows; C—syndicate transcriptions; D—recording; E—scripts; F—package programs; G—talent.

**A**

**A-V TAPE LIBRARIES INC.**  
136 W. 52nd St., New York 19, N. Y.; Tel.: Circle 6-3900.  
Services: Manufacture, sale of A-V Recorded Tapes (speech, music on magnetic tape).  
**JOHN ADASKIN PRODUCTIONS**  
314-15 87 Yonge St., Toronto, Ont.; Tel.: Empire 4-9296; John Adaskin, own.  
Services: ACF.  
**AFFILIATED PROGRAM SERVICE INC.**  
535 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 7-1881; Paul F. Adler, pres.  
Services: AB.  
**AIR FEATURES INC.**  
125 E. 50th St., New York 17, N. Y.; Tel.: Judson 6-8500; I. S. Becker, pres.  
Service: F.  
**ALL-CANADA RADIO FACILITIES LTD.**  
Victoria Bldg., Toronto, Ont.; Tel.: Empire 6-7691; G. F. Herbert, vp., S. MacKay, gen. mgr., John Tregale, mgr. radio time.  
Montreal—Dominion Sq. Bldg.; Tel.: University 6-8668; Burt Hall, mgr.  
Winnipeg, Man.—Electric Railway Chambers Bldg.; Tel.: 926-861; M. V. Chestnut, mgr.  
Calgary, Alta.—Taylor, Pearson & Carson Bldg.; Tel.: 2-7691; Jack Cavanaugh, mgr.  
Vancouver, B.C.—1161 Melville St.; Tel.: Tatlow 7461; J. E. Baldwin, mgr.  
**ALTON ALEXANDER PRODUCTIONS INC.**  
825 W. 187th St., New York 33, N. Y.; Tel.: Lorraine 8-3100; Alton Alexander, pres.  
Services: ADEF.  
**ALLIED RECORD MFG. CO.**  
1041 N. Las Palmas Ave., Hollywood 38, Calif.; Tel.: Hollywood 9-5107; D. K. Broadhead, pres.  
Services: BDEG; processing, pressing of records; shipping, handling.  
Washington 5—1121 Vermont Ave., N.W.; Tel.: District 7-5162; W. S. Adams.  
**AMERICAN BAPTIST CONVENTION RADIO-TV DEPT.**  
152 Madison Ave., New York 16, N. Y.; Tel.: Murray Hill 4-4100; Frederick L. Essex, dir.  
Services: AB; conduct workshops, institutes.  
**AMERICAN FOUNDATION FOR THE BLIND INC.**  
15 W. 18th St., New York 11, N. Y.; Tel.: Watkins 4-0420; M. Robert Barnett, exec. dir.  
Services: BDEF.  
**AMERICAN JEWISH BROADCASTING CO.**  
150 Broadway, New York 38, N. Y.; Tel.: Worth 2-3322; Herman Younglieb, mgr.  
Service: Jewish programs.  
**ANNIS & THOMAS PRODUCTIONS INC.**  
7427½ Hollywood Blvd., Hollywood 46, Calif.; Tel.: Hollywood 9-5484; John Cole Annis, pres.; Shirley Thomas, vp.; Ruby Annis, sec.  
Services: D; commercial production.  
**ARIZONA RECORDING PRODUCTIONS**  
834 N. 7th Ave., Phoenix, Ariz.; Tel.: Alpine 2-1719; Raymond A. Boley, own.-mgr.  
Services: DG.

**ARTISTS RECORDING STUDIOS**  
818 Grand Ave., Kansas City 6, Mo.; Tel.: Harrison 1-6108; Bill I. Godden, pres.  
Services: BDG; air checks, sound effects library.  
**ASSOCIATED BROADCAST ADVERTISING CO.**  
1001 N. Western Ave., Los Angeles 29; Tel.: Hollywood 5-0580; Irwin T. Porter, Gertrude T. Porter.  
Services: AF.  
**ASSOCIATED BROADCASTING CO.**  
1139 Bay St., Toronto 5, Ont.; Tel.: Walnut 4-1111; Adele Evans, gen. mgr.  
Services: ABEF.  
**ASSOCIATED PRESS**  
50 Rockefeller Plaza, New York 20, N. Y.; Tel.: Plaza 7-1111; Frank J. Starzel, gen. mgr.  
Service: World-wide news service delivered by 24-hour teletype circuit. 150 branch offices located throughout the U. S. and abroad.  
**ASSOCIATED PROGRAM SERVICE (DIV. OF MUZAK CORP.)**  
229 4th Ave., New York 3, N. Y.; Tel.: Orchard 4-7400; Edward Hochhauser Jr., vp.-gen. mgr.  
Services: D; transcribed libraries of music for radio stations including spots, jingles.  
**AUDIO-MASTER CORP.**  
17 E. 45th St., New York 17, N. Y.; Tel.: Oxford 7-0725; Herbert Rosen, pres.  
Services: D; library of mood and bridge music.  
**AUDIO & VIDEO PRODUCTS CORP.**  
487 Park Ave., New York 22, N. Y.; Tel.: Plaza 3-8275; Charles Rynd, pres.  
Services: (National Musitune Corp.—subsidiary, background music, franchise).

**B**

**BARRY & ENRIGHT PRODUCTIONS INC.**  
667 Madison Ave., New York 21, N. Y.; Tel.: Templeton 2-8600; Jack Barry, pres.  
Services: ABF.  
**BASCH RADIO & TELEVISION PRODUCTIONS**  
17 E. 45th St., New York 17, N. Y.; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., ptrn.  
Services: ABCDEF.  
**IRENE BEASLEY RADIO PRODUCTION SERVICE**  
Ardley, N. Y.; Tel.: Dobbs Ferry 3-3578; Irene Beasley, own.  
Services: AF.  
**V. S. BECKER PRODUCTIONS**  
562 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 2-0777; Viola S. Becker, ptrn.-exec. prod.  
Services: ABFG; represents out-of-town companies.  
**A. H. BELO CORP.**  
Young & Houston Sts., Dallas 2, Tex.; Tel.: Prospect 4611; E. M. (Ted) Dealer, pres.  
Services: ABD.  
**BELTONE RECORDING CORP.**  
4 W. 31st St., New York 1, N. Y.; Tel.: Oxford 5-1055; Leslie C. Cahan, pres.  
Services: D; mastering work.  
**WALTER BIDDICK CO.**  
1046 S. Olive St., Los Angeles 15, Calif.; Tel.: Richmond 8-6184; Guy Biddick, mgr.  
Services: BCDF; transcribed commercials.  
**BIG D PICTURES**  
4211 Gaston Ave., Dallas 10, Tex.; Tel.: Ta-5001; Charles H. Edwards, exec. vp.  
Services: ADEF.  
**BOYD ENTERPRISES**  
4202 Ramsey Ave., Austin 5, Tex.; Harvey R. Boyd, own.-mgr.  
Services: ABCDEF; remote feeds, special news reporting, promotion and publicity.  
**BROADCAST MUSIC INC.**  
589 5th Ave., New York 17, N. Y.; Tel.: Plaza 9-1500; Glenn Dolberg, vp. in charge of station relations.  
Services: Radio program scripts, ranging from five-

minute to full-hour shows, sent monthly to BMI licensed member stations.  
**BROADCASTING & FILM COMMISSION OF THE NATIONAL COUNCIL OF CHURCHES**  
220 5th Ave., New York 1, N. Y.; Tel.: Oregon 9-2988; Ben E. Wilbur, radio dir.  
Services: ABDF.  
**BROADCASTING PROGRAM SERVICE**  
17 E. 45th St., New York 17, N. Y.; Tel.: Oxford 7-0725; Herbert Rosen, pres.  
Services: ACF.  
**EDWARD A. BYRON PRODUCTIONS CO.**  
8 E. 52d St., New York 22, N. Y.; Tel.: Plaza 3-6930; Edward A. Byron, pres.  
Service: F.  
**CJB ASSOC.**  
Chamber of Commerce Bldg., Scranton, Pa.; Bernard Blier, James J. Jennings, Thomas F. Connor, assoc.

**C**

**S. W. CALDWELL LTD.**  
447 Jarvis St., Toronto 5, Ont.; Tel.: Walnut 2-2103; Gordon E. Keeble, vp.  
Services: BDF.  
Montreal, Que.—1410 Stanley St.; Tel.: Avenue 8-0528; J. R. (Bud) DeBow, office mgr.  
Vancouver, B. C.—1111 W. Georgia St., Tel.: Marine 8733; Doc Savage, office mgr.  
Winnipeg, Man.—McIntyre Bldg.; Tel.: 9-24643; Murray Messner, office mgr.  
**CALKINS & REICHENBACH**  
6806 Selma Ave., Hollywood 28, Calif.; Tel.: Hollywood 9-4580; Bob Reichenbach, pres.  
Services: AF.  
**CAPITAL FILM SERVICE**  
224 Abbott Rd., E. Lansing, Mich.; Tel.: Edgewood 3-3544; James Hunter.  
Service: D.  
**CAPITOL LIBRARY SERVICES**  
1750 N. Vine St., Hollywood 28, Calif.; Tel.: Hollywood 2-6252; John Seely, mgr.  
Service: Background music library.  
New York 19—151 W. 48th St.; Tel.: Columbus 5-4758; Frederic Grimes, sls mgr.  
**PHILLIPS CARLIN**  
10 E. 49th St., New York 17, N. Y.; Tel.: Plaza 8-024; Phil Carlin, own.  
Services: Commercial production for Knox-Reeves Adv., Minneapolis, and Earle Ludgin Co., Chicago.  
**CARSON-STEMPEL ENTERPRISES**  
717 N. LaCienega Blvd., Los Angeles 46, Calif.; Tel.: Olympia 2-1404; Jack Carson, Frank Stempel, ptrns  
Services: ABFG.  
**CATHOLIC BROADCASTING SERVICE**  
P. O. 16, Long Island City 3, N. Y.; Tel.: Astoria 8-2474; M. E. O'Brien, pres.  
Services: ACD.  
**HU CHAIN ASSOC.**  
40 E. 40th St., New York 16, N. Y.; Tel.: Murray Hill 5-7220; Hubert V. Chain, own.  
Services: ABE.  
**THE BRUCE CHAPMAN CO.**  
125 W. 41st St., New York 36, N. Y.; Tel.: Wisconsin 7-9244; Bruce Chapman, pres.  
Services: ABC.  
**CHESHIRE & ASSOC.**  
6606 Selma Ave., Hollywood 28, Calif.; Tel.: Hollywood 9-4580; Bob Reichenbach, gen. mgr.  
Services: ABCDF; west coast distributor for Speedy-Q, E.M.F.I. sound effects, mood music recordings, Michelson-Goodman Productions.

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WITH AMERICA'S  
TOP STARS,**

Including —



Phil Spitalny  
in The Hour  
of Charm;  
1 ½ hr. wkly.

Wayne King  
Serenade;  
1 half-hour  
weekly

George  
Melachrino in  
The Melachrino  
Musical;  
3 ¼ hrs. wkly.

Sammy Kaye  
Show; 5  
quarter-hours  
weekly

Hank Snow  
and his  
Rainbow  
Ranch Boys; 5  
¼ hrs. wkly.

**SELL TUNES,  
SINGING COMMERCIALS  
AND SELL-EFFECTS!**

Self-Tunes tailored to all kinds of  
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More than 2,000 singing commercial  
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Commercial sound effects, program  
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All sales-winners!

**QUICKIE TUNES**

1100 musical selections  
by top bands, each tune  
less than 2 minutes long,  
for completely flexible  
programming!



**FAVORITE  
HOLIDAY  
SHOWS**

"A Christmas Carol"  
"The Story of Easter"  
"A Christmas Visit with Ted Malone"  
"The Story of the Nativity"  
with Walter Hampden —  
and many others!

**HELPFUL TOOLS  
FOR YOUR  
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Special Marketing Bulletins . . .  
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**A VARIETY  
OF FULLY RECORDED  
AND SPECIAL SHOWS!**



Including —

Frank Luther  
Fun Show;  
fully recorded  
weekly ½ hr. of  
children's  
programming

"Great Days  
We Honor";  
fully-recorded  
¼ hrs. observ-  
ing 40 holidays

Jimmy Powers  
in "The Grant-  
land Rice  
Story"; 52  
fully recorded  
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**SHOW STOPPERS**

362 hilarious dialogues . . . more  
than 60 different "characters"  
. . . 17 comedy dialects! 45 RPM  
recordings with scripts that work  
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A special service available  
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**81 QUARTER-HOURS  
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A weekly programming  
service, complete  
with continuity  
sheets.





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Completely new half-hour weekly radio programs already sold to sponsors by 80% of all RCA Thesaurus subscribers.

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featuring the entire Welk TV troupe!

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Ralph Flanagan Orchestra in "Quickie Quiz"; 5 five-min. shows wkly.	Pigskin Parade; scripted Va. br. football lore and predictions.	"Great American Women" recorded by Basil Rathbone; 55 five min. shows	Jazz at the Philharmonic; 100 jazz classics. Grant recorded interviews
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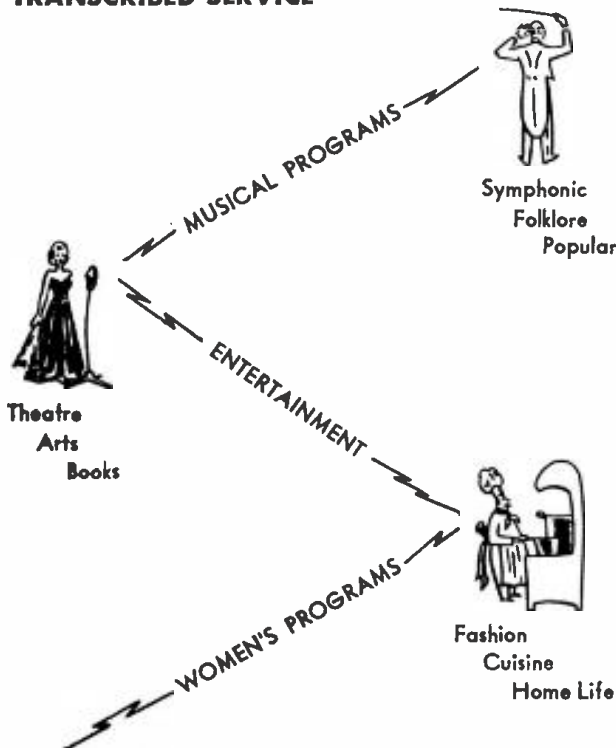
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- 445 N. Lake Shore Drive, Chicago 11, Ill. Whitehall 4-3530
- 522 Forsyth Bldg., Atlanta 3, Ga. LAmar 7703
- 7901 Freeway #183, Dallas, Texas Riverside 1371
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CATE INC.**  
220 E. 42d St., New York 17, N. Y.; Tel.: Murray  
Hill 2-1234; Mollie Slott, vp. and mgr.  
Service: Newspaper features adaptable to broad-  
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**FRANK CHRISTL & ASSOC.**  
521 N. LaCienega Blvd., Los Angeles 48, Calif.; Tel.  
Olympia 2-2649; Frank Christl, own.  
Services: AF.

**ARTHUR B. CHURCH PRODUCTIONS**  
817 Jefferson, Kansas City 5, Mo.; Tel.: Harrisor  
1-0980.  
Services: CF.

**COASTAL RECORDING CO.**  
Coastal "52"—136 W. 52d St., New York 19, N. Y.;  
Tel.: Circle 6-3900; Coastal "40"—80 W. 40th St.,  
New York; Tel.: Circle 6-3900; Arthur Shaer  
exec. vp.  
Service: Radio transcription service for advertising  
agencies.

**COLE CORP.**  
823 S. Wabash Ave., Chicago 5, Ill.; Tel.: Harrisor  
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 Doulens, vp., 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: ACDEFG.

Chicago 11—410 Michigan Ave.; Tel.: Whitehall  
4-6000; Michael Coolidge, mgr.  
Los Angeles—8723 Alden Dr.; Tel.: Crestview 6-1034;  
Ed Mathews, mgr.

**COMMODORE PRODUCTIONS & ARTISTS INC.**  
971 N. LeCienega Bvd., 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.: Mel-  
rose 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.

**FRANK COOPER ASSOC.**  
17 E. 54th St., New York 22, N. Y.; Tel.: Plaza  
1-0725; Sy Fischer, mgr.

Services: AFG.  
Hollywood—9145 Sunset Blvd.; Tel.: Crestview  
5-4128; Frank Cooper, pres.

**ENTERTAINMENT PRODUCTIONS INC.**  
575 Madison Ave., New York 22, N. Y.; Tel.: Plaza  
9-3700; Harry Fleischman, pres.

Services: AF.  
**CRAMER PRODUCTIONS**  
Box 75872, Sanford Station, Los Angeles 5, Calif.;  
Tel.: Hollywood 9-9749; Douglas Cramer, pres.

Services: CF.  
Dallas 8, Tex.—314 N. Waverly Dr.; Tel.: Whitehall  
3-4753; J. Spencer Ris, southern mgr.

**CROSLY BROADCASTING CORP. (WLW)**  
Crosley Square, Cincinnati 2, Ohio; Tel.: Cherry  
1822; R. E. Dunville, pres.-gen. mgr., George  
Gray, gen. sls. mgr.

Services: G; merchandising and promotion facilities;  
New York 20—630 5th Ave.; Tel.: Circle 6-1616; H.  
Peter Lasker, vp, sales; P. Scott McLain, east. div.  
sls. mgr.

Chicago 1—360 N. Michigan Ave.; Tel.: State 2-6693;  
Harry Albrecht, vp, sls. mgr., central div.  
Detroit—1165 Fenobscott Bldg.  
Hollywood 28—Sunset and Vine.  
San Francisco 2—NBC Bldg.  
Atlanta—770 Spring St. N.W.; Freeman Jones.

### D

**HENRY H. DAGAND**  
44 W. 44th St., New York 18, N. Y.; Tel.: Murray  
Hill 2-8050; Henry H. Dagand, pres.

Services: AF.  
**DAMON RECORDING STUDIOS INC.**  
117 W. 14th St., Kansas City 5, Mo.; Tel.: Victor  
2-2585; Victor L. Damon, pres., gen. mgr.

Services: D; rent sound equipment.  
**RONALD DAWSON ASSOC.**  
545 5th Ave., New York 17, N. Y.; Tel.: Lexington  
2-1100; 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: DEG; consultants on commercials, writing  
and production of spots and jingles.  
**De FRENES CO.**

1909 Buttonwood St., Philadelphia 30, Pa.; Tel.:  
Rittenhouse 6-1686; Joseph De Frenes, pres.

Services: AB (equipped with facilities for sound  
stage, disc recorders, etc.)  
**DECCA RECORDS INC.**

50 W. 57th St., New York 19, N. Y.; Tel.: Columbus  
5-2300; Lou Sebak, mgr. spec. serv.  
Services: Records, transcriptions, studios available.  
**DOLPH RADIO & TELEVISION PRODUCTIONS  
INC.**

910 17th St. N.W., Washington 6, D. C.; Tel.: District  
7-2717; William B. Dolph, pres.  
Services: AG.

BROADCASTING • TELECASTING



# SESAC

**PAUL HEINECKE, PRESIDENT**

LICENSING THE PERFORMANCE,  
MECHANICAL OR SYNCHRONIZATION RIGHTS IN  
"THE BEST MUSIC IN AMERICA"  
TO THE ENTIRE ENTERTAINMENT INDUSTRY,  
RADIO, TELEVISION, MOTION PICTURE, TRANSCRIPTION  
AND PHONOGRAPH RECORD COMPANIES, THEATRES,  
CONCERT HALLS, HOTELS, ETC. WITH  
A REPERTORY OF DISTINCTION

OUR 26TH YEAR

PRODUCERS OF THE FAMOUS

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THE COLISEUM TOWER  
10 COLUMBUS CIRCLE  
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# SIX COMPLETE BMI



## • THE AMERICAN STORY

Newest of the BMI scripts . . . prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject. Here are the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.



## • STORIES FROM THE SPORTS RECORD

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.



## • THE BOOK PARADE

Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.



# PROGRAM PACKAGES

**B**ROADCASTERS are now receiving six important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

BMI scripts, ranging from daily five-minute shows to special event programs of all types, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of radio and TV operations.

BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff. *Your program manager is receiving all of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.*

## • MEET THE ARTIST

Behind the scenes . . . three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.



## • MILESTONES

Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

## • ACCORDING TO THE RECORD

Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. *Now in its 13th successful year.*



**BROADCAST MUSIC, INC.**

589 FIFTH AVENUE  
NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



# PROGRAM SERVICES

**DOMINION BROADCASTING CO.**  
4 Albert St., Toronto, Ont.; Tel.: Empire 3-3383; Hal B. Williams, pres.  
Services: ABCDEFG.  
**HARRY S. DUBE**  
10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-7035; J. Knight, mgr.  
Services: ABCDEFG.  
**SHERMAN H. DRYER PRODUCTIONS**  
667 Madison Ave., New York 21, N. Y.; Tel.: Templeton 8-5690; Sherman H. Dryer, pres.  
Services: ABF.

## E

**ECCLES SOUND STUDIOS**  
6233 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 4-8351; Bob Newman, pres.  
Services: ABCDEFG.  
**ELECTRO-VOX RECORDING STUDIOS**  
5548 Melrose Ave., Hollywood 38, Calif.; Tel.: Hollywood 5-2189; Bert B. Gottschalk, own.-mgr.  
Services: BD; custom recordings.  
**EMPIRE BROADCASTING CORP.**  
480 Lexington Ave., New York 17, N. Y.; Tel.: Plaza 9-4500; Helen D. Kelleher, pres.  
Services: DEFG.  
**ENDORSEMENTS INC.**  
65 E. 55th St., New York 22, N. Y.; Tel.: Plaza 1-0320; Jules Alberti, pres.  
Service: Secures endorsement by celebrities of manufacturers' products.  
**LYLE KENYON ENGEL**  
211 W. 58th St., New York 19, N. Y.; Circle 7-6382; Lyle Kenyon Engel, pres.  
Service: Music and promotion consultant.  
**DAVID ETELSON & ASSOC.**  
858 N. LaSalle St., Chicago 43, Ill.; Tel.: Whitehall 4-5460; David Eitelson, sls. mgr.  
Services: ADEFG.

## F

**FADIMAN ASSOC. LTD.**  
1501 Broadway, New York 36, N. Y.; Tel.: Lackawanna 4-3544; Edwin Fadiman, mgr.  
Services: AF.  
**FAMILY THEATRE INC.**  
7201 Sunset Blvd., Hollywood 46, Calif.; Tel.: Hollywood 2-1317; Rev. Patrick J. Peyton, C.S.C., prodr.  
Services: B; seasonal shows, half-hour mutual program.  
**ALBANY, N. Y.—773 Madison Ave.; Rev. John Murphy, C.S.C., vp.**  
**FAMOUS ARTISTS CORP.**  
9441 Wilshire Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-5222.  
Services: FG.  
New York—610 5th Ave.; Tel.: Circle 7-6200; Charles Abramson.  
**FEATURE BUREAU**  
152 W. 42d St., New York 36, N. Y.; Tel.: Wisconsin 7-9715; Bert Nevins, mgng. ed.  
Service: E (for women's commentators).  
**FEATURE PRODUCTIONS**  
1440 N. State Pkwy., Chicago 10, Ill.; Tel.: Michigan 2-6015; Charles L. Acree, mgng. 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.  
**FIDELITY SOUND**  
1427 Landon Ave., Jacksonville 7, Fla.; Tel.: FL 9-6084; Bob Woolf.  
Services: D; high speed tape duplication, location recording services.  
**FRIEDA FISHBELN**  
353 W. 57th St., New York 19, N. Y.; Tel.: Circle 7-4398; Frieda Fishbeln, own.  
Service: E (authors' representative).  
**FOX-MARQUIS PRODUCTIONS**  
717 N. La Cienega Blvd., Hollywood 46, Calif.; Tel.: Oldfield 2-1262; Arnold Marquis.  
Services: AEF.  
**FREMANTLE OVERSEAS RADIO & TV INC.**  
366 Madison Ave., New York 17, N. Y.; Tel.: Murray Hill 7-4344; Paul Talbot, pres.  
Services: BC.  
London—59 Ebury St., S. W. 1; Tel.: Sloan 5317; Lane Blackwell, mgr.  
Mexico City—Christopher 18; Tel.: 18-50-20; Rene Anselmo, mgr.  
Toronto—108 Peter St.; Tel.: Empire 4-6990; Ralph C. Ellis, mgr.  
**FRENCH BROADCASTING SYSTEM**  
972 Fifth Ave., New York 21, N. Y.; Tel.: Regent 4-1501; Pierre Crenesse, dir.  
Services: Transcribed services; by special shortwave 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: ABEFG.  
**MOE GALE**  
48 W. 48th St., New York 19, N. Y.; Tel.: Plaza 7-7100; Moe Gale, pres.  
Services: F; management.  
**GALLUCCI BROS. & ASSOC.**  
727 Meriden Rd., Waterbury 5, Conn.; Tel.: Plaza 3-5272; Joe Gallucci, pres.  
Services: AEEFG.  
Louisville, Ky.—3129 Hewitt Ave.; N. T. Gallucci, mgr.  
Seattle, Wash.—1214 2d Ave.; Lou Gallucci, mgr.

**GENERAL ARTISTS CORP.**  
640 5th Ave., New York 20, N. Y.; Tel.: Circle 7-7550; Thomas G. Rockwell, pres.  
Services: ACDFG.  
**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—1433 Carew Towers; Tel.: Main 1197; Frank Hanshaw.  
Dallas—1511 Bryan St.; Tel.: Riverside 3665; Phil Brown.  
Miami Beach—350 Lincoln Rd.; Tel.: Jefferson 3473; Lenard Romm.  
**GENNETT RECORDS**  
P. O. Box 141, Richmond, Ind.; Tel.: 2,3808; Harry Gennett Jr., own.-mgr.  
Service: Recorded sound effects.  
**JOHN GIBBS AGENCY INC.**  
1270 6th Ave., New York 20, N. Y.; Tel.: Plaza 7-5959; John Gibbs, pres.; Francis Head, Bob Ferras, assoc.  
Services: AEEFG; representation.  
**GRACE GIBSON RADIO PRODUCTIONS**  
6606 Selma Ave., Hollywood 28, Calif.; Tel.: Hollywood 9-4560; O. R. Reichenbach, gen. mgr.  
Services: BC.  
**HAROLD E. GINGRICH PRODUCTIONS**  
333 N. Michigan Ave., Chicago 1, Ill.; Tel.: Franklin 2-1022; Harold R. Gingrich, own.  
Services: CDEF; sales promotion with transcriptions.  
**GOLDSTONE-TOBIAS AGENCY**  
404 N. Roxbury Dr., Beverly Hills, Calif.; Tel.: Crestview 8-1071; Nat C. Goldstone.  
Service: G.  
**GONDA PRODUCTIONS**  
6912 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 2-6017; Francis D. Gonda, pres.  
Services: ABCDEFG.  
**HARRY S. GOODMAN PRODUCTIONS**  
19 E. 53d St., New York 22; Tel.: Plaza 5-6131; Harry S. Goodman, gen. mgr.  
Services: BC.  
Toronto—447 Jarvis St.; Tel.: Clifford 9-7641; Spencer Caldwell, G. N. MacKenzie.  
**GOODSON-TODMAN PRODUCTIONS**  
41 E. 57th St., New York 22, N. Y.; Tel.: Plaza 1-0600; W. S. Todman, Mark Goodson, ptrns.  
Service: F.  
Beverly Hills, Calif.—449 S. Beverly Dr.; Tel.: Crestview 4-7357; Harris Kattelman, dir. of west coast operations.  
**GOTHAM RECORDING CORP.**  
2 N. 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.  
**LEWIS G. GREEN PRODUCTIONS**  
520 N. Michigan Ave., Chicago 11, Ill.; Tel.: Whitehall 4-7440; L. G. Green, gen. mgr.  
Services: ABCDEF; jingles.  
**JOHN GUEDEL PRODUCTIONS**  
8321 Beverly Blvd., Los Angeles 48, Calif.; Tel.: Webster 6-8291; John Guedel, Art Linkletter, ptrns.  
Services: AF.

**H**

**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.: Crestview 5-4171; Mitchell J. Hamilburg, own.  
Services: ACEFG.  
**LAURENCE HAMMOND PRODUCTIONS INC.**  
455 E. 51st St., New York 22, N. Y.; Tel.: Plaza 9-2210; Laurence Hammond, pres.  
Services: BCDEF.  
**MARK HANNA**  
654 Madison Ave., New York 21, N. Y.; Tel.: Templeton 8-8730; Mark Hanna, own.  
Service: G.  
**HARRIS & STEELE INC.**  
50 W. 67th St., New York 23, N. Y.; Tel.: Endicott 2-9555; Helen Steele, pres.  
Services: G.  
**HARTLEY PRODUCTIONS INC.**  
339 E. 48th St., New York 17, N. Y.; Tel.: Eldorado 5-7762; Irving Hartley, pres.; Elda Hartley, vp.  
Services: A; studio rental distribution.  
**GEORGE HEID PRODUCTIONS**  
Penn-Sheraton Hotel, Pittsburgh 30, Pa.; Tel.: Grant 1-3896; George Heid, pres.  
Services: ADEF; air checks.  
**HORACE HEIDT PRODUCTIONS**  
14155 Magnolia Blvd., Van Nuys, Calif.; Tel.: State 4-8211; Horace Heidt, prod.-dir.  
Services: ACFG.  
**HOLLIS PRODUCTIONS**  
624 Madison Avenue, New York 22, N. Y.; Tel.: Plaza 3-3267; Charles Irving, pres.  
Services: ABDEF.  
Hollywood 24—701 Stone Canyon Dr.; Tel.: Granite 2-1211; Hollis Irving, vp.  
**HOLLYWOOD CENTRAL RECORDING STUDIOS**  
1538 Cahuenga Blvd., Hollywood 28, Calif.; Tel.: Hollywood 3-2131; Boris Radoff, own.  
Services: AD.  
**HOWARD RADIO-TV PRODUCTIONS**  
123 W. Chestnut St., Chicago 10, Ill.; Tel.: Michigan 2-5877; Bernard Howard, own.  
Services: ADEF; consultants.  
**RICHARD W. HUBBELL & ASSOC.**  
360 1st Ave., New York 10, N. Y.; Tel.: Oregon 7-8358; R. W. Hubbell, chmn.  
Services: ABF; Agent for foreign syndicated transcriptions.

**LOU IRWIN INC.**  
9165 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 1-7131; Lou Irwin, pres.; Isabelle Dresemmer, assoc.; Frances Manson, story dept. writer.  
Services: ACDEFG.

## J

**FREDERICK JACKY PRODUCTIONS**  
155 E. Ohio St., Chicago 11, Ill.; Tel.: Delaware 8-3262; Frederick Jacky, pres.  
Services: BCF.  
**JAFFE AGENCY INC.**  
8553 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 6-6121; David Freedman, in chg. radio-tv.  
Services: EFG.  
New York 22—22 E. 60th St.; Tel.: Murray Hill 8-0840; Milton Goldman.  
**JEWELL RADIO & TELEVISION PRODUCTIONS**  
540 N. Michigan Ave., Chicago 11, Ill.; Tel.: Mohawk 4-5757; James E. Jewell, pres.  
Services: ABDEF; consultants, commercials, air checks, audition tapes.  
Hollywood—Landmark Productions, 1040 N. Las Palmas; Tel.: 7-3111; Michael Baird, mgr.

## K

**KAIE DEEL TELEVISION TALENT**  
1674 Broadway, New York 19, N. Y.; Tel.: Columbus 5-3623; Kaie Deel, dir.  
Services: E; talent consultants for unusual cultures.  
**ESTELLA H. KARN**  
49 W. 45th St., New York, N. Y.; Tel.: Judson 2-2170; Estella H. Karn, mgr.-prod.

## L

**LANG-WORTH DISTRIBUTING CORP.**  
113 W. 57th St., New York 19, N. Y.; Tel.: Judson 8-5700; John D. Langlois, gen. mgr.  
Services: AD.  
San Francisco—21 Grand View Ave.; Tel.: Mission 8-3766; Hugh S. Allen Jr.  
**LANG-WORTH FEATURE PROGRAMS INC.**  
1755 Broadway, New York 19, N. Y.; Tel.: Judson 6-5700; John D. Langlois, gen. mgr.  
Services: ACDF; commercial musical spots; transcribed commercial-program service for radio stations.  
St. Louis—7045 Cornell Ave.; Tel.: Parkview 1-8615; E. K. Gardner.  
Toronto, Ont.—447 Jarvis St.; Tel.: Walnut 2-2103; S. W. Caldwell.  
**LARRABEE ASSOC. ADV.**  
2000 P St. N.W., Washington 6, D. C.; Tel.: Adams 2-2400; Gertrude M. Entenmann, radio-tv. dir.  
Services: ABDE.  
**HERBERT S. LAUFMAN & CO.**  
221 N. LaSalle St., Chicago 1, Ill.; Tel.: Randolph 6-4086; Herbert S. Laufman, pres.  
Services: ABEF.  
**LES LEAR PRODUCTIONS**  
Lord 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, ptrns.  
Services: EFG.  
**JACK LEWIS THEATRICAL ENTERPRISES**  
1564 Broadway, New York 36, N. Y.; Tel.: Plaza 7-0412; Lou Harold, gen. mgr.; Jimmy White, assoc.  
Services: AEG.  
**LIFETONE TRANSCRIPTIONS**  
3 Gilbert Ct., Peoria 5, Ill.; Tel.: Peoria 2-9448; 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.  
**ROBERT LONGENECKER**  
8428 Melrose Pl., Los Angeles 46, Calif.; Tel.: Olive 3-3770; Robert Longenecker, pres.  
Services: AEEFG.  
**PHILLIPS H. LORD INC.**  
Subsidiary of RKO Teleradio Pictures Inc.  
1440 Broadway, New York 18, N. Y.; Tel.: Longacre 4-8900; Thomas F. O'Neil, pres.  
Service: F.  
**LUTHERAN BROADCASTING CENTER OF THE EVANGELICAL LUTHERAN CHURCH**  
422 S. 5th St., Minneapolis 15, Minn.; Tel.: Federal 2-3474; James V. Anderson, radio-tv. dir.  
Services: ABCD; workshops.  
**LYONS & LYONS INC.**  
527 Madison Ave., New York, N. Y.; Tel.: Plaza 5-3990; Arthur S. Lyons, pres.  
Services: FG.

## M

**MCA TV LTD.**  
598 Madison Ave., New York, N. Y.; Tel.: Plaza 9-7500; David V. Sutton, vp. in charge.  
Services: FG.  
Beverly Hills, Calif.—9370 Santa Monica Blvd.; Tel.: Crestview 8-2001; Robert Greenberg, vp., western sales manager.  
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. Akard St.; Tel.: Prospect 7536; Layton Bailey, southwestern sales manager.  
Cleveland—Union Commerce Bldg.; Tel.: Cherry 1,6010; DeArv Barton.  
Detroit—837 Book Tower; Tel.: Woodward 2-2804; Ernest Montgomery.  
Minneapolis—Northwestern Bank Bldg.; Tel.: Lincoln 7863; Charles Richter.

(FOR KEYS TO SYMBOLS SEE PAGE 323)

**I-J PRODUCTIONS**  
18 Fairwood Ave., Columbus 5, Ohio; Tel.: Clearbrook 2-6362; Mary-Jo Cobbs and Robert M. Geis, ptrs.  
Service: F.

**J. P. MacGREGOR CO.**  
29 S. Western Ave., Los Angeles 5, Calif.; Tel.: Dunkirk 4-4191; C. P. MacGregor, owner; E. H. Lowry, gen. sls. mgr.  
Services: BCDF.

**IAGNE-TRONICS INC.**  
22 E. 42d St., New York 17, N. Y.; Tel.: Murray Hill 7-3935; Roger L. Thaxter, vp.  
Service: Background music for fm simplex and multiplex.

**THE MARSHALL ORGANIZATION INC.**  
31 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 7-2722; Anthony W. Marshall, pres.  
Services: BDEF.

**MASTERTONE RECORDING STUDIOS INC.**  
79 8th Ave., New York 36, N. Y.; Tel.: Circle 7-7732; Sidney Feldman, treas.  
Service: D; custom-built audio equipment designed and constructed.

**ALPH S. McFEELY CO.**  
W. Jefferson, Columbus 1, Ohio; Tel.: Trinity 9-8121; Ralph S. McFeely.  
Service: Transcriptions broker.

**MELODY RANCH ENTERPRISES INC.**  
3920 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-4000; Leslie Clucas, vp.  
Services: ABCF.

**METRO ARTIST BUREAU**  
1 W. 57th St., New York 19, N. Y.; Tel.: Circle 6-8470; T. M. Nelson, dir.  
Services: AEFG.

**METROPOLITAN STUDIOS FOR RECORDING**  
1697 Broadway, New York 19, N. Y.; Tel.: Circle 7-3428; William Martin, pres.  
Services: AD; transcriptions.

**CHARLES MICHELSON INC.**  
45 W. 45th St., New York 36, N. Y.; Tel.: Plaza 7-0695; Charles Michelson, pres.  
Services: BC; distribute sound effects libraries.

**MICHELSON & STERNBERG INC.**  
45 W. 45th St., New York 36, N. Y.; Tel.: Plaza 7-1269; Aaron Michelson, pres.  
Services: ABCEF; sound effects records for export.

**MIDWESTERN BROADCASTING SCHOOL**  
228 S. Wabash Ave., Chicago 4, Ill.; Tel.: Wabash 2-0712; Fred Robbins, dir.  
Service: D; train announcers.

**CARLTON E. MORSE ENTERPRISES INC.**  
1680 Vine St., Hollywood 28, Calif.; Tel.: Hollywood 9-6161; 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.

**N**

**NBC RADIO RECORDING DIV.**  
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Circle 7-8300; Henry P. Hayes, mgr.  
Services: BDEFG.

**Chicago 54—Merchandise Mart; Tel.: Superior 7-8300; M. P. Eisenmenger, mgr.**  
Washington (D. C.)—Sheraton Park Hotel; Tel.: Adams 4-5400.  
Hollywood 28—Sunset & Vine Sts.; Tel.: Hollywood 9-6161.

**NATIONAL MUSITIME CORP.**  
487 Park Ave., New York 22, N. Y.; Tel.: Plaza 3-2431; Charles E. Rynd, pres.  
Service: Background music taped for fm transmission.

**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; sales and advertising services; employe-employer 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 9-1989; Phillip B. Singer, pres. in chg. of sis.  
Services: BCF.

**NATIONAL SAFETY COUNCIL**  
425 N. Michigan Ave., Chicago 10, Ill.; Tel.: Whitehall 4-4800; Paul Jones, dir. of public information.  
Services: EF; free safety spot transcriptions.

**NATIONWIDE ASSOC.**  
4211 Gaston Ave., Dallas 10, Tex.; Tel.: Taylor 1-5001; Charles H. Edwards, pres.  
Services: ABCDEFG.

**TED NELSON ASSOC.**  
730 5th Ave., New York 19, N. Y.; Tel.: Circle 6-8470; Ted Nelson, own.  
Services: AEFG.

**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**  
711 3rd Ave., New York 17, N. Y.; Tel.: Oxford 7-5944; Ann Buurman, radio.  
Services: AB; arrange guest appearances.  
San Francisco—Mills Bldg.; Tel.: Exbrook 2-7948; Julie G. Lynch, dir.  
Holland (Mich.)—Netherlands Museum; Tel.: 3174; Willard C. Wichers, dir.

**NEWS SERVICE DIV., ASSOC. SERVICES**  
B 8, Hillside Manor, New Hyde Park L. I., N. Y.; Tel.: Pioneer 6-7110; J. L. Levit, dir.  
Services: BF; programs of special interest, contests.  
New York—143 W. 49th St.; Tel.: Circle 7-8100.

**NEWSREEL SERVICE**  
150 E. 46th St., New York 13, N. Y.; Tel.: Plaza 5-2650.  
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.  
Service: G.

**NORTHWESTERN RECORDING INC.**  
411 S. W. 13th Ave., Portland 5, Ore.; Tel.: Capitol 3-4107; Robert M. Lindahl, pres.; Sheldon Goldstein, sec.-treas.  
Services: ABCDEFG.

**O**

**JOHN J. O'CONNOR**  
1697 Broadway, New York 19, N. Y.; Tel.: Circle 5-4920; John O'Connor, own.  
Service: G.

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**P**

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**R**

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**Hollywood 38, Cal.—1016 N. Sycamore Ave.; Tel.: Oldfield 4-1660.**

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75 E. Wacker Dr., Chicago 1, Ill.; Tel.: Franklin 2-4392; Walter Schwimmer, pres.  
Services: ABCDEF.

**New York 22—527 Madison Ave.; Tel.: Eldorado 5-4616; Jack Arden, mgr.**

**RADIO 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.  
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Services: BF.

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Services: CE.

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(FOR KEYS TO SYMBOLS SEE PAGE 350.)

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## U

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## V

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## W

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## Z

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# STATIONS BROADCASTING FOREIGN LANGUAGE PROGRAMS WITH TOTAL WEEKLY HOURS

\*Number of hours not reported

†Non-commercial educational station

**ALABAMA**  
 WLBS Birmingham—Greek, ½ hr.; Italian, ½ hr.  
 WHEP Foley—German and Polish combined, 1¼ hrs.

**ARIZONA**  
 KCKY Coolidge—Spanish, 8½ hrs.  
 WCLS Flagstaff—Navajo, 7 hrs.  
 KVNA Flagstaff—Spanish, 4½ hrs.  
 KWJB Globe—Spanish, 8 hrs.  
 KDJI Holbrook—Navajo, ¼ hr.; Spanish, 2½ hrs.  
 KAAA Kingman—Spanish, 1½ hrs.  
 KTYL Mesa—Yiddish, 1 hr.  
 KNQG Nogales—Spanish, 3 hrs.  
 KFN Phoenix—Spanish, 100%.  
 KRIZ Phoenix—Spanish, 2 hrs.  
 KGLU Safford—Spanish, 3 hrs.  
 KPCK Scottsdale—Spanish, 12 hrs.  
 KCNA Tucson—Polish, ½ hr.; Spanish, 21 hrs.  
 KEVT Tucson—Spanish, 84 hrs. (100%).  
 KVNC Winslow—Navajo, 2 hrs.; Spanish, 7 hrs.

**CALIFORNIA**  
 KGEW Bakersfield—Spanish, 10 hrs.  
 KMAP Bakersfield—Spanish, 18 hrs.  
 KWTC Barstow—Spanish, 8½ hrs.  
 KRE Berkeley—Italian, 14 hrs.; Portuguese, 9 hrs.  
 KBLA Burbank—Spanish, 15 hrs.; Yiddish, 2 hrs.  
 KICO Calexico—Spanish, 4 hrs.  
 KBUC Corona—Spanish, 17½ hrs.  
 KCHJ Delano—Spanish, 7½ hrs.  
 KBAB San Diego—Spanish, 1 hr.  
 KRDU Dinuba—Armenian, 1 hr.; Japanese, 2½ hrs.; Spanish, 15 hrs.  
 KGST Fresno—Armenian, 4 hrs.; German, 1 hr.; Italian, 1 hr.; Japanese, 1½ hrs.; Spanish, 50 hrs.; Yugoslav, 1 hr.  
 KVNO Fresno—Spanish, 12 hrs.  
 KNGS Hanford—Italian, 1 hr.; Spanish, 8 hrs.  
 KREO Indio—Spanish, 14 hrs.  
 KCVR Lodi—Portuguese, 1 hr.; Spanish, 2 hrs.  
 KGFJ Los Angeles—Spanish, 4 hrs.  
 KPOP Los Angeles—Spanish, 20 hrs.  
 KRKD Los Angeles—Spanish, 20½ hrs.  
 KWIP Merced—Portuguese, 1 hr.  
 KYOS Merced—Italian, 1 hr.; Portuguese, 1¼ hrs.; Spanish, 9 hrs.  
 KMOD Modesto—Italian, 1 hr.; Portuguese, 1 hr.; Spanish, 2 hrs.  
 KMBY Monterey—Italian, 1 hr.; Portuguese, 1 hr.; Spanish, 1 hr.  
 KXXL Monterey—Portuguese, 1 hr.  
 KSFE Needles—Spanish, 2 hrs.  
 KROW Oakland—Italian, 2½ hrs.  
 KOCS Ontario—Italian, ¾ hr.; Spanish, 2½ hrs.  
 KOXR Oxnard—Spanish, 12 hrs.  
 KALI Pasadena—Austrian, ½ hr.; German, 1 hr.; Greek, ½ hr.; Hungarian, 1½ hrs.; Italian, 4 hrs.; Japanese, 1 hr.; Lithuanian, ½ hr.; Scandinavian, 1 hr.; Spanish, 45 hrs.; Yiddish, 6½ hrs.  
 CWKW Pasadena—Italian, 6 hrs.; Portuguese, 1 hr.; Spanish, 140 hrs.

KAFF Petaluma—Portuguese\*  
 KECC Pittsburg—Italian\*, Spanish\*  
 KAL Redlands—Spanish, 6 hrs.  
 KACE Riverside—Spanish, 7 hrs.  
 KPRO Riverside—Spanish, 3 hrs.  
 KGMS Sacramento—Spanish, 5 hrs.  
 KROY Sacramento—Portuguese, 1 hr.; Spanish, 3 hrs.  
 KDON Salinas—Spanish, 10 hrs.  
 KSBW Salinas—Portuguese, 1 hr.; Spanish, 9 hrs.  
 KCSB San Bernardino—Spanish, 7½ hrs.  
 KITO San Bernardino—Spanish\*  
 KRNO San Bernardino—Spanish, 14 hrs.  
 KXAN San Francisco—Chinese, 5 hrs.; Greek, 8 hrs.; Italian, 1 hr.; Spanish, 1½ hrs.  
 KEEN San Jose—Spanish, 6 hrs.  
 KLOK San Jose—Japanese, 6 hrs.; Polish, ½ hr.; Portuguese, 12 hrs.; Scandinavian, 1 hr.; Spanish, 46 hrs.  
 KSJO San Jose—Spanish, 21 hrs.  
 KATY San Luis Obispo—Spanish, 1 hr.  
 KTIM San Rafael—Portuguese, 5 hrs.  
 KIST Santa Barbara—Italian, 3 hrs.; Spanish, 13½ hrs.  
 KIMS Santa Barbara—Italian, 1 hr.; Spanish, 9 hrs.  
 KCOY Santa Maria—Spanish, 4 hrs.  
 KSMa Santa Maria—Spanish, ¾ hr.  
 KSPA Santa Paula—Spanish, 44 hrs.  
 KROG Sonoma—Italian, 1 hr.  
 KJOY Stockton—Spanish, 10 hrs.  
 KRK Stockton—Italian, 2 hrs.; Spanish, 2 hrs.  
 KSTN Stockton—Spanish, 7 hrs.  
 KCOK Tulare—Portuguese, 7 hrs.; Spanish, 2½ hrs.  
 KTUR Turlock—Portuguese, 13 hrs.  
 KUDU Ventura—Spanish, 16 hrs.

KVEN Ventura—Spanish, 15 hrs.  
 KONG Visalia—Spanish, 6 hrs.  
 KWSO Wasco—German, ¼ hr.  
 KHUB Watsonville—Portuguese, 1¼ hrs.; Spanish, 9 hrs.; Yugoslav, 1 hr.  
 KAGR Yuba City—Hindustani, 1 hr.; Japanese, 1 hr.; Spanish, 1 hr.  
 KUBA Yuba City—Spanish, 10 hrs.

**COLORADO**  
 KGIW Alamosa—Spanish, 6½ hrs.  
 KRDO Colorado Springs—Spanish, ½ hr.  
 KVFC Cortez—Navajo, 1 hr.; Ute, ½ hr.  
 KFSC Denver—German, ½ hr.; Italian, ½ hr.; Japanese, 1 hr.; Polish, ½ hr.; Scandinavian, ½ hr.; Spanish, 65 hrs.  
 †KPOF Denver—German, ¼ hr.  
 KIUP Durango—Navajo, 2 hrs.; Spanish, 2 hrs.; Ute, 2 hrs.  
 KYOU Greeley—Spanish, 5 hrs.  
 KDZA Pueblo—Spanish, 10½ hrs.  
 KGHF Pueblo—Slovene, 1 hr.; Spanish, 1 hr.  
 KRFC Rocky Ford—Spanish, 6 hrs.  
 KCRT Trinidad—Italian, 5 hrs.; Spanish, 7¾ hrs.

**CONNECTICUT**  
 WADS Ansonia—Italian, 2½ hrs.; Polish, 4 hrs.  
 WNAB Bridgeport—German, ½ hr.; Italian, 1 hr.; Polish, 3 hrs.; Spanish, 2 hrs.  
 WBIS Bristol—Italian, 1 hr.  
 WLAD Danbury—Lebanese, ½ hr.; Polish, 1 hr.  
 WCNX Middletown—Polish, 1½ hrs.  
 WHAY New Britain—Italian, 24½ hrs.; Polish, 5 hrs.  
 WKNB New Britain—French, 1 hr.; Greek, ½ hr.; Polish, 2 hrs.  
 WNLK New London—Italian, 1½ hrs.; Polish, 1 hr.  
 WNLR Norwalk—German, 1 hr.; Hungarian, 2 hrs.; Italian, 2 hrs.; Polish, 1 hr.  
 WICH Norwich—French, 1 hr.; Greek, ½ hr.; Italian, 2 hrs.; Polish, 2 hrs.  
 WPCT Putnam—French, 3½ hrs.  
 WSTC Stamford—Italian, 2½ hrs.; Polish, 1 hr.  
 WCLR Torrington—Italian, 7 hrs.; Polish, 1 hr.  
 WTOR Torrington—Polish, 2 hrs.  
 WATR Waterbury—Italian, 1 hr.; Polish, 2 hrs.  
 WWLO Waterbury—Italian, 1 hr.; Lithuanian, 1½ hrs.; Polish, 1 hr.; Spanish, ½ hr.

**DELAWARE**  
 WTUX Wilmington—Italian, 1 hr.; Polish, 1 hr.; Yiddish, 1 hr.

**DISTRICT OF COLUMBIA**  
 WOL Washington—Greek, 1 hr.; Italian, 2½ hrs.

**FLORIDA**  
 WMIE Miami—French, ½ hr.; Hungarian, 1 hr.; Italian, 4 hrs.; Spanish, 12 hrs.; Syrian, Lebanese, ½ hr.; Yiddish, 2½ hrs.  
 WWPG Palm Beach—Finnish, 1 hr.  
 WEBK Tampa—Italian\*, Spanish\*

**GEORGIA**  
 WYZE Atlanta—Greek, 1 hr.

**IDAHO**  
 KBOI Boise—Basque, ½ hr.  
 KVEN Coeur D'Alene—Scandinavian, 1½ hrs.

**ILLINOIS**  
 WMRO Aurora—Spanish, ½ hr.  
 WEDC Chicago—Italian, 5½ hrs.; Polish, 5½ hrs.; Spanish, 4 hrs.  
 WGES Chicago—Croatian, 1 hr.; German, 7 hrs.; Hungarian, 1½ hrs.; Italian, 12 hrs.; Lithuanian, 5½ hrs.; Polish, 20 hrs.; Spanish, 1 hr.; Swedish, 1 hr.; Ukrainian, 1 hr.; Yugoslav, 1 hr.  
 WSBC Chicago—Bohemian, 5 hrs.; German, 2½ hrs.; Greek, 3 hrs.; Italian, 5 hrs.; Polish, 4 hrs.; Slovak, ½ hr.; Spanish, 12½ hrs.; Yiddish, 4½ hrs.  
 WHFC Cicero—Czechoslovakian, 14 hrs.; Greek, 3 hrs.; Italian, 2½ hrs.; Lithuanian, 4½ hrs.; Polish, 16 hrs.; Slovenian, 1 hr.; Spanish, 9¼ hrs.; Ukrainian, 3 hrs.

WGIL Galesburg—Scandinavian, ½ hr.  
 WJOL Joliet—Greek, ¾ hr.; Slovak, ¾ hr.; Yugoslav, ¾ hr.

WQUA Moline—Swedish, ½ hr.  
 WRCK Rockford—Italian, ½ hr.; Scandinavian, ½ hr.  
 †WILL Urbana—German, ½ hr.; Spanish, ½ hr.

**INDIANA**  
 WGL Fort Wayne—Spanish, ½ hr.  
 WGRY Gary—Croatian, 1 hr.; Greek, 1 hr.; Macedonian, 1 hr.; Polish, 1 hr.; Romanian, 1 hr.; Spanish, 7 hrs.; Yugoslav, 1 hr.  
 WWCA Gary—Polish, 1 hr.; Serbian, 1 hr.  
 WJOB Hammond—Croatian, 1 hr.; Hungarian, 1 hr.; Italian, 1 hr.; Polish, 4 hrs.; Spanish, 2 hrs.; Yugoslav, 1 hr.  
 WLOI La Porte—Polish, 1 hr.  
 WIMS Michigan City—Polish, 6½ hrs.  
 WIVA South Bend—Hungarian, ½ hr.; Italian, 1½ hrs.; Polish, 5 hrs.  
 WNDU South Bend—Polish, 1 hr.  
 WSBT South Bend—Polish, 1 hr.; Hungarian, ½ hr.

**IOWA**  
 KSTT Davenport—Spanish, 1 hr.  
 KWDM Des Moines—Austrian-German, 1½ hrs.; Italian, 1¾ hrs.; Scandinavian, 1¾ hrs.; Spanish, 1¾ hrs.

**KANSAS**  
 KCLO Leavenworth—Polish, 3 hrs.  
 KJRG Newton—German, 2 hrs.  
 KTOP Topeka—Spanish, ¾ hr.

**LOUISIANA**  
 KROF Abbeville—French, 35 hrs.  
 KSIG Crowley—French, 15 hrs.  
 KEUN Eunice—French, 4 hrs.  
 KLFT Golden Meadow—French, 13 hrs.  
 KCIL Houma—French, 12 hrs.  
 KJEF Jennings—French, 6½ hrs.  
 KLFY Lafayette—French, ½ hr.  
 KVOL Lafayette—French, 1¾ hrs.  
 KAPB Marksville—French, 6½ hrs.  
 KVM New Iberia—French, 4 hrs.  
 WJWB New Orleans—Italian, 1 hr.  
 KSLW Opelousas—French, 8 hrs.  
 KSUL Sulphur—French, 1 hr.  
 KTIB Thibodaux—French, 2 hrs.  
 KVPI Ville Platte—French\*

**MAINE**  
 WFAU Augusta—French, 2¼ hrs.  
 WABI Bangor—French, ½ hr.  
 WIDE Biddeford—French, 7½ hrs.  
 WCOU Lewiston—French, 7 hrs.  
 WLAM Lewiston—French, 3½ hrs.  
 WAGM Presque Isle—French, ¼ hr.  
 WRKD Rockland—Finnish, 1 hr.  
 WKTQ South Paris—Finnish, ½ hr.  
 WTVL Waterville—French, ½ hr.

**MARYLAND**  
 WASL Annapolis—German, 1 hr.  
 WBMD Baltimore—German, 1 hr.; Greek, 1 hr.; Italian, 3½ hrs.; Lithuanian, ½ hr.; Yiddish, 1 hr.

**MASSACHUSETTS**  
 WBMS Boston—Albanian, 6 hrs.; Greek, 3 hrs.; Lithuanian, 6 hrs.; Portuguese, 6 hrs.; Yiddish, 6 hrs.  
 WBET Brockton—Lithuanian, ½ hr.  
 WALE Fall River—French, 1 hr.; Polish, 1½ hrs.; Portuguese, 4½ hrs.  
 WSAR Fall River—French, 1 hr.; Polish, 1¼ hrs.; Portuguese, 3½ hrs.

WFGM Fitchburg—Scandinavian, 1 hr.  
 WKOX Framingham—Italian, 1½ hrs.  
 WGAW Gardner—French, ½ hr.  
 WHAI Greenfield—Polish, 1½ hrs.  
 WHAV Haverhill—Arabic, 1 hr.; Italian, 1 hr.

WLYN Lynn—Greek, 2 hrs.; Italian, 2½ hrs.  
 WHIL Medford—Greek, ½ hr.; Italian, 1 hr.; Lithuanian, 1 hr.; Polish, 1 hr.; Portuguese, 1 hr.

WMOO Milford—Armenian, ½ hr.; Italian, 1 hr.  
 WBSM New Bedford—French, ¾ hr.; Portuguese, 2 hrs.  
 WNBH New Bedford—French, ½ hr.; Portuguese, 1½ hrs.

WMNB North Adams—Italian, 1 hr.; Polish, 1 hr.  
 WHMP Northampton—Polish, 2 hrs.  
 WBEW Pittsfield—Italian, 1¼ hrs.; Polish, ¼ hr.

WBRK Pittsfield—Polish, 1½ hrs.  
 WESX Salem—Polish, 1½ hrs.  
 WESO Southbridge—French, 1 hr.; Greek, ½ hr.; Polish, 1 hr.

WACE Springfield—French, 1 hr.; Polish, 9 hrs.  
 WJKO Springfield—Arabic, ½ hr.; Greek, 2½ hrs.; Italian, 4 hrs.; Polish, 4 hrs.; Yiddish, ½ hr.  
 WFEP Taunton—Portuguese, 1¼ hrs.

WARE Ware—French, 2 hrs.; Polish, 7 hrs.  
 WORC Worcester—French, 1 hr.; Greek, ½ hr.; Italian, 1 hr.; Polish, 1 hr.; Scandinavian, 1 hr.

**MICHIGAN**  
 WABJ Adrian—Spanish, ¾ hr.  
 WATZ Alpena—Polish, 1 hr.  
 WPAG Ann Arbor—Polish, 3 hrs.  
 WCBY Cheboygan—Polish, 2 hrs.  
 WJLB Detroit—Armenian, ½ hr.; German, 7 hrs.; Greek, 8½ hrs.; Hungarian, 1 hr.; Italian, 7 hrs.; Lithuanian, ¾ hr.; Maltese, ½ hr.; Polish, 38½ hrs.; Romanian, ½ hr.; Spanish, 1 hr.; Syrian, 1 hr.; Yiddish, 3 hrs.

WBBC Flint—Polish, 1 hr.  
 WHDF Houghton—Finnish, 3 hrs.  
 WJPD Ishpeming—Italian, 1 hr.; Scandinavian, 2 hrs.  
 †WMPK Lapeer—Russian, ½ hr.; Spanish, ½ hr.  
 WMIC Monroe—Greek, 1 hr.; Hungarian, 1 hr.  
 WPON Pontiac—Ukrainian, 1 hr.  
 WSGW Saginaw—Polish, 1 hr.; Spanish, 1½ hrs.  
 WSOD Sault Ste. Marie—Finnish, ¼ hr.

**MINNESOTA**  
 KASM Albany—German, 1¼ hrs.  
 WKLK Cloquet—Finnish, 2 hrs.; Polish, 1 hr.  
 KROX Crookston—Scandinavian, ½ hr.  
 KDAL Duluth—Finnish, 1 hr.  
 KDUI Hutchinson—German, ½ hr.  
 †KTIS Minneapolis—German, 1 hr.; Scandinavian, 3 hrs.  
 KFAM St. Cloud—German, ½ hr.; Polish, ½ hr.  
 WISK St. Paul—Polish, ¼ hr.  
 KWLM Willmar—Scandinavian, ½ hr.  
 KWNO Winola—Polish, 1 hr.

**MISSISSIPPI**  
 WLOX Biloxi—French, ¼ hr.

**MISSOURI**  
 KIMO Independence—Spanish, 1 hr.  
 KSTL St. Louis—German, ½ hr.; Scandinavian, 2 hrs.

**MONTANA**  
 KXLL Missoula—Scandinavian, 1 hr.  
 KGCC Sidney—Scandinavian, ½ hr.

**NEBRASKA**  
 KJSK Columbus—Czech, 2 hrs.; German, 1 hr.  
 KNEB Scotts Bluff—Spanish, 2 hrs.

**NEW HAMPSHIRE**  
 WMOU Belmont—French, 3 hrs.  
 WTSV Claremont—French, ½ hr.  
 WTSN Dover—French, 2½ hrs.  
 WBEA Manchester—French, 2 hrs.; Greek, 2 hrs.  
 WKBR Manchester—French, 10½ hrs.; Polish, ½ hr.  
 WMUR Manchester—French, 1½ hrs.  
 WNNH Rochester—French, 1¾ hrs.

**NEW JERSEY**  
 WFPG Atlantic City—Italian, ½ hr.  
 WSNJ Bridgeton—Spanish, ½ hr.  
 WKDN Camden—German, ½ hr.; Greek, ½ hr.; Polish, ½ hr.  
 WTNJ Trenton—Hungarian, 1¾ hrs.; Italian, 1 hr.  
 WTTM Trenton—Hungarian, 1¼ hrs.; Italian, ½ hr.; Spanish, ½ hr.  
 WWEB Vineland—Spanish, 1 hr.  
 WCMC Wildwood—Italian, ½ hr.

**NEW MEXICO**  
 KABQ Albuquerque—Spanish, 96 hrs. (100%)  
 KSVP Artesia—Spanish, 2½ hrs.  
 KPBM Carlsbad—Spanish, 2 hrs.  
 KCLV Clovis—Spanish, 3 hrs.  
 KOTS Deming—Spanish, 6 hrs.  
 KVBC Farmington—Navajo, 8 hrs.  
 KGAK Gallup—Navajo, 16 hrs.; Zuni, 3 hrs.  
 KMIN Grants—Spanish, ½ hr.  
 KWEW Hobbs—Spanish, 1 hr.  
 KGRT Las Cruces—Spanish, 1 hr.  
 KOBE Las Cruces—Spanish, 17½ hrs.  
 KFUN Las Vegas—Spanish, 13¼ hrs.  
 KMF(M) Mountain Park—French, ½ hr.  
 KGFL Roswell—Spanish, 6 hrs.  
 KTRC Santa Fe—Spanish, 14 hrs.  
 KVSF Santa Fe—Spanish, 6 hrs.  
 KSIL Silver City—Spanish, 7¼ hrs.  
 KTNM Tucuman—Spanish, 5 hrs.

**NEW YORK**  
 WABY Albany—German, 1 hr.; Polish, 2 hrs.  
 WOKO Albany—Italian, ¼ hr.

# FOREIGN LANGUAGE PROGRAMMING

WCSS Amsterdam—Italian, 2½ hrs.; Lithuanian, 1 hr.; Polish, 7 hrs.; Ukrainian, 1 hr.	WCMW Canton—Greek, 1 hr.	WGCB Red Lion—German, ¼ hr.	KBOP Pleasanton—Polish, 1 hr.; Spanish, 40 hrs.
WNBF Binghamton—Polish, ½ hr.	WDOK Cleveland—Czech, 1½ hrs.; German, 1½ hrs.; Greek, 1½ hrs.; Hungarian, 3 hrs.; Irish, ½ hr.; Italian, ½ hr.; Lithuanian, ½ hr.; Polish, 1½ hrs.; Slovak, ½ hr.; Ukrainian, ½ hr.; Yugoslav, 1½ hrs.	WKBI St. Marys—Polish, 1 hr.	KPAC Port Arthur—French, ½ hr.
WBRV Boonville—Polish, 6 hrs.	WJMO Cleveland—Czech, ½ hr.; German, 1 hr.; Italian, 1 hr.; Polish, 1 hr.; Serbian, ½ hr.	WICK Scranton—Polish, 6 hrs.	KRWS Post—Spanish, 7 hrs.
WKBW Buffalo—Italian, ½ hr.; Polish, 11 hrs.	WJW Cleveland—Croatian, 1½ hrs.; German; Hungarian, ½ hr.; Polish; Romanian, ½ hr.; Slovenian, ½ hr.; Ukrainian, ¾ hr.	WSCR Scranton—Italian, 1 hr.; Polish, 4¾ hrs.	KFXL Rosenberg—Czech, 9 hrs.; German, ½ hr.; Spanish, 13 hrs.
WXRA Buffalo—German, 1 hr.; Hungarian, 1 hr.; Polish, 6 hrs.	WSRS Cleveland—Yiddish *	WKOK Sunbury—German, ¼ hr.	KTXL San Angelo—Spanish, 10 hrs.
WWOL Buffalo—German, 1½ hrs.; Italian, 7½ hrs.; Polish, 23 hrs.; Ukrainian, 1 hr.	↑WOSU Columbus—German*; Italian*; Spanish, 1¼ hrs.	WMBS Uniontown—Polish, ½ hr.; Slovak, ½ hr.	KEXX San Antonio—Spanish, 91 hrs.
WNIA Cheektowaga—Polish, 9½ hrs.	WLEC Sandusky—German, 1 hr.	WBRE Wilkes-Barre—Italian *	KIWW San Antonio—Spanish * (100%)
WCBA Corning—Polish, 1 hr.	WSTV Steubenville—Italian, 2 hrs.	WILK Wilkes-Barre—Lithuanian, ½ hr.	KCNY San Marcos—Spanish, 14 hrs.
WFBC Dunkirk—Polish*; Spanish*	WSPD Toledo—Hungarian, ½ hr.; Polish, ½ hr.	WLYC Williamsport—Italian, ½ hr.	KSMI Seneca—Spanish, 4 hrs.
WOSC Fulton—Italian, 1 hr.; Polish, 1 hr.	WTOD Toledo—Arabic, ½ hr.; Czech, ½ hr.; German, 1 hr.; Polish, 6 hrs.; Spanish, ½ hr.	<b>RHODE ISLAND</b>	KWED Seguin—Spanish, 13 hrs.
WWSC Glens Falls—Italian, 1 hr.	WTHH Warren—Greek, 1 hr.	WADK Newport—Portuguese, 2½ hrs.	KSEY Seymour—Spanish, 7 hrs.
WENT Gloversville—Italian, 1½ hrs.	<b>OKLAHOMA</b>	WPAW Pawtucket—Armenian, ½ hr.; French, 7 hrs.; Italian, 10 hrs.; Polish, 10 hrs.; Portuguese, 1 hr.; Syrian, ½ hr.	KDWT Stamford—Spanish, 1½ hrs.
WJOC Jamestown—Italian, 1¼ hrs.; Swedish, 1½ hrs.	KCCO Lawton—German, 1 hr.	WRIB Providence—Greek, 1 hr.; Italian, 27½ hrs.; Portuguese, 5½ hrs.; Yiddish, 1 hr.	KXOX Sweetwater—Spanish, 6 hrs.
WJTN Jamestown—Scandinavian, 2 hrs.	↑WNAD Norman—French, ½ hr.; German, ½ hr.	WERI Westerly—Italian, 1 hr.	KTAE Taylor—Spanish, 6 hrs.
WKNY Kinross—Polish, ¼ hr.	<b>OREGON</b>	WURI West Warwick—French, 2½ hrs.; Italian, 1¼ hrs.; Portuguese, 1 hr.	KTVE Tula—Spanish, 7 hrs.
WLFH Little Falls—Italian, 7 hrs.; Polish, 10 hrs.	↑KBPS Portland—French, ½ hr.; Spanish, ¼ hr.	WNRI Woonsocket—French, 3½ hrs.	KVOU Uvalde—Spanish, 24 hrs.
WALL Middleton—Polish, 2 hrs.	KWJJ Portland—Italian, 1 hr.	WNON Woonsocket—French, 1 hr.	KNAL Victoria—Spanish, 11½ hrs.
WBNX New York—French, 1 hr.; Hungarian, 1½ hrs.; Italian, 12 hrs.; Polish, 2 hrs.; Spanish, 35 hrs.	<b>PENNSYLVANIA</b>	<b>SOUTH DAKOTA</b>	KVIX Victoria—Spanish, 11 hrs.
WEVD New York—Armenian, 1 hr.; Carpathian, ½ hr.; German, 1 hr.; Greek, 4 hrs.; Lithuanian, 1 hr.; Italian, ½ hr.; Lithuanian, 1 hr.; Polish, 1 hr.; Scandinavian, 1½ hrs.; Spanish, 5 hrs.; Ukrainian, 2 hrs.; Yiddish, 49 hrs.	WAEB Allentown—German, 4½ hrs.	KISV Huron—German, ½ hr.	KWIX Waco—Spanish, 2½ hrs.
WHOM New York—German, 12 hrs.; Italian, 17 hrs.; Polish, 15 hrs.; Russian, 4½ hrs.; Spanish, 86 hrs.; Ukrainian, 1 hr.	WHOL Allentown—German, ½ hr.	KSOO Sioux Falls—Scandinavian, 1 hr.	<b>UTAH</b>
WLJB New York—Greek, 1 hr.; Hungarian, 1 hr.; Polish, 7 hrs.; Spanish, 6½ hrs.; Yiddish, 6 hrs.	WKAP Allentown—Italian, ½ hr.	KSKD Vermillion—French, 1 hr.	KMUR Murray—Dutch, 3½ hrs.
WVW New York—Italian, 63 hrs.	WRTA Altoona—Polish, 1 hr.	WNAX Yankton—Scandinavian, ½ hr.	KWHU Salt Lake—Scandinavian, 1 hr.; Spanish, ½ hr.
WVRL New York—Czechoslovak, 2 hrs.; German, 11 hrs.; Greek, 1½ hrs.; Polish, 1 hr.; Russian, 1½ hrs.; Spanish, 90 hrs.; Syrian, ½ hr.; Ukrainian, 1 hr.	WVAM Altoona—Italian, ½ hr.	<b>TEXAS</b>	<b>VERMONT</b>
WHLD Niagara Falls—Italian, 6 hrs.; Polish, 8 hrs.; Ukrainian, 6½ hrs.	WAVL Apollo—Slovak, ½ hr.	KBKI Alice—Spanish, 30 hrs.	WISA Brattleboro—French, 1 hr.
WLNA Peekskill—Italian, 1¼ hrs.	WLOA Bradock—German, ½ hr.; Hungarian, ½ hr.; Lithuanian, ½ hr.; Slovenian, ½ hr.; Slovak, ½ hr.; Yugoslav, ½ hr.	KVLF Alpine—Spanish, 6 hrs.	WHWB Rutland—Italian, 1 hr.; Polish, 1 hr.
WIRY Plattsburg—French, ½ hr.	WCDL Carbondale—Irish, ½ hr.; Polish, 5½ hrs.	KTXN Austin—Spanish, 61 hrs.	WTWN St. Johnsbury—French, 1 hr.
WEOK Poughkeepsie—Italian, 1 hr.	WESA Charleroi—Italian, 1 hr.; Polish, 4½ hrs.	KRON Ballinger—Spanish, 2 hrs.	<b>VIRGINIA</b>
WSAY Rochester—German, 1 hr.; Italian, 2 hrs.; Yiddish, 1½ hrs.	WDRF Chester—Italian, 1 hr.	KRUX Bay City—Spanish, 6 hrs.	WPIK Alexandria—Greek, 1½ hrs.
WVET Rochester—Italian, 2 hrs.	WJVC Connellsville—Slovak, ½ hr.	KIBL Beville—Spanish, 24½ hrs.	WARL Arlington—Yiddish, 1¼ hrs.
WRNY Rochester—Italian, 1 hr.; Polish, ½ hr.	WJWE Erie—Italian, 1 hr.; Polish, 1 hr.	KITX Big Spring—Spanish, 6 hrs.	WEAM Arlington—Italian, 1 hr.
WSKN Saugerties—French, ½ hr.; Scandinavian, ½ hr.	WJWF Farrell—Italian, 1 hr.; Polish, ½ hr.	KTFY Brownfield—Spanish, 21 hrs.	<b>WASHINGTON</b>
WHEN Syracuse—Ukrainian, ¾ hr.	WAMO Homestead—Croatian, 1 hr.; German, 1 hr.; Greek, 7 hrs.; Hungarian, 1 hr.; Italian, 7 hrs.; Lithuanian, 1 hr.; Polish, 7 hrs.; Slovak, 1 hr.; Yiddish, 1 hr.	KCBOR Brownsville—Spanish, 17 hrs.	KONP Port Angeles—Scandinavian, ½ hr.
WNDR Syracuse—Polish, 1 hr.; Slovak, ½ hr.	WLAN Lancaster—Spanish, ½ hr.	KCBR Brownwood—Spanish, ½ hr.	KIRO Seattle—Italian, 1 hr.
WIBX Utica—Italian, 1 hr.; Polish, 4½ hrs.	WTRA Latrobe—Italian, 1 hr.; Polish, 1 hr.	KMIL Cameron—Czech, 2 hrs.; Spanish, 6 hrs.	KNEW Spokane—Italian, 1 hr.; Scandinavian, 1 hr.
WRUN Utica—Italian, 5¼ hrs.; Polish, 5½ hrs.	WVLR Lebanon—German, 1 hr.	KBEN Carrizo Springs—Spanish, 27 hrs.	KREW Sunnyside—Spanish, 1 hr.
<b>NORTH DAKOTA</b>	WVWP McKeesport—Ukrainian, ½ hr.	WTAW College Station—Czech, 1 hr.; Spanish, 7 hrs.	KENE Toppensh—Spanish, 1½ hrs.
KDIX Dickinson—German, ½ hr.	WVWCK McKeesport—Croatian, 1 hr.; Italian, 1 hr.	KVMC Colorado City—Spanish, 6 hrs.	KIT Yakima—Spanish, ½ hr.
KFGO Fargo—Scandinavian, 1½ hrs.	WHWL Nanticoke—Polish *	KCCCT Corpus Christi—Spanish, 85 hrs.	KLOQ Yakima—Spanish, 1 hr.
↑KFNW Fargo—German, 2 hrs.; Scandinavian, 1 hr.	WKST New Castle—Polish, ½ hr.	KUNO Corpus Christi—Spanish * (100%)	<b>WEST VIRGINIA</b>
KEYJ Jamestown—German, ½ hr.	WDAS Philadelphia—Spanish, 10 hrs.	KWBU Corpus Christi—Spanish, 32 hrs.	WEIR Weirton—Greek, 1½ hrs.; Italian, 2½ hrs.
KLPM Minot—Scandinavian, ½ hr.	WHAT Philadelphia—Italian, 7 hrs.	KSKY Dallas—Czech, 1 hr.	WKWK Wheeling—Greek, 1 hr.; Polish, 1 hr.
<b>OHIO</b>	WJMJ Philadelphia—Greek, 2 hrs.; Italian, 2¾ hrs.; Polish, 6 hrs.; Spanish, ½ hr.	KDLK Del Rio—Spanish, 18 hrs.	<b>WISCONSIN</b>
WTRX Bellaire—Czech, 1 hr.; Italian, ½ hr.	WPTS Pittston—Italian, 8 hrs.; Lithuanian, ½ hr.; Polish, 11 hrs.	KURV Edinburg—Spanish, 30 hrs.	WBEL Beloit—Scandinavian, 1½ hrs.
	WPAZ Pottstown—Polish, 1 hr.	KULP El Campo—Czech, 5 hrs.; German, 1 hr.; Spanish, 8½ hrs.	WCHF Chippewa Falls—Polish, ½ hr.
	WEEU Reading—German, 1 hr.	KPSO Falfurrias—Spanish, 22 hrs.	WTKM Hartford—German, 3 hrs.; Spanish, 1 hr.
	WHUM Reading—Greek, ½ hr.; Polish, ½ hr.	KFLD Floydada—Spanish, 7 hrs.	WLAD Ladysmith—Polish, ½ hr.
		KFST Ft. Stockton—Spanish, 6½ hrs.	↑WHA Madison—French, ½ hr.
		KGBC Galveston—Spanish, 4 hrs.	WEMP Milwaukee—German, 1 hr.; Italian, 1 hr.
		KLUF Galveston—Spanish, ¼ hr.	WMIL Milwaukee—Bavarian, 1 hr.; Croatian, 1 hr.; German, 2 hrs.; Greek, 1 hr.; Italian, ½ hr.; Polish, ¼ hr.; Serbian, ½ hr.; Slovak, 2 hrs.; Slovenian, 1 hr.
		KCTI Gonzales—Spanish, 6 hrs.	WEKZ Monroe—German, 3 hrs.
		KGBT Harlingen—Spanish, 46 hrs.	WRAC Racine—Spanish, ¾ hr.
		KPAN Hereford—Spanish, 6 hrs.	WRJN Racine—German, ½ hr.; Hungarian, 1 hr.; Polish, 7 hrs.; Scandinavian, 3 hrs.
		KHBR Hillsboro—Czech, 6½ hrs.	<b>WYOMING</b>
		KENN Kennedy—Spanish, 14 hrs.	KBBS Buffalo—Basque, ½ hr.
		KERB Kermit—Spanish, 4½ hrs.	KVVO Cheyenne—Spanish, 6 hrs.
		KLEN Killeen—Spanish, 2½ hrs.	KGOS Torrington—Spanish, 1 hr.
		KPET Lamesa—Spanish, 3¾ hrs.	
		KVOZ Laredo—Spanish, 12 hrs.	
		KLVT Levelland—Spanish, 7 hrs.	
		KVOW Littlefield—Spanish, 2½ hrs.	
		KLLL Lubbock—Spanish, 14¾ hrs.	
		KMAE McKinney—Spanish, 13 hrs.	
		KJBC Midland—Spanish, 6 hrs.	
		KGNB New Braunfels—German, 19½ hrs.; Spanish, 12 hrs.	
		KECK Odessa—Spanish, 3½ hrs.	
		KPBX Odessa—Spanish, 12 hrs.	
		KLVL Pasadena—Spanish, 100 hrs.	
		KVOP Plainview—Spanish, 6 hrs.	

## STATIONS WITH NEGRO PROGRAMMING AND TOTAL WEEKLY HOURS

<b>ALABAMA</b>	WJAM Marion—17½ hrs.	KAGH Crossett—6 hrs.	KECC Pittsburg—2 hrs.
WRFS Alexander City—6½ hrs.	WMOZ Mobile—* (100%)	KDMS El Dorado—3½ hrs.	KPRO Riverside—24 hrs.
WCTA Andalusia—4 hrs.	WFMC Monroeville—6½ hrs.	KXJK Forret City—9 hrs.	KRNO San Bernardino—12 hrs.
WANL Anniston—9½ hrs.	WAPX Montgomery—5 hrs.	KWHN Ft. Smith—7 hrs.	KPOD San Francisco—* (100%)
WJMW Athens—11 hrs.	WCOV Montgomery—9 hrs.	KFFA Helena—10¼ hrs.	KJAN San Francisco—72 hrs.
WATM Atmos—2½ hrs.	WRMA Montgomery—84 hrs.	KXAR Hope—3 hrs.	KTIM San Rafael—10 hrs.
WAUD Auburn—12 hrs.	WJHO Opelika—30 hrs.	KBHS Hot Springs—1 hr.	KDAY Santa Monica—28 hrs.
WBCO Bessemer—123 hrs. (100%)	WELR Roanoke—5 hrs.	KBLO Hot Springs—4 hrs.	KSTN Stockton—3 hrs.
WEBZ Birmingham—10 hrs.	WCRI Scottsboro—3½ hrs.	KXLR Little Rock—18 hrs.	KWG Stockton—5 hrs.
WJLD Birmingham—133 hrs. (100%)	WROS Scottsboro—1 hr.	KVMA Magnolia—5 hrs.	<b>COLORADO</b>
WVOK Birmingham—2 hrs.	WCWC Selma—10 hrs.	KBOK Malvern—3 hrs.	KDEN Denver—2 hrs.
WEBJ Brewton—2 hrs.	WFEW Sylacauga—½ hr.	KTML Marked Tree—10 hrs.	KFCO Denver—5 hrs.
WRAG Carrollton—12 hrs.	WMLS Sylacauga—6 hrs.	KVSA McGehee—2 hrs.	<b>CONNECTICUT</b>
WKLF Clinton—4½ hrs.	WHTB Talladega—4 hrs.	KHBM Monticello—¼ hr.	WLNK Norwalk—1 hr.
WAJF Decatur—10 hrs.	WJHB Talladega—7 hrs.	KCLA Pine Bluff—11 hrs.	WSTC Stamford—1½ hrs.
WHOS Decatur—3 hrs.	WJDB Thomasville—5 hrs.	KOTN Pine Bluff—18 hrs.	WWCO Waterbury—6 hrs.
WDIG Dothan—10 hrs.	WNPT Tuscaloosa—5 hrs.	KWRP Warren—¼ hr.	<b>DELAWARE</b>
WOOF Dothan—6½ hrs.	WVNA Tusculumbia—8 hrs.	KWYN Wynne—7 hrs.	WILM Wilmington—17½ hrs.
WULA Eufaula—6½ hrs.	WETU Wetumpka—2 hrs.	<b>CALIFORNIA</b>	WSUX Seaford—5 hrs.
WWWV Fayette—4½ hrs.	<b>ARIZONA</b>	KAFY Bakersfield—6 hrs.	<b>DISTRICT OF COLUMBIA</b>
WTCB Flomaton—5½ hrs.	KTYL Mesa—8 hrs.	KBLA Burbank—14 hrs.	WWDC Washington—12 hrs.
WJOI Florence—6 hrs.	KCNA Tucson—7 hrs.	KBAB El Cajon—½ hr.	<b>FLORIDA</b>
WOWL Florence—7 hrs.	<b>ARKANSAS</b>	KGST Fresno—10 hrs.	WSWN Belle Glade—12 hrs.
WETO Gladsden—9½ hrs.	KVRC Arkadelphia—28 hrs.	KFOX Long Beach—18 hrs.	WKKO Cocoa—6 hrs.
WGAD Gadsden—6 hrs.	KBBA Benton—18 hrs.	KGER Long Beach—9 hrs.	
WGEA Geneva—6 hrs.	KLCN Blytheville—21 hrs.	KGFJ Los Angeles—22 hrs.	
WGYV Greenville—7 hrs.	KAMD Camden—8 hrs.	KPOL Los Angeles—13 hrs.	
WERH Hamilton—2 hrs.	KCON Conway—3 hrs.	KPOP Los Angeles—19 hrs.	
WFUN Huntsville—5 hrs.		KALI Pasadena—13¼ hrs.	
WPBB Jackson—7 hrs.			
WRLD Lanett—¼ hr.			

WROD Daytona Beach—4 hrs.  
 WDSP DeFuniak Springs—15 hrs.  
 WJBS DeLand—1½ hrs.  
 WDBF Delray Beach—6 hrs.  
 WFBF Fernandina Beach—8 hrs.  
 WFTL Fort Lauderdale—20 hrs.  
 WARN Fort Pierce—14 hrs.  
 WIRA Fort Pierce—9 hrs.  
 WGGG Gainesville—2 hrs.  
 WGMA Hollywood—6 hrs.  
 WOBS Jacksonville—\* (100%)  
 WRHC Jacksonville—50 hrs.  
 WRWB Kissimmee—4 hrs.  
 WLAK Lakeland—1 hr.  
 WONN Lakeland—3 hrs.  
 WFEC Miami—\* (100%)  
 WMIE Miami—13½ hrs.  
 WMBM Miami Beach—96 hrs. (100%)  
 WSBB New Smyrna Beach—6 hrs.  
 WTOP Ocala—7 hrs.  
 WHOO Orlando—2 hrs.  
 WLOF Orlando—9 hrs.  
 WFFF Palatka—9 hrs.  
 WPCF Panama City—3 hrs.  
 WPRY Perry—4 hrs.  
 WPLA Plant City—1 hr.  
 WCNH Quincy—10 hrs.  
 WTRR Sanford—13 hrs.  
 WSTU Stuart—2 hrs.  
 WNTN Tallahassee—6 hrs.  
 WDAE Tampa—1 hr.  
 WEBK Tampa—1½ hrs.  
 WIOK Tampa—96 hrs. (100%)  
 WDCL Tarpon Springs—½ hr.  
 WTTB Vero Beach—½ hr.  
 WIRK West Palm Beach—21½ hrs.  
 WSIR Winter Haven—3 hrs.  
 WABR Winter Park—11 hrs.

GEORGIA

WAAG Adel—3½ hrs.  
 WJAZ Albany—42 hrs.  
 WDEC Americus—7 hrs.  
 WROF Athens—8 hrs.  
 WAOK Atlanta—140 hrs. (100%)  
 WERD Atlanta—84 hrs.  
 WAUG Augusta—45 hrs.  
 WBJA Augusta—5 hrs.  
 WYMR Bainbridge—3 hrs.  
 WHAB Baxley—7 hrs.  
 WCIG Brunswick—9 hrs.  
 WMOG Brunswick—10 hrs.  
 WGRA Cairo—12 hrs.  
 WCGA Calhoun—2½ hrs.  
 WCLB Camilla—10½ hrs.  
 WCLS Columbus—8 hrs. (100%)  
 WDAK Columbus—15 hrs.  
 WGBA Columbus—11½ hrs.  
 WMJM Cordele—14 hrs.  
 WGFS Covington—6 hrs.  
 WDWD Dawson—36 hrs.  
 WMLT Dublin—7½ hrs.  
 WBHB Fitzgerald—6 hrs.  
 WFPM Ft. Valley—34 hrs.  
 WDUK Gainesville—5 hrs.  
 WHIE Griffin—14 hrs.  
 WCEH Hawkinsville—5 hrs.  
 WBGR Jesup—8 hrs.  
 WLGA LaGrange—7 hrs.  
 WTRP LaGrange—7 hrs.  
 WBML Macon—45½ hrs.  
 WIBB Macon—31½ hrs.  
 WMGE Madison—12 hrs.  
 WMTM Moultrie—½ hr.  
 WCOH Newnan—1½ hrs.  
 WBBN Perry—3 hrs.  
 WSBF Quitman—9½ hrs.  
 WLAQ Rome—14 hrs.  
 WSNL Sandersville—12½ hrs.  
 WJIV Savannah 51 hrs. (average)  
 WJNS Statesboro—8 hrs.  
 WSFT Thomasville—3 hrs.  
 WPAX Thomasville—6 hrs.  
 WTTA Thomson—3 hrs.  
 WLET Toccoa—1 hr.  
 WGOV Valdosta—12 hrs.  
 WJEM Valdosta—11 hrs.  
 WVOF Vidalia—8 hrs.  
 WKLE Washington—1 hr.  
 WACL Waycross—10 hrs.  
 WAYX Waycross—10 hrs.  
 WBRW Waynesboro—10 hrs.  
 WRLD West Point—¼ hr.  
 WIMO Winder—6 hrs.

ILLINOIS

WIBV Belleville—1 hr.  
 WGES Chicago—69 hrs.  
 WSBG Chicago—18½ hrs.  
 WHFC Chicago—14 hrs.  
 WBBE Harvey—100 hrs. (100%)  
 WTAQ LaGrange—16½ hrs.  
 WROK Rockford—1½ hrs.

INDIANA

WJPS Evansville—½ hr.  
 WGRY Gary—25 hrs.  
 WJCA Gary—25 hrs.  
 WIOB Hammond—24 hrs.  
 WGEI Indianapolis—25 hrs.  
 WIMS Michigan City—2 hrs.

IOWA

KWDM Des Moines—1¾ hrs.  
 KKNWS Waterloo—½ hr.  
 KXEL Waterloo—1 hr.

KANSAS

KLWN Lawrence—1½ hrs.  
 KCLO Leavenworth—¾ hr.

KTOP Topeka—½ hr.

KENTUCKY

WKCT Bowling Green—20 hrs.  
 WTCO Campbellsville—1½ hrs.  
 WCFM Cumberland—7 hrs.  
 WFUL Fulton—1 hr.  
 WKOA Hopkinsville—6 hrs.  
 WLEX Lexington—20 hrs.  
 WLOU Louisville—\* (100%)  
 WFMW Madisonville—8 hrs.  
 WPAD Paducah—½ hr.  
 WKLX Paris—10 hrs.  
 WPRF Prestonsburg—10 hrs.  
 WSAC Radcliff—10 hrs.  
 WEKY Richmond—3 hrs.

LOUISIANA

KDBS Alexandria—28 hrs.  
 KSYL Alexandria—6 hrs.  
 KTRY Bastrop—5 hrs.  
 WIRE Baton Rouge—¼ hr.  
 WKOK Baton Rouge—77 hrs.  
 WHXY Bogalusa—8 hrs.  
 WKIC Bogalusa—½ hr.  
 KSGI Crowley—7 hrs.  
 KEUN Eunice—8 hrs.  
 KFNV Ferriday—21 hrs.  
 WFFR Hammond—5 hrs.  
 KLUV Haynesville—5 hrs.  
 KVHL Homer—5 hrs.  
 KCHL Houma—5 hrs.  
 KJFE Jennings—15 hrs.  
 KVOL Lafayette—1 hr.  
 KLOU Lake Charles—4 hrs.  
 KDCC Mansfield—5 hrs.  
 KAPB Marksville—5 hrs.  
 KLIC Monroe—12 hrs.  
 KNOC Natchitoches—9 hrs.  
 KVIM New Iberia—5 hrs.  
 WBOK New Orleans—70 hrs.  
 WMYR New Orleans—84 hrs. (100%)  
 WNOE New Orleans—2 hrs.  
 WWRZ New Orleans—24 hrs.  
 KSLO Opelousas—9 hrs.  
 KRUS Ruston—4 hrs.  
 KANV Shreveport—84 hrs.  
 KRMD Shreveport—1 hr.  
 KWKH Shreveport—7 hrs.  
 KTLT Tallulah—14 hrs.  
 KTIB Thibodaux—3 hrs.  
 KPVI Ville Platte—8 hrs.  
 KLVI Vivian—6 hrs.

MARYLAND

WANN Annapolis—98 hrs.  
 WASL Annapolis—1 hr.  
 WNAV Annapolis—12 hrs.  
 WBAL Baltimore—9 hrs.  
 WBBB Baltimore—\* (100%)  
 WTHB Baltimore—19 hrs.  
 WASA Havre de Grace—1½ hrs.  
 WPTX Lexington Park—87 hrs.  
 WDVV Pocomoke City—5 hrs.

MASSACHUSETTS

WJKO Springfield—13 hrs.

MICHIGAN

WHFB Benton Harbor—1 hr.  
 WJBK Detroit—6 hrs.  
 WJLB Detroit—70 hrs.  
 WAMM Flint—24½ hrs.  
 WBBB Flint—10 hrs.  
 WMRP Flint—8 hrs.  
 WCHB Inkster—84 hrs. (100%)  
 WKNK Muskegon—2 hrs.  
 WMUS Muskegon—2½ hrs.  
 WELS Port Huron—¼ hr.  
 WSGW Saginaw—6 hrs.

MINNESOTA

WISK St. Paul—6 hrs.

MISSISSIPPI

WMPA Aberdeen—6 hrs.  
 WAMY Amory—2 hrs.  
 WBLE Batesville—6½ hrs.  
 WCHJ Brookhaven—1 hr.  
 WJBM Brookhaven—5 hrs.  
 WDOB Canton—3 hrs.  
 WGLC Centreville—12 hrs.  
 WKDL Clarksdale—12½ hrs.  
 WROK Clarksdale—25 hrs.  
 WCLD Cleveland—15 hrs.  
 WCTU Columbus—2 hrs.  
 WCEI Columbus—4 hrs.  
 WCMAC Corinth—4 hrs.  
 WMAG Forest—8 hrs.  
 WGVW Greenville—40 hrs.  
 WJPR Greenville—8 hrs.  
 WABG Greenwood—9 hrs.  
 WGRM Greenwood—12 hrs.  
 WNAJ Grenada—10 hrs.  
 WDEB Gulfport—6 hrs.  
 WBKH Hattiesburg—15½ hrs.  
 WHSY Hattiesburg—5 hrs.  
 WMDZ Hazelhurst—4 hrs.  
 WKOJ Jackson—94 hrs. (100%)  
 WKOZ Kosciusko—6 hrs.  
 WLAU Laurel—4 hrs.  
 WLMS Louisville—10 hrs.  
 WMBC Macon—14 hrs.  
 WAPF McComb—12 hrs.  
 WHNY McComb—7½ hrs.  
 WMOX Meridian—12½ hrs.  
 WTKO Meridian—12½ hrs.  
 WMIS Natchez—5 hrs.  
 WNAI Natchez—8 hrs.  
 WEGA Newton—9 hrs.  
 WMEP Passoula—2 hrs.  
 WHOC Philadelphia—6 hrs.

WSSO Starkville—10 hrs.  
 WELO Tupelo—6½ hrs.  
 WQBC Vicksburg—5 hrs.  
 WVIM Vicksburg—20 hrs.  
 WROB West Point—8 hrs.  
 WAZF Yazoo City—13 hrs.

MISSOURI

KWRT Boonville—¼ hr.  
 KFAL Fulton—½ hr.  
 KFRS Kansas City—84 hrs.  
 KATZ St. Louis—130 hrs. (100%)  
 KSTL St. Louis—8½ hrs.  
 KXLW St. Louis—\* (100%)  
 KWRE Warrenton—½ hr.

NEVADA

KLAS Las Vegas—1 hr.

NEW JERSEY

WFPG Atlantic City—6 hrs.  
 WLDB Atlantic City—12 hrs.  
 WMID Atlantic City—7 hrs.  
 WSNJ Bridgeton—2 hrs.  
 WCAM Camden—76 hrs.  
 WHBI Newark—21 hrs.  
 WNRJ Newark—\* (100%)  
 WBDU Trenton—7 hrs.  
 WTMN Trenton—¼ hr.

NEW MEXICO

KCLV Clovis—6 hrs.  
 KWEW Hobbs—8 hrs.  
 KGFL Roswell—2 hrs.

NEW YORK

WABY Albany—2 hrs.  
 WKBW Buffalo—15 hrs.  
 WKNY Kingston—¼ hr.  
 WNRN New Rochelle—12 hrs.  
 WABC New York—½ hr.  
 WEVD New York—5 hrs.  
 WLIB New York—67 hrs.  
 WOV New York—81 hrs.  
 WURL New York—78 hrs.  
 WHLD Niagara Falls—1 hr.  
 WNLN Peekskill—¾ hr.  
 WIRY Plattsburg—3½ hrs.  
 WSAY Rochester—¼ hr.  
 WNRD Syracuse—¼ hr.

NORTH CAROLINA

WLOS Asheville—4 hrs.  
 WEMA Beaufort—2 hrs.  
 WCGC Belmont—5 hrs.  
 WBBB Burlington—7 hrs.  
 WJNS Burlington—4 hrs.  
 WWIT Canton—5 hrs.  
 WAYS Charlotte—1 hr.  
 WBT Charlotte—¼ hr.  
 WGIV Charlotte—54 hrs.  
 WIST Charlotte—12 hrs.  
 WRZC Clinton—3 hrs.  
 WCKE Dunn—2 hrs.  
 WDNB Durham—5 hrs.  
 WSRB Durham—91 hrs. (100%)  
 WSSB Durham—12 hrs.  
 WTRK Durham—16 hrs.  
 WBLA Elizabethtown—15 hrs.  
 WFMD Fairmont—10 hrs.  
 WFAI Fayetteville—12 hrs.  
 WFNC Fayetteville—6½ hrs.  
 WFVQ Fuquay Springs—8 hrs.  
 WLTC Gastonia—5 hrs.  
 WFMC Goldsboro—10½ hrs.  
 WJBC Greensboro—12 hrs.  
 WPET Greensboro—7 hrs.  
 WGTC Greenville—5 hrs.  
 WHNC Henderson—26 hrs.  
 WHKP Hendersonville—1 hr.  
 WHKY Hickory—¼ hr.  
 WIRC Hickory—¼ hr.  
 WHPE High Point—8 hrs.  
 WMPH High Point—5 hrs.  
 WKMT Kings Mountain—5 hrs.  
 WELS Kinston—13 hrs.  
 WISP Kinston—20½ hrs.  
 WFWO Laurinburg—6 hrs.  
 WLOE Leaksville—2 hrs.  
 WLON Lincolnton—1 hr.  
 WTSB Lumberton—2½ hrs.  
 WMAP Monroe—2 hrs.  
 WHIT New Bern—5 hrs.  
 WOXF Oxford—14 hrs.  
 WMSN Raleigh—6 hrs.  
 WRAL Raleigh—10 hrs.  
 WPRC Reidsville—5 hrs.  
 WREV Reidsville—11 hrs.  
 WCBT Roanoke Rapids—7 hrs.  
 WCRC Rocky Mount—10 hrs.  
 WRXO Roxboro—6½ hrs.  
 WEYE Sanford—4 hrs.  
 WJGP Sanford—8 hrs.  
 WNCA Silver City—6 hrs.  
 WEEB Southern Pines—6 hrs.  
 WTAB Tabor City—¾ hr.  
 WPCS Tabor—10 hrs.  
 WADE Wadesboro—21 hrs.  
 WRRF Washington—3 hrs.  
 WENC Whiteville—2½ hrs.  
 WJAM Williamston—11 hrs.  
 WJWV Wilson—10 hrs.  
 WVOT Wilson—6 hrs.

OHIO

WHKK Akron—2 hrs.  
 WCIN Cincinnati—91 hrs. (100%)  
 WJMO Cleveland—\* (all but 10 hours of total time)  
 WJW Cleveland—9½ hrs.  
 WRSR Cleveland—5 hrs.  
 WCOL Columbus—12 hrs.  
 WVKO Columbus—9 hrs.  
 WAVI Dayton—3 hrs.  
 WING Dayton—30 hrs.  
 WJEH Gallipolis—3 hrs.  
 WLEC Sandusky—¾ hr.  
 WIZE Springfield—4 hrs.  
 WSTV Steubenville—½ hr.  
 WTOD Toledo—6 hrs.

OKLAHOMA

KRHD Duncan—¼ hr.  
 KTAT Frederick—¼ hr.  
 KBEL Idabel—3 hrs.  
 KSWO Lawton—1 hr.  
 KBIX Muskogee—12 hrs.  
 KMUS Muskogee—7 hrs.  
 KBYE Oklahoma City—16 hrs.  
 KLFK Oklahoma City—5 hrs.  
 KHBG Okmulgee—12¼ hrs.  
 KTUL Tulsa—9 hrs.

PENNSYLVANIA

WAVL Apollo—¼ hr.  
 WDRF Chester—18 hrs.  
 WVCH Chester—1 hr.  
 WCOJ Coatesville—1 hr.  
 WCVI Connellsville—4 hrs.  
 WFAF Farrell—1½ hrs.  
 WAMO Homestead—3 hrs.  
 WDAS Philadelphia—125 hrs.  
 WHAT Philadelphia—108 hrs.  
 WILY Pittsburgh—70 hrs.

SOUTH CAROLINA

WABV Abbeville—6 hrs.  
 WAKN Aiken—1 hr.  
 WAIM Andersonville—4¼ hrs.  
 WANS Anderson—2 hrs.  
 WBAW Barnwell—8 hrs.  
 WBLR Batesburg—6 hrs.  
 WBEU Beaufort—3 hrs.  
 WBSB Bennettsville—15 hrs.  
 WAGS Bishopville—7½ hrs.  
 WACA Camden—5 hrs.  
 WCCS Charleston—¾ hr.  
 WPAL Charleston—77 hrs.  
 WQSN Charleston—50 hrs.  
 WCRE Cheraw—1 hr.  
 WOIC Columbia—91 hrs. (100%)  
 WLAT Conway—6 hrs.  
 WFPD Darlington—3 hrs.  
 WDSC Dillon—6 hrs.  
 WELP Easley—5 hrs.  
 WJMX Florence—9 hrs.  
 WOLS Florence—14 hrs.  
 WGFN Gaffney—13 hrs.  
 WESC Greenville—11 hrs.  
 WFCC Greenville—5 hrs.  
 WQOK Greenville—6 hrs.  
 WGSW Greenwood—15 hrs.  
 WHSC Hartsville—2½ hrs.  
 WKDK Kingstree—15 hrs.  
 WLBG Laurens—9 hrs.  
 WJAY Mullins—8½ hrs.  
 WMYB Myrtle Beach—5 hrs.  
 WKDK Newberry—6 hrs.  
 WDLX Orangeburg—6 hrs.  
 WTRD Orangeburg—9 hrs.  
 WRHI Rock Hill—2 hrs.  
 WTYC Rock Hill—9 hrs.  
 WSNW Seneca—3½ hrs.  
 WJAN Spartanburg—21 hrs.  
 WORD Spartanburg—¾ hr.  
 WSSC Sumter—16 hrs.  
 WBUS Union—8 hrs.  
 WALD Walterboro—19 hrs.  
 WYCL York—4½ hrs.

TENNESSEE

WMFS Chattanooga—\* (100%)  
 WJZM Clarksville—6 hrs.  
 WKBL Covington—12 hrs.  
 WKDN Dickson—5½ hrs.  
 WBEJ Elizabethton—5 hrs.  
 WEKR Fayetteville—5½ hrs.  
 WGRV Greeneville—1 hr.  
 WJAK Jackson—97 hrs. (100%)  
 WIVK Knoxville—6 hrs.  
 WKGN Knoxville—11 hrs.  
 WKXV Knoxville—20 hrs.  
 WNOX Knoxville—¼ hr.  
 KWEM Memphis—4½ hrs.  
 WDLA Memphis—140 hrs. (100%)  
 WHHM Memphis—5 hrs.  
 WLOK Memphis—90 hrs. (100%)  
 WGNB Murfreesboro—3 hrs.  
 WMTS Murfreesboro—1 hr.  
 WSOK Nashville—84 hrs. (100%)  
 WTRB Ripley—4½ hrs.  
 WRGS Rogersville—5 hrs.  
 WORM Savannah—3 hrs.  
 WDBL Springfield—12 hrs.

TEXAS

KWKL Abilene—½ hr.  
 KAUD Athens—¾ hr.  
 KALT Atlanta—1 hr.  
 KTKX Austin—29 hrs.

# NEGRO PROGRAMMING

KVET Austin—4 hrs.  
 KIOX Bay City—6 hrs.  
 KJET Beaumont—98 hrs.  
 KRIC Beaumont—12 hrs.  
 KTRM Beaumont—6 hrs.  
 KIBL Beeville—1 hr.  
 KTXC Big Spring—6 hrs.  
 KSTB Breckenridge—3 hrs.  
 KEAN Brownwood—1½ hrs.  
 KGAS Carthage—½ hr.  
 KDET Center—6 hrs.  
 KCAR Clarksville—3 hrs.  
 KVLB Cleveland—6 hrs.  
 WTAW College Station—5 hrs.  
 KVMC Colorado City—6 hrs.  
 KMCO Conroe—6 hrs.  
 KCCT Corpus Christi—6 hrs.  
 KWBU Corpus Christi—6 hrs.  
 KGKO Dallas—15 hrs.  
 KSKY Dallas—10 hrs.  
 KDSX Denison—6 hrs.  
 KULP El Campo—2½ hrs.  
 KPSP Falfurrias—1¼ hrs.  
 KNOK Ft Worth—\* (100%)  
 KGBC Galveston—19½ hrs.  
 KLUF Galveston—5 hrs.  
 KCTY Gonzales—¾ hr.  
 KGVL Greenville—6 hrs.  
 KGRI Henderson—6 hrs.

KWRD Henderson—6 hrs.  
 KCOH Houston—98 hrs.  
 KYOK Houston—152 hrs.  
 KSAM Huntsville—3½ hrs.  
 KTXJ Jasper—6 hrs.  
 KOC A Kilgore—6 hrs.  
 KVOW Littlefield—¼ hr.  
 KRBA Lufkin—1½ hrs.  
 KTRE Lufkin—2 hrs.  
 KMLW Marlin—3½ hrs.  
 KMHT Marshall—10 hrs.  
 KCMR McCamey—6 hrs.  
 KJBC Midland—3 hrs.  
 KVKM Monahans—½ hr.  
 KOSF Nacogdoches—5 hrs.  
 KOGT Orange—12 hrs.  
 KFTV Paris—9 hrs.  
 KLVL Pasadena—20 hrs.  
 KRWS Post—1 hr.  
 KTLU Rusk—1 hr.  
 KPEP San Angelo—8 hrs.  
 KENS San Antonio—¼ hr.  
 KMAC San Antonio—13 hrs.  
 KSEY Seymour—4 hrs.  
 KANN Sinton—2 hrs.  
 KSNY Snyder—¾ hr.  
 KSST Sulphur Springs—6 hrs.  
 KTAE Taylor—6 hrs.  
 KOSY Texarkana—1 hr.

KDOK Tyler—12 hrs.  
 KTBB Tyler—2 hrs.  
 KVOU Uvalde—1 hr.  
 WACO Waco—2 hrs.  
 KRTN Wichita Falls—2 hrs.

## VIRGINIA

WPIK Alexandria—1 hr.  
 WEAM Arlington—6 hrs.  
 WBLT Bedford—6 hrs.  
 WKLV Blackstone—18½ hrs.  
 WSVS Crewe—6 hrs.  
 WCVA Culpeper—½ hr.  
 WBTM Danville—9 hrs.  
 WDVA Danville—19 hrs.  
 WEVA Emporia—8¼ hrs.  
 WFLO Farmville—2 hrs.  
 WYSR Franklin—6 hrs.  
 WRIP Gloucester—10 hrs.  
 WMNA Gretna—2 hrs.  
 WSA Harrisonburg—1 hr.  
 WBRG Lynchburg—24 hrs.  
 WHEE Martinsville—6 hrs.  
 WMVA Martinsville—3 hrs.  
 WRAP Norfolk—126 hrs. (100%)  
 WCLA Petersburg—14 hrs.  
 WLOW Plymouth—35 hrs.

WRAD Radford—7 hrs.  
 WLEE Richmond—10 hrs.  
 WDBJ Roanoke—½ hr.  
 WRVJ South Boston—7 hrs.  
 WJWS South Hill—3¼ hrs.  
 WTOW Staunton—1 hr.  
 WYVW Wytheville—1 hr.

## WASHINGTON

KNBX Kirkland—8 hrs.  
 KTW Seattle—2 hrs.

## WEST VIRGINIA

WJLS Beckley—8 hrs.  
 WPLH Huntington—6 hrs.  
 WHJC Matewan—¼ hr.  
 WOAY Oak Hill—5 hrs.  
 WELC Welch—2½ hrs.  
 WRWK Wheeling—1 hr.

## WISCONSIN

WFOX Milwaukee—½ hr.  
 WMIL Milwaukee—11½ hrs.  
 WRIT Milwaukee—6 hrs.

## 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, is the majority stockholder.

WBCA Bay Minette—Licensed to Southwest Alabama Broadcasting Co. James H. Faulkner, 25% owner, is 50% owner of Southwest Alabama Publishing Co. (weeklies Baldwin Times, Bay Minette, and Monroe Journal, Monroeville, Ala.)

WAPI, WAFM (FM), WABT (TV) Birmingham—Licensed to Alabama Broadcasting System Inc., same ownership as Birmingham News Co. (Birmingham News-S. I. Newhouse). Same company owns Huntsville (Ala.) Times (WHBS). See WYSR Syracuse, N. Y., for Newhouse holdings.

WBRC-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.

WCAS Gadsden—Licensed to Etowah Broadcasters Inc. Charles Smithgall, controlling stockholder, is president-publisher of Gainesville (Ga.) Times (WGGA). See also WRGA Rome, Ga.

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 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-TV Montgomery—Licensed to WKY Television Inc. (WKY-AM-TV Oklahoma City). Same ownership as Oklahoma City Oklahoman and Times, Farmer Stockman. See WKY Oklahoma City and WTVT (TV) Tampa, Fla.

WHTB-AM-FM Talladega—Licensed to Voice of Talladega Inc., 80% owned by Talladega News Pub. Co., publisher of weekly Talladega News.

### ARIZONA

KOOL-AM-TV Phoenix—Licensed to Maricopa Broadcasters Inc. Gene Autry, 55.38% 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., WOW 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 Fort Smith—Licensed to Fort Smith Broadcasting Co. Same ownership as KFSA-TV Fort Smith, (see below).

KFSA-TV Fort Smith—Licensed to South-Western 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 (KHBG) Las Vegas (Nev.) Review Journal (KORK and KLRJ-TV), Ely (Nev.) Times, Blackwell (Okla.) Journal-Tribune, Chickasha (Okla.) Express, and Rogers (Ark.) News. See also KERS Springdale, Ark.; KHBG Okmulgee, Okla., KOLO-AM-TV Reno and KORK-KLRJ-TV Las Vegas, Nev.

KKAR Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of Hope Star.

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 Bcstg. Corp. (KWKH). Same ownership as Monroe (La.) World and News-Star.

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 Pub. Co., publisher of Shreveport (La.) Times (KWKH). See also KTHS Little Rock and KWKH Shreveport, La.

KWCB Searcy—Licensed to White County Broadcasting Co. Inc. 12% stockholder Don P. Jones Jr. is publisher of Searcy Citizen.

KBRN Springdale—Licensed to N.W. Arkansas Bcstg. & Tv Co., subsidiary of Southwestern Publishing Co. President is Donald W. Reynolds (see KFSA Ft. Smith).

### CALIFORNIA

KBAK-TV Bakersfield—Licensed to Bakersfield Bcstg. Co., 97½% owned by San Francisco Chronicle (KRON-TV).

KERN-AM-FM Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers). Also KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, KFBK-AM-FM 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.

KMJ-AM-FM-TV Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KNGS Hanford—Licensed to Hanford Bcstg. Co. Earl J. Fenston is president of licensee and of

Hanford Pub. Co., publisher of the Hanford Journal and Sentinel.

KCOP (TV) Los Angeles—Licensed to Copley Press Inc. Copley Press owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News and Springfield Illinois State 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.

KMPC Los Angeles—Licensed to Golden West Broadcasters. Gene Autry, 51% owner, is 12.5% owner of Phoenix (Ariz.) Republic and Gazette.

KTTV (TV) Los Angeles—Licensed to KTTV Inc., 75% owned by Los Angeles Times and Mirror-News.

KBEE-AM-FM Modesto—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KLK 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 and weekly Olympic Press, Oakland, Calif.

KOCS, KEDO (FM) Ontario—Licensed to Daily Report Co., same ownership as Ontario-Upland Report.

KDES Palm Springs—Licensed to George E. Cameron Jr., 40% owner of Palm Springs Desert Sun

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 KBAK Bakersfield, Calif.

KSJO-AM-FM San Jose—Licensed to Santa Clara Broadcasting Co. Owner Patrick H. Peabody is co-publisher. Gilroy Dispatch, Los Gatos Time, and weekly Pleasanton Times, Sunnyvale Standard and Mountain View Register-Leader.

KTIM San Rafael—Licensed to Marin Broadcasting Co.; 18.75% owned by Roy A. Brown, publisher of 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.

KSRO Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with Santa Rosa Press-Democrat. Operated independently of newspaper.

### COLORADO

KKTV (TV) Colorado Springs-Pueblo—Licensed to TV Colorado Inc., half owned by Gifford Phillips (KGHF Pueblo), who 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 66½% owner of semi-weekly Pecos (Tex.) Enterprise. See also KIUN Pecos, Tex.

KIMN Denver—Licensed to KIMN Inc. Same ownership (A. L. Glasmann and family) as Ogden (Utah) Standard-Examiner (KLQ). See also KIMON Great Falls, Mont., and KFTV (TV) and KALL, Salt Lake City, Utah; KLIX-AM-TV Twin Falls, Idaho; KGEM Boise, Idaho; KOPR Butte, Mont.

KLZ-AM-TV Denver—Licensed to Aladdin Bcstg. Corp., subsidiary of Time Inc., publisher of Time, Life and Fortune. See also KOB Albuquerque, N. M., and KDYL, Salt Lake City, Utah.

KLMR Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz 14.3% owner. owns Lamar Daily News.

KOLR Sterling—Licensed to High Plains Broadcasting Corp., one-third owned by Mrs. Anna C. Petseys and son, Robert Petseys. Latter is president-publisher of Sterling Journal-Advocate.

CONNECTICUT

WNHC-AM-FM-TV New Haven—Licensed to Tri-angle Publications Inc. (Philadelphia Inquirer). See WFIL Philadelphia, Pa.

WSTC-AM-FM Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of Stamford Advocate, is president.

WBRY 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 Washington Post Co. (Washington Post & Times-Herald). See also WMBR Jacksonville, Fla.

FLORIDA

WESH-TV Daytona Beach — Licensed to Telrad Inc., owned by J. H. Perry interests (purchase in litigation). See WJHP Jacksonville, Fla.

WNDB-AM-FM Daytona Beach—Licensed to the News-Journal Corp., publisher of Daytona Beach Journal and News (40% owned by Perry interests) See WJHP Jacksonville.

WDBF Delray Beach—Licensed to Delray Broadcasting Corp. Harlan G. Murrelle, 14.2% owner, is publisher of Renova (Pa.) Record and New Jersey weeklies Ocean City Sentinel-Ledger and Cape May Courthouse Gazette. See also WOND Pleasantville, N.J., and WTKO Ithaca, N.Y.

WFTL Fort Lauderdale—Licensed to Gore Publishing Co., publisher of Fort Lauderdale News.

WJHP-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 WNDB-WESH-TV) 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.) Post & Times Herald. See also WTOP Washington, D. C.

WCKR-AM-FM, WCKT (TV) Miami—Licensed to Biscayne Television Corp., 42.5% owned by Cox interests (Miami News) and 42.5% by Knight interests (Miami Herald). For other Cox properties see WHIO Dayton, Ohio. For other Knight interests see WAKR Akron, Ohio.

WGBS-AM-FM-TV Miami—Licensed to Storer Broadcasting Co. George B. Storer, president, is also president of Miami Beach Publishing Co., publisher of Miami Beach Sun. See also WJBK Detroit, WSPD Toledo, WAGA Atlanta, WBRC Birmingham, WWSA Wheeling, WJW-AM-TV, Cleveland, KPTV (TV) Portland, Ore.

WTMC Ocala—Licensed to Ocala Broadcasting Co. Inc.; affiliate of Ocala Star-Banner (Perry Newspapers). See WJHP Jacksonville.

WDLF-AM-FM Panama City—Licensed to Panama City Bcstg. Co. Same ownership as Panama City News-Herald. See WJHP Jacksonville.

WCOA Pensacola—Licensed to WCOA Inc. (Pensacola Journal and News-Perry). For other Perry interests see WJHP Jacksonville, Fla.

WJCM Sebring—Licensed to Clearfield Broadcasters Inc. Same ownership as Clearfield (Pa.) Progress. See also WCPA Clearfield, WDAY Indiana, 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). D. Tennant Bryan family holds approximately 50% interest in Richmond Times-Dispatch and News-Leader (WRNL-AM-FM Richmond).

WTVT (TV) Tampa—Licensed to WKY Television System Inc. Same ownership as Oklahoma City Oklahoman and Times, Farmer Stockman-WKY.

GEORGIA

WALB-AM-TV Albany—Licensed to Herald Publishing Co. (Albany Herald).

WAGA-AM-FM-TV Atlanta—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) as Miami Beach Sun. See WSPD Toledo, WJBK Detroit, WBRC Birmingham, WJW Cleveland, WWSA Wheeling, WGBS Miami, and KPTV (TV) Portland, Ore.

WSB-AM-FM-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of Atlanta Journal and Constitution. Same interests (James M. Cox) publisher Dayton (Ohio) News and Journal-Herald (WHIO), Miami News (WCKR), 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-TV Columbus—Licensed to Columbus Broadcasting Co., 51% owned by R. W. Page Corp. (Columbus Enquirer and Ledger and Brenton [Fla.] Herald).

WJJC Commerce—Licensed to Albert S. Hardy, owner of weekly Commerce News.

WGGA 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.

WLAG-AM-FM La Grange—Licensed to La Grange Broadcasting Co. 33 1/3% of stock owned by Roy C. Swank, publisher of La Grange News.

WNEX Macon—Licensed to Macon Broadcasting Co.; 16% held by the Telegraph Publishing Co., publisher of Macon Telegraph and News.

WMVG Milledgeville—Licensed to Jere N. Moore, editor, weekly Union-Recorder and Baldwin News.

WRGA Rome—Licensed to Rome Bcstg. Corp. Controlling stockholder Charles Smithgall, owner of Gainesville (Ga.) Daily Times. See also WGGA Gainesville, Ga. and WCAS Gadsden, Ala.

WSPT Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, weekly Thomaston Times and Free-Press, owns 40% of station.

WTTA 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

KGEM Boise—Licensed to Idaho Bcst. & Tv Co., owned by A. L. Glasmann interests (see KIMN Denver, Colo.)

KBAR Burley—Licensed to KBIO Inc. Owned 86% by Jessica L. Longston, publisher of bi-weekly Burley Bulletin and St. Helens (Ore.) Sentinel Mist and Othello (Wash.) Outlook. See also KPUG Bellingham, KSEM Moses Lake and KAYO Seattle, Wash.

KIFI Idaho Falls—Licensed to Eastern Idaho Bcstg. & Tv Co., 90% owned by J. Robb Brady Trust Co., owner of Idaho Falls Post-Register.

KLIX-AM-TV Twin Falls—Licensed to Southern Idaho Bcstg. & Television Co., owned by A. L. Glasmann interests. (See KIMN Denver, Colo.)

ILLINOIS

WJBC-AM-FM Bloomington—Licensed to Bloomington Broadcasting Corp., 50% owned by 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.

WAAF Chicago—Licensed to Corn Belt Publishers Inc. (Drivers 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 (WPX) [TV].

WHFC-AM-TV WEHS (FM) Chicago—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.) publisher of tri-weeklies Cicero Life, Berwyn Life and Stickney Life and Community Reporter (Chicago) and bi-weekly Suburban Life.

WLS Chicago—Licensed to WLS Inc., 50% owned by a subsidiary of Prairie Farmer Publishing Co., publisher of Prairie Farmer, semi-monthly, and 50% by American Bcstg.-Paramount Theatres Inc. (which owns WBK [TV] Chicago among other stations).

WDAN-AM-TV Danville—Licensed to Northwestern Publishing Co. (Danville Commercial News-Gannett). For other Gannett newspapers, see WHEC Rochester, N. Y.

WSOY-AM-FM Decatur—Licensed to Illinois Broadcasting Co., 100% of stock owned by Lindsay-Schaub Newspapers Inc., publisher of Decatur Herald and Review; same ownership as Champaign-Urbana (Ill.) Evening Courier, East St. Louis Journal, and Carbonade-Herrin-Murphersboro, Southern Illinoisan, and owner WSEI (FM), Effingham, Ill., and 20% of WCIA (TV) Champaign, Ill.

WCRA Effingham—Licensed to the Effingham Bcstg. Co. Ownership (Joseph E. and William D. McNaughton) identical with Effingham News and Pekin Times, both Ill. See also WRMM Elgin, Ill.; KXGI Fort Madison, Iowa, and KDHS (TV) Aberdeen, S.D.

WRMM Elgin—Licensed to Elgin Bcstg. Co. Same ownership as WCRA Effingham, Ill. (See above.)

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., 80% owned by Jacksonville Journal and Courier Co., publisher of Jacksonville Journal and Courier.

WKAN Kankakee—Licensed to the Kankakee Daily Journal Co., publisher, Kankakee Daily Journal.

WLPO La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of La Salle News-Tribune.

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 Whig.

WTAD-AM-FM, KHQA-TV (Hannibal, Mo.) Quincy—Licensed to Lee Broadcasting Inc., affiliated with KGLO Mason City, Ia. For other Lee holdings, see KGLO Mason City, Iowa.

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 holders of KBUN Bemidji, Minn.

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 WKYV Paducah, Ky.

INDIANA

WCNB-AM-FM Connersville—Licensed to News Examiner Co., publisher of Connersville News-Examiner.

WGL Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co. (Fort Wayne News-Sentinel).

WIRE Indianapolis—Licensed to Indianapolis Bcstg. Inc., 100% owned by Central Newspapers Inc. (Eugene C. Pulliam, 54% owner). Central Newspapers Inc. owns Vincennes (Ind.) Sun-Commercial (WAOV) and Huntington Herald-Press. Central Newspapers Inc. also owns majority stock of Indianapolis Newspapers Inc. (Indianapolis Star and News), Indianapolis Newspapers Inc. owns majority stock in Muncie Newspapers Inc. (Muncie Star and Press). Central Newspapers Inc. also owns minority stock of Phoenix (Ariz.) Republic and Gazette. Mr. Pulliam is also an officer and director of each of the above newspapers.

WIOU Kokomo—Licensed to Booth Radio & Television Stations Inc. John L. Booth, president. Mr. Booth personally owns 4.2% of Booth Newspapers Inc. See WJLB Detroit, Mich.

## NEWSPAPER OWNERSHIP

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.

KCRG-AM-TV Cedar Rapids—Licensed to Cedar Rapids Television Co., owned by Cedar Rapids Gazette.

KPIG Cedar Rapids—Licensed to Cedar Rapids Broadcasting Corp., principally owned by John C. Kelly and brothers, 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. (Morgan Murphy). For Murphy newspaper ownership, see WEBC Duluth, Minn.

KRNT Des Moines—Licensed to Cowles Broadcasting Co., which also owns 60% of KRNT-TV Des Moines. KQTV (TV) Sioux City, Iowa; WNAX Yankton, S. D., and WHTN-AM-TV Huntington, W. Va. Members of the Cowles family have majority interest in Minneapolis Star & Tribune Co. Minneapolis Star & Tribune Co. owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH (TV) Hutchinson, Kan. Cowles newspapers are *Des Moines Register* and *Tribune*, *Minneapolis Star* and *Tribune*. Cowles family also controls *Look* magazine.

KRNT-TV Des Moines—Licensed to KRNT-TV Co. Controlled by Cowles Broadcasting Co. See KRNT Des Moines (above).

KDTH Dubuque—Licensed to Dubuque Telegraph-Herald.

KXGI Ft. Madison—Licensed to KXGI Inc., 77% owned by Joseph E. and William D. McNaughton (see WCRA Effingham, 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 KTIV (TV) Sioux City, Iowa.

KTIV (TV) Sioux City—Licensed to KTIV 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 Lennon Kelly, who also have minority interest in *Sioux City Journal* and *Journal-Tribune*. See also KPIG Cedar Rapids, Iowa.

KVTV (TV) Sioux City—Licensed to Cowles Bcstg. Co. See KRNT Des Moines.

### KANSAS

KSOK Arkansas City—Licensed to KSOK Bcste. Co., owned by Stauffer Publications Inc. (see WIBW Topeka, Kan.).

KGGF Coffeyville—Licensed to Midwest Broadcasting Co. Same majority ownership as *Coffeyville Journal*. See KHAS, Hastings, Neb.

KGNO Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious Jr. and other stockholders also own Dodge City Globe.

KVOE Emporia—Licensed to Lyon Co. Broadcasting Co., 60% owned by Will L. and Russell T. Townsley and Helen T. Coogan, owners of *Great Bend (Kan.) Tribune* and *Herald Press* (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) Hawkeye-Gazette*.

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 KVOE Emporia, Kan.

KTVH (TV) Hutchinson—Licensed to Wichita-Hutchinson Co., 80% owned by Minneapolis Star & Tribune Co. See KRNT Des Moines, Iowa.

KMAN Manhattan—Licensed to Manhattan Broadcasting Co. Same ownership as *Manhattan Mercury*. See KHAS Hastings, Neb.

KNDY Marysville—Licensed to Marshall Transmitter Inc., 15.6% owned by Byron Everett Guse, owner of weekly *Marysville Advocate*.

KNEX McPherson—Licensed to K. R. Krehbiel, publisher of *McPherson Republican*.

KOAM-TV Pittsburg—Licensed to Mid-Continent Telecasting Inc., 66 $\frac{2}{3}$ % owned by KOAM and 33 $\frac{1}{3}$ % by Joplin (Mo.) Globe and *News-Herald*.

KSEK Pittsburg—Licensed to the KSEK Broadcasting Co., owned by Stauffer Publications (see WIBW Topeka, Kan.).

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 Stauffer Publications Inc., publisher of *Topeka State Journal* and *Capital, Kansas City Kansas, Arkansas City Traveler*, *Pittsburg Headlight* and *Sun*, *Newton Kansas*, all Kan.; *Shawnee (Okla.) News* and *Star*; *Grand Island Independent*, and *York News-Times*, both Neb.; *Maryville Forum*, *Nevada Mail*, *Independence Examiner*, all Mo. and *Santa Maria (Calif.) Times*. See also KSEK Pittsburg, Kan., and KGF Shawnee, Okla.

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

WKCT Bowling Green—Licensed to Daily News Broadcasting Co., controlled by Park City News.

WMTA 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 Inc., 66 $\frac{2}{3}$ % owned by Lowell L. Valentine and 33 $\frac{1}{3}$ % owned by Howard H. Ogles, who have interests in weekly *Franklin Favorite*.

WFUL Fulton—Licensed to Ken-Tenn Broadcasting Corp. Robert Paul Westpheling Jr. and wife own station, publish weekly *Fulton News*.

WKOA Hopkinsville—Licensed to Pennyrite Broadcasting Co. 66 $\frac{2}{3}$ % owned by A. W. and Thomas F. Wood, owners of *Hopkinsville Ky. New 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.

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. and WPSD (TV) Paducah, Ky.

WPSD (TV) Paducah—Licensed to Paducah Newspapers Inc. (*Paducah Sun-Democrat*). See also WKYB Paducah, Ky., and 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 Bolton 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 Lafayette—Licensed to Evangeline Bcstg. Co., 50% owned by *Lafayette Advertiser* (Morgan Murphy). For Murphy newspaper ownership, see WEBC Duluth, Minn.

WTPS New Orleans—Licensed to Times Picayune Publishing Co., publisher of *New Orleans Times-Picayune* 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

WGAN-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*.

### 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* (WCAE), *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

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 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*.

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., Jack C. Biedert, 35% stockholder, is owner of *Albion Recorder*; James Moses, 35%. is publisher of *Marshall (Mich.) Chronicle*.

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-St. Joseph—Licensed to Palladium Pub. Co., publisher of *Benton Harbor News-Palladium*, St. Joseph (Mich.) *Herald-Press*.

WJBK-AM-TV Detroit—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) own *Miami Beach Sun*. See WGES 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 WBBB Flint, WSWG Saginaw, WIBM Jackson, Mich.; WJVA South Bend and WIOU Kokomo, both Ind.

**WWJ-AM-FM-TV Detroit**—Licensed to Evening News Association, publisher of *Detroit News*.

**WBBC Flint**—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally owns 4.2% of Booth 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*.

**WMAB Munising**—Licensed to Munising-Alger Bcstg. Co., owned 33 1/3% each by Charles Symon and Stanley L. Sadak, owners of weekly *Munising 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

**KBUN Bemidji**—Licensed to Paul Bunyan Broadcasting Co., owned by J. W. Potter Co. interests (Rock Island *Argus-WHBF-AM-FM-TV* Rock Island, Ill.)

**WECB 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; WEAU Eau Claire, Wis.; KVOL Lafayette, La.; KGTW(TV) Des Moines, Iowa, and the Manitowoc (Wis.) *Herald-Times*, *Chippewa Falls* (Wis.) *Herald-Telegram*, *Two Rivers* (Wis.) *Reporter*, *Virginia* (Minn.) *Mesabi News* and *Range Facts*, Los Angeles (Calif.) *Eagle Rock News-Herald* and *Highland Park News-Herald*, and *Lafayette* (La.) *Daily Advertiser*.

**WMFG Hibbing**—Licensed to Head of the Lakes Bcstg. Co. See WECB Duluth.

**WCCO-AM-TV Minneapolis**—Licensed to Midwest Radio Television Inc., 53% owned by Mid Continent Radio-Television Inc., and 47% owned by Minneapolis Star & Tribune Co. Mid Continent is 50% owned by Northwest Publications Co. (Ridder interests), and 50% by Minnesota Tribune Co. Ridder interests own *St. Paul Pioneer-Press* and *Dispatch*, *Duluth News-Tribune* and *Herald* (WDSM Superior, Wis.), *New York Staats-Zeitung* and *Herold*, *New York Journal of Commerce*, *Aberdeen* (S. D.) *American and News* (KSDN), *Grand Forks* (N. D.) *Herald* (KILQ), *San Jose* (Calif.) *Mercury and News*, *Long Beach* (Calif.) *Independent* and *Press-Telegram*, minority interest in *Seattle Times*, *Minneapolis Star & Tribune Co.* (Minneapolis Star & Tribune) also owns 80% of KTVH (TV) Hutchinson, Kan. Members of the Cowles family hold controlling interest in Minneapolis Star & Tribune Co. Cowles family also owns Cowles Broadcasting Co. (see KRNT Des Moines, Iowa).

**KMRS Morris**—Licensed to Western Minn. Bcstg. Co., owned by Clifford L. Hedberg, 50% owner of weekly *Cokato* (Minn.) *Enterprise*.

**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* (WPDR) and weekly *Oconto* (Wis.) *Reporter*.

**WHLB Virginia**—Licensed to Head of the Lakes Broadcasting Co.; see WECB Duluth.

**KWNO-AM-FM Winona**—Licensed to Winona Radio Service, 80% owned by M. H. White, publisher of *Winona News*.

MISSISSIPPI

**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, WEGA Newton, all Miss., and KREL Baytown, Tex.

**WJMB Brookhaven**—Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Brady is editor of *Brookhaven Leader Times*.

**WROX Clarksdale**—Licensed to Mrs. Eunice T. Imes, mother of Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch*. See WCBI Columbus, Miss.

**WCBI-AM-TV Columbus**—Licensed to Birney Imes Jr., owner of *Columbus Commercial Dispatch*. See also WELO Tupelo; WROX Clarksdale; WNAG Grenada; WMOX Meridian, all Miss.

**WCJU Columbia**—Licensed to WCJU Inc. Lester Williams, president, is editor and publisher of weekly *Columbian Progress* and *Sunday Mirror*.

**WDDT Greenville**—Licensed to WDDT Radio Co., affiliated with 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.

**WSLI, 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*.

**WEGA Newton**—Licensed to Newton Broadcasting Co., 40% owned by E. O. Roden, publisher of weekly *Walker County Times* and *Booneville* (Miss.) *Independent* (WBIP).

**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, 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 WBIP Booneville, Miss.

MISSOURI

**KGHM Brookfield**—Licensed to Green Hills Broadcasting Co., owned by Ira J. Williams, publisher *Brookfield News Bulletin*.

**KFRU Columbia**—Licensed to KFRU 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. William H. Weldon, president 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. William H. Weldon, 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*.

**KGXB 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., 49.6% 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* (KBIX).

MONTANA

**KOPR Butte**—Licensed to Copper Bcstg. Co., 87% owned by Mr. and Mrs. George Hatch (see KIMN Denver, Colo.).

**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* (66.87% 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) *Standard-Examiner-Glasman*. For Glasman interests see KIMN Denver, Colo.

NEBRASKA

**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).

**KATL Miles City**—Licensed to Star Printing Co., publisher of *Miles City Star*.

**WJAG Norfolk**—Licensed to WJAG Inc., associated with 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 WOW Inc., owned by Meredith Publishing Co., publisher of *Better Homes & Gardens*, *Successful Farming*. See also WHEN Syracuse, N. Y., KPHO Phoenix, Ariz. and KCMO Kansas City, Mo.

**KSTF (TV) Scottsbluff**—Licensed to Frontier Bcstg. Co., one-third owned by Cheyenne Newspapers Inc. (*Wyoming Eagle* and *State Tribune*). See KFBC Cheyenne, Wyo.

NEVADA

**KELK Elko**—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 50% owner of *Elko Free Press* is president and 16% owner of station.

**KLRJ-TV Henderson**—Licensed to Southwestern Publishing Co. (Donald W. Reynolds). For newspaper ownership, see KFSA Fort Smith, Ark.

**KLAS-TV Las Vegas**—Licensed to Las Vegas Television Inc. Herman Greenspun, publisher of *Las Vegas Sun*, owns 38.6%. Licensee is 41.5% 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.

**KOH Reno**—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee*, all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.

**KOLO-AM-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*, *Barstowville* (Okla.) *Examiner* and *Enterprise*, *Oklulgee* (Okla.) *Times* and *Times Democrat*, *Blackwell* (Okla.) *Journal-Tribune*, and *Rogers* (Ark.) *News*. See also KFSA Fort Smith, Ark.; KLRJ-TV Henderson, Nev.; KORK Las Vegas, Nev.; KHBG Okmulgee, Okla.; KBRS Springdale, Ark.

NEW JERSEY

**WJLK-AM-FM Asbury Park**—Licensed to Asbury Park Press Inc., publisher of *Asbury Park Press*.

**WVNJ Newark**—Licensed to Evening News Publishing Co. (*Newark News*).

**WOND Pleasantville**—Licensed to South Jersey Radio Inc. Harlan G. Murrelle, 16.66% owner, is publisher of *Renova* (Pa.) *Record*, and New Jersey weeklies *Ocean City Sentinel-Ledger* and *Cape May Courthouse Gazette*. See also WDBF Delray Beach, Fla., and WTKO Ithaca, N.Y.

**WTOA(FM) Trenton**—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of *Trenton Times*.

# NEWSPAPER OWNERSHIP

## NEW MEXICO

KOB-AM-TV Albuquerque—Licensed to Albuquerque Broadcasting Co., half-owned by Time Inc. (*Time, Life and Fortune*). See also KDYL Salt Lake City, Utah, and KLZ Denver.

## NEW YORK

WMBO Auburn—Licensed to WMBO Inc., owned by Auburn Publishing Co. (*Auburn Citizen-Advertiser*).

WMBO-FM Auburn—Licensed to Auburn Publishing Co. (*Auburn Citizen-Advertiser*).

WNBF-AM-FM-TV Binghamton—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer-WFIL*). See WFIL 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 (WCNY-AM-FM)*. Also owns WMSA-AM-FM Massena, N.Y.

WENY Elmira—Licensed to Elmira Star-Gazette Inc. publisher of *Elmira Star-Gazette and Advertiser (Gannett Newspapers)*. See WHEC Rochester, N.Y.

WENE Endicott-Binghamton—Licensed to Ottaway Stations Inc. Major stockholder James H. Ottaway is president-publisher and controlling stockholder of *Endicott Bulletin and Oneonta (N. Y.) Star (WDOS)*, *Plattsburg (N.Y.) Press-Republican*, *Stroudsburg (Pa.) Record (WVPO) Danbury (Conn.) News-Times*. See also WDOS 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*.

WTKO Ithaca—Licensed to Radio Ithaca Inc. Harlan G. Murrelle, 3% owner, is publisher of *Renova (Pa.) Record and New Jersey weeklies Ocean City Sentinel-Ledger and Cape May Courthouse Gazette*. See also WOND Pleasantville, N.J., and WDBF Delray Beach, Fla.

WVOS Liberty—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and secretary, H. G. Borwick, stockholders, own *Monticello News and Liberty News*.

WUSJ Lockport—Licensed to Lockport Union Sun and Journal Inc., publisher of *Lockport Union Sun and Journal*.

WMSA-AM-FM Massena—Licensed to the Brockway Co., owned and operated by the *Watertown (N. Y.) Times*. See WCNY Watertown, N. Y., and WCNY-TV Carthage, N. Y.

WEVD New York—Licensed to Debs Memorial Radio Fund Inc., among cooperative backers are directors of the *Jewish Forward*; the newspaper company itself has no interest or control.

WHOM-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.

WDOS 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)*, *Plattsburg (N. Y.) Press-Republican*, *Stroudsburg (Pa.) Record (WVPO)*, *Danbury (Conn.) News-Times*. 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.

WHEC-AM-TV Rochester—Licensed to WHEC Inc., owned by Gannett Co., publisher of *Rochester Times-Union and Democrat & Chronicle*. Other Gannett newspapers are *Albany Knickerbocker News, Utica Press and Observer-Dispatch, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority) (WHDL)*, *Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratoga, Massena Observer, Elmira Star-Gazette and Advertiser (WENY)*, *Binghamton Press, Niagara Falls Gazette*, all New York; *Hartford (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 WWOV, 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 KWK St. Louis, which owns WGTO Haines City, Fla.), Birmingham (Ala.) News (WAPI) 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-Star, 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 *Asheboro Courier Tribune*, a semi-weekly newspaper.

WWNC Asheville—Licensed to Asheville Citizen-Times Publishing Co., publisher of the *Asheville Citizen-Times*. See also WFBC Greenville, S. C.

WPNF Brevard—Licensed to Pisgah Broadcasting Co.; same newspaper ownership association as *WBBO Forest City*, below.

WBT, WBTV (TV) Charlotte—Licensed to Jefferson Standard Bcstg. Co., subsidiary of Jefferson Standard Life Insurance Co. which owns *WBIG Greensboro, N. C.*, and 18½% of *Greensboro News and Record (WFMY [FM] and WFMY-TV)*. Jefferson Standard also owns *WBTV (TV) Florence, S. C.*

WEGO 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*.

WTVB (TV) Durham—Licensed to Durham Bcstg. Enterprises Inc., 25% owned by *Durham Radio Corp. (Durham Herald and Sun-WDNC-AM-FM)*.

WIFM-AM-FM Elkin—Licensed to Tri-County Broadcasting Co., owned one-third each by Harvey F. Lafoon, publisher of semi-weekly *Elkin Tribune*; Edward M. Anderson, publisher of weeklies *West Jefferson Skyland Post, Sparta Alleghany 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 WPNF 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*.

WKIX-AM-FM WNAO-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*.

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., 66⅔% 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 60% owned by Ridder Publications. See WCCO Minneapolis.

## OHIO

WAKR-AM-FM-TV Akron—Licensed to Summit Radio Corp., owned 45% by *Akron Beacon-Journal* (Knight newspaper). Other Knight newspapers are *Chicago Daily News, Detroit Free Press, Miami Herald (WCKR) 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, Ironota Tribune and Salem News*, all in Ohio; *Salisbury (Md.) Times*.

WTLC (TV) Canton—Licensed to Tri-Cities Telecasting Inc., 23.4% owned by Morton Frank; owner of weeklies *Canton Economist and Stark County Times*, and 9.4% owned by Oral S. Pfing, owner of weekly *Steubenville (Ohio) Jeffersonian*.

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., majority owned by *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 Forest City Pub. Co., publisher of *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.

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 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 (WSB)*, *Miami News (WCKR)*, *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 WKLO Louisville, Ky.

WJER Dover—Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown, W. Va.

WFIN-AM-FM Findlay—Licensed to Findlay Publishing Co., publisher of *Findlay Republican Courier*.

WCLT-AM-FM Newark—Licensed to the Advocate Printing Co., publisher of *Newark Advocate and American Tribune*.

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 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.

WHHH Warren—Licensed to Warren Tribune Radio Station Inc., owned by *Tribune Co.*, publisher of *Warren Tribune-Chronicle*.



WVST-AM-FM Wooster—Licensed to Wooster Republican Printing Co., publisher of the *Wooster Record*. 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 owns *Television Signal and Times-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 Ardmorette*.

KUSH Cushing—Licensed to Cimarron Broadcasters Inc., two-thirds owned by Lou S. Allard and Gordon R. Rockett, owners of weekly *Drumwright* (Okla.) *Derrick and Journal*.

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 C. C. Woodson, owner of *Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Warahachie Daily Light*, all Texas, and *Miami* (Okla.) *News-Record*. See also KXOL Fort Worth, Tex.

WKY-AM-TV Oklahoma City—Licensed to WKY Television System Inc., same ownership as Oklahoma City *Oklahoman and Times, Farmer-Stockman*. See also WSFA-TV Montgomery, Ala. and WTVT (TV) Tampa, Fla.

KHBB Okmulgee—Licensed to Okmulgee Broadcasting Corp., subsidiary of *Okmulgee Times*. See also KFSA 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 WIBW Topeka, 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

KWIL Albany—Licensed to Central Willamette 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 (R. B. Chessman, Mrs. E. B. Aldrich, Dorothy Engle, Daphne Chessman) with Astoria *Astorian-Budget and Pendleton* (Ore.) *East Oregonian*.

KOOS-AM-TV Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner is publisher of *Coos Bay Times*. See KROW Oakland, Calif. and KVAN Vancouver, Wash.

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*.

KOTI-TV Klamath Falls—Licensed to California-Oregon Tv Inc. Same ownership as KBES-TV Medford, Ore.

KMCM McMinnville—Licensed to Yamhill Broadcasters Inc. Same ownership as McMinnville *News-Register*.

KBES-TV Medford—Licensed to Southern Oregon Bcstg. Co., 100% owned by Amos Voorhies, publisher of *Grants Pass* (Ore.) *Courier*.

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 Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGES Miami, Fla.

KPIC (TV) Roseburg—Licensed to South-West Oregon Tv Broadcasting Corp. Half owned by KBES-TV Medford, Ore., interests.

PENNSYLVANIA

WFBG-AM-TV Altoona—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer-WFIL*).

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 Broadcasting Enterprises, owned by J. Patrick Beacom, owner of weekly *Mannington* (W. Va.) *Times*. See also WFB-TV Fairmont, WETZ New Martinsville and WCTS Fairmont, all W. Va.

WCPA Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of *Clearfield Progress*. See also WDAD Indiana, Pa., and WJCM Sebring, Fla.

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.

WEEX-AM-FM Easton—Licensed to Easton Publishing Co., publisher of *Easton Express*. See also WGLV (TV) Easton, Pa.

WGLV (TV) Easton—Licensed to WGLV Inc., subsidiary of Easton Publishing Co. (*Easton Express*). See WEEX Easton, Pa.

WEST-AM-FM Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See (*Lancaster Intelligencer-Journal and New Era*). WGAL Lancaster.

WSEE (TV) Erie—Licensed to Great Lakes Television Co., 24.66% owned by George J. Meade and John J. Meade Jr., co-publishers of *Erie News and Times*.

WGTE 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 WGAL 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. Biddie Pub. Co., publisher *Huntingdon News*.

WDAD Indiana—Licensed to WDAD Inc. 52% owned by Clearfield Broadcasters Inc. (*Clearfield* (Pa.) *Progress*). See also WCPA Clearfield, Pa., and WJCM Sebring, Fla.

WJAC-AM-FM-TV Johnstown—Licensed to WJAC Inc., same ownership as *Johnstown Tribune*.

WGAL-AM-FM-TV Lancaster—Licensed to WGAL Inc., same ownership (Steinman & Steinman Inc.) as *Lancaster Intelligencer-Journal and New Era*. See also WDEL Wilmington, Del., and WLEV-TV Bethlehem, WJOK York, WRAW Reading, WEST Easton, WKBO Harrisburg, all Pa. Stations operated independently.

WLBK-TV Lebanon—Licensed to Lebanon Television Corp., owned by Triangle Publications Inc. (*Philadelphia Inquirer-WFIL*). (Ownership subject to FCC protest hearing.)

WMRF Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel*.

WARC Milton—Licensed to Williamsport Radio Bcstg. Assoc. Inc. Harry J. W. Klessing, Grit Publishing Co. executive, is president and owns 32%. See also WWPA Williamsport, Pa.

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*. See also WGBI-TV Scranton, Pa.

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.; WEGB Harrisburg, WLBK-TV Lebanon and WFBG Altoona, all Pa., and WHNC New Haven, Conn.

WCAE Pittsburgh—Licensed to WCAE Inc. Owned by Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph*. For other Hearst newspapers see WBAL Baltimore.

WIIIC (TV) Pittsburgh—Licensed to WWSW Inc. When option 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.

WJLF-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*.

WWSW-AM-FM Pittsburgh—Licensed to WWSW Radio Inc. owned by the *Pittsburgh Post-Gazette*. (Same ownership [Paul Block] as *Toledo* [Ohio] *Blade*.)

WEEU Reading—Licensed to Hawley Broadcasting Co., affiliated with *Reading Times and Eagle*.

WRAW Reading—Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal and New Era*). See WGAL Lancaster.

WEJL Scranton—Licensed to the *Scranton Times*.

WGBI-TV Scranton—Licensed to Scranton Broadcasters Inc., owned by WCAU Inc. (*Philadelphia Bulletin-WCAU-AM-FM-TV*). See WCAU Philadelphia.

WPIC-AM-FM Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co., publisher of *Sharon Herald*.

WVPO Stroudsburg—Licensed to Pocono Broadcasting Inc., James H. Ottaway, majority stockholder, is also president-publisher of *Stroudsburg Record*. See also WENE Endicott-Binghamton, N. Y., and WDOS Oneonta, N. Y.

WKOK-AM-FM-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 with family owns 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. Klessing, Grit Publishing Co. executive, is president and owns 32%. See also WARC Milton, Pa.

WORK York—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal and New Era*). See WGAL Lancaster.

RHODE ISLAND

WEAN, WPJB-FM Providence—Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin*.

WWON-AM-FM Woonsocket—Licensed to Woonsocket Broadcasting Co., whose principals include stockholders of Woonsocket Call.

SOUTH CAROLINA

WAIM-AM-TV, WCAC (FM) Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Mail*.

WGCD Chester—Licensed to Dispatch Publishing Co. (*Lexington* [N. C.] *Dispatch*).

WBTW (TV) Florence—Licensed to Jefferson Standard Life Insurance Co., subsidiary of Jefferson Standard Life Insurance Co. 100% 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., 47% owned by *Greenville News-Piedmont*.

WEAB Greer—Licensed to Greer Bcstg. Co. Partner E. A. Burch is publisher of the weekly *Greer Citizen*. Partner W. R. Frier is owner of weekly *Bartow Herald* (WBHF Cartersville, Ga.).

WTND Orangeburg—Licensed to the WTND Inc. Same ownership (J. I. Sims and family) as *Orangeburg Times & Democrat*.

SOUTH DAKOTA

KDHS (TV) Aberdeen—Licensed to Aberdeen Television Co. Same ownership as WCRA Effingham, Ill.

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*.

# NEWSPAPER OWNERSHIP

**WKPT-AM-FM Kingsport**—Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport News* and *Times*.

**WNOX 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.

## 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.

**KREL-AM-FM Baytown**—Licensed to Tri-Cities Broadcasting Co., 40% owned by E. O. Roden, publisher of weekly *Walker County Times* and *Booneville* (Miss.) *Independent* (WBIP).

**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*.

**KBST-TV Big Spring**—Licensed to Big Spring TV Co., 10% owned by Robert Whipkey, publisher, *Big Spring 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*).

**KFST Fort Stockton**—Licensed to George Baker, 80% owner of weekly *Fort Stockton Pioneer*.

**KXOL Fort Worth**—Licensed to KXOL Inc., 50% owned by C. C. Woodson, owner of *Bronwood Bulletin*, *Lamesa Reporter*, *Del Rio News-Herald*, *Waxahachie Daily Light*, all Texas, and *Miami* (Okla.) *News-Record*. See also KTOK Oklahoma City.

**WEAP-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 *Dublin* (Tex.) *Progress*.

**KPRC-AM-FM-TV Houston**—Licensed to Houston Post Co., publisher of *Houston Post*. Owner W. P. Hobby holds option to purchase 32.5% of KFDM-TV Beaumont, Tex.

**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. Forrest Weimhold owner, also owns *Levelland SunNews* and weekly *Hockley County Herald* (Levelland).

**KFYO Lubbock**—Licensed to Plains Radio Broadcasting Co., 81% owned by Globe News Publishing Co., publisher of *Lubbock Avalanche* and *Journal*, *Amarillo* (Tex.) *News* and *Globe-Times*. See KGNC Amarillo, Tex.

**KCMR McCamey**—Licensed to Sprayberry Broadcasting Co., 25% owned by Barney H. Hubbs, 66 2/3% owner of semi-weekly *Pecos* (Tex.) *Enterprise*. See also KIUN Pecos, Tex.

**KGNE 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 Alpine, 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 station, owns 52% of weekly *Shamrock Texan* and 44% of *Wheeler Times*.

**KCEN-TV Temple**—Licensed to Bell Publishing Co., publisher of *Temple Telegram*. See KTEM Temple.

**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*, *Sherman Democrat* and 50% owner of *Killeen* (Tex.) *Herald*.

**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 *New 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 KIMN Denver, Colo.

**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.

**KUTV (TV) Salt Lake City**—Licensed to Utah Broadcasting & Television Corp., 51% owned by Ogden (Utah) *Standard-Examiner* (Glasman) and 35% by *Salt Lake Tribune*.

## 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.

**WGH-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*.

**WRNL-AM-FM Richmond**—Licensed to Richmond Newspapers Inc. (*Richmond Times Dispatch* and *News-Leader*).

**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-weeklies *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* and weekly *Othello* (Wash.) *Outlook*. 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 56% by Jessica L. Longston, publisher of bi-weeklies *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* and weekly *Othello* (Wash.) *Outlook*. See KBAR *Burley*, Ida.; KPUG *Bellingham*, KAYO *Seattle*, Wash.

**KONP Port Angeles**—Licensed to Radio Pacific Inc., subsidiary of *Port Angeles News*.

**KAYO Seattle**—Licensed to Washington Telecasters Inc., 52% owned by Jessica L. Longston, publisher of bi-weeklies *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* and weekly *Othello* (Wash.) *Outlook*. 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 Burl C. Hagadone, 40% by Scripps Newspapers Inc., and 20% by Harry Henke Jr. Scripps Newspapers Inc. publishes *Pocatello Idaho State Journal*, *Provo* (Utah) *Herald*, *Logan* (Utah) *Herald Journal*, *Kaispell* (Mont.) *Daily Interlake* and *The Dalles* (Ore.) *Chronicle*, and with Mr. Hagadone, the *Coeur d'Alene* (Idaho) *Press* and *North Idaho* (Wallace-Kellogg) *Press*.

**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 *Coos Bay* (Ore.) *Times* (KOOS), and owner of *KROW* Oakland, Calif.

## WEST VIRGINIA

**WHIS-AM-TV Bluefield**—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Telegraph* and *Sunset News*.

**WKAZ-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.

**WJPB-TV Fairmont**—Licensed to WJPB-TV Inc., owned by J. Patrick Beacom, publisher of weekly *Mannington* (W. Va.) *Times*. See WCTS *Fairmont*, WVVW *Grafton*, WETZ *New Martinsville*, W. Va., and WBUT *Butler*, Pa.

**WCTS Fairmont**—Licensed to Fairmont Broadcasting Co., 5% owned by J. Patrick Beacom, publisher of weekly *Mannington* (W. Va.) *Times*. See WJPB-TV *Fairmont*.

**WVVW Grafton**—Licensed to WVVW Inc., owned by J. Patrick Beacom. See WJPB-TV *Fairmont*, W. Va.

**WSAZ-AM-TV Huntington**—Licensed to WSAZ Inc., 89% owned by *Huntington Publishing Co.*, (*Huntington Herald-Dispatch* and *Advertiser*). See also WKAZ *Charleston*, W. Va.

**WLOG-AM-FM Logan**—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, partners.

**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, and WKJF (FM) *Pittsburgh*, Pa.)

**WETZ New Martinsville**—Licensed to Magnolia Broadcasting Co., 5% owned by J. Patrick Beacom, owner of weekly *Mannington* (W. Va.) *Times*. See WJPB-TV *Fairmont*, WVVW *Grafton*, 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.

**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. Ralston, 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 Virginian*, *Point Pleasant Register*, *Weirton Times*, 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* (WVST) and *Ravenna Courier-Tribune*, *Defiance Crescent-News*, 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. Armas 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., 23% owned by *Eau Claire Leader and Telegram*, and 54.6% owned by Morgan Murphy and wife (see WEBC *Duluth*, Minn.).

**KFIZ Fond du Lac**—Licensed to KFIZ 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 WKBT 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-Superior (Wis.) *Telegram*. See WEBC Duluth, Minn.

**WIGM Medford**—Licensed to M & N Bstg. 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 80% stockholder, is general manager and majority stockholder of Comstock Pub. Co., publisher of *Portage Register* 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. A. Matt Werner and wife (owners of *Sheboygan Press*) own 37.5% of the common stock of WHBL Inc., but neither is an officer or director of sta-

tions. Press Pub. Co. owns 100% of WHBL 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 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 *Rhineland 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

**KFBC-AM-TV Cheyenne**—Licensed to Frontier Broadcasting Co. *Cheyenne News Observer* (*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* (KVR5) (45.4%), *World and Northern Wyoming News*. See also KSTF (TV) Scottsbluff, Neb.

**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.

**KVRS Rock Springs**—Licensed to Wyoming Best Co., owned by *Rock Springs Newspapers Inc.* (*Rock Springs Rocket*), which is 45.4% owned by D. G. Richardson, and 45.4% owned by Trac S. McCracken. For Mr. McCracken's holdings, see KFBC Cheyenne, Wyo.

HAWAII

**KHBC-AM-TV Hilo**—Licensed to Hawaiian Broadcasting System Ltd. See KGMB Honolulu.

**KGMB-AM-TV Honolulu**—Licensed to Hawaii Broadcasting System Ltd., 24.55% owned by *Honolulu Star-Bulletin*. See also KHBC Hilo and KMAU-TV Wailuku, T.H.

**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).

**KMAU-TV Wailuku**—Licensed to Hawaiian Broadcasting System Ltd. (see KGMB Honolulu).

**KMVI-AM-TV Wailuku**—Licensed to Maui Publishing Co., Ltd., publisher of *Maui News*.

PUERTO RICO

**WKAQ-AM-TV San Juan**—Licensed to El Mundo Inc., publisher of *San Juan El Mundo*.

GROUP OWNERSHIP OF BROADCAST STATIONS IN THE UNITED STATES

Note: Unless otherwise noted first station listed is headquarters.

**ABC 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 John Blair & Co., and Blair-TV, except KABC-AM-TV which are represented by Katz Agency.

**AIR TRAILS NETWORK STATIONS** (Charles Sawyer) — WING Dayton, WCOL-AM-FM Columbus, WIZE Springfield (52%), all Ohio, and WKLO-AM-TV Louisville, both Kentucky.

**W. GORDON ALLEN STATIONS**—KGAL Lebanon (70%), KGAY Salem (66%), both Oregon; KTIK Seattle and KBAM Longview (50%), both Wash., and KMAR Winnsboro, La. (48%). Headquarters: KGAY Salem, Ore.

**GEORGE BASIL ANDERSON STATIONS** — KLIR Denver, Colo.; KJRG Newton and KCLO Leavenworth, Kan., and KJSK Columbus, Neb.

**ARNOLD STATIONS**—WALT Tampa, WTAM Decatur, and WMFJ Daytona Beach, Fla.; WINN Louisville, Ky. Emil J. Arnold owns 50% of WALT, 100% of WTAM, 50% of WMFJ and 100% of WINN. Robert Wasdon and Jack Siegel own 25% each of WALT and hold options to purchase similar interests in WTAM, WMFJ and WINN. Messrs. Wasdon and Siegel jointly own WIOD Sanford, Fla.

**JAMES D. ASHER STATIONS** — WJDA Quincy, WESX Salem and 71.6% of WGAW Gardner, all Mass.

**GENE AUTRY STATIONS**—KOOL-AM-TV Phoenix (55.38%), KOFO-AM-TV Tucson (48%), Ariz., KMPC Los Angeles (51%) and KSFO San Francisco (50%).

**CY N. BAHAKEL STATIONS**—WRIS Roanoke, Va., WKOZ Kosciusko, WABG Greenwood, Miss.; WPLH Huntington, W. Va.; WKIN Kingsport, Tenn.; WWOOD-AM-FM Lynchburg, Va., and WLBJ-AM-FM Bowling Green, Ky.

**H. & E. BALABAN CORP. STATIONS**—Owns 50% of WTVO (TV) Rockford and WICS (TV) Springfield, Ill.; WMCN (TV) Grand Rapids, Mich.; WRIT Milwaukee, Wis.; and NEW (TV) Birmingham, Ala.; owns 25% of KFBI Wichita, Kan.

**BARTELL STATIONS** — WMTV (TV) Madison, WOKY Milwaukee, 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 and 5% of WCTS Fairmont, WVVV Grafton, and 10% of WETZ New Martinsville, all W. Va.; and WBUT-AM-FM Butler, Pa.

**BELLINGER-TOWNSEND-KEMPNER STATIONS**—WVMC Mt. Carmel, WIZZ Streator, and WRAM Monmouth (30%), all Ill.; WKTY (TV) Owensboro, Ky. Stephen P. Bellinger, Ben H. and Joel W. Townsend. Morris S. Kempner.

**BFR STATIONS**—KELO-AM-TV Sioux Falls, KDLO-TV Florence, and NEW (TV) Reliance, all S. D.; WLWL Minneapolis, Minn., and 10% of WRFW Eau Claire, Wis. N. L. Bentson, Joseph L. Floyd, Edmund R. Ruben.

**CY BLUMENTHAL STATIONS** — WARL-AM-FM Arlington, Va. (Washington, D.C. area); WCMS Norfolk and WROV Roanoke (20%), both Va.; KCKN Kansas City, Kan.

**BOOTH STATIONS**—WJLB, WBRI (FM) Detroit, WBBG Flint, WSGW Saginaw, WIBM Jackson, all Michigan, WJVA South Bend, and WIOU Kokomo, both Ind. Purchase of WTOD, WIRT (FM) Toledo, Ohio, pending FCC approval. John L. Booth.

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

**KENYON BROWN STATIONS**—KWTF Wichita Falls, and KLYN Amarillo, both Tex.; KANS Wichita, Kan. (50%) KBYE Oklahoma City (49%) and KGLC Miami (33%), both Okla., and KFEQ-AM-TV St. Joseph, Mo. (33%).

**CASCADE BROADCASTING CO. STATIONS**—KIMA-AM-TV Yakima, KEPR-TV Pasco, KBAS-TV Ephrata, KWIE Kennewick and KWAB (TV) Walla Walla, all Washington, and KLEW-TV Lewiston, Ida.

**T. K. CASSELL STATIONS** — WTVE (TV) Elmira and WTKO Ithaca, both N.Y.; WDBF Delray Beach, Fla.; WHCA-AM-FM Chambersburg, WATS Sayre and WBRX Berwick, all Pa.; WOND Pleasantville, N.J. Mr. Cassell is associated with others in these holdings.

**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, WEET-AM-FM Boston, WXIX (TV) Milwaukee, and WHCT (TV) Hartford, Conn. 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.; WULA Eufaula, Ala.

**CHRONICLE PUBLISHING CO. STATIONS**—KRON-TV San Francisco, KBK-TV Bakersfield, Calif.

**CLEARFIELD BROADCASTERS**—WCPA Clearfield and WPAD Indiana (52%), 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 WKDK Newberry, S. C. James F. Coggins and Edward L. B. Osborne.

**COLORADO NETWORK** — KVOD Denver, KRAI Craig, KSLV Monte Vista, KUCB Montrose-Delta all Colo. George O. Cory, president.

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

**CONSOLIDATED TELEVISION & RADIO BROADCASTERS INC. STATIONS** (H. M. Bitner)—WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WDFD Flint, both Mich., and WTCN-AM-TV Minneapolis. Sale of Indianapolis, Grand Rapids and Minneapolis properties to Time Inc. pending FCC approval.

**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 (31.78%), KGMB-AM-TV Honolulu (6.73%), KSUB Cedar City, Utah (60%), KBOI Boise, Ida. (4.24%).

**COWLES STATIONS**—KRNT Des Moines, KVTV (TV) Sioux City, both Iowa; WNAX Yankton, S. D.; WHTM-AM-TV Huntington, W. Va., 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 by Minneapolis Star and Tribune Co.); KTVH (TV) Hutchinson (Wichita), Kan. (80% owned by Minneapolis Star and Tribune Co.)

**JAMES M. COX STATIONS**—WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WCKR-WCKT (TV) Miami, Fla. (42.5%). Headquarters: Atlanta. James M. Cox Jr., president; J. Leonard Reinsch, executive director.

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

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

**CURTIS RADIOCASTING CORP. STATIONS**—WGBF Evansville, WBOW Terre Haute, both Ind.; WTMV East St. Louis, Ill.

**DANIELS STATIONS**—KRSD-AM-TV Rapid City and KDSJ-AM-TV Deadwood, both S.D. John, Eli and Harry Daniels.

**GEORGIA M. DAVIDSON-WALTER E. WAGSTAFF STATIONS**—KIDO-AM-TV Boise and 60% of KHTV (TV) Twin Falls, both Idaho.

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

## GROUP OWNERSHIP

**Z. H. DREWRY STATIONS—KSWO-AM-TV** Lawton, KQWA Enid, KRHD Duncan, Okla., KMD-TV Midland, Tex.

**DuMONT BCSTG. STATIONS—WABD (TV)** New York, WTTG (TV) Washington. Both represented by Paul H. Raymer Co.

**ERNST STATIONS — KWOR** Worland, KWRL and KWRB-TV Riverton, KRTR Thermopolis, all Wyoming, Joseph P. and Mildred V. Ernst.

**FARM & HOME STATIONS (Don Searle)—KIOA** Des Moines and KFNF Shenandoah, both Iowa; KMMJ Grand Island, Neb.; KXXX Colby, Kan.

**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. (33 1/3%).

**FISHER STATIONS—KVAL-TV** Eugene (26.6%), KPIC-TV Roseburg (13.3%), KUMA Pendleton, KIHJ Hood River, KDLS The Dalles, all Ore., and KAGT Anacortes, Wash. C. H. and Edna E. Fisher.

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

**FOUNDERS CORP. STATIONS—KPOA** Honolulu; WFBL Syracuse, N. Y.; WTAC Flint, Mich.; 50% of KTVR (TV) Denver. John M. Shaheen, president.

**FRIENDLY GROUP—WSTV-AM-FM-TV** Steubenville, Ohio; WETO-TV Atlantic City, N. J.; WPT Pittsburgh, Pa.; WBMS Boston, Mass.; KODE-AM-FM-TV Joplin. Mo. Purchase of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., pending FCC approval. John J. Laux, managing director.

**FRONTIER BROADCASTING CO. STATIONS—KFBC-AM-TV** Cheyenne, KRAL Rawlins, KVRB Rock Springs (45.4%), all Wyoming, and KSTF (TV) Scottsbluff, Neb. Bill Grove, general manager, is majority owner of KSID Sidney, Neb.

**J. A. GALLIMORE STATIONS—WSNW-AM-FM** Seneca, WSSC Sumter, WBAW Barnwell, WABV Abbeville, all South Carolina; WLFA Lafayette, Ga.

**THEODORE R. GAMBLE STATIONS—KOIN-AM-FM-TV** Portland, Ore. (26.1%), KOMO-TV Seattle (30%).

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

**GENERAL BROADCASTING CORP. STATIONS** (all fm)—WFMX New York, WTMH-FM Providence, R. I., and WFMQ-FM Hartford, Conn. Headquarters: 171 Newbury St., Boston, 16, Mass. T. Mitchell Hastings Jr., president.

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

**A. L. GLASMANN STATIONS—KIMN** Denver, KUTV (TV) Salt Lake City (51%) and KLO Ogden, both Utah; KLIX-AM-TV Twin Falls and KCEM Boise, both Idaho, and KMON Great Falls, Mont. Mr. and Mrs. George C. Hatch (Mrs. Hatch is Mr. Glasmann's daughter) own KALL Salt Lake City, 15% of KUTV (TV) Salt Lake City, and 67% of KOPR Butte, Mont.

**S. L. GOODMAN STATIONS — WYSR** Franklin, WDDY Gloucester, WILA Danville, and WYTI Rocky Mount, all Va.

**CARY L. GRAHAM STATIONS—WETO** Gadsden, WANA Anniston, WPID Piedmont, all Alabama and WLAQ Rome, Ga.

**GRANITE STATE BROADCASTING CO. STATIONS—WKBR-AM-FM** Manchester, WTSV-AM-FM Claremont, WTSL Hanover-Lebanon, WFSN Dover, all New Hampshire. Headquarters: 155 Front St., Manchester, N. H. W. F. Rust Jr., treasurer; Ralph Gottlieb, gen. mgr.

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

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

**HAWAIIAN BROADCASTING SYSTEM STATIONS—KGMH-AM-TV** Honolulu, KHBC-AM-TV Hilo KMAU (TV) Waikuku, all T.H.

**JACK W. HAWKINS & BARNEY H. HUBBS STATIONS—KIUN** Pecos, Tex., KVCF Cortez, Colo., KVLV Alpine (60%), KCMR McCamey (80%), and KRIG Odessa (50%), KFST Fort Stockton (40%), all Texas.

**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

and WHSY Hattiesburg, both Miss., and WSFA Montgomery, Ala. Charles W. Holt.

**HOOK-FARRAR STATIONS—WDOB** Canton and WMAG Forest, both Miss.; WRAG Carrollton, Ala. Roth E. Hook and W. E. Farrar. Mr. Hook owns 50% of WDOB, 45% of WMAG and 49% of WRAG. He also owns 75% of WRUS Russellville, Ky. Mr. Farrar owns 30% of WDOB, 45% of WMAG and 49% of WRAG.

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

**IMPERIAL BROADCASTING SYSTEM — KPRO** Riverside-San Bernardino, KROP Brawley-El Centro, KREO Indio-Palm Springs, KYOR Blythe, all Calif. Office: 6331 Hollywood Blvd., Hollywood 28, Calif. Telephone: Hollywood 2-6464. Frank K. Danzig, president-general manager; A. Bartlett Ross Jr., vice president-general sales manager.

**JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—WBT** and WBTW (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C.; 16 1/2% interest in WFMV-TV Greensboro, N. C.

**WILLIAM F. JOHNS FAMILY STATIONS—KMNS** Sioux City, Iowa; WOSH-AM-TV Oshkosh, Wis.; WMN-AM-FM St. Paul, Minn. William F. Johns Sr. and Jr. Senior Mr. Johns also owns 9% of WSPJ Stevens Point, Wis.

**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 45% of KVOO-TV Tulsa, Okla. Sen. Robert S. Kerr and D. A. McGee.

**JOHN W. KLUGE STATIONS—WILY** Pittsburgh, Pa. (88%); WKDA Nashville, Tenn. (73%); KXLW St. Louis, Mo. (70%); WLOF Orlando, Fla. (52% with wife and brother-in-law); WGAY Silver Spring, Md. (70%).

**JOHN S. KNIGHT STATIONS—WAKR-AM-FM-TV** Akron, Ohio (45%), and 42.5% interest in WCKR-WCKT (TV) Miami.

**KNORR STATIONS—WKMH-AM-FM** Detroit-Dearborn, WKMF Flint, WKHM Jackson and WSAM-AM-FM Saginaw, all Mich. Fred A. Knorr, president and general manager.

**KYLE-CORGIILL-TRUDEAU STATIONS — WRNY** Rochester, WABY Albany and WPDW Potsdam, all New York. Mr. Kyle also owns 15% of WNRD Syracuse, N. Y. David A. Kyle, Donald A. Corgill and Edward L. Trudeau.

**LACKEY STATIONS — WRAJ** Anna, Ill.; WFAD-AM-FM Paducah and WHOP-AM-FM Hopkinsville, both Ky. Pierce E. and F. E. Lackey jointly own WRAJ. Pierce E. Lackey owns WPAD stations; F. E. Lackey owns WHOP stations.

**CHARLES W. LAMAR STATIONS—WPFA-TV** Pensacola, Fla.; 41.85% of KTAG-TV Lake Charles, La.

**EDWARD LAMB ENTERPRISES INC.—WIKK** and WICU (TV) Erie, Pa.; WMAC-TV Massillon, Ohio; WTOP and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. Note: Sale of WTOP and WTRT to Booth 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-FM** and 51% of KALB-TV Alexandria, La.; KPLC-AM-TV Lake Charles (33 1/3%), KRMD-AM-FM Shreveport (85%), all La.; WSLI and WJTV (TV) Jackson, Miss. (13.8%), and KRRV Sherman, Tex. (88%).

**LEE STATIONS—KHQA-TV** Hannibal, Mo.; WTAD-AM-FM Quincy, Ill.; KGLO-AM-FM-TV Mason City, Iowa. 41% of WKBT (TV) La Crosse, Wis., and minority of WIBA Madison, Wis., and of KFAB Omaha, Neb.

**RICHARD FIELD LEWIS JR. STATIONS—WINC,** WRFL (FM) Winchester, WISG Mt. Jackson, WAGE Leesburg, and WFVA Fredericksburg (60%), Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania; WELD Fisher, W. Va.

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

**LOWE'S INC. STATIONS — WMGM-AM-FM** New York and 25% of following: KTTV (TV) Los Angeles, KTVR (TV) Denver, and KMGM-TV Minneapolis.

**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. (58%); KAYO Seattle, Wash. (32%); KPUG Bellingham, Wash. (50%).

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

**CLAYTON W. MAPOLES STATIONS—WEBY** Milton and WFNM DeFuniak Springs, both Fla.; and WBLO Evergreen, Ala.

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

**MATISON STATIONS — WDAM-TV** Hattiesburg (49%), WAML Laurel and WABO Waynesboro, all Miss. David A. Matison Jr.

**HERBERT MAYER STATIONS—WXEL (TV)** Boston and WPHD (TV) Philadelphia.

**MAYES-WOODSON STATIONS—KBWD** Brownwood, KNOW Austin, KXOL Fort Worth, KSNY Snyder, WACO Waco, all Tex., and KTOK Oklahoma City, Wendell Mayes and C. C. Woodson.

**McCLATCHY BROADCASTING CO. STATIONS—KFBE-AM-FM** Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE-AM-FM Modesto, all Calif.; KOH Reno, Nev. Headquarters: 21st & Q, Sacramento 4, Calif. Eleanor McClatchy, president.

**LLOYD C. MCKENNEY STATIONS—KMDO** Fort Scott, Kan.; KRMO Monett, KBHM Branson (50%), and KBTN Neosho (25%), all Mo.

**McLendon STATIONS—KLIF** Dallas, KERP and KILT (TV) El Paso, both Tex.; KTTA-AM-FM San Antonio, Tex. Barton R. McLendon, chairman; Gordon R. McLendon, president.

**McLendon-Kent STATIONS — WOKJ** Jackson, WNLA Indianola, and WKDL Clarksdale, all Miss., and KOKY Little Rock, Ark. John M. McLendon, W. L. Kent.

**McNaughton STATIONS — WCRA** Effingham, WRMN Elgin, both Illinois; KXGI Fort Madison, Iowa and KDHS (TV) Aberdeen, S.D. Joseph E. McNaughton and family.

**J. ELROY MCCAUGHY STATIONS—KTVW (TV)** Tacoma-Seattle, Wash.; KORC Mineral Wells, Tex.; WINS New York, KYA San Francisco, KDAY Santa Monica, 50% of KONA (TV) Honolulu and 50% of KTVR (TV) Denver (with John D. Keating); 50% of KELA Centralia, 33 1/3% of KALE Richland and 33 1/3% of KYAK Yakima, all Wash.

**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, and C. A. Larson, asst. director, radio-tv.

**MEYER BROADCASTING CO. STATIONS—KFYR-AM-TV** Bismarck, KUMV-TV Williston, and KMOT (TV) Minot, all N. D. Etta H. Meyer, president; F. E. Fitzsimonds, executive vice president.

**MID-AMERICA BROADCASTING CO. STATIONS—KOSI-Aurora-Denver,** Colo.; WGVN, Greenville, Miss., and KOBY San Francisco, Calif. Latter is subject of protest hearing. All owned or controlled by David M. Segal.

**MIDNIGHT SUN BROADCASTING CO. STATIONS—KFAR-AM-TV** Fairbanks, KENI-AM-TV Anchorage, KJNO Juneau, KABI Ketchikan, all Alaska. Harry Hill, president; Alvin O. Bramstedt, general manager.

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

**MINING JOURNAL STATIONS — WDMJ-AM-TV** Marquette, WMIQ Iron Mt., both Mich., and WSAU-AM-TV Wausau, Wis. (minority). Frank J. Russell Jr.

**CARLETON W. MORRIS STATIONS—KSUN** Bisbee, KAWT Douglas and KHFF Fry, all Arizona.

**MT. RANIER RADIO & TELEVISION BROADCASTING CORP. STATIONS—KXL** Portland, Ore.; KJR Seattle, Wash.; KHMO Hannibal, Mo. Purchase of KNEW Spokane, Wash., pending FCC approval. Lester M. Smith and Lincoln Dellar, Mr. Dellar also owns KXOA-AM-FM and KCCC-TV Sacramento, Calif.

**MORGAN MURPHY-WALTER C. BRIDGES STATIONS — WEAU-AM-FM-TV** Eau Claire and WISC-AM-FM-TV Madison, both Wis. KVOL-AM-FM-TV Lafayette, La.; KGTV (TV) Des Moines, Iowa; WEBC Duluth, WMFG Hibbing, WHLB Virginia, all Minn. Morgan and Elizabeth Murphy own 54.6% and Mr. Bridges 18.6% of WEAU stations; Murphys, directly and indirectly, own 50% of WISC stations; 50% of KVOL stations, 100% of KGTV, and 52.25% of WEBC, WMFG and WHLB. Mr. Bridges owns 10% of WEBC, WMFG and WHLB and 7% of WJMC-AM-FM Rice Lake, Wis.

**MOYER STATIONS — WTIM** Taylorsville, WTAY Robinson and WBBA Pittsfield (55%), all Ill.; WMMA Miami, Fla. Keith, Frieda and Roger L. Moyer.

**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, KRCA (TV) Los Angeles, WBUF (TV) Buffalo, N. Y., WKBN-WNBC (TV) New Britain, Conn. All represented by NBC Spot Sales.

**ROBERT F. NEATHERY STATIONS—KWPM-AM-FM** West Plains, Mo.; KALM Thayer, both Mo., and KAMS (FM) Mammoth Spring, Ark., and 50% of KBHM Branson, Mo.

**O. L. NELMS STATIONS — KOLF-TV** Flagstaff, Ariz.; KNET-TV Brownwood, Tex., and KAMT-TV Alpine, Tex.

**WAYNE M. NELSON STATIONS—WPET** Greensboro, WHIP Mooresville, 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 (25%); WGTO Haines City, Fla. (owned by WKWK), WAPI, WAEM (FM), and WAET (TV) Birmingham, Ala., and WHBS-AM-FM Huntsville, Ala.

**NEWS PUBLISHING CO. STATIONS**—WBLK-AM-TV Clarksburg, WPAR-AM-FM Parkersburg, W. Va., and 44% 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, WIET (TV) Ithaca, WREG (TV) New York, WROH (TV) Rochester, WHTV (TV) Syracuse, New York.

**NORTH COUNTRY STATIONS OF VERMONT**—WTWN St. Johnsbury, WIKE Newport, and WNIX Springfield, all Vermont. E. Dean Finney, president.

**NORTH DAKOTA BCSTG. CO. STATIONS**—KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck, and KSJB Jamestown, all N. D. John W. Bolter, president-general manager.

**NORTHWESTERN SCHOOLS STATIONS**—KTIS-AM-FM Minneapolis, Minn.; KNWS Waterloo, Iowa, and KFNW Fargo, N. D.

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

**PAGLIN-RAY STATIONS**—WBOK New Orleans, KAOK Lake Charles, WXOK Baton Rouge, all Louisiana; KYOK Houston and KBKI Alice, both Tex., and WLOK Memphis, Tenn. 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%).

**PEOPLES BROADCASTING STATIONS** (National 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, WESH-TV Daytona Beach (purchase subject to protest hearing) and 40% of WNDB-AM-FM Daytona Beach, all Fla.

**PHILADELPHIA BULLETIN STATIONS**—WCAU-AM-FM-TV Philadelphia and WGBI-TV Scranton, Pa.

**JOHN H. PHIPPS STATIONS**—WKTG, WCTV (TV) Thomasville, Ga.; WTAL Tallahassee, WTVS Marlanna and WPTV (TV) Palm Beach, both Fla.

**PLOUGH BCSTG. STATIONS**—WMPM Memphis, Tenn.; WJJD Chicago, Ill.; WCOF-AM-FM Boston, Mass., and WCAO-AM-FM Baltimore, Md. Harold R. Kreistein, president, broadcasting subsidiaries.

**FLAN FINESTRIE STATIONS**—WPTV (TV) Ashland, Ky.; WLTW (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 (40%), both W. Va.; WFEA Manchester, N. H., and WTSP-AM-FM St. Petersburg, Fla. N. Joe Rahall, president.

**DONALD W. REYNOLDS STATIONS**—KFSA-AM-FM-TV Fort Smith, Ark.; KOLO-AM-TV Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nev.; KHBG Okmulgee, Okla., and KBRS Springdale, Ark.

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

**DEE RIVERS STATIONS**—WEAS Decatur, WJTV Savannah, Ga.; KWEM Memphis, Tenn.; WSWN Belle Glade, Fla. E. D. Rivers Jr., chairman.

**JAMES RIVERS STATIONS**—WJMJ Cordelle, WJAZ Albany, WTJH East Point, WACL Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers. William Blizard, WJMJ, Cordelle, Ga.

**RKO TELERADIO PICTURES INC.** (General Tele-radio Div.)—WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., and WGM-AM-FM Washington, D. C. (purchase protested). Also owns and operates MBS, Don Lee and Yankee Networks. Thomas F. O'Neil, chairman, president and treasurer; John B. Poor, vice president (general mgr.); Willet H. Brown, vice president (general mgr., Don Lee Network); Norman Knight, vice president (general mgr., Yankee Network); George Steffy, vice president (Yankee Network); Gordon Gray, vice president (WOR-TV); Robert Leder, vice president (WOR-AM-FM); John Cleghorn, vice president (general mgr., WHBQ stations); Betram Lebarh, general mgr., WEAT stations; Robert F. Hurlleigh, general mgr., WGM-AM-FM; John Hayes, general mgr., recording div.; Robert Manby, vice president (RKO); Wendell B. Campbell, vice president, (national sales, radio-tv).

**Cecil W. Roberts Stations**—KCRB Chanute, Kan.; KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Mo.; and KOSA-TV Odessa, Tex. (50%). Son James R. Roberts owns KBEV Portland, Ore. Son-in-law Robert D. Rapp and wife own WINI Murphysboro, Ill.

**AARON B. ROBINSON STATIONS**—WDXE Lawrenceburg, WDXN Clarksville, WDXI-AM-TV Jackson (majority), WTPR-AM-FM Paris (majority), WENK Union City (majority), all Tenn.; WCMA Corinth, Miss. (46%).

**E. O. RODEN STATIONS**—WBIP Booneville, WAZF Yazoo City (50%), WEGA Newton (40%), WTUP Tupelo (30%), all Miss., and KREL-AM-FM Baytown, Tex. (40%).

**ROLLINS STATIONS**—WAMS Wilmington and WJWL Georgetown, both Del.; WNRJ Newark, N.J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind., and WPTZ (TV) Plattsburgh, N.Y. O. Wayne and John W. Rollins.

**R. W. ROUNSAVILLE STATIONS**—WQXI and WATL-TV Atlanta, Ga.; WLOU and WQXL-TV Louisville, Ky.; WCIN and WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, WOBJS Jacksonville and WIOK Tampa, all Fla., and WSOK Nashville, Tenn.

**RURAL RADIO NETWORK STATIONS** (all fm)—Irrara Wethersfield, WRRE, Bristol Center, WRRR Ithaca, WRRD DeRuyter, WRRR Cherry Valley, all New York.

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

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

**SCRIPPS-HOWARD GROUP**—Scripps Howard Radio Inc. is the licensee of WEWS (TV) Cleveland, WCOF-AM-TV Cincinnati, and WNOX Knoxville. Memphis Publishing Co. is the licensee of WMC, WMCF (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. Waters, vice president and general manager, WCOF-AM-FM-TV; Richard B. Westergaard, vice president and general manager, WNOX; Henry W. Slavick, general manager, WMC, WMCF (FM) and WMCT (TV).

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

**SINGLETON STATIONS**—KRTV Hillsboro and KYNG Coos Bay (50%), both Ore.; KITI Chehalis (14%) and KORD Pasco (16.33%), both Wash., and KDOO Ridgecrest and KUTY Palmdale, both Calif. Harold C. Singleton.

**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%).

**SOUTHERN GROUP STATIONS**—KDMS El Dorado, KHBM Monticello, both Ark.; KSUL Sulphur and KVCL Winnfield, both La.; KWRW Guthrie, Okla. James A. West Sr., James A. West Jr., Delvin R. White, Elgie M. Risinger, Bill Wells.

**STAUFFER PUBLICATIONS STATIONS**—WIBW AM-TV Topeka, KSOK Arkansas City, KSEK Pittsburg, all Kan., and KGGF Shawnee, Okla.

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

**STORER BROADCASTING CO. STATIONS**—WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta, Ga.; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WVVVA-AM-FM Wheeling, W. Va., and KFTV (TV) Portland, Ore. Purchase of KSLM-TV Salem, Ore., and WMUR-TV Manchester, N. H., pending FCC approval. George B. Storer, president; J. Harold Ryan, senior vice president; Lee B. Wales, executive vice president; Stanton P. Kettler, vice president (operations); Keith Kiggins, vice president (administrative asst. to president); Harry A. Steensen, treasurer; George B. Storer Jr., vice president (southern district); William E. Rine, vice president (northern district); John E. McCoy, vice president (planning and finance) and secretary; Glenn G. Boundy, vice president (engineering); Ewald Kockritz, vice president (national program director); Arthur C. Schofield, vice president, director, advertising and sales promotion. Headquarters: 1177 Kane Concourse, Miami Beach 54, Fla. New York office: 118 E. 57th St. Chicago office: 230 N. Michigan Ave. Lewis P. Johnson, midwest tv sales manager; Paul B. Evans, midwest radio sales mgr. San Francisco office: 111 Sutter Bldg. Gayle V. Grubb, vice president (west coast sales manager).

**STORZ STATIONS**—KOWH Omaha, WHB Kansas City, WTIX New Orleans, WDGW Minneapolis-St. Paul and WQAM Miami, Fla. Todd Storz, president; Dale Moudy, vice president and director of engineering; George W. Armstrong, vice president and managing director, WHB; Virgil Sharpe, vice president and managing director, KOWH; Fred Berthel-son, vice president and managing director, WTIX; Stephen Labunski, managing director, WDGW; Jack Sandler, managing director, WQAM.

**TAFT STATIONS**—WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio; 30% of WEIR-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 in charge of national advertising for WKRC and WTVN stations and advertising consultant for WBIR stations; Robert T. Schlunkert, asst. general manager, WKRC-TV; Hubbard Hood, general manager, WKRC-AM-FM; Samuel Johnson, 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.

**SARKES TARZIAN STATIONS**—WTTTS and WTTV (TV) Bloomington and WPTA (TV) Roanoke, both Ind.

**TEDESCO BROTHERS STATIONS**—WISK St. Paul, KCUE Red Wing, both Minn.; WCOW Sparta, Wis. Headquarters: St. Paul. Victor J. Tedesco, Albert Tedesco owns KDZU Hutchinson, and KAGE Winona, Minn., but has no connection with other Tedesco properties.

**TELE-BROADCASTERS INC. STATIONS**—WPOW New York, N.Y.; KALI Pasadena, Calif.; WKKL Concord, N. H.; WKXV Knoxville, Tenn.; WPOP Hartford, Conn., and KUDL Kansas City, Mo. H. Scott Killgore, president-general manager. Headquarters: 41 East 42nd St., New York, N. Y. Sale of WKXL pending FCC approval. Purchase of WPOW subject to protest hearing.

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

**HAROLD H. THOMS STATIONS**—WISE-AM-TV Asheville, WCOG Greensboro, WMMH Marshall, WKLM Wilmington, WAYS Charlotte (25%), and NEW Sylva, all N. C., and WEAM Arlington, Va. (75%).

**THOMAS G. TINSLEY JR. STATIONS**—WITH-AM-FM-TV Baltimore, WLEB-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%); KLZ-AM-FM-TV Denver (100%). Purchase of Consolidated Television & Radio Broadcasters Inc. stations (WFEM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, and WTCN-AM-TV Minneapolis, Minn.) pending FCC approval. Wayne Coy, president, KOB stations (50% owner); G. Bennett Larson, president, KDYL-KTVT stations (20% owner); Hugh B. Terry, president, KLZ stations. Sale of KOB stations pending FCC approval.

**B. F. J. TIMM STATIONS**—WMFS Chattanooga, Tenn. (75%); WDMG Douglas Ga.; WMEM Tallahassee, Fla. (45%); and WDO De Land, Fla. (50%).

**TRANSCONTINENTAL TELEVISION STATIONS**—Comprising 50% ownership of WEAM-TV Rochester, N. Y. and WVA-AM-TV Harrisonburg, Va. Some Transcontinental stockholders also are major stockholders in WGR-AM-TV Buffalo, N.Y.

**TRIANGLE PUBLICATIONS STATIONS**—WFIL-AM-FM-TV Philadelphia, WFBC-AM-TV Altoona, WLEB-TV Lebanon (subject of protest hearing), and 50% of WBEZ Harrisonburg, all Pa.; WNBZ-AM-FM-TV Binghamton, N. Y., and WNBC-AM-FM-TV New Haven Conn. Owned by Walter H. Annenberg and family. Headquarters: Philadelphia, Pa. Radio & TV Division Executives: Roger W. Clipp, vice president and general manager; David J. Bennett, exec. asst. to general mgr.; Edward H. Benedict, director, national sales development; John D. Scheuer Jr., director, public relations and programming; Henry E. Rhea, director, engineering; John C. Harlan, business manager; Richard W. Gideon, research mgr.

**TRIBUNE CO. STATIONS**—WGN-AM-TV Chicago and WPEX (TV) New York, J. Howard Wood, president; WGN; Ward Quin, vice president and general manager, Chicago; F. M. Flynn, president, WPIX; Fred M. Throver, vice president and general manager, New York.

**UNITED BROADCASTING CO. STATIONS**—WOOK-AM-TV WFAN (FM), Washington, D. C.; WSID-AM-TV Baltimore, WARK Hagerstown, WINX Rockville, all Md., WJMO Cleveland, Ohio, WANT Richmond, and WYOU and WACH-TV Newport News, Va. Richard Eaton, president, New York office; Robert L. Wittig, manager, 270 Park Ave. Chicago office: 228 N. LaSalle St.

**WILLIAM J. WAGNER STATIONS**—KINY-AM-TV Juneau, KIFW Sitka and 10% of KTVF (TV) Anchorage and KTFV (TV) Fairbanks, all Alaska.

**WALKER GROUP STATIONS**—WMAM, WMBW (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. Purchase of WAGA-AM-FM-TV Atlanta, Ga., has been negotiated with Storer Broadcasting Co., pending FCC approval of Storer's purchase of WMUR-TV Manchester, N.H. John S. Hayes, president, Broadcast Div.

**WRSU BROADCASTING CORP. STATIONS**—WDSU-AM-FM-TV New Orleans, WAFB-AM-FM-TV Baton Rouge (68.87%), both La., and WDAM-TV Hattiesburg, Miss. (51%).

**WESTINGHOUSE BROADCASTING CO. STATIONS**—WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPFX (TV) San Francisco, WBZA-AM-FM-TV Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEK-AM-FM-TV Portland (Ore.) and WIND-AM-TV Chicago. WBC is a subsidiary of Westinghouse Electric Corp. Head-

# GROUP OWNERSHIP

quarters: 122 E. 42nd St., New York 17, N. Y. Officers: Donald H. McGannon, president; R. H. Teter, executive asst. to president; Ralph N. Harmon, vice president (engineering); A. W. Dannenbaum, Jr., vice president (sales); P. B. Bascom, eastern sales mgr.; E. M. Blain, midwest sales mgr.; Richard M. Pack, vice president (programming); William J. Kaland, national program mgr.; David E. Partridge, advertising sales promotion mgr.; John J. Kelly, asst. advertising sales promotion mgr.; Melvin Goldberg, research director; L. C. Ruby, auditor; A. H. Bates, asst. auditor; Gordon Hawkins, educational director; J. O. Schertler, industrial relations mgr. John Steen, attorney, 40 Wall St., New York 1, N.Y. Washington office: 1625 K St., N.W., J. E. Jaudino, vice president. W. C. Swartley, vice president (Boston). P. E. Mills, mgr.; WBZ; F. A. Tooke, mgr.; WBZ-TV; H. C. Lund, vice president (Pittsburgh); L. R. Rawlins, general mgr.; KDKA; J. R. Teeves, mgr.; KDKA-TV; R. V. Tooke, vice president (Cleveland); Gordon W. Davis, mgr.; KYW; J. V. Tooke, mgr.; KYW-TV; C. W. Vanderaft, mgr.; WOWO; P. G. Lasky, executive in charge.

west coast operations and general mgr., KP1X; H. L. Bachman, mgr., KEX.

**J. H. WHITNEY CO. STATIONS—WISH-AM-TV** Indianapolis, WANE and WINT (TV) Fort Wayne, both Ind.; 90% of KOTV (TV) Tulsa, Okla., and 90% of KGUL-TV Galveston, Tex.

**ARTHUR WILKERSON STATIONS—WLIL-AM-FM** Lenoir City, WAEW Crossville, and WL1K Newport, Tenn.

**WILLIAMS-BERTHOLF STATIONS—KSPO** Spokane, KUTI Yakima, both Wash., and KOYN Billings, Mont. D. Gene Williams and Delbert Bertholf.

**WINSTON-SALEM BROADCASTING CO. STATIONS—WTOB-AM-TV** Winston-Salem, N. C.; WOTV (TV) Richmond and WLOW Norfolk-Portsmouth, Va.; WSGN Birmingham, Ala. James W. Coan, president; John G. Johnson, general manager.

**WKY TELEVISION SYSTEM—WKY-AM-TV** Oklahoma City, WSPA-TV Montgomery, Ala., WTVT (TV) Tampa, Fla.

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

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

**ZUGSMITH-HOGAN STATIONS—KRKD** Los Angeles, KVSM San Mateo, Calif.; KBMI-KSHO-TV Las Vegas, Nev.; KULA-AM-TV Honolulu, Albert Zugsmith and Arthur B. Hogan. Mr. Zugsmith owns 35.4% of KRKD; 37.5% of KVSM, 25% of KBMI-KSHO-TV, 25% of KULA-AM-TV. Mr. Hogan owns 37.5% of KVSM, 25% of KBMI-KSHO-TV, 25% of KULA-AM-TV, and 100% of KFOX Long Beach, Calif. Associated with Messrs. Zugsmith and Hogan are Frank Oxarart, who owns 26.6% of KRKD, 10% of KVSM, and 25% of KBMI-KSHO-TV; Richard C. Simonton, who owns 36.6% of KRKD and 25% of KULA-AM-TV, and Jack Feldman, who owns 10% of KVSM and 25% of KBMI-KSHO-TV.

## 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
LAAA	Kingman, Ariz.	1230	250	KAYE	Puyallup, Wash.	1450	250	KBUN	Bemidji, Minn.	1450	D-1,000	KCRS	Midland, Tex.	550	LS-5,000
LABC	Los Angeles, Cal.	790	5,000	KAYL	Storm Lake, Ia.	990	D-250	KBUR	Burlington, Ia.	1490	D-250	KCRV	Trinidad, Colo.	1240	N-1,000
LABI	Ketchikan, Alaska	580	LS-1,000	KAYO	Seattle, Wash.	1150	LS-5,000	KBUS	Mexia, Tex.	1590	D-500	KCVL	Caruthersville, Mo.	1370	D-1,000
LABQ	Albuquerque, N. M.	1340	250	KAYS	Hays, Kans.	1400	250	KBWD	Brownwood, Tex.	1380	D-1,000	KCSB	San Bernardino, Cal.	1350	500
LABR	Aberdeen, S. D.	1220	D-250	KAYT	Rupert, Ida.	970	D-1,000	KBWA	El Cajon, Cal.	910	1,000	KCSJ	Chadron, Colo.	590	1,000
KACE	Riverside, Calif.	1570	D-1,000	KBAB	San Saba, Tex.	1410	D-500	KBYE	Okla. City, Okla.	890	D-1,000	KCSR	Chadron, Neb.	1450	250
LACT	Andrews, Tex.	1380	D-500	KBAL	Longview, Wash.	1220	D-1,000	KBYR	Anchorage, Alaska	1270	1,000	KCTI	Gonzales, Tex.	1450	250
LADA	Ada, Okla.	1230	250	KBAM	Burley, Ida.	1230	D-250	KBZA	Redlands, Cal.	1410	D-1,000	KCTX	Childress, Tex.	1510	D-250
KADM	Othello, Wash.	1450	100	KBBA	Benton, Ark.	690	D-250	KCAL	Helena, Mont.	1340	250	KCUU	Red Wing, Minn.	1250	D-1,000
LAF	Colorado Springs, Colo.	1480	D-1,000	KBBC	Centerville, Utah	1600	D-1,000	KCAP	Clarksville, Tex.	1350	D-500	KCVL	Colville, Wash.	1480	D-1,000
LAFP	Petaluma, Cal.	1490	250	KBBS	Buffalo, Wyo.	1450	250	KCAR	Des Moines, Ia.	1390	1,000	KCVL	Lodi, Cal.	1570	D-1,000
LAFY	Bakersfield, Cal.	550	1,000	KBCH	Oceanlake, Ore.	1400	250	KCBK	Lubbock, Tex.	1590	1,000	KCVL	Lampasas, Tex.	1450	250
LAGH	Crossett, Ark.	1340	250	KBCC	Waxahachie, Tex.	1390	D-500	KCBQ	San Diego, Cal.	1170	LS-5,000	KCVL	Decorah, Ia.	810	5,000
LAGR	Yuba City, Cal.	1450	100	KBEC	Modesto, Cal.	970	D-500	KCBK	San Francisco, Cal.	740	50,000	KDAY	Santa Monica, Cal.	1580	*D-50,000
LAGT	Anacortes, Wash.	1340	250	KBEL	Carrizo Springs, Tex.	1450	250	KCBS	Lawton, Okla.	1050	D-250	KDB	Santa Barbara, Cal.	1490	250
LAHU	Wapahu, T. H.	820	1,000	KBEN	Great Falls, Mont.	1450	250	KCCO	Corpus Christi, Tex.	1150	D-1,000	KDB	Mansfield, La.	1360	D-1,000
LAIM	Honolulu, T. H.	870	1,000	KBGF	Branson, Mo.	1220	D-250	KCCF	Cuero, Tex.	1600	D-500	KDB	Dillon, Mont.	800	D-1,000
LAIR	Tucson, Ariz.	1490	250	KBHV	Hot Springs, Ark.	590	D-1,000	KCHA	Charles City, Ia.	1580	D-250	KDB	Alexandria, La.	1410	D-1,000
LAKC	Tulsa, Okla.	970	LS-1,000	KBHS	Columbia, Mo.	1580	D-250	KCHE	Cherokee, Ia.	1440	D-500	KDB	Dumas, Tex.	800	D-250
LAKC	Wichita, Kans.	1240	250	KBIA	Fresno, Cal.	910	D-1,000	KCHI	Chillicothe, Mo.	1010	D-1,000	KDB	Decorah, Ia.	1240	SH-250
LALB	Alexandria, La.	580	LS-5,000	KBIB	Santa Catalina, Cal.	740	D-10,000	KCHJ	Delano, Cal.	1010	*LS-5,000	KDB	Mansfield, La.	1360	D-1,000
LALB	Richland, Wash.	960	1,000	KBIG	Roswell, N. M.	910	D-5,000	KCHK	Charleston, Mo.	1350	D-1,000	KDB	Dillon, Mont.	800	D-1,000
LALG	Alamogordo, N. M.	1230	250	KBIM	Bakersfield, Cal.	970	1,000	KCHV	Coachella, Cal.	970	D-1,000	KDB	Alexandria, La.	1410	D-1,000
LALI	Pasadena, Cal.	1430	D-5,000	KBIS	Muskogee, Okla.	1490	250	KCHV	Caldwell, Idaho	1490	250	KDB	Dumas, Tex.	800	D-250
LALL	Salt Lake City, Utah	910	1,000	KBIX	Ottumwa, Ia.	1240	250	KCHV	Shreveport, La.	980	D-5,000	KDB	Decorah, Ia.	1240	SH-250
LALM	Thayer, Mo.	1290	D-1,000	KBIZ	Alice, Tex.	1070	1,000	KCHV	Houma, La.	1490	1,000	KDB	Albuquerque, N. M.	1150	D-1,000
LALT	Atlanta, Tex.	900	D-1,000	KBKI	Baker, Ore.	1490	250	KCHV	Carroll, Ia.	1380	250	KDB	Denver, Colo.	1340	250
LALV	Alva, Okla.	1430	500	KBKR	Aberdeen, Wash.	1450	250	KCHV	Minot, N. D.	910	1,000	KDB	Palm Springs, Cal.	920	D-500
LALV	Camden, Ark.	1450	*LS-1,000	KBKW	Burbank, Cal.	1490	250	KCHV	Kansas City, Kans.	1340	250	KDB	Center, Tex.	930	D-1,000
LALV	Rogers, Ark.	1390	D-1,000	KBKF	Red Bluff, Cal.	1490	250	KCHV	Leavenworth, Kans.	1410	D-500	KDB	Dexter, Mo.	1590	D-1,000
LALV	El Centro, Calif.	1430	D-1,000	KBKI	Blackfoot, Idaho	1490	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Faribault, Minn.	920	1,000
LALV	Amarillo, Tex.	1010	LS-5,000	KBLO	Hot Springs, Ark.	1470	D-1,000	KCHV	Clovis, N. M.	1240	250	KDB	Ortonville, Minn.	1350	D-1,000
LANA	Anaconda, Mont.	1230	250	KBMI	Henderson, Nev.	1400	250	KCHV	Pine Bluff, Ark.	1400	250	KDB	Dickinson, N. D.	1230	250
LANA	Corsicana, Tex.	1340	250	KBMN	Bonanza, Mont.	1230	250	KCHV	Cleburne, Tex.	1120	D-250	KDB	Holbrook, Ariz.	1270	D-1,000
LANA	New Iberia, La.	1240	250	KBMO	Benon, Minn.	1290	D-500	KCHV	Clifton, Ariz.	1400	250	KDB	Pittsburgh, Pa.	1020	50,000
LANA	Kaneohe, Oahu, T. H.	1150	1,000	KBMW	Breckenridge, Minn.	1450	250	KCHV	Clinton, Ia.	1390	D-1,000	KDB	Clinton, Mo.	1280	D-1,000
LANN	Sinton, Tex.	1590	D-1,000	KBMX	Coalinga, Cal.	1470	D-500	KCHV	Leavenworth, Kans.	1410	D-500	KDB	DeRidder, La.	1010	D-1,000
LANO	Anoka, Minn.	1470	D-1,000	KBMY	Billings, Mont.	1240	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Del Rio, Tex.	1230	250
LANS	Wichita, Kans.	1480	LS-5,000	KBND	Bend, Ore.	1110	1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Detroit Lakes, Minn.	1340	250
LANS	Shreveport, La.	1050	D-250	KBNS	Lajunta, Colo.	1400	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Devils Lake, N. D.	1240	250
LAAK	Lake Charles, La.	1400	250	KBOA	Kennett, Mo.	830	D-1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	The Dalles, Ore.	930	1,000
LAAK	Raymond, Wash.	1340	250	KBOE	Oskaloosa, Ia.	740	D-250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Montevideo, Minn.	1450	100
LAAK	Marksville, La.	1370	D-1,000	KBOI	Boise, Ida.	950	5,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Carthage, Mo.	1490	250
LAAK	Minden, La.	1240	100	KBOK	Malvern, Ark.	1420	D-1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	El Dorado, Ark.	1290	D-1,000
LAAK	Atchison, Kan.	1470	1,000	KBOL	Boulder, Colo.	1490	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Denton, Tex.	1440	LS-1,000
LAAK	Little Rock, Ark.	920	5,000	KBOM	Mandan, N. D.	1270	LS-1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Tyler, Tex.	1330	D-500
LAAK	Fresno, Cal.	1430	5,000	KBON	Omaha, Neb.	1490	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Salinas, Cal.	1460	5,000
LAAK	Jerome, Ida.	1400	250	KBOP	Pleasanton, Tex.	1380	D-1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Ridgecrest, Cal.	990	D-1,000
LAAK	Prosser, Wash.	1310	D-1,000	KBOR	Brownsville, Tex.	1600	1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	DeQueen, Ark.	1390	D-500
LAAK	Elk City, Okla.	1240	250	KBOW	Butte, Mont.	1490	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Sedalia, Mo.	1490	250
LAAK	Eugene, Ore.	1600	1,000	KBOS	Medford, Ore.	730	D-1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Paragould, Ark.	1490	250
LAAK	Ames, Ia.	1430	D-1,000	KBOT	Portland, Ore.	1450	SH-250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Deadwood, S. D.	980	1,000
LAAK	Newcastle, Wyo.	1240	250	KBPC	Mt. Vernon, Wash.	1430	1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Denison, Ia.	1580	D-500
LAAK	Albany, Minn.	1150	D-500	KBRC	Brookings, S. D.	1430	D-500	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Denison-Sherman, Tex.	950	500
LAAK	Astoria, Ore.	1370	1,000	KBRE	McCook, Neb.	1300	D-1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Delta, Colo.	1400	250
LAAK	Albert Lea, Minn.	1450	250	KBRO	Bremerton, Wash.	1490	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Dubuque, Ia.	1370	1,000
LAAK	Miles City, Mont.	1340	250	KBRS	Springdale, Ark.	1340	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Lubbock, Tex.	1340	250
LAAK	Casper, Wyo.	1400	250	KBRT	Freepport, Tex.	1480	D-500	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Hutchinson, Minn.	1280	D-1,000
LAAK	Reno, Nev.	1340	250	KBST	Springhill, La.	1480	D-1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Stamford, Tex.	1400	250
LAAK	San Luis Obispo, Cal.	1340	250	KBST	Big Spring, Tex.	1490	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Salt Lake City, Utah	1320	5,000
LAAK	St. Louis, Mo.	1800	1,000	KBTA	Batesville, Ark.	1340	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Pueblo, Colo.	1230	250
LAAK	Austin, Minn.	1480	1,000	KBTK	Missoula, Mont.	1340	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Brownwood, Tex.	1240	100
LAAK	Carlsbad, N. M.	1240	250	KBTL	Johnson, Ark.	1290	250	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Jacksonville, Tex.	1400	250
LAAK	Lancaster, Cal.	1340	250	KBTN	Neesho, Mo.	1420	D-500	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Pittsburg, Cal.	990	1,000
LAAK	Apple Valley, Cal.	960	D-5,000	KBTO	Eldorado, Kan.	1380	D-500	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Odessa, Tex.	920	LS-1,000
LAAK	York, Neb.	1370	D-500	KBUC	Corona, Cal.	1370	LS-1,000	KCHV	Flagstaff, Ariz.	600	LS-5,000	KDB	Springfield, Ore.		

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
KEEP	Twin Falls, Idaho	1450	250	KFTV	Paris, Tex.	1250	D-500	KHON	Honolulu, T. H.	1380	5,000	KLER	Lewiston, Ida.	1300	LS-5.00
KELA	Centralia, Wash.	1470	1,000	KFUV	Las Vegas, N. M.	1280	250	KHOT	Madera, Cal.	1250	D-500	KLEX	Lexington, Mo.	1570	N-1.00
KELD	El Dorado, Ark.	1400	250	KFUS	Clayton, Mo.	850	LS-5,000 L-N-5,000	KHOZ	Harrison, Ark.	1240	250	KLFT	Golden		D-25
KELK	Elko, Nev.	1240	250	KFVS	Cape Girardeau, Mo.	960	LS-1,000	KHQ	Spokane, Wash.	590	5,000	KLFY	Meadow, La.	1600	D-50
KELO	Sioux Falls, S. D.	1320	5,000	KFWB	L. Angeles, Cal.	980	5,000	KHSL	Chico, Cal.	1290	5,000	KLGN	Lafayette, La.	1420	LS-1.00
KELP	El Paso, Tex.	920	LS-1,000	KFXD	Nampa, Ida.	580	N-500	KHUB	Watsonville, Cal.	1340	250	KLGR	Aligona, Ia.	1600	D-5.00
KELY	Ely, Nev.	1230	250	KFXM	San Bernardino, Cal.	590	1,000	KHUM	Eureka, Cal.	980	LS-5,000	KLH	Logan, Utah	1390	D-1.00
KENA	Mena, Ark.	1450	250	KFYB	Bonham, Tex.	1420	D-250	KHUZ	Borger, Tex.	1490	N-500	KLIC	Monroe, La.	1490	10
KENE	Toppenish, Wash.	1490	250	KFYD	Lubbock, Tex.	790	LS-5,000	KIBH	Palo Alto, Cal.	1220	D-1,000	KLIF	Dallas, Tex.	1190	LS-5.00
KENI	Anchorage, Alaska	550	5,000	KFYR	Bismarck, N. D.	550	5,000	KIBS	Beeville, Tex.	1490	250	KLKJ	Jefferson City, Mo.	950	D-5.00
KENL	Arcata, Cal.	1340	250	KFYR	Bismarck, N. D.	550	5,000	KICD	Clovis, N. M.	980	1,000	KLKL	Estherville, Ia.	1340	10
KENM	Portales, N. M.	1450	D-250	KGAF	Spokane, Wash.	1510	50,000	KICD	Spencer, Iowa	1240	250	KLKN	Lincoln, Nebr.	1400	25
KENN	Kenedy, Tex.	990	D-250	KGAG	Gainesville, Tex.	1580	D-250	KICK	Springfield, Mo.	1340	250	KLKO	Portland, Ore.	1290	D-1.00
KENO	Las Vegas, Nev.	1480	1,000	KGAK	Gallup, N. M.	1330	LS-5,000	KICO	Calexico, Cal.	1490	250	KLKP	Denver, Colo.	990	D-1.00
KENS	San Antonio, Tex.	680	LS-5,000	KGAL	Lebanon, Ore.	920	N-1,000	KID	Idaho Falls, Ida.	590	LS-5,000	KLKX	Twin Falls, Ida.	1310	1.00
KENT	Shreveport, La.	1550	LS-1,000	KGAS	Carthage, Tex.	1590	D-1,000	KIDO	Boise, Ida.	630	5,000	KLKZ	Brainerd, Minn.	1380	D-1.00
KEOK	Fort Dodge, Ia.	540	D-1,000	KGAY	Salem, Ore.	1430	D-5,000	KIEM	Eureka, Cal.	1480	5,000	KLKC	Parsons, Kan.	1540	D-25
KEOR	Enterprise, Ore.	1340	250	KGB	San Diego, Cal.	1360	1,000	KIEV	Glendale, Cal.	870	D-250	KLKA	Leesville, La.	1570	D-25
KEP	El Paso, Tex.	890	10,000	KGBC	Galveston, Tex.	1540	LS-1,000	KIFI	Idaho Falls, Ida.	1400	250	KLKL	Lubbock, Tex.	1460	D-1.00
KERB	Kermit, Tex.	800	D-1,000	KGBT	Harlingen, Tex.	1530	LS-50,000	KIFN	Phoenix, Ariz.	860	D-1,000	KLMO	Longmont, Colo.	1050	D-25
KERC	Eastland, Tex.	1590	D-500	KGBX	Springfield, Mo.	1280	5,000	KIFW	Sitka, Alaska	1230	250	KLMR	Lamar, Colo.	920	LS-1.00
KERG	Eugene, Ore.	1280	LS-5,000	KGCX	Sidney, Mont.	1480	5,000	KIHN	Hugo, Okla.	1340	250	KLMS	Lincoln, Neb.	1480	1.00
KERN	Bakersfield, Cal.	1410	N-1,000	KGDE	Fergus Falls, Minn.	1250	LS-1,000	KIHO	Sioux Falls, S. D.	1270	1,000	KLMP	Clayton, N. M.	1450	25
KERV	Kerrville, Tex.	1230	250	KGDM	Stockton, Cal.	1140	5,000	KIHR	Hood River, Ore.	1340	250	KLOJ	Ogden, Utah	1430	5.00
KEUN	Eunice, La.	1490	250	KGDN	Edmonds, Wash.	630	D-1,000	KIJV	Huron, S. D.	1340	250	KLOG	Kelso, Wash.	1490	25
KEVA	Shamrock, Tex.	1580	D-250	KGEE	Bakersfield, Cal.	1230	250	KIKI	Honolulu, T. H.	830	250	KLOH	Pipestone, Minn.	1050	D-1.00
KEVE	Minneapolis, Minn.	1440	D-5,000	KGEE	Bakersfield, Cal.	1230	250	KILA	Hilo, T. H.	850	1,000	KLOK	San Jose, Calif.	1170	LS-5.00
KEVL	White Castle, La.	1590	D-1,000	KGEE	Bakersfield, Cal.	1230	250	KILO	Grand Forks, N. D.	1440	LS-1,000	KLOQ	Yakima, Wash.	1390	LS-1.00
KEVT	Tucson, Ariz.	890	D-250	KGEM	Boise, Ida.	1140	10,000	KIMA	Yakima, Wash.	1480	N-500	KLOS	Albuquerque, N. M.	1450	25
KEX	Portland, Ore.	1190	50,000	KGEM	Boise, Ida.	1140	10,000	KIMN	Denver, Colo.	950	5,000	KLOU	La. Charles, La.	1580	1.00
KEXO	Grand Junction, Colo.	1230	250	KGEM	Boise, Ida.	1140	10,000	KIMO	Independence, Mo.	1510	D-1,000	KLOV	Loveland, Colo.	1570	D-25
KEXX	San Antonio, Texas	1250	D-500	KGEM	Boise, Ida.	1140	10,000	KIMP	Mt. Pleasant, Tex.	960	D-1,000	KLPM	Minot, N. D.	1390	LS-5.00
KEYE	Perryton, Tex.	1400	250	KGEM	Boise, Ida.	1140	10,000	KIND	Independence, Kan.	1010	D-250	KLPR	Oklahoma City	1140	D-1.00
KEYJ	Jamestown, N. D.	1400	250	KGEM	Boise, Ida.	1140	10,000	KINE	Kingsville, Tex.	1330	D-1,000	KLPW	Union, Mo.	1220	D-25
KEYS	Corpus Christi, Tex.	1440	LS-1,000	KGEM	Boise, Ida.	1140	10,000	KING	Seattle, Wash.	1090	50,000	KLRA	Little Rock, Ark.	1010	LS-10.00
KEYV	Provo, Utah	1450	N-500	KGEM	Boise, Ida.	1140	10,000	KINY	Juneau, Alaska	800	5,000	KLRS	Mountain Grove, Mo.	1360	D-1.00
KEYZ	Williston, N. D.	1450	250	KGEM	Boise, Ida.	1140	10,000	KIOA	Des Moines, Ia.	940	LS-10,000	KLTF	Little Falls, Minn.	960	D-50
KFAB	Omaha, Neb.	1110	50,000	KGEM	Boise, Ida.	1140	10,000	KIOX	Bay City, Tex.	1270	1,000	KLTI	Longview, Tex.	1980	D-1.00
KFAC	Los Angeles, Cal.	1330	5,000	KGEM	Boise, Ida.	1140	10,000	KIPA	Hilo, T. H.	1110	1,000	KLTR	Blackwell, Okla.	1580	D-25
KFAD	Fairfield, Ia.	1570	D-250	KGEM	Boise, Ida.	1140	10,000	KIRO	Seattle, Wash.	710	50,000	KLTV	Blacksburg, Va.	1240	25
KFAL	Fulton, Mo.	900	D-1,000	KGEM	Boise, Ida.	1140	10,000	KIRX	Kirksville, Mo.	1450	250	KLUB	Salt Lake City, Utah	570	5.00
KFAM	St. Cloud, Minn.	1450	250	KGEM	Boise, Ida.	1140	10,000	KISD	Sioux Falls, S. D.	1230	250	KLUC	Glenn, Cal.	1390	D-1.00
KFAR	Fairbanks, Alaska	660	10,000	KGEM	Boise, Ida.	1140	10,000	KIST	Santa Barbara, Cal.	1340	250	KLVA	Padadena, Tex.	1480	LS-1.00
KFBB	Great Falls, Mont.	1310	5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLVT	Levelland, Tex.	1230	N-50
KFBC	Cheyenne, Wyo.	1240	250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLWN	Lawrence, Kan.	1320	D-50
KFBI	Wichita, Kans.	1070	LS-10,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLWT	Lebanon, Mo.	1230	25
KFBK	Sacramento, Cal.	1530	30,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFDA	Amarillo, Tex.	1440	LS-5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFDM	Beaumont, Tex.	560	5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFDR	Grand Coulee, Wash.	1400	250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFEL	Fueblo, Colo.	970	D-1,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFE	St. Joseph, Mo.	880	5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFFA	Helena, Ark.	1360	1,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFGO	Fargo, N. D.	790	5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFGQ	Boone, Ia.	1280	D-250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFGT	Fremont, Neb.	1340	100	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFGW	Wichita, Kans.	1330	5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFI	Los Angeles, Cal.	640	50,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFIR	North Bend, Ore.	1340	250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFIZ	Fond du Lac, Wis.	1450	250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFJB	Marshalltown, Ia.	1230	250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFJI	Klamath Falls, Ore.	1150	LS-5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFJM	Grand Forks, N. D.	1370	D-1,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFJZ	Ft. Worth, Tex.	1270	5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFKA	Greely, Colo.	1310	1,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFKU	Lawrence, Kans.	1250	SH-5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFLD	Floydada, Tex.	900	D-250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFLW	Klamath Falls, Ore.	1450	250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFMA	Davenport, Ia.	1580	D-500	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFMB	San Diego, Cal.	540	5,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFML	Denver, Colo.	1330	D-1,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFMO	Flat River, Mo.	1240	250	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFNF	Shenandoah, Ia.	920	LS-1,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFNW	Ferriday, La.	1600	D-1,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX	Oakland, Cal.	910	5.00
KFNW	Fargo, N. D.	900	D-1,000	KGEM	Boise, Ida.	1140	10,000	KIT	Yakima, Wash.	1280	LS-5,000	KLX			

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
KNAF	Fredericksburg, Tex.	1340	250	KORT	Grangeville, Ida.	1230	250	KRFC	Rocky Ford, Colo.	1320	D-1,000	KSL	Salt Lake City, Utah	1160	50,000
KNAK	Salt Lake City, Utah	1280	LS-5,000 N-500	KOSA	Odessa, Tex.	1230	250	KRFQ	Owatonna, Minn.	1390	D-500	KSLM	Salmon, Ore.	1390	1,000
KNAL	Victoria, Tex.	1410	500	KOSE	Ossola, Ark.	860	D-1,000	KRGI	Grand Island, Neb.	1430	1,000	KSLR	Oceanside, Cal.	1320	500
KNBC	San Francisco, Cal.	680	50,000	KOSF	Nacogdoches, Tex.	1230	250	KRGT	Grand Island, Neb.	1430	1,000	KSLV	Monte Vista, Colo.	1240	250
KNBR	N. Platte, Neb.	970	D-1,000	KOSI	Aurora, Colo.	1430	D-5,000	KRHD	Duncan, Okla.	1350	LS-250	KSMA	Santa Maria, Cal.	1240	250
KNBX	Kirkland, Wash.	1050	D-1,000	KOSY	Texarkana, Ark.	790	LS-1,000	KRIB	Mason City, Ia.	1490	250	KSML	Seminole, Tex.	1250	D-1,000
KNBY	Newport, Ark.	1280	D-1,000	KOTA	Rapid City, S. D.	1380	5,000	KRIC	Beaumont, Tex.	1450	250	KSMN	Mason City, Ia.	1010	D-1,000
KNCK	Concordia, Kan.	1390	D-500	KOTN	Pine Bluff, Ark.	1490	250	KRIO	McAllen, Tex.	910	1,000	KSMO	Salmon, Ore.	1340	250
KNCM	Moberly, Mo.	1230	250	KOTS	Deming, N. M.	1230	D-250	KRIS	Corpus Christi, Tex.	1360	1,000	KSO	Des Moines, Ia.	1480	5,000
KNCO	Garden City, Kan.	1050	D-1,000	KOVC	Valley City, N. D.	1490	250	KRIV	Camas, Wash.	1480	D-1,000	KSKO	Arkansas City, Kans.	1280	LS-1,000
KNCD	Hettinger, N.D.	1490	250	KOVE	Lander, Wyo.	1330	1,000	KRIZ	Phoenix, Ariz.	1230	250	KSON	San Diego, Cal.	1240	250
KNKY	Marysville, Kan.	1570	D-250	KOVO	Provo, Utah	960	LS-5,000 N-1,000	KRKD	Los Angeles, Cal.	1150	LS-5,000	KSOO	Sioux Falls, S. D.	1140	LS-10,000
KNEA	Jonesboro, Ark.	970	D-1,000	KOWB	Laramie, Wyo.	1340	250	KRKO	Everett, Wash.	1380	1,000	KSOP	Salt Lake City, Utah	1370	D-1,000
KNEB	Scottsbluff, Neb.	960	LS-1,000	KOWH	Omaha, Neb.	660	D-500	KRKS	Ridgecrest, Cal.	1240	250	KSPA	Santa Paula, Cal.	1400	250
KNED	McAlester Okla.	1150	LS-1,000	KOWL	Bijou, Cal.	1490	250	KRLC	Lewistown, Ida.	1350	LS-5,000	KSPD	Spokane, Wash.	1340	250
KNEL	Brady, Tex.	1490	250	KOXR	Oxnard, Cal.	910	D-1,000	KRLD	Dallas, Tex.	1080	50,000	KSPR	Casper, Wyo.	1470	LS-5,000
KNEM	Nevada, Mo.	1240	250	KOY	Phoenix, Ariz.	550	LS-5,000	KRLN	Canon City, Colo.	1400	SH-250	KSTN	Stockton, Cal.	1420	1,000
KNET	Palestine, Tex.	1450	250	KOZE	Billings, Mont.	910	D-1,000	KRLW	Walnut Ridge, Ark.	1320	D-1,000	*LS 5,000			
KNEX	Spokane, Wash.	790	5,000	KOZI	Lewiston, Ida.	950	D-500	KRMN	Shreveport, La.	1340	250	*N-1,000			
KNEX	McPherson, Kans.	1540	D-250	KOZY	Grand Rapids, Minn.	1490	250	KRMG	Tulsa, Okla.	740	LS-50,000				
KNGS	Hanford, Cal.	620	1,000	KPAC	Port Arthur, Tex.	1250	LS-5,000	KRMO	Monett, Mo.	990	D-250	KSPR	Sandpoint, Ida.	1400	250
KNIM	Maryville, Mo.	1580	D-250	KPAL	Palm Springs, Cal.	1450	250	KRMS	Eldon, Mo.	1150	D-1,000	KSRD	Santa Rosa, Cal.	1350	1,000
KNOC	Natchitoches, La.	1540	250	KPEM	Portland, Ore.	1410	D-1,000	KRMW	The Dalles, Ore.	1390	D-1,000	KSSR	Ontario, Ore.	1380	1,000
KNOE	Monroe, La.	1390	5,000	KPFM	Portland, Ore.	1410	D-1,000	KRNO	San Bernardino, Cal.	1240	250	KSTX	Sulphur Spring, Tex.	1230	250
KNOG	Nogales, Ariz.	1340	250	KPAN	Hereford, Tex.	860	D-250	KRNR	Roseburg, Ore.	1490	250	KSTA	Coleman, Tex.	1000	D-250
KNOK	Fort Worth, Tex.	970	D-1,000	KPAS	Banning, Cal.	1490	250	KRNT	Des Moines, Ia.	1350	5,000	KSTB	Breckenridge, Tex.	1490	D-1,000
KNOR	Norman, Okla.	1400	250	KPAT	Pampa, Tex.	1230	250	KRNY	Kearney, Neb.	1460	D-5,000	KSTL	St. Louis, Mo.	690	D-1,000
KNOW	Austin, Tex.	1490	250	KPBM	Carlsbad, N. M.	740	D-1,000	KROC	Rochester, Minn.	1340	250	KSTN	Stockton, Cal.	1420	1,000
KNOW	Grand Forks, N. D.	1310	5,000	KPBN	Odessa, Tex.	1310	D-500	KROD	El Paso, Tex.	600	5,000				
KNPT	Newport, Ore.	1310	1,000	KPDN	Pampa, Tex.	1340	250	KROF	Abbeville, La.	950	D-1,000	KSTP	St. Paul, Minn.	1500	5,000
KNUJ	New Ulm, Minn.	860	D-1,000	KPDQ	Portland, Ore.	800	D-1,000	KROG	Sonora, Cal.	1450	250	KSTT	Davenport, Ia.	1170	1,000
KNUZ	Houston, Tex.	1230	250	KPEG	Spokane, Wash.	1380	D-5,000	KROP	Brawley, Cal.	1300	LS-1,000	KSTV	Stephenville, Tex.	1510	D-250
KNWS	Waterloo, Iowa	1090	D-1,000	KPEP	San Angelo, Tex.	1420	D-1,000	KROS	Clinton, Iowa	1340	250	KSUB	Cedar City, Utah	590	1,000
KNX	Los Angeles, Cal.	1070	50,000	KPET	Phoenix, Ariz.	910	5,000	KROW	Oakland, Cal.	960	1,000	KSUW	Susanville, Cal.	1240	250
KOA	Denver, Colo.	850	50,000	KPHO	Phoenix, Ariz.	910	5,000	KROX	Crookston, Minn.	1280	LS-1,000	KSUM	Fairmont, Minn.	1370	1,000
KOAC	Corvallis, Ore.	550	5,000	KPIG	Cedar Rapids, Iowa	1450	250	KROY	Sacramento, Cal.	1240	250	KSVN	Bisbee, Ariz.	1230	250
KOAL	Price, Utah	1230	250	†KPIN	Casa Grande, Ariz.	1260	D-1,000	KRRL	Moscow, Ida.	1400	250	KSVU	Richfield, Utah	980	1,000
KOAM	Pittsburg, Kan.	860	LS-10,000	KPKW	Pasco, Wash.	1340	250	KRRV	Sherman, Tex.	910	1,000	KSWP	Artesia, N. M.	990	LS-1,000
KOB	Albuquerque, N. M.	1030	10,000	KPLC	Lake Charles, La.	1470	LS-5,000	KRSB	Rapid City, S. D.	1340	250	KSWA	Graham, Tex.	1330	D-500
KOBE	Las Cruces, N.M.	1450	250	KPLT	Dallas, Ore.	1460	D-500	KRSI	Hopkins, Minn.	950	D-1,000	KSWI	Council Bluffs, Iowa	1580	D-500
KOBY	San Francisco, Cal.	1550	10,000	KPMO	Paris, Tex.	1490	250	KRSN	St. Louis, Minn.	990	D-250	KSWO	Joplin, Mo.	1230	250
KOCA	Kilgore, Tex.	1240	250	KPMK	Bakersfield, Cal.	1560	10,000	KRTN	Los Alamos, N. M.	1490	250	KSWP	Lawton, Okla.	1380	1,000
KOCO	West Salem, Ore.	1490	250	KPOA	Honolulu, T.H.	630	5,000	KRTR	Raton, N. M.	1490	250	KSWY	Roswell, N. M.	1230	250
KOCS	Ontario, Cal.	1510	D-250	KPOC	Pocahontas, Ark.	1420	D-1,000	KRTV	Thermopolis, Wyo.	1490	250	KSYD	Yreka, Cal.	1490	250
KOCY	Oklahoma City, Okla.	1340	250	KPOF	Denver, Colo.	910	LS-5,000	KRTV	Hillsboro, Ore.	1360	D-1,000				
KODI	Cody, Wyo.	1400	250	KPOJ	Portland, Ore.	1330	LS-1,000	KRUL	Corvallis, Ore.	1340	250	KSYL	Alexandria, La.	970	1,000
KODL	The Dalles, Ore.	1440	1,000	KPOK	Scottsdale, Ariz.	1440	D-1,000	KRUV	Salinger, Tex.	1400	250	KTAC	Tacoma, Wash.	850	1,000
KODY	N. Platte, Neb.	1240	250	KPOL	Los Angeles, Cal.	1540	D-10,000	KRUS	Ruston, La.	1490	250	KTAE	Taylor, Tex.	1260	D-1,000
KOEL	Oelwein, Ia.	950	LS-1,000	†KPOO	San Francisco, Cal.	1010	D-10,000	KRUX	Glendale, Ariz.	1340	250	KTAN	Sherman, Tex.	1500	D-250
KOFE	Pullman, Wash.	1150	D-1,000	KPOP	Los Angeles, Cal.	1020	LS-5,000	KRVN	Lexington, Neb.	1010	D-25,000	KTAR	Phoenix, Ariz.	620	5,000
KOFI	Kalispell, Mont.	980	D-1,000	KPOW	Powell, Wyo.	1260	LS-5,000	KRWK	Forest Grove, Ore.	1570	D-1,000	KTAT	Frederick, Okla.	1570	D-250
KOFF	Ottawa, Kans.	1220	D-250	KPPC	Pasadena, Cal.	1240	SH-100	KRWS	Post, Tex.	1370	D-500	KTBB	Tyler, Tex.	600	LS-500
KOGA	Ogallala, Neb.	930	D-500	KPQ	Wenatchee, Wash.	560	5,000	KRXK	Rexburg, Ida.	1230	250	KTBS	Austin, Tex.	590	LS-5,000
KOGT	Orange, Tex.	1600	1,000	KPRC	Houston, Tex.	950	5,000	KRSJ	Roseburg, Ore.	1240	250	KTBS	Shreveport, La.	710	LS-10,000
KOH	Reno, Nev.	630	LS-5,000	KPRK	Livingston, Mont.	1340	250	KRSB	Mannhattan, Kan.	580	LS-5,000	KTCB	Malden, Mo.	1470	D-1,000
KOHU	Hermiston, Ore.	1570	D-250	KPRL	Paso Robles, Cal.	1230	250	KSCA	Salinas, Cal.	1380	1,000	KTCS	Fort Smith, Ark.	1410	D-500
KOIL	Omaha, Neb.	1290	5,000	KPRO	Riverside, Cal.	1440	1,000	KSCB	Liberal, Kan.	1270	D-1,000	KTEL	Walla Walla, Wash.	1490	250
KOIN	Portland, Ore.	970	5,000	KPRS	Kansas City, Mo.	1590	D-1,000	KSCJ	Sioux City, Ia.	1380	5,000	KTEM	Temple, Tex.	1400	250
KOJM	Havre, Mont.	610	1,000	KPSO	Falfurrias, Tex.	1260	D-500	KSCO	Santa Cruz, Cal.	1080	LS-1,000	KTER	Terrell, Tex.	1570	D-250
KOKO	Warrensburg, Mo.	1450	250	KPST	Preston, Idaho	1340	250	KSD	St. Louis, Mo.	550	5,000	KTFI	Twin Falls, Ida.	1270	LS-5,000
KOKX	Keokuk, Iowa	1310	LS-1,000	KPPT	Carson City, Nev.	1400	250	KSDA	Redding, Cal.	1400	250	KTFY	Texarkana, Tex.	1400	250
KOKY	Little Rock, Ark.	1440	D-1,000	KPUG	Bellingham, Wash.	1170	1,000	KSDN	Aberdeen, S. D.	930	1,000	KTHE	Brownfield, Tex.	1300	D-1,000
KOL	Seattle, Wash.	1300	5,000	†KQIE	Lakeview, Ore.	1230	250	KSDO	San Diego, Cal.	1130	LS-5,000	KTHS	Little Rock, Ark.	1090	50,000
KOLD	Yuma, Ariz.	1240	250	KQVE	Albuquerque, N. M.	920	LS-1,000	KSEI	Pocatello, Ida.	930	5,000	KTHX	Houston, Tex.	790	5,000
KOLE	Port Arthur, Tex.	1340	250	KQV	Pittsburgh, Pa.	1410	5,000	KSEL	Pittsburg, Kans.	1340	250	KTLB	Thibodaux, La.	630	D-500
KOLJ	Quanah, Tex.	1150	D-500	KRAI	Craig, Colo.	550	LS-1,000	KSEM	Lubbock, Tex.	950	LS-1,000	KTLN	Denver, Colo.	1580	5,000
KOLO	Reno, Nev.	920	1,000	KRAL	Rawlins, Wyo.	1240	250	KSEW	Moses Lake, Wash.	1450	250	KTLR	Mt. Home, Ark.	1490	250
KOLR	Sterling, Colo.	1480	250	KRAM	Las Vegas, Nev.	920	LS-1,000	KSET	Durant, Okla.	750	D-250	KTLU	Rusk, Tex.	1580	D-500
KOLS	Fryor, Okla.	1570	D-1,000	KRAY	Amarillo, Tex.	1360	D-500	KSEY	El Paso, Tex.	1340	250	KTLW	Texas City, Tex.	920	D-1,000
KOLT	Scottsbluff, Neb.	1320	LS-5,000	KRBA	Lufkin, Tex.	1340	250	KSFA	Sitka, Alaska	1400	250	KTMC	McAlester, Okla.	1400	250
KOLY	Mobridge, S. D.	1300	D-1,000	KRBC	Abilene, Tex.	1470	LS-5,000	KSF	Seymour, Tex.	1230	250	KTKT	Tucson, Ariz.	1310	D-500
KOMA	Oklahoma City, Okla.	1520	50,000	†KRBI	St. Peter, Minn.	1310	D-1,000	KSF	Nacogdoches, Tex.	860	D-1,000	KTKT	Tucson, Ariz.	1490	250
KOMB	Cottage Grove, Ore.	1400	250	KRBS	Las Vegas, Nev.	1050	D-500	KSFE	Needles, Cal.	1340	250	*990			
KOME	Tulsa, Okla.	1300	LS-5,000	KRCO	Ridgecrest, Cal.	1360	D-1,000	KSFO	San Francisco, Cal.	560	LS-5,000	KTLD	Tallulah, La.	1360	D-500
KOMO	Seattle, Wash.	1000	50,000	KRCR	Baytown, Tex.	650	D-250	KSGM	Ste. Genevieve, Mo.	980	500	KTLN	Denver, Colo.	1580	5,000
KOMW	Omaha, Neb.	1420	D-500	KRCT	Prineville, Ore.	690	D-1,000	KSTB	Creston, Iowa	1520	D-1,000	KTLR	Delaware, Del.	1490</	



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
TRC	Santa Fe, N. M.	1400	250	KVOU	Uvalde, Tex.	1400	250	KXA	Seattle, Wash.	770	LS-1,000	WAIN	Columbia, Ky.	1270	D-1,000
TRF	Lufkin, Tex.	1420	1,000	KVOV	Littlefield, Tex.	1490	250	KXAR	Hope, Ark.	1490	L-N-1,000	WAIP	Prichard, Ala.	1270	D-1,000
TRH	Thief River Falls, Minn.	1230	250	KVOX	Moorehead, Minn.	1280	LS-1,000	KXEL	Waterloo, Ia.	1540	50,000	WAIR	Winston-Salem, N. C.	1340	250
TRJ	Houston, Tex.	740	50,000	KVOZ	Laredo, Tex.	1490	250	KXGI	Mexico, Mo.	1340	D-500	WAIT	Chicago, Ill.	820	LS-5,000
TRM	Sioux City, Ia.	1470	5,000	KVPI	Ville Platte, La.	1050	D-250	KXGN	Ft. Madison, Ia.	1380	D-500	WAJF	Decatur, Ala.	1490	L-N-5,000
TRN	Beaumont, Tex.	890	1,000	KVRC	Arkadelphia, Ark.	1240	250	KXIC	Glendive, Mont.	1400	250	WAJR	Morgantown, W. Va.	1230	250
	Wichita Falls, Tex.	1290	LS-5,000	KVRH	Salida, Colo.	1340	250	KXJK	Iowa City, Ia.	800	D-1,000			*1440	*LS-5,000
			N-1,000	KVRS	Rock Springs, Wyo.	1360	LS-1,000	KXJL	Dalhart, Tex.	1410	D-500				*N-500
TRY	Bastrop, La.	730	D-250						Forrest City, Ark.	950	D-5,000	WAKE	Atlanta, Ga.	1340	250
TTA	San Antonio, Tex.	550	5,000						Portland, Ore.	750	LS-10,000	WAKN	Aiken, S. C.	990	D-1,000
TTM	El Paso, Tex.	1380	LS-1,000									WAKR	Akron, O.	1570	5,000
			N-500	KVSA	McGehee, Ark.	1220	D-1,000	KXLA	Pasadena, Cal.	1110	10,000	WAKU	Lafayette, Pa.	1590	D-1,000
TTN	Trenton, Mo.	1000	D-500	KVSF	Santa Fe, N. M.	1260	1,000	KXLE	Ellensburg, Wash.	1240	250	WALA	Mobile, Ala.	1410	5,000
TTT	Rolla, Mo.	1490	250	KVSM	San Mateo, Cal.	1050	D-1,000	KXLF	Butte, Mont.	1370	5,000	WALB	Albany, Ga.	1590	1,000
TTU	Springfield, Mo.	1400	250	KVSO	Ardmore, Okla.	1240	250	KXLL	Helena, Mont.	1240	250	WALC	Walterboro, S. C.	1220	D-1,000
TUC	Tucson, Ariz.	1400	250	KVVC	Vernon, Tex.	1490	250	KXLM	Great Falls, Mont.	1400	250	WALE	Fall River, Mass.	1400	250
TUE	Tulsa, Tex.	1280	D-1,000	KVVO	Cheyenne, Wyo.	1370	D-1,000	KXLN	Missoula, Mont.	1450	250	WALF	Patchogue, N. Y.	1370	D-500
TUL	Tulsa, Okla.	1430	5,000	KWAD	Wadena, Minn.	920	1,000	KXLO	Lawton, Okla.	1230	250	WALG	Washington, Ind.	1580	D-2,500
TUR	Turlock, Cal.	1390	1,000	KWAK	Stuttgart, Ark.	1240	250	KXLP	Bozeman, Mont.	1450	250	WALH	Amory, Miss.	1580	D-2,500
TUT	Tooele, Utah	990	D-1,000	KWAL	Wallace, Ida.	620	1,000	KXLR	N. Little Rock, Ark.	1150	LS-5,000	WAMI	Opp, Ala.	860	D-1,000
TW	Seattle, Wash.	1250	1,000	KWAT	Watertown, S. D.	950	1,000	KXLY	Spokane, Wash.	920	5,000	WAML	Laurel, Miss.	1340	250
TXC	Big Spring, Tex.	1400	100	KWBB	Wichita, Kans.	1410	1,000	KXOA	El Centro, Cal.	1230	250	WAMM	Flint, Mich.	1420	D-500
TXJ	Jasper, Tex.	1350	D-1,000	KWBE	Beatrice, Neb.	1450	250	KXOC	Chico, Cal.	1060	10,000	WAMN	Homestead, Pa.	860	D-250
TXL	San Angelo, Tex.	1340	250	KWBG	Boone, Ia.	1590	LS-1,000	KXOD	St. Louis, Mo.	630	LS-5,000	WAMW	Washington, Ind.	1580	D-2,500
TXN	Austin, Tex.	1370	D-1,000					KXOL	Ft. Worth, Tex.	1360	N-1,000	WANA	Anniston, Ala.	1490	250
TYL	Mesa, Ariz.	1310	LS-5,000	KWBR	Oakland, Cal.	1310	1,000	KXOX	Sweetwater, Tex.	1240	250	WANB	Waynesburg, Pa.	1580	D-250
			N-500	KWBW	Corpus Christi, Tex.	1030	D-50,000	KXRA	Alexandria, Minn.	1490	250	WANC	Canton, Ohio	900	D-500
UAM	Agana, Guam	610	1,000					KXRB	Russellville, Ark.	1490	250	WANF	Ft. Wayne, Ind.	1450	250
UBA	Yuba City, Cal.	1600	LS-1,000	KWCB	Searcy, Ark.	1300	D-1,000	KXRC	Abbeville, S. C.	1590	5,000	WANH	Annapolis, Md.	1190	D-1,000
UBC	Montrose, Colo.	1260	LS-1,000	KWCO	Chickasha, Okla.	1560	LS-1,000	KXRD	San Jose, Cal.	1500	1,000	WANJ	Richmond, Va.	590	D-1,000
			N-500					KXRE	Yuma, Ariz.	1400	250	WANL	Atlanta, Ga.	1380	5,000
			*LS-5,000					KXRF	Boise, Ida.	740	D-500	WANM	Vincennes, Ind.	1450	250
			*N-1,000	KWDM	Des Moines, Ia.	1150	1,000	KXRG	Merced, Cal.	1480	5,000	WANP	San Juan, P. R.	680	10,000
UBE	Pendleton, Ore.	1050	D-1,000	KWED	Seguin, Tex.	1580	D-1,000	KXRH	Abbeville, S. C.	1590	5,000	WANR	McComb, Miss.	980	D-1,000
UDL	Kansas City, Mo.	1380	D-1,000	KWEI	Welser, Idaho	1240	250	KXRI	Medford, Ore.	1230	250	WANW	Appleton, Wis.	1570	D-1,000
UDU	Ventura, Cal.	1590	1,000	KWEM	Memphis, Tenn.	990	D-1,000	KXRM	Yuma, Ariz.	1400	250	WAPL	Appleton, Wis.	1570	D-1,000
UEN	Wenatchee, Wash.	1410	D-1,000	KWEW	Hot Springs, Ark.	1350	LS-1,000	KXRN	Yankton, S. D.	1450	250	WAPO	Chattanooga, Tenn.	1150	LS-5,000
UGN	Eugene, Ore.	590	LS-5,000	KWFC				KXRO	Houston, Tex.	1590	5,000	WAPX	Montgomery, Ala.	1600	1,000
			N-1,000					KXRS	Blythe, Cal.	1450	250	WARA	Atleboro, Mass.	1320	1,000
UIN	Grants Pass, Ore.	1340	250					KXSA	Merced, Cal.	1480	5,000	WARB	Covington, La.	730	D-250
UJ	Walla Walla, Wash.	1420	5,000	KWFR	San Angelo, Tex.	1260	D-1,000	KXSB	Greeley, Colo.	1450	250	WARC	Milton, Pa.	1380	D-1,000
UKI	Ukiah, Cal.	1400	250	KWFT	Wichita Falls, Tex.	620	5,000	KXSC	Mankato, Minn.	1230	250	WARD	Johnstown, Pa.	1490	250
ULA	Honolulu, T. H.	690	10,000	KWGW	Goodland, Kans.	730	D-1,000	KXSD	Pocahontas, Ia.	1290	D-1,000	WARE	Ware, Mass.	1250	D-1,000
ULE	Ephrata, Wash.	730	D-1,000	KWHA	Brenham, Tex.	1280	D-1,000	KXSE	Coeur d'Alene, Id.	1240	250	WARF	Jasper, Ala.	1240	250
ULP	El Campo, Tex.	1390	D-500	KWHK	Hutchinson, Kans.	1260	LS-1,000	KXSF	Fresno, Cal.	1300	1,000	WARL	Arlington, Va.	780	D-1,000
UMA	Pendleton, Ore.	1290	5,000					KXSG	Yuma, Ariz.	1400	250	WARM	Scranton, Pa.	590	5,000
UNO	Corpus Christi, Tex.	1400	250	KWHN	Ft. Smith, Ark.	1320	5,000	KXSH	Greenwood, Miss.	960	LS-1,000	WARP	Fort Pierce, Fla.	1330	D-1,000
UOA	Siloam Springs, Ark.	1290	D-5,000	KWHO	Salt Lake City, Utah	860	D-1,000	KXSI	Pocatello, Ida.	1290	D-1,000	WARU	Peru, Ind.	1600	D-1,000
UOM	Minneapolis, Minn.	770	D-5,000	KWHW	Altus, Okla.	1450	250	KXSK	Cleveland, O.	1100	50,000	WASA	Havre de Grace, Md.	1330	D-1,000
KURA	Moab, Utah	1450	250	KWIC	Kennewick, Wash.	610	5,000	KXSL	Weatherford, Tex.	1220	D-250	WASK	Lafayette, Ind.	1450	250
KURV	Edinburg, Tex.	710	D-1,000	KWIK	Pocatello, Ida.	1240	250	KXSM	Mankato, Minn.	1230	250	WASL	Annapolis, Md.	810	D-250
KUSD	Vermillion, S. D.	690	D-1,000	KWIL	Winnemucca, Nev.	1400	250	KXSN	Greenwood, Miss.	960	LS-1,000	WASN	Boone, N. C.	1450	250
KUSH	Cushing, Okla.	1600	D-1,000	KWIN	Ashland, Ore.	1400	250	KXSO	Waco, Tex.	1460	1,000	WATC	Gaylord, Mich.	900	D-1,000
KUSN	St. Joseph, Mo.	1270	D-1,000	KWIQ	Moses Lake, Wash.	1260	D-1,000	KXSP	Waco, Tex.	1460	1,000	WATD	Knoxville, Tenn.	620	5,000
KUTI	Yakima, Wash.	980	D-1,000	KWJZ	Santa Ana, Cal.	1480	1,000	KXST	Waco, Tex.	1460	1,000	WATE	Knoxville, Tenn.	620	5,000
KUVR	Holdrege, Neb.	1380	D-500	KWJB	Globe, Ariz.	1240	250	KXSV	Waco, Tex.	1460	1,000	WATG	Ashland, O.	1340	250
KUNZ	West Monroe, La.	1310	D-1,000	KWJC	Portland, Ore.	1080	10,000	KXSW	Waco, Tex.	1460	1,000	WATH	Athens, O.	970	D-1,000
KVAN	Vancouver, Wash.	910	1,000	KWJD	St. Louis, Mo.	1380	5,000	KXST	Waco, Tex.	1460	1,000	WATK	Antigo, Wis.	900	D-250
KVAS	Astoria, Ore.	1230	250	KWJE	Kennewick, Wash.	610	5,000	KXST	Waco, Tex.	1460	1,000	WATM	Attmore, Ala.	1590	D-1,000
KVCB	Farmington, N. M.	1240	250	KWJF	Merced, Cal.	1580	D-500	KXST	Waco, Tex.	1460	1,000	WATN	Watertown, N. Y.	1240	250
KVCL	Winnfield, La.	1270	D-1,000	KWJG	Abilene, Tex.	1340	250	KXST	Waco, Tex.	1460	1,000	WATO	Oak Ridge, Tenn.	1490	250
KVCV	Redding, Cal.	600	1,000	KWJH	Shreveport, La.	1130	50,000	KXST	Waco, Tex.	1460	1,000	WATR	Waterbury, Conn.	1320	1,000
KVEC	San Luis Obispo, Cal.	920	LS-1,000	KWJI	Worthington, Minn.	730	D-1,000	KXST	Waco, Tex.	1460	1,000	WATS	Sayre, Pa.	960	D-1,000
			N-500	KWJK	Poplar Bluff, Mo.	930	LS-1,000	KXST	Waco, Tex.	1460	1,000	WATT	Cadillac, Mich.	1240	250
KVEL	Vernal, Utah	1340	250	KWJM	West Plains, Mo.	1450	250	KXST	Waco, Tex.	1460	1,000	WATW	Ashland, Wis.	1400	250
KVEN	Ventura, Cal.	1450	250	KWJN	Longview, Wash.	1400	250	KXST	Waco, Tex.	1460	1,000	WATX	Alpena, Mich.	1450	250
KVET	Austin, Tex.	1300	1,000	KWJO	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAUD	Auburn, Ala.	1230	250
KVFC	Cortez, Colo.	740	D-1,000	KWJP	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAUG	Augusta, Ga.	1050	D-1,000
KVFD	Ft. Dodge, Iowa	1400	250	KWJQ	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAUK	Wauchesa, Wis.	1510	D-250
KUGN	Fairbanks, Alaska	1240	250	KWJR	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAVE	Louisville, Ky.	970	5,000
KVGB	Great Bend, Kans.	1590	250	KWJS	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAVI	Dayton, O.	1210	D-250
KVHC	O'Neil, Nebr.	1400	5,000	KWJT	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAVL	Apollo, Pa.	910	D-1,000
KVHL	Homer, La.	1320	D-1,000	KWJU	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAVN	Stillwater, Minn.	1220	D-250
KVI	Seattle, Wash.	570	5,000	KWJV	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAVO	Albertville, Ala.	630	D-1,000
KVIC	Victoria, Tex.	1340	250	KWJW	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAVP	Portsmouth, Va.	1350	5,000
KVIM	New Iberia, La.	1360	D-1,000	KWJX	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460	1,000	WAVQ	New Haven, Conn.	1300	1,000
KVIN	Vinita, Okla.	1470	D-500	KWJY	Winnemucca, Nev.	1400	250	KXST	Waco, Tex.	1460					

AM CALL LETTERS

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
WBFB	Rochester, N. Y.	950	1,000	WBUX	Doylestown, Pa.	1570	D-250	WCOA	Pensacola, Fla.	1370	5,000	WDQN	Duquoin, Ill.	1580	D-2
WBFL	Abingdon, Va.	1230	250	WBVU	Lexington, N. C.	1440	D-5,000	WCOC	Meridian, Miss.	910	LS-5,000	WDRS	Hartford, Conn.	1360	5.0
WBBL	Richmond, Va.	1480	SH-5,000	WBVL	Barbourville, Ky.	950	D-1,000	WCOG	Greensboro, N. C.	1320	1,000	WDRF	Chester, Pa.	1590	1.0
WBMM	Chicago, Ill.	780	50,000	WBVP	Beaver Falls, Pa.	1230	250					WDSC	Dyersburg, Tenn.	1450	2
WBNN	Ferry, Ga.	980	D-500	WBYS	Canton, Ill.	1580	D-250					WDSG	Dillon, S. C.	800	D-1.0
WBBO	Forest City, N. C.	780	D-1,000	WBZA	Boston, Mass.	1030	50,000								
WBQQ	Augusta, Ga.	1340	250												
WBRR	Brooklyn, N. Y.	1330	5,000	WCAE	Springfield, Mass.	1030	1,000	WCOH	Newnan, Ga.	1400	1,000	WDSM	Superior, Wis.	1450	2
WBVV	Youngstown, O.	1240	250	WCAJ	Pittsburgh, Pa.	1250	5,000	WCOJ	Coatesville, Pa.	1420	5,000	WDSF	DeFuniak Springs, Fla.	1280	D-5.0
WBZZ	Ponca City, Okla.	1230	250	WCAL	Northfield, Minn.	770	D-5,000	WCOL	Columbus, O.	1230	250	WDSR	Lake City, Fla.	1340	2
WBCK	Battle Creek, Mich.	930	1,000	WCAM	Camden, N. J.	1310	250	WCOM	Parkersburg, W. Va.	1230	250	WDSU	New Orleans, La.	1280	2
WBCM	Bay City, Mich.	1440	LS-1,000	WCAO	Baltimore, Md.	800	5,000	WCOR	Cornelia, Ga.	1450	250	WDTV	St. Croix, V. I.	1190	D-1.0
WBEO	Bessemer, Ala.	1450	N-500	WCAP	Lowell, Mass.	980	D-1,000	WCOP	Boston, Mass.	1150	5,000	WDUN	Gainesville, Ga.	1240	5.0
WBFR	Christiansburg, Va.	1280	D-1,000	WCAR	Detroit, Mich.	1130	10,000	WCOS	Lebanon, Tenn.	900	D-250	WDUX	Waupaca, Wis.	800	2
WBGU	Union, S. C.	1480	D-1,000	WCAS	Gadsden, Ala.	570	D-1,000	WCOS	Columbia, S. C.	1400	1,400	WDVA	Green Bay, Wis.	1400	2
WBHE	Pittsfield, Mass.	1490	1,000	WCAT	Orange, Mass.	1390	D-1,000	WCOU	Lebanon, Me.	1240	250	WDVH	Danville, Va.	1250	LS-5.0
WBIA	Harvey, Ill.	1570	D-1,000	WCAW	Philadelphia, Pa.	1210	50,000	WCOV	Montgomery, Ala.	1170	LS-10,000	WDVM	Gainesville, Fla.	980	D-5.0
WBEB	Elizabethon, Tenn.	1240	250	WCAX	Charleston, W. Va.	1400	5,000								
WBEL	Beloit, Wis.	1380	D-5,000	WCAY	Burlington, Vt.	820	250	WCOW	Sparta, Wis.	1290	D-1,000	WDWD	Dawson, Ga.	990	D-1.0
WBEN	Buffalo, N. Y.	930	5,000	WCBA	Carthage, Ill.	990	D-1,000	WCPC	Clearfield, Pa.	900	D-1,000	WDWS	Chattanooga, Tenn.	1400	2
WBET	Brockton, Mass.	1460	1,000	WCBB	Corning, N. Y.	1350	D-1,000	WCPC	Clearfield, Pa.	900	D-1,000	WDXB	Chattanooga, Tenn.	1490	2
WBFB	Bedford, Pa.	1310	D-1,000	WCBC	Anderson, Ind.	1470	D-1,000	WCPH	Etowah, Tenn.	1220	D-1,000	WDXE	Lawrenceburg, Tenn.	1370	D-1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBD	Chicago, Ill.	820	SH-5,000	WCPM	Cumberland, Ky.	1490	250	WDXI	Jackson, Tenn.	1310	LS-5.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBG	Chambersburg, Pa.	1590	D-1,000	WCPS	Tarboro, N. C.	780	D-1,000				
WBFB	Bedford, Pa.	1310	D-1,000	WCBH	Columbus, Miss.	550	LS-1,000	WCRA	Effingham, Ill.	1090	D-250				
WBFB	Bedford, Pa.	1310	D-1,000	WCBJ	Benton, Ky.	1290	D-1,000	WCRB	Waltham, Mass.	1330	LS-5,000	WDXL	Lexington, Tenn.	1490	D-2
WBFB	Bedford, Pa.	1310	D-1,000	WCBK	Baltimore, Md.	680	LS-10,000	WCRE	Cheraw, S. C.	1420	D-1,000	WDXN	Clarksville, Tenn.	540	D-2
WBFB	Bedford, Pa.	1310	D-1,000	WCBM	Baltimore, Md.	680	LS-10,000	WCRI	Scrabsboro, Ala.	1050	D-250	WDYK	Cumberland, Md.	1230	2
WBFB	Bedford, Pa.	1310	D-1,000	WCBN	New York, N. Y.	880	50,000	WCRT	Morrisstown, Tenn.	1450	250	WEAB	Greer, S. C.	800	D-2
WBFB	Bedford, Pa.	1310	D-1,000	WCBQ	Sarasota, Fla.	1220	D-250	WCRT	Morrisstown, Tenn.	1450	250	WEAM	Arlington, Va.	1390	5.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBR	Roanoke Rapids, N. C.	1230	250	WCRO	Johnstown, Pa.	1230	250	WEAN	Providence, R. I.	790	5.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAR	Pensacola, Fla.	1230	2
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAS	Decatur, Ill.	1050	D-50.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Johnstown, Pa.	1230	250	WEAT	W. Palm Beach, Fla.	850	1.0
WBFB	Bedford, Pa.	1310	D-1,000	WCBT											

Table with columns: 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. Lists various radio stations across the United States.

# 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
†WIVV	Island of Vieques, P. R.	1370	1,000	WKAR	E. Lansing, Mich.	870	D-5,000	WKWK	Wheeling, W. Va.	1400	250	WMAK	Nashville, Tenn.	1300	5,00
WIVY	Jacksonville, Fla.	1050	D-1,000	WKAT	Miami Beach, Fla.	1360	LS-5,000	WKXL	Concord, N. H.	1450	250	WMAL	Washington, D. C.	630	5,00
WIZE	Springfield, O.	1340	250					WKXV	Knoxville, Tenn.	900	D-1,000	WMAM	Marinette, Wis.	570	LS-25
WIZZ	Streator, Ill.	1250	D-500	WKAY	Glasgow, Ky.	1490	250	WKXY	Sarasota, Fla.	1540	D-1,000				
WJAC	Johnstown, Pa.	1400	250	WKBC	N. Wilkesboro, N. C.	810	D-1,000	WKY	Oklahoma City, Okla.	930	5,000	WMAN	Mansfield, Ohio	1400	25
WJAG	Norfolk, Nebr.	780	LS-1,000	WKBH	La Crosse, Wis.	1410	5,000	WKYB	Paducah, Ky.	570	LS-1,000	WMAP	Monroe, N. C.	1060	D-25
			L-N-1,000	WKBI	St. Mary's, Pa.	1400	250	WKYW	Louisville, Ky.	900	D-1,000	WMAQ	Chicago, Ill.	670	50,0*
WJAK	Jackson, Tenn.	1460	D-1,000	WKBJ	Milan, Tenn.	1600	D-1,000	WKZO	Kalamazoo, Mich.	590	5,000	WMAS	Springfield, Mass.	1450	25
WJAM	Marion, Ala.	1310	D-5,000	WKBL	Covington, Tenn.	1250	D-1,000	WLAC	Nashville, Tenn.	1510	50,000	WMAX	Grand Rapids, Mich.	1480	D-1,00
WJAN	Spartanburg, S. C.	1400	250	WKBN	Youngstown, Ohio	570	5,000	WLAD	Danbury, Conn.	800	D-250	WMAY	Springfield, Ill.	970	LS-1,00
WJAR	Providence, R. I.	920	5,000	WKBR	Harrisburg, Pa.	1230	250	WLAF	La Follette, Tenn.	1450	100	WMAZ	Macon, Ga.	940	10,00
WJAS	Pittsburgh, Pa.	1320	5,000					WLAG	LaGrange, Ga.	1240	250	WMBC	Macon, Miss.	1400	25
WJAT	Swainsboro, Ga.	800	D-1,000	WKBV	Richmond, Ind.	1490	250	WLAK	Lakeland, Fla.	1430	LS-5,000	WMBD	Peoria, Ill.	1470	5,00
WJAX	Jacksonville, Fla.	930	5,000	WKBW	Buffalo, N. Y.	1520	50,000	WLAM	Lewistown, Me.	1470	N-1,000	WMBG	Richmond, Va.	1380	5,00
WJAY	Mullins, S. C.	1280	D-1,000	†WKBX	Corinth, Minn.	1530	D-500	WLAN	Lancaster, Pa.	1390	1,000	WMBH	Joplin, Mo.	1450	25
WJAZ	Albany, Ga.	1280	D-1,000	WKBY	Muskegon, Mich.	850	1,000	WLAP	Lexington, Ky.	630	LS-5,000	WMBI	Chicago, Ill.	1110	LS-5,0*
WJBB	Haleyville, Ala.	1230	250	WKCT	Bowling Green, Ky.	930	LS-1,000	WLAQ	Rome, Ga.	1410	1,000	WMBL	Morehead City, N. C.	740	D-1,0*
WJBC	Bloomington, Ill.	1230	250					WLAR	Athens, Tenn.	1450	250	WMBM	Miami Beach, Fla.	800	D-1,00
†WJBD	Salem, Ill.	1750	D-500	WKDA	Nashville, Tenn.	1240	250	WLAS	Jacksonville, Fla.	910	D-1,000	WMBN	Petoskey, Mich.	1340	25
WJBE	Detroit, Mich.	1500	LS-10,000	WKDD	Clarksdale, Miss.	1600	D-1,000	WLAT	Conway, S. C.	1330	D-1,000	WMBP	Auburn, N. Y.	1340	25
			N-1,000	WKDN	Camden, N. J.	800	D-1,000	WLAU	Laurel, Miss.	1490	250	WMBR	Jacksonville, Fla.	1460	5,00
WJBL	Holland, Mich.	1260	D-500	WKDY	Kewanee, Ill.	1450	100	WLAV	Grand Rapids, Mich.	1340	250	WMC	Memphis, Tenn.	790	5,00
WJBO	Baton Rouge, La.	1150	5,000	WKEL	Covington, Va.	1400	250	WLBA	Muscle Shoals City, Ala.	1450	250	WMCA	New York, N. Y.	570	5,00
WJBS	Deland, Fla.	1490	250	WKFN	Knoxville, Tenn.	1340	250	†WLBB	Gainesville, Ga.	1580	D-5,000	WMCD	Welch, W. Va.	1340	25
WJBW	New Orleans, La.	1230	250	WKGM	Jackson, Mich.	970	1,000	WLBC	Muncie, Ind.	1340	250	WMCH	Church Hill, Tenn.	1260	D-1,00
WJCD	Seymour, Ind.	1390	D-1,000	WKHZ	Hazard, Ky.	1430	D-1,000	WLBE	Leesburg, Fla.	790	1,000	WMCK	McKeesport, Pa.	1360	1,00
WJCM	Sebring, Fla.	1340	*D-500	WKID	Urbana, Ill.	1580	D-250	WLBG	Laurens, S. C.	860	D-250	WMCV	Harvard, Ill.	1600	D-50
			*D-500	WKIK	Leonardtown, Md.	1370	D-1,000	WLBH	Bowling Green, Ky.	1170	D-250	WMDC	Hazelhurst, Miss.	1220	D-25
WJDA	Quincy, Mass.	1300	D-1,000	WKIN	Kingsport, Tenn.	1320	D-5,000	WLBK	De Kalb, Ill.	1360	D-500	WMDD	Fajardo, P. R.	1490	25
WJDB	Thomasville, Ala.	630	D-1,000	WKIP	Poughkeepsie, N. Y.	1450	250	WLBK	Aburndale, Wis.	930	D-5,000	WMDN	Midland, Mich.	1490	25
WJDX	Jackson, Miss.	620	LS-5,000	WKIT	Mineola, N. Y.	1520	D-750	WLBK	Lebanon, Pa.	1270	1,000	WMEG	Eau Gallie, Fla.	920	D-1,00
			N-1,000	WKIX	Raleigh, N. C.	850	LS-10,000	WLBK	Birmingham, Ala.	900	D-1,000	WMEN	Tallahassee, Fla.	1330	D-1,00
WJEF	Grand Rapids, Mich.	1230	250	WKJB	Mayaguez, P. R.	710	LS-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMEV	Marion, Va.	1010	D-1,0*
WJEH	Gallipolis, O.	990	D-250	WKJG	Ft. Wayne, Ind.	1380	5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMEX	Roston, Mass.	1510	5,00
WJEJ	Hagerstown, Md.	1240	250	WKKA	Cocoa, Fla.	860	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMFC	Monroeville, Ala.	1390	D-1,00
WJEM	Valdosta, Ga.	1150	D-1,000	WKLA	Ludington, Mich.	1450	250	WLBK	Birmingham, Ala.	900	D-1,000	WMFD	Wilmington, N. C.	830	1,00
WJER	Dover, Ohio	1450	250	WKLB	St. Albans, Vt.	1300	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMFG	Hibbing, Minn.	1240	25
WJET	Erie, Pa.	1400	250	WKLE	Washington, Ga.	1370	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMFH	Daytona Beach, Fla.	1450	25
WJGD	Columbia, Tenn.	1280	D-1,000	WKLF	Clanton, Ala.	980	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMFR	High Point, N. C.	1230	25
WJHB	Talladega, Ala.	1580	D-1,000	WKLG	Cloquet, Minn.	1230	250	WLBK	Birmingham, Ala.	900	D-1,000	WMFS	Chattanooga, Tenn.	1260	D-1,00
WJHL	Johnson City, Tenn.	910	LS-5,000	WKLM	Wilmington, N. C.	790	D-500	WLBK	Birmingham, Ala.	900	D-1,000	WMGA	Moultrie, Ga.	1400	25
			N-1,000	WKLO	Louisville, Ky.	1080	LS-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMGE	Madison, Ga.	1250	D-1,00
WJHO	Opelika, Ala.	1400	250	WKLJ	Blackstone, Va.	1490	250	WLBK	Birmingham, Ala.	900	D-1,000	WMGM	New York, N. Y.	1050	50,00
WJHJ	Jacksonville, Fla.	1320	5,000	WKLK	Paris, Ky.	1440	*D-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMGR	Bainbridge, Ga.	930	D-5,00
WJHG	Tallahassee, Fla.	1150	D-250	WKLX	Hartwell, Ga.	980	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMGW	Meadvale, Pa.	1490	25
WJHM	Lansing, Mich.	1240	250	WKLW	Washington, Ga.	1370	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMGY	Montgomery, Ala.	800	D-1,00
WJHV	Savannah, Ga.	900	D-1,000	WKLX	Kalamazoo, Mich.	1470	D-500	WLBK	Birmingham, Ala.	900	D-1,000	†WMIA	Arecibo, P. R.	1070	50
†WJHC	Commerce, Ga.	1270	D-1,000	WKMC	Roaring Spring, Pa.	1370	D-500	WLBK	Birmingham, Ala.	900	D-1,000	WMIC	Monroe, Mich.	560	D-50
WJJD	Chicago, Ill.	1160	LS-50,000	WKMD	Flint, Mich.	1470	1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMID	Atlantic City, N. J.	1340	25
			L-N-50,000	WKMH	Dearborn, Mich.	1310	LS-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMIE	Miami, Fla.	1140	LS-10,00
WJLL	Niagara Falls, N. Y.	1440	D-1,000	WKMI	Kalamazoo, Mich.	1360	LS-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMIK	Middlesboro, Ky.	560	D-50
WJLM	Lewisburg, Tenn.	1490	250	WKML	Paris, Ky.	1440	*D-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMIL	Milwaukee, Wis.	1290	D-1,00
WJKO	Springfield, Mass.	1600	D-5,000	WKML	Paris, Ky.	1440	*D-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMIN	St. Paul, Minn.	1400	25
WJLB	Detroit, Mich.	1400	250	WKMT	Kings Mountain, N. C.	1220	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMIQ	Iron Mt., Mich.	1450	25
WJLD	Homewood, Ala.	1400	250	WKNA	Charleston, W. Va.	950	LS-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMIS	Natchez, Miss.	1240	25
WJLK	Asbury Park, N. J.	1310	250	WKNB	New Britain, Conn.	840	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMIX	Mt. Vernon, Ill.	940	D-1,00
WJLS	Beckley, W. Va.	560	LS-5,000	WKNE	Keene, N. H.	1290	5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMJM	Cordele, Ga.	1490	25
			N-500	WKNK	Muskegon, Mich.	1600	5,000	WLBK	Birmingham, Ala.	900	D-1,000	†WMLP	Pineville, Ky.	1230	25
WJMA	Orange, Va.	1340	250	WKNL	Paris, Ky.	1440	*D-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMLP	Milton, Pa.	1570	D-1,00
WJMB	Brookhaven, Miss.	1340	250	WKNM	Saginaw, Mich.	1210	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMLT	Sylacauga, Ala.	1290	D-1,00
WJMC	Rice Lake, Wis.	1240	250	WKNY	Kingston, N. Y.	1490	250	WLBK	Birmingham, Ala.	900	D-1,000	WMLV	Dublin, Ga.	1330	D-1,00
WJMD	Philadelphia, Pa.	1540	D-1,000	WKOA	Hopkinsville, Ky.	1480	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMLW	Milville, N. J.	1440	D-1,00
WJME	Cleveland, Ohio	1540	D-1,000	WKOB	Sunbury, Pa.	1240	250	WLBK	Birmingham, Ala.	900	D-1,000	WMLX	Milbourne, Fla.	1340	25
WJMF	New Orleans, La.	990	D-250	WKOC	Binghamton, N. Y.	1360	LS-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMLY	Marshall, N. C.	1460	D-50
WJMS	Ironwood, Mich.	630	1,000	WKOD	Binghamton, N. Y.	1360	LS-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMMN	Fairmont, W. Va.	920	5,00
WJMW	Athens, Ala.	730	D-1,000	WKOE	Bluefield, W. Va.	1240	250	WLBK	Birmingham, Ala.	900	D-1,000	WMMT	McMinnville, Tenn.	1230	25
WJMX	Florence, S. C.	970	LS-5,000	WKOF	Binghamton, N. Y.	1360	LS-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMNW	Meriden, Conn.	1470	D-1,00
			N-1,000	WKOG	Kosciusko, Miss.	1350	D-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMNA	Gretna, Va.	730	D-1,00
WJNC	Jacksonville, Fla.	1240	250	WKOH	New Kensington, Pa.	1150	D-250	WLBK	Birmingham, Ala.	900	D-1,000	WMNB	N. Adams, Mass.	1230	25
WJNO	W. Palm Beach, Fla.	1230	250	WKOK	Sunbury, Pa.	1240	250	WLBK	Birmingham, Ala.	900	D-1,000	WMNC	Morgantown, N. C.	1430	D-5,00
WJOB	Hammond, Ind.	1230	250	WKOP	Binghamton, N. Y.	1360	LS-5,000	WLBK	Birmingham, Ala.	900	D-1,000	WMNE	Menomonee, Wis.	1360	D-1,00
WJOC	Jamestown, N. Y.	1340	250	WKOV	Wellston, Ohio	1570	D-250	WLBK	Birmingham, Ala.	900	D-1,000	WMOA	Marietta, Ohio	1490	25
WJOE	Ward Ridge, Fla.	1570	D-250	WKOW	Madison, Wis.	1070	LS-10,000	WLBK	Birmingham, Ala.	900	D-1,000	WMOD	Moundsville, W. Va.	1370	D-1,00
WJOI	Florence, Ala.	1340	250	WKOX	Framingham, Mass.	1190	D-1,000	WLBK	Birmingham, Ala.	900	D-1,000	WMOG	Brunswick, Ga.	1490	25
WJOL	Joliet, Ill.	1340	250	WKOY	Bluefield, W. Va.	1240	250	WLBK	Birmingham, Ala.	900	D-1,000	WMOH	Hamilton, Ohio	1450	25
WJON	St. Cloud, Minn.	1240													

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
MSN	Raleigh, N. C.	570	D-500	WOHP	Bellefontaine, O.	1390	D-500	WPLM	Plymouth, Mass.	1390	D-500	WROW	Albany, N. Y.	590	LS-5,000
MSR	Manchester, Tenn.	1580	D-1,000	WOHS	Shelby, N. C.	730	D-1,000	WPLY	Plymouth, Wis.	1420	D-500	WROX	Clarksdale, Miss.	1450	N-1,000
MT	Cedar Rapids, Ia.	600	5,000	WOI	Ames, Iowa	640	D-5,000	WPME	Plymouth, Pa.	1540	D-1,000	WROY	Carmi, Ill.	1460	D-1,000
MTA	Central City, Ky.	1380	D-500	WOIC	Columbia, S. C.	1470	D-5,000	WPMP	Pascagoula, Miss.	1580	D-1,000	WRWB	Warner Robbins, Ga.	1350	D-1,000
MTC	Van Cleve, Ky.	730	D-1,000	WOKE	Oak Ridge, Tenn.	1290	LS-1,000	WPNF	Brevard, N. C.	1240	250	WRR	Dallas, Tex.	1310	5,000
MTE	Manistee, Mich.	1340	250	WOKJ	Jackson, Miss.	1590	D-1,000	WPNX	Phenix City, Ala.	1460	1,000	WRRF	Washington, N. C.	930	LS-5,000
MTR	Moultrie, Ga.	1300	D-5,000	WOKO	Albany, N. Y.	1460	5,000	WPON	Pontiac, Mich.	1460	500	WRRR	Rockford, Ill.	1330	D-1,000
MTM	Morrisville, N. J.	1250	D-1,000	WOKW	Sturgeon Bay, Wis.	1260	D-1,000	WPOR	Hartford, Conn.	1410	5,000	WRRZ	Clinton, N. C.	880	D-1,000
MTS	Murfreesboro, Tenn.	860	D-250	WOKY	Milwaukee, Wis.	920	1,000	WPPA	Pottsville, Pa.	1360	LS-1,000	WRSA	Warsaw, Ind.	1480	500
MUS	Muskegon, Mich.	1090	D-1,000	WOKZ	Alton, Ill.	1570	D-1,000	WPRE	Prairie Du Chien, Wis.	1280	D-500	WRWB	Selma, Ala.	1570	D-1,000
MUJ	Greenville, S. C.	1280	D-1,000	WOLF	Syracuse, N. Y.	1450	250	WPRC	Lincoln, Ill.	1370	D-500	WRXO	Roxboro, N. C.	1430	D-1,000
MVA	Martinsville, Va.	1450	250	WOLS	Florence, S. C.	1230	250	WPRD	Mayaguez, P. R.	990	10,000	WSA	Cincinnati, Ohio	1360	5,000
MVG	Milledgeville, Ga.	1450	250	WOMI	Owensboro, Ky.	1490	250	WPRE	Prairie Du Chien, Wis.	1280	D-500	WSAI	Grove City, Pa.	1340	SH-1,000
MVO	Mt. Vernon, Ohio	1300	D-500	WOMT	Manitowoc, Wis.	1240	250	WPRO	Providence, R. I.	980	*D-500	WSAL	Logansport, Ind.	1230	250
MYB	Myrtle Beach, S. C.	1450	250	WOND	Pleasantville, N. J.	1400	250	WPRP	Providence, R. I.	980	5,000	WSAM	Saginaw, Mich.	1400	250
MYN	Mayodan, N. C.	1420	D-500	WONE	Dayton, Ohio	980	5,000	WPRS	Paris, Ill.	910	D-500	WSAN	Allentown, Pa.	1470	5,000
MYR	Ft. Myers, Fla.	1410	LS-5,000	WONG	Oneida, N. Y.	1600	D-1,000	WPRT	Prestonburg, Ky.	1460	D-1,000	WSAR	Fall River, Mass.	1480	5,000
NAB	Bridgeport, Conn.	1450	250	WONN	Lakeland, Fla.	1230	250	WPRY	Perry, Fla.	1400	250	WSAT	Salisbury, N. C.	1280	1,000
NAC	Boston-Lawrence, Mass.	680	50,000	WONW	Defiance, Ohio	1280	500	WPTF	Raleigh, N. C.	680	50,000	WSAU	Wausau, Wis.	1400	250
NAD	Norman, Okla.	640	D-1,000	WONX	Owego, N. Y.	1330	D-1,000	WPTL	Albany, N. Y.	1540	50,000	WSAY	Savannah, Ga.	630	5,000
NAE	Warren, Pa.	1310	D-1,000	WOOF	Grand Rapids, Mich.	1300	5,000	WPTS	Pittsburg, Pa.	1540	D-1,000	WSAZ	Huntington, W. Va.	930	LS-5,000
NAG	Grenada, Miss.	1400	250	WOOK	Dothan, Ala.	580	D-5,000	WPTX	Lexington Park, Md.	920	D-500	WSB	Atlanta, Ga.	750	50,000
NAH	Nashville, Tenn.	1360	D-1,000	WOOG	Washington, D. C.	1340	250	WPUV	Pulaski, Va.	1580	D-5,000	WSBA	York, Pa.	910	1,000
NAM	Neenah, Wis.	1280	1,000	WOOW	Deland, Fla.	1310	D-1,000	WPVL	Painesville, O.	1460	D-500	WSBB	New Smyrna Beach, Fla.	1230	250
NAR	Norristown, Pa.	1110	D-500	WOPE	New Bern, N. C.	1490	250	WPWR	Laurel, Miss.	1430	D-1,000	WSBC	Chicago, Ill.	1240	250
NAT	Natchez, Miss.	1450	250	WOPB	Oak Park, Ill.	1490	250	WQAM	Miami, Fla.	560	LS-5,000	WSBR	Warwick, R. I.	1590	D-1,000
NAU	New Albany, Miss.	1470	D-500	WOPR	Bristol, Tenn.	1490	250	WQBC	Vicksburg, Miss.	1420	LS-1,000	WSBS	Great Barrington, Mass.	860	D-250
NAV	Annapolis, Md.	1430	1,000	WOR	New York, N. Y.	710	50,000	WQIK	Jacksonville, Fla.	1280	D-1,000	WSBT	South Bend, Ind.	960	5,000
NAX	Yankton, S. D.	570	5,000	WORC	Worcester, Mass.	1310	1,000	WQJK	Jacksonville, Fla.	1280	D-1,000	WSCR	Scranton, Pa.	1320	LS-1,000
NBF	Binghamton, N. Y.	1290	5,000	WORD	Spartanburg, S. C.	910	1,000	WQOK	Greenville, S. C.	1440	5,000	WSEV	Sterling, Ill.	1240	100
NBH	New Bedford, Mass.	1340	250	WORK	York, Pa.	1350	LS-5,000	WQQA	Charleston, S. C.	1450	250	WSFA	Montgomery, Ala.	1440	LS-5,000
NBS	Murray, Ky.	1340	250	WORL	Boston, Mass.	950	D-5,000	WQSI	Moline, Ill.	1230	LS-5,000	WSFG	Quitman, Ga.	1490	D-250
NBT	Wellsville, Pa.	1490	250	WORM	Savannah, Tenn.	1010	D-250	WQXR	New York, N. Y.	1560	10,000	WSFH	Somerset, Ky.	1240	250
NBZ	Saranac Lake, N. Y.	1240	250	WORM	Madison, Ind.	1270	D-1,000	WRAC	Racine, Wis.	1460	D-500	WSFI	Thomasston, Ga.	1220	D-250
NCA	Siler City, N. C.	1570	D-1,000	WORZ	Orlando, Fla.	740	LS-5,000	WRAD	Radford, Va.	1460	LS-5,000	WSGA	Savannah, Ga.	1400	250
NCC	Barnesboro, Pa.	950	D-500	WOSA	Wausau, Wis.	550	5,000	WRAG	Carrollton, Ala.	590	D-1,000	WSGW	Birmingham, Ala.	610	LS-5,000
NDB	Daytona Beach, Fla.	1150	1,000	WOSC	Fulton, N. Y.	1300	D-1,000	WRAN	Anna, Ill.	1440	D-500	WSH	Saginaw, Mich.	790	1,000
NDR	Syracuse, N. Y.	1290	5,000	WOSH	Oshkosh, Wis.	1490	250	WRAP	Williamsport, Pa.	1400	250	WSHE	Sheboygan, Wis.	950	D-500
NDU	South Bend, Ind.	1490	250	WOSU	Columbus, O.	820	LS-5,000	WRAL	Raleigh, N. C.	1240	250	WSID	Statesville, N. C.	1340	D-1,000
NEB	Worcester, Mass.	1230	250	WOTR	Corry, Pa.	1370	D-500	WRAM	Monmouth, Ill.	1330	D-1,000	WSIG	Mount Jackson, Va.	790	D-1,000
NEG	Toccoa, Ga.	1320	D-1,000	WOTW	Nashua, N. H.	900	D-1,000	WRAP	Norfolk, Va.	850	LS-5,000	WSJB	Winston-Salem, N. C.	600	5,000
NEL	Caguas, P. R.	1450	250	WOV	New York, N. Y.	1280	5,000	WRAY	Reading, Pa.	1340	250	WSJC	Montpelier, Vt.	1240	250
NER	Live Oak, Fla.	1250	D-1,000	WOV	New York, N. Y.	1280	5,000	WRBC	Princeton, Ind.	1250	D-1,000	WSJK	Saugerties, N. Y.	920	D-1,000
NES	Central City, Ky.	1600	D-500	WOW	Omaha, Neb.	590	5,000	WRBL	Columbus, Ga.	1420	5,000	WSLB	Ogdensburg, N. Y.	1400	250
NEN	New York, N. Y.	1130	50,000	WOWL	Florence, Ala.	1240	250	WRCA	New York, N. Y.	660	5,000	WSLM	Jackson, Miss.	930	5,000
NEX	Macon, Ga.	1400	250	WOWO	Ft. Wayne, Ind.	1190	50,000	WRCD	Dalton, Ga.	1430	D-1,000	WSLS	Salem, Ind.	1220	D-250
NNG	Mayfield, Ky.	1320	D-1,000	WOWX	Oxford, N. C.	1340	250	WRCE	Richland, Ga.	1430	D-1,000	WSLS	Roanoke, Va.	610	*LS-5,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C.	970	D-1,000	WSLS	Roanoke, Va.	610	*N-1,000
NNG	Mayfield, Ky.	1320	D-1,000	WPA	Ponce, P. R.	550	5,000	WRCS	Ahokie, N. C						

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
WSPT	Stevens Point, Wis.	1010	D-2,500	WTCN	Minneapolis, Minn.	1280	LS-5,000 N-1,000	WTSN	Dover, N. H.	1270	5,000	WWCO	Waterbury, Conn.	1240	
WSRC	Durham, N. C.	1410	D-1,000	WTCS	Campbellsville, Ky.	1450	250	WTSV	St. Petersburg, Fla.	1380	5,000	WWDC	Washington, D. C.	1260	5.1
WSRS	Cleveland Heights, Ohio	1490	250	WTCT	Ashland, Ky.	1420	D-5,000	WTTB	Vero Beach, Fla.	1490	250	WWEZ	New Orleans, La.	690	5.1
WSRW	Hillsboro, O.	1580	D-500	WTCS	Fairmont, W. Va.	1490	250	WTTM	Port Huron, Mich.	1380	1,000	WWGP	Sanford, N. C.	1050	D-1.1
WSSB	Durham, N. C.	1490	250	WTCW	Whitesburg, Ky.	920	D-1,000	WTTN	Madisonville, Ky.	1310	D-500	WWGS	Tifton, Ga.	1340	
WSSC	Sumter, S. C.	1340	250	WTEL	Philadelphia, Pa.	860	D-250	WTTT	Trenton, N. J.	920	1,000	WWHG	Hornell, N. Y.	1320	D-5.1
WSSO	Starkville, Miss.	1230	250	WTHI	Terre Haute, Ind.	1480	1,000	WTTW	Watertown, Wis.	1580	D-250	WWIL	Ft. Lauderdale, Fla.	1580	1.1
WSSV	Petersburg, Va.	1240	250	WTKA	Hartford, Conn.	1080	50,000	WTTX	Westminster, Md.	1470	D-1,000	WWIN	Baltimore, Md.	1400	
WSTA	Charlotte Amalie, St. Thomas, V. I.	1340	250	WTKB	Durham, N. C.	1310	LS-1,000	WTTZ	Bloomington, Ind.	1370	LS-5,000 N-500	WWIT	Canton, N. C.	970	D-1.1
WSTC	Stamford, Conn.	1400	250	WTKC	Mayaguez, P. R.	1300	1,000	WTTT	Union City, Tenn.	1580	D-250	WWJ	Detroit, Mich.	950	5.1
WSTL	Eminence, Ky.	1600	D-500	WTKD	Taylorville, Ill.	1410	D-1,000	WTTU	Tupelo, Miss.	1380	D-1,000	WWJK	Winchester, Ky.	1380	D-1.1
WSTN	St. Augustine, Fla.	1420	D-1,000	WTKE	Charleston, W. Va.	1240	250	WTV	Tuskegee, Ala.	580	D-500	WWL	New Orleans, La.	870	50.1
WSTP	Salisbury, N. C.	1490	250	WTKF	Titusville, Pa.	1290	D-500	WTVB	Wilmingon, Del.	1290	D-1,000	WWNC	Asheville, N. C.	870	5.1
WSTR	Sturgis, Mich.	1230	250	WTKG	New Orleans, La.	1450	250	WTVL	Coldwater, Mich.	1590	LS-5,000	WWNH	Rochester, N. H.	930	D-5.1
WSTU	Stuart, Fla.	1450	100	WTKH	La.	1450	250	WTVN	Wilmington, Del.	1290	D-1,000	WWNR	Beckley, W. Va.	620	LS-1.1
WSTV	Steuensburg, O.	1340	250	WTKI	East Point, Ga.	1280	D-5,000	WTVS	Tuskegee, Ala.	580	D-500	WWNS	Statesboro, Ga.	1240	
WSUH	Oxford, Miss.	1420	D-1,000	WTKJ	Jackson, Tenn.	1390	1,000	WTVT	Wilmington, Del.	1290	D-1,000	WWNY	Watertown, N. Y.	790	1.1
WSUI	Iowa City, Iowa	910	5,000	WTKK	Hartford, Wis.	1540	D-500	WTVW	Coldwater, Mich.	1590	LS-5,000	WWOC	Manitowoc, Wis.	980	D-1.1
WSUN	St. Petersburg, Fla.	620	5,000	WTKL	Ithaca, N. Y.	1470	D-1,000	WTVX	Waterville, Me.	1490	N-500	WWOD	Lynchburg, Va.	1390	LS-5.1
WSUX	Seaford, Del.	1280	D-500	WTKM	Tallahassee, Fla.	1300	D-1,000	WTVY	Columbus, Ohio	610	5,000	WWOK	Charlotte, N. C.	1480	D-1.1
WSVA	Palatka, Fla.	800	D-1,000	WTKN	Charleston, S. C.	1250	LS-5,000 N-1,000	WTVZ	Thomson, Ga.	1240	250	WWOL	Buffalo, N. Y.	1120	D-1.1
	Harrisonburg, Va.	550	LS-5,000 N-1,000	WTMA	Ocala, Fla.	1290	LS-5,000 N-1,000	WTVW	Auburndale, Fla.	1570	D-1,000	WWON	Woonsocket, R. I.	1240	
				WTMC	Milwaukee, Wis.	820	5,000	WTVX	St. Johnsburg, Va.	1340	250	WWOW	Hazard, Ky.	1390	D-5.1
WSVS	Crewe, Va.	800	D-1,000	WTMD	E. St. Louis, Ill.	1490	250	WTVY	W. Springfield, Mass.	1490	250	WWPA	Williamsport, Pa.	1340	
WSWN	Belle Glade, Fla.	900	D-1,000	WTME	Thomasville, N. C.	790	D-1,000	WTVZ	Rock Hill, S. C.	1150	D-1,000	WWPB	Miami, Fla.	1450	
WSWV	Platteville, Wis.	1580	D-1,000	WTNF	Orangeburg, S. C.	920	D-1,000	WTVX	Tryon, N. C.	1580	D-250	WWPF	Palatka, Fla.	1260	LS-1.1
WSWB	Rutland, Vt.	1380	LS-5,000 N-1,000	WTND	Trenton, N. J.	1300	D-250	WTVY	Marianna, Fla.	1340	250				
				WTNE	Coshocton, Ohio	1560	D-1,000	WTVZ	Titusville, Fla.	1300	D-1,000	WWPG	Palm Beach, Fla.	1340	
WSYD	Mt. Airy, N. C.	1300	LS-5,000 N-1,000	WTNJ	Tallahassee, Fla.	1450	250	WTVZ	Eufaula, Ala.	1240	250	WWRI	W. Warwick, R. I.	1450	
WSYL	Sylvania, Ga.	1490	250	WTNS	Winston-Salem, N. C.	1380	LS-5,000 N-1,000	WTVZ	Lockport, N. Y.	1340	250	WWRL	New York, N. Y.	1600	5.1
WSYR	Syracuse, N. Y.	570	5,000	WTNT	Winston-Salem, N. C.	1380	LS-5,000 N-1,000	WTVZ	Bethesda, Md.	1120	D-250	WWSC	Glens Falls, N. Y.	1450	2
WTAB	Tabor City, N. C.	1370	D-5,000	WTOB	Savannah, Ga.	1290	5,000	WVCH	Altoona, Pa.	1430	1,000				
WTAC	Flint, Mich.	600	LS-1,000	WTOC	Toledo, Ohio	1560	D-1,000	WVCH	Coral Gables, Fla.	1070	D-1,000	WWSR	St. Albans, Vt.	1420	D-1.0
WTAD	Quincy, Ill.	930	LS-5,000 N-1,000	WTOE	Spruce Pine, N. C.	1470	D-1,000	WVDA	Chester, Pa.	740	D-1,000	WWST	Wooster, Ohio	960	D-1.0
WTAG	Worcester, Mass.	580	5,000	WTOG	Meridian, Miss.	1450	250	WVEC	Boston, Mass.	1280	5,000	WWSW	Pittsburgh, Pa.	970	5.0
WTAL	Tallahassee, Fla.	1370	5,000	WTOH	Toledo, Ohio	1230	250	WVFC	Hampton, Va.	1490	250	WVVA	Wheeling, W. Va.	1170	50.0
WTAM	Decatur, Ga.	970	D-1,000	WTOI	Staubert, Va.	1240	250	WVFE	Rochester, N. Y.	1280	5,000	WVVR	Terre Haute, Ind.	1300	D-5
				WTOJ	Washington, D. C.	1500	50,000	WVFM	Vicksburg, Miss.	1490	250	WVWB	Jasper, Ala.	1360	D-1.0
WTAN	Clearwater, Fla.	1340	D-5,000	WTOK	Torrington, Conn.	1490	250	WVJ	Caguas, P. R.	1110	250	WVWR	Fayette, Ala.	890	D-1.0
WTAO	Cambridge, Mass.	740	D-250	WTOH	Towson, Md.	1570	D-1,000	WVJ	Owensboro, Ky.	1420	1,000	WVWR	Russellville, Ala.	920	D-1.0
WTAQ	LaGrange, Ill.	1300	500	WTOI	Towson, Md.	1570	D-1,000	WVJ	Columbus, Ohio	1580	D-1,000	WVWR	Rio Piedras, P. R.	1520	2
WTAR	Norfolk, Va.	790	5,000	WTOJ	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVXL	Manchester, Ky.	1580	D-2
WTAW	College Station, Tex.	1150	D-1,000	WTOK	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Pineville, W. Va.	970	D-1.0
WTAX	Springfield, Ill.	1240	250	WTOH	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Demopolis, Ala.	1400	2
WTAY	Robinson, Ill.	1570	D-250	WTOI	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Richmond, Va.	950	D-1.0
WTBC	Tuscaloosa, Ala.	1230	250	WTOJ	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Hazelhurst, Ga.	1450	2
WTBF	Troy, Ala.	1490	250	WTOK	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Indianapolis, Ind.	950	D-5.0
				WTOH	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Baton Rouge, La.	1280	D-1.0
				WTOI	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Kenmore, N. Y.	1080	D-1.0
WTBO	Cumberland, Md.	1450	250	WTOJ	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Gayama, P. R.	1590	1.0
WTCE	Flomaton, Ala.	890	D-500	WTOK	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Detroit, Mich.	1270	5.6
WTCH	Shawano, Wis.	960	1,000	WTOH	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	York, S. C.	1580	D-2.1
WTCT	Tell City, Ind.	1230	250	WTOI	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Newport News, Va.	1270	D-1.0
WTDM	Traverse City, Mich.	1400	250	WTOJ	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY	Franklin, Va.	1570	D-2.1
				WTOK	Torrington, Conn.	1490	250	WVJ	Lexington, Ky.	590	1,000	WVY		1250	D-1.0

U. S. AM BROADCASTING STATIONS BY FREQUENCIES  
(Licensed or Authorized by FCC as of Dec. 15, 1956)

\* CP granted for increase in power. † Construction permit for new station. ‡ Special authorization for power or frequency. CP—Construction permit for frequency L—Limited time; operates night hours only when dominant station is not operating. DA—Directional antenna. D—Daytime operation. LS—Local sunset. N—Night U—Unlimited time. SH—Specified hours. Class of Station shown in parentheses.

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
540 KC. (Canadian) I-A	San Diego, Calif. (II)	DA-N-5,000	KOPR	Butte, Mont. (III-B)	DA-N-1,000	560 KC. REGIONAL			WIS	Columbia, S. C. (III-A)	DA-N-5,000
KGFB	San Diego, Calif. (II)	DA-N-5,000	WGR	Buffalo, N. Y. (III-A)	DA-N-5,000	WOOF	Dothan, Ala. (III)	D-5,000	WHBQ	Memphis, Tenn. (III-B)	LS-5,000
WGTO	Haines City, Fla. (II)	DA-D-10,000	†WDBM	Statesville, N. C. (III)	D-500	KYUM	Yuma, Ariz. (III-B)	DA-N-1,000			DA-U-N-1,000
KEOK	Ft. Dodge, Ia. (II)	DA-D-1,000	KFYR	Bismarck, N. D. (III-A)	DA-N-5,000	KSFO	San Francisco, Cal. (III-A)	LS-5,000	KFDM	Beaumont, Tex. (III-A)	DA-N-5,000
WDVM	Pocomoke City, Md. (II)	D-500	WKRC	Cincinnati, O. (III-B)	LS-5,000	KLZ	Denver, Colo. (III-A)	DA-5,000	KPQ	Wenatchee, Wash. (III-A)	DA-N-5,000
WDXN	Clarksville, Tenn. (II)	D-250	WTRP	LaGrange, Ga.	620	WQAM	Miami, Fla. (III-A)	LS-5,000	WJLS	Beckley, W. Va. (III-B)	LS-5,000
WRIC	Richland, Va. (II)	D-1,000	WTRR	Sanford, Fla.	1400	WVJ	Chicago, Ill. (III-A)	DA-5,000			DA-N-500
			WTRN	Tyrene, Pa.	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
550 KC. REGIONAL			WTRR	LaGrange, Ga.	620	WVJ	Chicago, Ill. (III-A)	DA-5,000			
KOY	Phoenix, Ariz. (III-A)	LS-5,000	WTRX	Two Rivers, Wis.	1580	WVJ	Chicago, Ill. (III-A)	DA-5,000			
		N-1,000	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
KAFY	Bakersfield, Calif. (III)	DA-1,000	WTRX	Troy, N. Y.	980	WVJ	Chicago, Ill. (III-A)	DA-5,000			
		LS-1,000	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
KRAI	Craig, Colo. (III)	DA-1,000	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
		LS-1,000	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
WGGA	Gainesville, Ga. (III)	DA-N-500	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
		LS-5,000	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
WCBI	Columbus, Miss. (III)	DA-N-500	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
		LS-1,000	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
KFRM	Kansas City, Mo. (III)	DA-U-N-500	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
		DA-D-5,000	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
KSD	St. Louis, Mo. (III-A)	DA-N-5,000	WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-5,000			
			WTRX	Belair, Ohio	1290	WVJ	Chicago, Ill. (III-A)	DA-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
WBOK	New Orleans, La. (II)	DA-D-1,000	WNL	New Orleans, La. (I-A)	DA-50,000	KDES	Palm Springs, Cal. (III)	D-500	KIOA	Des Moines, Ia. (II)	LS-10,000
WCCM	Lawrence, Mass. (II)	D-1,000	WKAR	E. Lansing, Mich. (II)	D-5,000	KVEE	San Luis Obispo, Cal. (III-B)	LS-1,000	WTPS	New Orleans, La. (II)	DA-U-N-5,000
KREI	Farmington, Mo.	D-1,000	WHCU	Ithaca, N. Y. (II)	LS-1,000			N-500			DA-N-5,000
†KDBM	Dillon, Mont. (II)	D-1,000			N-L-1,000	KREX	Grand Junction, Colo. (III-B)	LS-5,000	WESA	Charleroi, Pa. (II)	D-2,000
WKDN	Camden, N. J. (II)	D-1,000	WCTI	Kannapolis, N. C. (II)	D-1,000			N-500	KLYN	Amarillo, Tex. (II)	DA-10,000
KCTOW	Oklahoma City, Okla. (II)	D-250	KCNC	Fort Worth, Tex. (II)	D-250	KLMR	Lamar, Colo. (III)	DA-N-1,000	WIPR	Rio Piedras, P. R. (II)	DA-10,000
KFDQ	Portland, Ore. (II)	D-1,000	WFO	Farmville, Va. (II)	D-1,000			D-1,000			950 KC. REGIONAL
WCHA	Chambersburg, Pa. (II)	D-1,000	KAIM	Honolulu, T. H. (II)	1,000	WMEG	Eau Galle, Fla. (III)	D-1,000	WRMA	Montgomery, Ala. (III)	D-1,000
WDSC	Dillon, S. C. (II)	D-1,000				WGST	Atlanta, Ga. (III-A)	LS-5,000	KXJK	Forrest City, Ark. (III)	D-500
WEAB	Greer, S. C. (II)	D-250	WCBS	880 KC. CLEAR New York, N. Y. (I-A)	50,000	WMOK	Metropolis, Ill. (III)	D-1,000	KFSA	Ft. Smith, Ark. (III-B)	LS-1,000
WDEH	Sweetwater, Tenn. (II)	D-500	WRZ	Clinton, N. C. (II)	D-1,000	WBAA	W. Lafayette, Ind. (III-B)	LS-5,000	KIMN	Denver, Colo. (III-A)	DA-5,000
KDDD	Dumas, Tex. (II)	D-250	WRFD	Worthington, O. (II)	D-5,000			DA-N-1,000	WFBS	Ft. Walton Beach, Fla. (III)	D-5,000
KBUH	Brimham City, Utah (II)	D-250						LS-1,000	WLOF	Orlando, Fla. (III-A)	DA-N-5,000
WVSV	Crewe, Va. (II)	D-1,000	WLS	890 KC. CLEAR Chicago, Ill. (I-A)	50,000	KFNF	Shenandoah, Ia. (III-B)	LS-1,000	WGTA	Summersville, Ga. (III)	DA-2,000
WHTN	Huntington, W. Va. (II)	D-1,000	WHNC	Henderson, N. C. (II)	D-1,000			N-500	WGOV	Valdosta, Ga. (III-A)	LS-5,000
WDUX	Waupaca, Wis. (II)	D-1,000	KBYE	Oklahoma City, Okla. (II)	D-1,000	WTCW	Whitesburg, Ky. (III)	D-1,000	WKOI	Boise, Ida. (III-A)	DA-N-5,000
KINY	Juneau, Alaska (II)	5,000				WHXY	Bogalusa, La. (II)	D-1,000	KOZE	Lewiston, Ida. (III)	D-500
						WPTX	Lexington Park, Md. (III)	D-500	WAAF	Chicago, Ill. (III)	D-1,000
						KDHL	Faribault, Minn. (III-B)	DA-1,000	WXLW	Indianapolis, Ind. (III)	DA-D-5,000
						KWAD	Wadena, Minn. (III-B)	DA-1,000	KOEL	Oelwein, Ia.	DA-D-5,000
								DA-N-1,000			DA-U-N-5,000
						KRAM	Las Vegas, Nev. (III-B)	DA-N-500	KJRG	Newton, Kans. (III)	D-500
						KOLO	Reno, Nev. (III-B)	DA-1,000	WBVL	Barbourville, Ky. (III)	D-1,000
						WTM	Trenton, N. J. (III-B)	DA-1,000	WORL	Boston, Mass. (III)	D-5,000
						KQUE	Albuquerque, N. Mex. (III)	LS-1,000	WWJ	Detroit, Mich. (III-A)	DA-N-5,000
								DA-N-500	†KRSI	Hopkins-Edina-St. Louis, Minn. (III)	DA-D-1,000
						WKRT	Cortland, N. Y. (III-B)	LS-1,000	WBKH	Hattiesburg, Miss. (III)	D-500
						WSKN	Saugerties, N. Y. (III)	DA-D-1,000	KLIK	Jefferson City, Mo. (III)	D-500
						WBBB	Burlington, N. C. (III)	D-500	WBFB	Rochester, N. Y. (III-B)	DA-1,000
						KGAL	Lebanon, Ore. (III)	DA-1,000	WIBX	Utica, N. Y. (III-A)	DA-5,000
						WKVA	Lewistown, Pa. (III)	D-1,000	WPET	Greensboro, N. C. (III)	D-500
						WJAR	Providence, R. I. (III-A)	DA-N-5,000	KYES	Roseburg, Ore. (III)	D-1,000
						WTND	Orangeburg, S. C. (III)	D-1,000	WNCC	Barnesboro, Pa. (III)	D-500
						WLIV	Livingston, Tenn. (III)	D-1,000	WPEN	Philadelphia, Pa. (III-A)	DA-N-5,000
						KELP	El Paso, Tex. (III)	DA-N-500	WSPA	Spartanburg, S. C. (III-A)	DA-N-5,000
						KECK	Odessa, Tex. (III)	LS-1,000	KWAT	Watertown, S. D. (III-B)	DA-N-1,000
						KTLW	Texas City, Tex. (III)	DA-1,000	WAGG	Franklin, Tenn. (III)	DA-N-1,000
						†KONK	Shelton, Wash. (III)	D-500	KDSX	Denison-Sherman, Tex. (III)	DA-5,000
						KXLY	Spokane, Wash. (III-A)	5,000	KPRC	Houston, Tex. (III-A)	DA-N-5,000
						WMMN	Fairmont, W. Va. (III-A)	DA-N-5,000	KSEL	Lubbock, Tex. (III-B)	LS-1,000
						WOKY	Milwaukee, Wis. (III)	DA-1,000	WXGI	Richmond, Va. (III-A)	D-1,000
						KAHU	Walpaahu, T. H. (III)	1,000	KJR	Seattle, Wash. (III-A)	DA-N-5,000
									WKNA	Charleston, W. Va. (III-B)	LS-5,000
											DA-U-N-1,000
									WSHE	Sheboygan, Wis. (III)	DA-D-500
											960 KC. REGIONAL
									WBRC	Birmingham, Ala. (III-A)	DA-N-5,000
									WMOZ	Mobile, Ala. (III)	D-1,000
									KOOZ	Phoenix, Ariz. (III-A)	DA-N-5,000
									KAVR	Apple Valley, Cal. (III)	D-5,000
									KROW	Oakland, Cal. (III-A)	1,000
									WELI	New Haven, Conn. (III-B)	DA-N-1,000
											*LS-5,000
									WJCM	Sebring, Fla. (III)	D-500
									WRFC	Athens, Ga. (III)	DA-N-5,000
									WSBT	South Bend, Ind. (III-A)	DA-5,000
									KMA	Shenandoah, Ia. (III-A)	DA-N-5,000
									WPRT	Prestonsburg, Ky. (III)	D-1,000
									KROF	Abbeville, La. (III)	D-1,000
									WBOC	Salisbury, Md. (III-B)	LS-5,000
											DA-U-N-1,000
									WHAK	Rogers City, Mich. (III)	D-5,000
									KLTF	Little Falls, Minn. (III)	D-500
									WABG	Greenwood, Miss. (III)	LS-1,000
									KFVS	Cape Girardeau, Mo. (III-B)	LS-1,000
											DA-N-500
									KNEB	Scottsbluff, Neb. (III)	LS-1,000
									WEAV	Plattsburg, N. Y. (III-B)	DA-5,000
									WFTC	Kinston, N. C. (III)	LS-5,000
											DA-N-1,000
									WWSW	Wooster, Ohio (III)	D-1,000
									KGWA	Enid, Okla. (III-B)	DA-1,000
									WHYL	Carlisle, Pa. (III)	D-1,000
									WADP	Kane, Pa. (III)	D-500
									WATS	Sayre, Pa. (III)	D-1,000
									WBEU	Beaufort, S. C. (III)	D-1,000
									WBMC	McMinnville, Tenn. (III)	D-500
									KIMP	Mt. Pleasant, Tex. (III)	D-1,000
									KGKL	San Angelo, Tex. (III-B)	LS-5,000
											DA-N-1,000
									KOVO	Provo, Utah (III-B)	LS-5,000
									WDBJ	Roanoke, Va. (III-A)	DA-N-1,000
											DA-N-5,000
									KALE	Richmond, Wash. (III)	DA-N-1,000
									WTCB	Shawano, Wis. (III)	DA-N-1,000





# 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
WOAI	1200 KC. CLEAR San Antonio, Tex. (I-A)	50,000	WSTR	Sturgis, Mich. (IV)	250	WLCO	Eustis, Fla. (IV)	250	KRAL	Rawlins, Wyo. (IV)	2
			WKLK	Cloquet, Minn. (IV)	250	WLNK	Farmers, Fla. (IV)	250	TKVGN	Fairbanks, Alaska (IV)	2
			KYSM	Mankato, Minn. (IV)	250	WMFO	Melbourne, Fla. (IV)	250	WABA	Aquadilla, P. R. (IV)	2
WCNT	1210 KC. CLEAR Centralia, Ill. (II)	D-1,000	KTRF	Thief River Falls, Minn. (IV)	250	WFMY	St. Augustine, Fla. (IV)	250			
WKNX	Saginaw, Mich. (II)	D-1,000	KWMO	Winona, Minn. (IV)	250	WBHB	Fitzgerald, Ga. (IV)	250			
WADE	Wadesboro, N. C. (II)	D-1,000	WCMA	Corinth, Miss. (IV)	250		(CP for 1380 kc)				
WAVI	Dayton, Ohio (II)	D-250	WHSY	Hattiesburg, Miss. (IV)	250	WDUN	Gainesville, Ga. (IV)	250			
WCAU	Philadelphia, Pa. ((I-A)	50,000	WSSO	Starkville, Miss. (IV)	250	WLAG	LaGrange, Ga. (IV)	250			
			WAZF	Yazoo City, Miss. (IV)	250	WBML	Macon, Ga. (IV)	250			
			KSWM	Joplin, Mo. (IV)	250	WVNS	Statesboro, Ga. (IV)	250			
			KLWT	Lebanon, Mo. (IV)	250	WFLX	Thomasville, Ga. (IV)	250			
WEDR	1220 KC. (Mexican) CLEAR Birmingham, Ala. (II)	D-1,000	KNCM	Moberly, Mo. (IV)	250	WPFA	Thomson, Ga. (IV)	250			
KVSA	McGehee, Ark. (II)	D-1,000	KANF	Anacona, Mont. (IV)	250	KVNI	Coeur D'Alene, Ida. (IV)	250			
KIBE	Palo Alto, Calif. (II)	D-1,000	KBMN	Bozeman, Mont. (IV)	250	KWIK	Pocatello, Ida. (IV)	250			
KFSO	Denver, Colo. (II)	D-1,000	KXLO	Lewiston, Mont. (IV)	250	KWEI	Weiser, Ida. (IV)	250			
1WGC5	Green Cove Springs, Fla. (II)	D-250	KLCB	Libby, Mont. (IV)	250	WCRW	Chicago, Ill. (IV)	SH-100			
			KHAS	Hastings, Neb. (IV)	250	WEDC	Chicago, Ill. (IV)	SH-250			
			KELY	Ely, Nev. (IV)	250	WBCB	Chicago, Ill. (IV)	SH-250			
WRWB	Kissimmee, Fla. (II)	D-250	KLAS	Las Vegas, Nev. (IV)	250	WBHQ	Harrisburg, Ill. (IV)	250			
WFEC	Miami, Fla. (II)	D-250	KWRN	Reno, Nev. (IV)	250	WTAJ	Springfield, Ill. (IV)	250			
1WCBQ	Sarasota, Fla. (II)	DA-D-250	WMOU	Berlin, N. H. (IV)	250	WSDR	Sterling, Ill. (IV)	100			
WCLB	Camilla, Ga. (II)	D-1,000	WTSV	Claremont, N. H. (IV)	250	WREU	Albany, N. Y. (IV)	250			
WSFT	Thomaston, Ga. (II)	D-250	WCMC	Wildwood, N. J. (IV)	100	KDEC	Decorah, Iowa (IV)	SH-250			
WLPO	La Salle, Ill. (II)	D-250	KALG	Alamogordo, N. M. (IV)	250	KWLC	Decorah, Iowa (IV)	SH-250			
			KOTS	Deming, N. M. (IV)	D-250	KBIZ	Ottumwa, Iowa (IV)	250			
WKRS	Waukegan, Ill. (II)	*DA-D-1,000	KFUN	Las Vegas, N. M. (IV)	D-250	KICD	Spencer, Iowa (IV)	250			
WELM	Salem, Ind.	D-250	KSW5	Roswell, N. M. (IV)	250	KIUL	Garden City, Kan. (IV)	250			
KJAN	Atlantic, Iowa (II)	D-250	WNIA	Cheektowaga, N. Y. (IV)	250	KAKE	Wichita, Kan. (IV)	250			
KOFO	Ottawa, Kans. (II)	D-250	WENY	Elmira, N. Y. (IV)	250	WINN	Louisville, Ky. (IV)	250			
WFKN	Franklin, Ky. (II)	D-250	WHUC	Hudson, N. Y. (IV)	250	WFTM	Maysville, Ky. (IV)	250			
WAVN	Stillwater, Minn. (II)	D-250	WLFH	Little Falls, N. Y. (IV)	250	WPKE	Pikeville, Ky. (IV)	250			
WMDC	Hazlehurst, Miss. (II)	D-250	WFAS	White Plains, N. Y. (IV)	250	WSFC	Somerset, Ky. (IV)	250			
1KBBM	Branson, Mo. (II)	D-250	WSKY	Asheville, N. C. (IV)	250	KAPK	Minden, La. (IV)	100			
KGMO	Cape Girardeau, Mo. (II)	D-250	WFAI	Fayetteville, N. C. (IV)	250	KANE	New Iberia, La. (IV)	250			
KLPW	Union, Mo. (II)	D-250	WSPR	High Point, N. C. (IV)	250	WCOU	Lewiston, Me. (IV)	250			
WGNY	Newburgh, N. Y. (II)	D-1,000	WISP	Kinston, N. C. (IV)	250	WCEM	Cambridge, Md. (IV)	250			
WKMT	Kings Mt., N. C. (II)	D-1,000	WNNC	Newton, N. C. (IV)	250	WWEJ	Hagerstown, Md. (IV)	250			
WREY	Reidsville, N. C. (II)	D-250	WCBT	Roanoke Rapids, N. C. (IV)	250	WHAI	Greenfield, Mass. (IV)	250			
WENC	Whiteville, N. C. (II)	D-1,000	KDIX	Dickinson, N. D. (IV)	250	WOCB	West Yarmouth, Mass. (IV)	250			
WGAR	Cleveland, Ohio (II)	DA-50,000	WCPO	Cincinnati, Ohio (IV)	250	WATT	Cadillac, Mich. (IV)	250			
KGYN	Guyton, Okla. (II)	D-1,000	WCOL	Columbus, Ohio (IV)	250	WCEY	Cheboygan, Mich. (IV)	250			
WJUN	Mexico, Pa. (II)	D-250	WPRO	Providence, R. I. (II)	D-1,000	WFDJ	Flint, Mich. (IV)	250			
WRIB	Providence, R. I. (II)	D-1,000	WTOL	Toledo, Ohio (IV)	250	WJIM	Lansing, Mich. (IV)	250			
WALD	Walterboro, S. C. II	D-1,000	KADA	Ada, Okla. (IV)	250	WMFG	Hibbing, Minn. (IV)	250			
KABR	Aberdeen, S. D. (II)	D-250	WBBZ	Ponca City, Okla. (IV)	250	WJON	St. Cloud, Minn. (IV)	250			
WFWL	Camden, Tenn. (II)	D-250	KVAS	Astoria, Ore. (IV)	250	WMPA	Aberdeen, Miss. (IV)	250			
WCPH	Etowah, Tenn. (II)	D-1,000	KOOS	Cooter, Ore. (IV)	250	WGRM	Greenwood, Miss. (IV)	250			
KZEE	Weatherford, Tex. (II)	D-250		(CP for 1280 kc)		WGCM	Gulfport, Miss. (IV)	250			
WLSB	Big Spring Gap, Va. (II)	D-1,000	KGRO	Gresham, Ore. (IV)	100	WMOX	Meridian, Miss. (IV)	250			
WFAX	Falls Church, Va. (II)	D-500	1KQK	Lakeview, Ore. (IV)	250	WMIS	Natchez, Miss. (IV)	250			
			KYJC	Medford, Ore. (IV)	250	KEMO	Flat River, Mo. (IV)	250			
1KOZI	Chelan, Wash. (II)	D-1,000	WBVP	Beaver Falls, Pa. (IV)	250	KWOS	Jefferson City, Mo. (IV)	250			
KBAM	Longview, Wash. (II)	D-1,000	WEEK	Easton, Pa. (IV)	250	KNEM	Nevada, Mo. (IV)	250			
			WKBO	Harrisburg, Pa. (IV)	250	KBMV	Billings, Mont. (IV)	250			
			WCRO	Johnstown, Pa. (IV)	250	KLTZ	Glasgow, Mont. (IV)	250			
WAUD	Auburn, Ala. (IV)	250	WERI	Lock Haven, Pa. (IV)	250	KXLJ	Helena, Mont. (IV)	250			
WIRB	Bentley, Ala. (IV)	250	WAIM	Westerly, R. I. (IV)	250	KIYI	Shelby, Mont. (IV)	250			
WJBB	Haleyville, Ala. (IV)	250	WNOK	Columbia, S. C. (IV)	250		(CP for 1150 kc)				
WBHP	Huntsville, Ala. (IV)	250	WOLS	Florence, S. C. (IV)	250	KFOR	Lincoln, Neb. (IV)	250			
WHTB	Talladega, Ala. (IV)	250	KISD	Sioux Falls, S. D. (IV)	250	KODY	N. Platte, Neb. (IV)	250			
WTBC	Tuscaloosa, Ala. (IV)	250	WKBT	Harriman, Tenn. (IV)	250	KELN	Elko, Nev. (IV)	250			
KSUN	Bisbee, Ariz. (IV)	250	WMMT	McMinnville, Tenn. (IV)	250	WKBR	Manchester, N. H. (IV)	250			
KAAA	Kingman, Ariz. (IV)	250	KSIX	Corpus Christi, Tex. (IV)	250	WSNJ	Bridgeton, N. J. (IV)	250			
KRAZ	Phoenix, Ariz. (IV)	250	KDLK	Del Rio, Tex. (IV)	250	KAVE	Carlsbad, N. M. (IV)	250			
KCON	Conway, Ark. (IV)	250	KMFR	Murra, Utah (IV)	250	KCLV	Clovis, N. M. (IV)	250			
KFEW	Ft. Smith, Ark. (IV)	250	KCOAL	Price, Utah (IV)	250	KVCB	Farmington, N. M. (IV)	250			
KBTM	Jonesboro, Ark. (IV)	250	KWTF	Waco, Tex. (IV)	250	WGBB	Freeport, N. Y. (IV)	250			
KGEE	Bakersfield, Cal. (IV)	250	KWUU	Utah (IV)	250	WGVA	Greene, N. Y. (IV)	250			
KWTC	Barkston, Cal. (IV)	250	KOAL	Price, Utah (IV)	250	WJTN	Jeramestown, N. Y. (IV)	250			
KIBS	Bishop, Cal. (IV)	250	KOSA	Ogessa, Tex. (IV)	250	WNEZ	Liberty, N. Y. (IV)	250			
KXO	El Centro, Cal. (IV)	250	KPAT	Pampa, Tex. (IV)	250	WSNY	Saranac Lake, N. Y. (IV)	250			
KDAC	Fort Bragg, Cal. (IV)	250	KKEY	Keyport, Tex. (IV)	250	WATN	Watertown, N. Y. (IV)	250			
KGFJ	Los Angeles, Cal. (IV)	250	KWTV	Waco, Tex. (IV)	250	WPNF	Brevard, N. C. (IV)	250			
KPRL	Paso Robles, Cal. (IV)	250	KWTF	Waco, Tex. (IV)	250	WSOC	Charlotte, N. C. (IV)	250			
KRDG	Redding, Cal. (IV)	250	KWTF	Waco, Tex. (IV)	250	WCNC	Elizabeth City, N. C. (IV)	250			
KRWG	Stockton, Cal. (IV)	250	KWTF	Waco, Tex. (IV)	250	WJNC	Jacksonville, N. C. (IV)	250			
KGRXO	Grand, Colo. (IV)	250	KWTF	Waco, Tex. (IV)	250	WRAL	Raleigh, N. C. (IV)	250			
KLVC	Leadville, Colo. (IV)	250	KWTF	Waco, Tex. (IV)	250	KDLR	Devils Lake, N. D. (IV)	250			
KDZA	Pueblo, Colo. (IV)	250	KWTF	Waco, Tex. (IV)	250	WBBW	Boungstown, Ohio (IV)	250			
KGEK	Sterling, Colo. (IV)	250	KWTF	Waco, Tex. (IV)	250	WHIZ	Zanesville, Ohio (IV)	250			
WGGG	Gainesville, Fla. (IV)	250	KWTF	Waco, Tex. (IV)	250	KVSO	Ardmore, Okla. (IV)	250			
WONN	Lakeland, Fla. (IV)	250	KWTF	Waco, Tex. (IV)	250	KASA	Elk City, Okla. (IV)	250			
1WMAF	Madison, Fla. (IV)	250	KWTF	Waco, Tex. (IV)	250	IDABEL	Idabel, Okla. (IV)	250			
WSBF	New Smyrna Beach, Fla. (IV)	250	KWTF	Waco, Tex. (IV)	250	KHBG	Okmungee, Okla. (IV)	250			
			KWTF	Waco, Tex. (IV)	250	KCOV	Corvallis, Ore. (IV)	250			
WEAR	Pensacola, Fla. (IV)	250	KWTF	Waco, Tex. (IV)	250	KWRK	Pendleton, Ore. (IV)	250			
WCNH	Quincy, Fla. (IV)	250	KWTF	Waco, Tex. (IV)	250	KRUL	Redmond, Ore. (IV)	250			
WJNO	West Palm Beach, Fla. (IV)	250	KWTF	Waco, Tex. (IV)	250	KRSL	Roseburg, Ore. (IV)	250			
WBIA	Augusta, Ga. (IV)	250	KWTF	Waco, Tex. (IV)	250	WRTP	Reading, Pa. (IV)	250			
WBLJ	Dalton, Ga. (IV)	250	KWTF	Waco, Tex. (IV)	250	WKOK	Sunbury, Pa. (IV)	250			
WFOM	Marietta, Ga. (IV)	250	KWTF	Waco, Tex. (IV)	250	WBAX	Wilkes-Barre, Pa. (IV)	250			
WFRP	Savannah, Ga. (IV)	250	KWTF	Waco, Tex. (IV)	250	WWON	Woonssocket, R. I. (IV)	250			
WAYX	Waycross, Ga. (IV)	250	KWTF	Waco, Tex. (IV)	250	WKDK	Newberry, S. C. (IV)	250			
KBAR	Burley, Idaho (IV)	250	KWTF	Waco, Tex. (IV)	250	WBEJ	Elizabethton, Tenn. (IV)	250			
KORT	Grangeville, Idaho (IV)	250	KWTF	Waco, Tex. (IV)	250	WEKR	Fayetteville, Tenn. (IV)	250			
KRXK	Rexburg, Idaho (IV)	250	KWTF	Waco, Tex. (IV)	250	WBIR	Knoxville, Tenn. (IV)	250			
WJBC	Bloomington, Ill. (IV)	250	KWTF	Waco, Tex. (IV)	250	WKDA	Nashville, Tenn. (IV)	250			
WQUA	Moline, Ill. (IV)	250	KWTF	Waco, Tex. (IV)	250	WBNZ	Union City, Tenn. (IV)	250			
WHCO	Sparta, Ill. (IV)	250	KWTF	Waco, Tex. (IV)	250	KVLF	Vicksburg, Tenn. (IV)	250			
WJOB	Hammond, Ind. (IV)	250	KWTF	Waco, Tex. (IV)	250	KEAN	Brownwood, Tex. (IV)	100			
WSAL	Logansport, Ind. (IV)	250	KWTF	Waco, Tex. (IV)	250	KORA	Bryan, Tex. (IV)	250			
WTCJ	Tell City, Ind. (IV)	250	KWTF	Waco, Tex. (IV)	250	KOCA	Kilgore, Tex. (IV)	250			
WBOW	Terre Haute, Ind. (IV)	250	KWTF	Waco, Tex. (IV)	250	KXOX	Sweetwater, Tex. (IV)	250			
KFJB	Marshalltown, Iowa (IV)	250	KWTF	Waco, Tex. (IV)	250	WSKI	Montpelier, Vt. (IV)	250			
WHIR	Danville, Ky. (IV)	250	KWTF	Waco, Tex. (IV)	250	WSSV	Petersburg, Va. (IV)	250			
WHOP	Hopkinsville, Ky. (IV)	250	KWTF	Waco, Tex. (IV)	250	WROV	Roanoke, Va. (IV)	250			
1WMLF	Pineville, Ky. (IV)	250	KWTF	Waco, Tex. (IV)	250	WTON	Staunton, Va. (IV)	250			
KLIC	Monroe, La.										





Call letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	
CRE	Crescent City, Cal. (IV)	250	KDWT	Stamford, Tex. (IV)	250	WHK	Cleveland, O. (III-A)	DA-N-5,000	WGCB	Red Lion, Pa. (III)	D-1,000	
REO	Indio, Cal. (IV)	250	KTEP	Temple, Tex. (IV)	250	WQOK	Greenville, S. C. (III-A)	D-5,000	WQOK	Greenville, S. C. (III-A)	DA-5,000	
SDA	Redding, Cal. (IV)	250	KTVB	Texarkana, Tex. (IV)	250	KTJS	Hobart, Okla. (IV)	D-2,500	WHDM	McKenzie, Tenn. (III)	D-500	
COY	Santa Maria, Cal. (IV)	250	KVOU	Uvalde, Tex. (IV)	250	↑KYNG	Cosby Bay, Ore. (III)	D-1,000	KFDA	Amarillo, Tex. (III-B)	LS-5,000	
SPA	Santa Paula, Cal. (IV)	250	KIXX	Provo, Utah (IV)	250	WCOJ	Coatesville, Pa. (IV)	DA-N-5,000	DA-N-1,000	KEYS	Corpus Christi, Tex. (III-B)	LS-1,000
UKI	Ukiah, Cal. (IV)	250	WDOT	Burlington, Vt. (IV)	250	WCED	DoBois, Pa. (III)	LS-5,000	DA-U-N-5,000	DA-U-N-5,000	DA-N-5,000	
ONG	Valisala, Cal. (IV)	250	WINA	Charlottesville, Va. (IV)	250	WCRE	Cheraw, S. C. (III)	D-1,000	DA-U-N-5,000	DA-U-N-5,000	DA-N-5,000	
RLN	Canon City, Colo. (IV)	SH-250	WLOW	Portsmouth, Va. (IV)	250	WEMB	Erwin, Tenn. (III)	D-1,000	DA-N-1,000	DA-N-5,000	DA-N-5,000	
JTA	Delta, Colo. (IV)	250	WHLF	South Boston, Va. (IV)	250	WKSR	Pulaski, Tenn. (III)	DA-N-1,000	DA-N-5,000	DA-N-5,000	DA-N-5,000	
FTM	Ft. Morgan, Colo. (IV)	250	WINC	Winchester, Va. (IV)	250	KEDR	Brand Coulee, Wash. (IV)	250	DA-N-1,000	DA-N-1,000	DA-N-5,000	
BNZ	La Junta, Colo. (IV)	250	KEDR	Brand Coulee, Wash. (IV)	250	KTRF	Lufkin, Tex. (III-B)	DA-N-1,000	DA-N-1,000	DA-N-1,000	DA-N-5,000	
STC	Stamford, Conn. (IV)	250	KWLK	Longview, Wash. (IV)	250	KGNE	New Braunfels, Tex. (III)	D-1,000	D-1,000	D-1,000	D-500	
VPTL	Ft. Lauderdale, Fla. (IV)	250	KTNT	Tacoma, Wash. (IV)	250	KPEP	San Angelo, Tex. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
VIRA	Ft. Pierce, Fla. (IV)	250	WCAW	Charleston, W. Va. (IV)	250	WWSR	St. Albans, Vt. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
VRHC	Jacksonville, Fla. (IV)	250	WBLK	Clarksburg, W. Va. (IV)	250	↑WRIP	Gloucester, Va. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
VPCF	Panama City, Fla. (IV)	250	WRON	Ronceverte, W. Va. (IV)	250	↑WKTF	Warrenton, Va. (III)	D-5,000	D-5,000	D-5,000	D-5,000	
VPRY	Perry, Fla. (IV)	250	WKWK	Wheeling, W. Va. (IV)	250	KUTI	Chehalis, Wash. (III)	D-1,000	DA-N-5,000	DA-N-5,000	DA-U-N-5,000	
WTRR	Sanford, Fla. (IV)	250	WETH	Williamson, W. Va. (IV)	250	KUJ	Walla Walla, Wash. (III-A)	DA-N-5,000	D-500	D-500	D-500	
VSGC	Elberton, Ga. (IV)	250	WATW	Ashland, Wis. (IV)	250	WPLY	Plymouth, Wis. (III)	D-500	1430 KC. REGIONAL	1430 KC. REGIONAL	1450 KC. LOCAL	
NEX	Macon, Ga. (IV)	250	WBIZ	Eau Claire, Wis. (IV)	250	WFHK	Pell City, Ala. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
MGGA	Moultrie, Ga. (IV)	250	WDUZ	Crown Bay, Wis. (IV)	250	KHBM	Monticello, Ark. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
COH	Newnan, Ga. (IV)	250	WRJN	Racine, Wis. (IV)	250	↑KAMP	EI Centro, Cal. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
VSGA	Savannah, Ga. (IV)	250	WRDE	Reedsburg, Wis. (IV)	250	KARM	Fresno, Cal. (III-A)	DA-5,000	DA-5,000	DA-5,000	DA-5,000	
IFI	Idaho Falls, Idaho (IV)	250	WSAU	Wausau, Wis. (IV)	250	KALI	Pasadena, Cal. (III)	DA-5,000	DA-5,000	DA-5,000	DA-5,000	
CART	Jerome, Ida. (IV)	250	KATI	Casper, Wyo. (IV)	250	KOSI	Aurora, Colo. (III)	D-5,000	D-5,000	D-5,000	D-5,000	
CRPT	Moscov, Idaho (IV)	250	KODI	Cody, Wyo. (IV)	250	WFLA	Lakeland, Fla. (III-B)	LS-5,000	LS-5,000	LS-5,000	LS-5,000	
LDWS	Champaign, Ill. (IV)	250	KSEW	Sitka, Alaska (IV)	250	WPCF	Panama City, Fla. (III)	CP from 1400 kc	DA-5,000	DA-5,000	DA-5,000	
WGLL	Evansville, Ind. (IV)	250	WFOA	San Juan, P. R. (IV)	250	WGFS	Covington, Ga. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WBOA	Marion, Ind. (IV)	250	WALA	Mobile, Ala. (III-A)	DA-N-5,000	WRCD	Dalton, Ga. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
COG	Centerville, Iowa (IV)	250	KTCS	Ft. Smith, Ark. (III)	D-500	WWSG	Tifton, Ga. (III)	D-5,000	D-5,000	D-5,000	D-5,000	
VDFD	Ft. Dodge, Iowa (IV)	250	KERN	Bakersfield, Cal. (III-A)	1,000	WCMY	Ames, Ia. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
VVOE	Emporia, Kan. (IV)	250	KMYC	Marysville, Cal.	LS-5,000	WIRE	Indianapolis, Ind. (III-A)	DA-N-5,000	DA-N-5,000	DA-N-5,000	DA-N-5,000	
CAYS	Hays, Kan. (IV)	250	KCAL	Redlands, Cal. (III)	D-1,000	KASI	Ames, Ia. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
VCYN	Cynthiana, Ky. (IV)	100	KCOL	Ft. Collins, Colo. (III-B)	DA-N-1,000	WKRC	Hazard, Ky. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WTEL	Elizabeth, Ky. (IV)	250	WPOP	Hartford, Conn. (III-A)	DA-5,000	KMRC	Morgan City, La. (III)	D-500	D-500	D-500	D-500	
VFTG	London, Ky. (IV)	250	WDOV	Dover, Del. (III)	D-1,000	WNAV	Annapolis, Md. (III-B)	DA-N-1,000	DA-N-1,000	DA-N-1,000	DA-N-1,000	
WFR	Hammond, La. (IV)	250	WMYR	Ft. Myers, Fla.	LS-5,000	WHIL	Medford, Mass. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
KAOK	Lake Charles, La. (IV)	250	WLAQ	Rome, Ga.	DA-U-N-5,000	WION	Ionia, Mich. (III)	D-500	D-500	D-500	D-500	
WRDO	Augusta, Me. (IV)	250	WRMN	Elgin, Ill. (III)	D-500	↑WBRB	Mt. Clemens, Mich. (III)	DA-D-500	DA-D-500	DA-D-500	DA-D-500	
WIDE	Biddeford, Me. (IV)	250	WTIM	Taylorville, Ill. (III)	DA-D-1,000	WLBJ	Bowling Green, Ky.	LS-5,000	DA-U-N-1,000	DA-U-N-1,000	DA-U-N-1,000	
WWIN	Baltimore, Md. (IV)	250	KLEM	Le Mars, Ia. (III)	D-1,000	KDBS	Alexandria, La. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WALE	Fall River, Mass. (IV)	250	KCLO	Leavenworth, Kan. (III)	D-500	WGRD	Grand Rapids, Mich. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WLLH	Lowell, Mass. (IV)	250	KWBB	Wichita, Kans. (III-B)	DA-1,000	WEGA	Newton, Miss. (III)	D-500	D-500	D-500	D-500	
VHMP	Northampton, Mass. (IV)	250	WLBZ	Bowling Green, Ky.	LS-5,000	↑- - -	Eatonville, N. J. (III)	D-500	D-500	D-500	D-500	
WELL	Battle Creek, Mich. (IV)	250	WVBC	Dunkirk, N. Y. (III-B)	DA-500	WFCB	Concord, N. Y. (III-B)	DA-500	DA-500	DA-500	DA-500	
WLEB	Detroit, Mich. (IV)	250	WRCO	Durham, N. C. (III)	D-1,000	WFCG	Winston-Salem, N. C. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WHDZ	Houghton, Mich. (IV)	250	WING	Dayton, O. (III-A)	DA-N-5,000	WFOB	Fostoria, Ohio (III)	DA-1,000	DA-1,000	DA-1,000	DA-1,000	
WMAB	Munnings, Mich. (IV)	250	WJAG	Portland, Ore. (III)	D-1,000	WCLT	Newark, O. (III)	D-500	D-500	D-500	D-500	
WSAM	Saginaw, Mich. (IV)	250	WJAZ	Portland, Ore. (III)	D-1,000	KALV	Alva, Okla. (III)	DA-500	DA-500	DA-500	DA-500	
WSJM	St. Joseph, Mich. (IV)	250	WLSH	Lansford, Pa. (III)	D-1,000	KTUL	Tulsa, Okla. (III-A)	DA-N-5,000	DA-N-5,000	DA-N-5,000	DA-N-5,000	
WTCM	Traverse City, Mich. (IV)	250	KQV	Pittsburgh, Pa. (III-A)	DA-5,000	KSalem	Salem, Ore. (III)	D-5,000	D-5,000	D-5,000	D-5,000	
KMHL	Marshall, Minn. (IV)	250	↑WPC	Clinton, S. C. (III)	D-500	WVAM	Altoona, Pa. (III-B)	DA-N-1,000	DA-N-1,000	DA-N-1,000	DA-N-1,000	
WMIN	St. Paul, Minn. (IV)	250	↑- - -	Martin, Tenn. (III)	D-1,000	WBLR	Batesburg, S. C. (III)	D-500	D-500	D-500	D-500	
WHLB	Virginia, Minn. (IV)	250	KBUD	Athens, Tex. (IV)	D-250	KBRK	Brookings, S. D. (III)	D-500	D-500	D-500	D-500	
WBP	Booneville, Miss. (IV)	250	KVLB	Cleveland, Tex. (III)	DA-5,000	WHER	Memphis, Tenn. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WVAG	Grenada, Miss. (IV)	250	KXIT	Dalhart, Tex. (III)	D-500	KSTB	Breckenridge, Tex. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WDB	Hattiesburg, Miss. (IV)	250	KRIC	Odessa, Tex. (III-B)	DA-N-1,000	KSIJ	Gladewater, Tex. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WJQS	Jackson, Miss. (IV)	250	↑KBAL	San Saba, Tex. (III)	D-500	KCOH	Houston, Tex. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WMB	Macon, Miss. (IV)	250	KNAL	Victoria, Tex. (III)	DA-N-500	KLO	Oeden, Utah (III-A)	DA-5,000	DA-5,000	DA-5,000	DA-5,000	
KFRU	Columbia, Mo. (IV)	250	WRIS	Roanoke, Va. (III)	D-5,000	KBRC	Mt. Vernon, Wash. (III)	DA-N-1,000	DA-N-1,000	DA-N-1,000	DA-N-1,000	
KSIM	Sikeston, Mo. (IV)	250	KUEN	Wenatchee, Wash. (III)	D-1,000	WEIR	Weirton, W. Va. (III)	DA-1,000	DA-1,000	DA-1,000	DA-1,000	
KTTS	Springfield, Mo. (IV)	250	WKBH	LaCrosse, Wis. (III-A)	DA-N-5,000	WBEV	Beaver Dam, Wis. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
KXGN	Glendive, Mont. (IV)	250	KWYO	Sheridan, Wyo. (III-B)	LS-1,000	WSFA	Montgomery, Ala. (III-B)	LS-5,000	LS-5,000	LS-5,000	LS-5,000	
KXLK	Great Falls, Mont. (IV)	250	1420 KC. REGIONAL	1420 KC. REGIONAL	1420 KC. REGIONAL	WSFA	Montgomery, Ala. (III-B)	LS-5,000	LS-5,000	LS-5,000	LS-5,000	
KCOW	Alliance, Neb. (IV)	250	↑KHFF	Fry, Ariz. (III)	D-1,000	KPKC	Scottsdale, Ariz. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
KLNC	Lincoln, Neb. (IV)	250	KBOK	Malvern, Ark. (III)	D-1,000	KOKY	Little Rock, Ark. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
KWHC	O'Neill, Neb. (IV)	250	KPOC	Pocahontas, Ark. (III)	D-1,000	KVON	Napa, Cal. (III-B)	DA-500	DA-500	DA-500	DA-500	
KPTL	Carson City, Nev. (IV)	250	KSTN	Stockton, Cal. (III-B)	DA-1,000	KPRO	Riverside, Cal. (III-B)	1,000	1,000	1,000	1,000	
KBMI	Henderson, Nev. (IV)	250	WLIS	Old Saybrook, Conn. (III)	D-500	WBS	Bristol, Conn. (III)	D-500	D-500	D-500	D-500	
KWNA	Winnemucca, Nev. (IV)	250	WSTN	St. Augustine, Fla. (III)	D-1,000	WDLR	Winter Park, Fla. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WTL	Hanover, N. H. (IV)	250	WRBL	Columbus, Ga. (III-A)	DA-N-5,000	↑WGCC	Bremen, Ga. (III)	D-500	D-500	D-500	D-500	
WOND	Pleasantville, N. J. (IV)	250	WLET	Toccoa, Ga. (III)	D-5,000	WVAG	Brunswick, Ga. (III-B)	DA-N-1,000	DA-N-1,000	DA-N-1,000	DA-N-1,000	
KGFL	Roswell, N. M. (IV)	250	WINI	Murphysboro, Ill. (III)	D-500	↑WRAJ	Anna, Ill. (III)	D-500	D-500	D-500	D-500	
KTRC	Santa Fe, N. M. (IV)	250	WIMS	Michigan City, Ind. (III)	LS-1,000	WPRS	Paris, Ill.	D-500	D-500	D-500	D-500	
KCHS	Truth or Consequences, N. M. (IV)	250	WOC	Davenport, Ia. (III-A)	DA-5,000	WREM	Quincy, Ill. (III-B)	DA-1,000	DA-1,000	DA-1,000	DA-1,000	
KTNM	Tucumcari, N. M. (IV)	250	KJCK	Junction City, Kan. (III)	D-1,000	WROK	Rockford, Ill. (III-B)	LS-1,000	LS-1,000	LS-1,000	LS-1,000	
WABY	Albany, N. Y. (IV)	250	WTCR	Ashland, Ky. (III)	D-5,000	WPGW	Portland, Ind. (III)	DA-500	DA-500	DA-500	DA-500	
WBNY	Buffalo, N. Y. (IV)	250	WHPN	Harrodsburg, Ky. (III)	D-1,000	KCHE	Cherokee, Ia. (III)	D-500	D-500	D-500	D-500	
WELM	Elmira, N. Y. (IV)	250	WVJS	Owensboro, Ky. (III-B)	DA-1,000	KJAY	Topeka, Kan. (III-B)	DA-U-N-1,000	DA-U-N-1,000	DA-U-N-1,000	DA-U-N-1,000	
WSLB	Ogdensburg, N. Y. (IV)	250	KLFY	Lafayette, La. (III)	LS-1,000	WKLX	Paris, Ky. (III)	D-1,000	D-1,000	D-1,000	D-1,000	
WBMA	Beaufort, N. C. (IV)	250	WBSM	New Bedford, Mass. (III)	CP from 1230 kc	KMLB	Monroe, La. (III-B)	LS-5,000	LS-5,000	LS-5,000	LS-5,000	
VGBG	Greensboro, N. C. (IV)	250	WBEC	Pittsfield, Mass. (III)	DA-1,000	WAAB	Worcester, Mass. (III-A)	DA-5,000	DA-5,000	DA-5,000	DA-5,000	
WSIC	Statesville, N. C. (IV)	250	WAMM	Plaint, Miss. (III)	DA-D-500	WBCM	Bay City, Mich. (III-B)	LS-1,000	LS-1,000	LS-1,000	LS-1,000	
WLSA	Wallahe, N. C. (IV)	250	KTOE	Mankato, Minn. (III-A)	DA-N-5,000	WCHB	Inkster, Mich. (III)	DA-D-500	DA-D-500	DA-D-500	DA-D-500	
WHCC	Wadesville, N. C. (IV)	250	WSUH	Oxford, Miss. (III)	D-1,000	KEVE	Minneapolis, Minn. (III)	D-5,000	D-5,000	D-5,000	D-5,000	
KEYJ	Jamestown, N. D. (IV)	250	WQBC	Vicksburg, Miss. (III-B)	LS-1,000	WMLV	Millville, N. J. (III)	DA-D-1,000	DA-D-1,000	DA-D-1,000	DA-D-1,000	
WMAN	Mansfield, O. (IV)	250										

# STATIONS BY FREQUENCIES

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WKAL	Rome, N. Y. (IV)	250	KLLL	Lubbock, Tex. (III)	D-1,000	WHBB	Seima, Ala. (IV)	250	KORN	Mitchell, S. D. (IV)	2
WATA	Boone, N. C. (IV)	250	WACO	Waco, Tex. (III-B)	DA-N-1,000	WTBF	Troy, Ala. (IV)	250	WOPI	Bristol, Tenn. (IV)	2
WBLA	Elizabethtown, N. C. (IV)	100	WRAD	Radford, Va. (III)	D-5,000		(CP for 970 kc)		WKXB	Chattanooga, Tenn. (IV)	2
WGNC	Gastonia, N. C. (IV)	250		*LS-5,000		KYCA	Prescott, Ariz. (IV)	250	WJMJ	Lewisburg, Tenn. (IV)	2
WVHV	Henderson, N. C. (IV)	250	KIMA	Yakima, Wash. (III-B)	*DA-N-500	KTKT	Tucson, Ariz. (IV)	250	WDXL	Lexington, Tenn. (IV)	2
WHKP	Hendersonville, N. C. (IV)	250		DA-N-5,000		KAIR	Tucson, Ariz. (IV)	250	WAFQ	Oak Ridge, Tenn. (IV)	2
WHIT	West Bern, N. C. (IV)	250	WRAC	Racine, Wis. (III)	D-500	KXAR	Hope, Ark. (IV)	250	KNOW	Austin, Tex. (IV)	2
KEYZ	Williston, N. D. (IV)	250		1470 KC REGIONAL		KTLO	Mar. Home, Ark. (IV)	250	KIBL	Beville, Tex. (IV)	2
WJER	Dover, O. (IV)	250	KBLO	Hot Springs, Ark. (III)	D-1,000	KDRS	Paragould, Ark. (IV)	250	KHST	Big Spring, Tex. (IV)	2
WMOH	Hamilton, O. (IV)	250	KBMX	Coalinga, Cal. (III)	D-500	KOTN	Pine Bluff, Ark. (IV)	250	KHBT	Borger, Tex. (IV)	2
WLEC	Sandusky, O. (IV)	250	KXOA	Sacramento, Cal. (III-B)	DA-N-1,000	KXRJ	Russellville, Ark. (IV)	250	KNAM	Brady, Tex. (IV)	2
KWHW	Altus, Okla. (IV)	250	WMMW	Meriden, Conn. (III)	D-1,000	KMAP	Bakersfield, Cal. (IV)	250	KSMAL	Huntsville, Tex. (IV)	2
KGFF	Shawnee, Okla. (IV)	250	WDCL	Tarpon Springs, Fla. (III)	D-5,000	KPWL	Banning, Cal. (IV)	250	KVOZ	Laredo, Tex.	2
KSIW	Woodward, Okla. (IV)	250		D-1,000		KWOL	Bjijou, Cal. (IV)	250	KVOV	Littlefield, Tex. (IV)	2
KWRO	Cookeville, Org. (IV)	250	WVAG	Adel, Ga. (III)	D-1,000	KBLA	Burbank, Cal. (IV)	250	KPLT	Paris, Tex. (IV)	2
			WRGA	Rome, Ga. (III-A)	DA-N-5,000	KICG	Calexico, Cal. (IV)	250	KPLT	Tyler, Tex. (IV)	2
KORE	Eugene, Ore. (IV)	250	WMED	Peoria, Ill. (III-A)	D-5,000	KAFP	Petaluma, Cal. (IV)	250	KVWC	Vernon, Tex. (IV)	2
KFLW	Klamath Falls, Ore. (IV)	250	WCBC	Anderson, Ind. (III)	DA-5,000	KBLF	Red Bluff, Cal. (IV)	250	KVOG	Ogden, Utah (IV)	2
KLBM	La Grande, Ore. (IV)	250	KTRI	Sioux City, Ia. (III-A)	DA-5,000	KDBB	Santa Barbara, Cal. (IV)	250	-----	Price, Utah (IV)	2
KBPS	Portland, Ore. (IV)	250	KARE	Atchison, Kan. (III-B)	DA-1,000	KSCV	Yreka, Cal. (IV)	250	WKKE	Newport, Vt. (IV)	2
WLEU	Erle, Pa. (IV)	250	WSAC	Radcliff, Ky. (III)	D-1,000	KBOL	Boulder, Colo. (IV)	250	WKLV	Blackstone, Va. (IV)	2
WGFT	Gettysburg, Pa. (IV)	250	KPLC	Lake Charles, La. (III-B)	LS-5,000	WOLR	Manitou Springs, Colo. (IV)	100	WCVA	Culpeper, Va. (IV)	2
WDAD	Indiana, Pa. (IV)	250		DA-N-1,000		WNLG	Sterling, Colo. (IV)	250	WVEC	Hampton, Va. (IV)	2
WPAM	Pottsville, Pa. (IV)	250	WLAM	Lewiston, Me. (III-A)	DA-5,000	WTRC	New London, Conn. (IV)	250	WAYB	Waynesboro, Va. (IV)	2
WMAJ	State College, Pa. (IV)	250	WMPY	Salisbury, Md. (III)	DA-5,000	WTRB	Torrington, Conn. (IV)	250	WBRO	Bremerton, Wash. (IV)	2
WFPZ	Washington, Pa. (IV)	250	WTTR	Westminster, Md. (III)	D-1,000	WTRL	Bradenton, Fla. (IV)	250	KLOK	Keiso, Wash. (IV)	2
1WMP	S. Williamsport, Pa. (IV)	250	WKMF	Flint, Mich. (III)	DA-1,000	WJBS	Deland, Fla. (IV)	250	KENE	Toppish, Wash. (IV)	2
WWRI	W. Warwick, R. I. (IV)	250	WKZL	Kalamazoo, Mich. (III)	D-500	WAHR	Miami Beach, Fla. (IV)	250	KTEL	Walla Walla, Wash. (IV)	2
WQSN	Charleston, S. C. (IV)	250	KANO	Anoka, Minn. (III)	D-1,000	WTRV	Ver Beach, Fla. (IV)	250	WGKV	Charleston, W. Va. (IV)	2
WCRS	Greenwood, S. C. (IV)	250	WCHJ	Brookhaven, Miss. (III)	D-1,000	WSIR	Winter Haven, Fla. (IV)	250	WCTS	Fairmont, W. Va. (IV)	2
WHSC	Hartsville, S. C. (IV)	250	WNAU	New Albany, Miss. (III)	D-500	WMOG	Brunswick, Ga. (IV)	250	WLOS	Princeton, W. Va. (IV)	2
WMYB	Myrtle Beach, S. C. (IV)	250	KGHM	Brookfield, Mo. (III)	DA-D-500	WMJM	Cordele, Ga. (IV)	250	WGEZ	Beloit, Wis. (IV)	2
KYNT	Yankton, S. D. (IV)	250	KCTB	Malden, Mo. (III)	D-1,000	WMRE	Monroe, Ga. (IV)	250	WLCK	La Crosse, Wis. (IV)	2
WLAR	Athens, Tenn. (IV)	250	WTKO	Ithaca, N. Y. (III)	D-1,000	WSFB	Quitman, Ga. (IV)	D-250	WTCM	Medford, Wis. (IV)	2
WAGC	Chattanooga, Tenn. (IV)	250	WPDM	Potsdam, N. Y. (III)	D-1,000	WSYL	Sylvania, Ga. (IV)	250	WOSH	Oshkosh, Wis. (IV)	2
WDSC	Dyersburg, Tenn. (IV)	250	WBIG	Greensboro, N. C. (III-A)	DA-N-5,000	KBLI	Blackfoot, Idaho (IV)	250	KRTR	Thermopolis, Wyo. (IV)	2
WLAJ	La Follette, Tenn. (IV)	100		DA-N-5,000		KCID	Caldwell, Idaho (IV)	250	KGOS	Torrington, Wyo. (IV)	2
WCRK	Morristown, Tenn. (IV)	250	WTOE	Spruce Hill, N. C. (III)	D-1,000	WKRO	Cairo, Ill. (IV)	250	KTOH	Lihue, T. H. (IV)	2
WGNS	Murfreesboro, Tenn. (IV)	250	WOHO	Toledo, Ohio (III)	DA-1,000	WDMN	Danville, Ill. (IV)	250	WMDD	Fajardo, P. R. (IV)	25
KRIC	Beaumont, Tex. (IV)	250	KVLH	Pauls Valley, Okla. (IV)	D-250	WTMV	E. St. Louis, Ill. (IV)	250	1500 KC CLEAR		
KBEN	Carrizo Springs, Tex. (IV)	250	KVIN	Vinita, Okla. (III)	D-500	WOPR	Oak Park, Ill. (IV)	250	KXRX	San Jose, Cal. (I)	DA-1,000
KCTI	Gonzales, Tex. (IV)	250	WSAN	Allentown, Pa. (III-A)	DA-N-5,000	WKBV	Oak Park, Ill. (IV)	250	WTOP	Washington, D. C. (I-B)	DA-50,000
KMBL	Junctor, Tex. (IV)	250		DA-N-5,000		WNDU	South Bend, Ind. (IV)	250	WJBK	Detroit, Mich. (II)	DA-100,000
KCVL	Lampasas, Tex. (IV)	250	WFAR	Farrell, Pa. (III)	D-1,000	KBUR	Burlington, Iowa (IV)	250	KSTP	St. Paul, Minn. (I-B)	DA-50,000
KMHT	Marshall, Tex. (IV)	250	WOIC	Columbia, S. C. (III)	D-1,000	WDBQ	Buquge, Iowa (IV)	250	KTAN	Sherman, Tex. (II)	D-25
KCMR	McCombe, Tex. (IV)	250	WSOK	Nashville, Tenn. (III)	D-1,000	KRIB	Mason City, Iowa (IV)	250		1510 KC CLEAR	
KNET	Palestine, Tex. (IV)	250	KRBC	Abilene, Tex. (III-B)	DA-N-1,000	WCPM	Cumberland, Ky. (IV)	250	KOCS	Ontario, Cal. (II)	D-25
KNZY	Snyder, Tex. (IV)	250	KWRD	Henderson, Tex. (III)	D-500	WFKY	Frankfort, Ky. (IV)	250	KTIM	San Rafael, Cal. (II)	D-100
*KURA	Moab, Utah (IV)	250	KCNV	San Marcos, Tex. (IV)	D-250	WKAY	Glasgow, Ky. (IV)	250	WKAI	Macomb, Ill. (II)	D-25
KEYY	Provo, Utah (IV)	250	KELA	Centralia, Wash. (III-A)	1,000	WOMB	Wenoboro, Ky. (IV)	250	WMEX	Boston, Mass. (II)	DA-5,000
WUSA	Brattleboro, Vt. (IV)	250	KSEM	Moses Lake, Wash. (III)	LS-5,000	WSIP	Paintsville, Ky. (IV)	250	KIMO	Independence, Mo. (II)	D-1,000
WTRF	Front Royal, Va. (IV)	250		DA-U-1,000		WKIC	Bogalusa, La. (IV)	250	WLAC	Nashville, Tenn. (I-B)	DA-N-50,000
WREL	Lexington, Va. (IV)	250	WPLH	Huntington, W. Va. (III)	DA-U-1,000	KEUN	Eunice, La. (IV)	250	KCTY	Childress, Tex. (II)	D-25
WMAA	Martinsburg, W. Va. (IV)	250	WBKV	West Bend, Wis. (III)	D-500	KCIL	Houma, La. (IV)	250	KSTV	Stephenville, Tex. (II)	D-25
WLPB	Suffolk, Va. (IV)	250	KSPR	Casper, Wyo. (III-B)	LS-5,000	KRUS	Ruston, La. (IV)	250	KGA	Spokane, Wash. (I-B)	DA-N-50,000
KBKW	Aberdeen, Wash. (IV)	250		1480 KC REGIONAL		WPOR	Portland, Me. (IV)	250	WAUX	Waukesha, Wis. (II)	D-25
KCLX	Colfax, Wash. (IV)	250	WABB	Mobile, Ala. (III-A)	DA-N-5,000	WTVL	Veterville, Me. (IV)	250		1520 KC CLEAR	
KSEM	Moses Lake, Wash. (IV)	250	KGLU	Safford, Ariz. (III-A)	1,000	WARK	Hagerstown, Md. (IV)	250	WHOW	Clinton, Ill. (II)	D-1,000
	(CP for 1470 kc)		KIEM	Eureka, Cal. (III-A)	DA-5,000	WHA	Haverhill, Mass. (IV)	250	KSIB	Creston, Iowa (II)	D-1,000
*KADM	Othello, Wash. (IV)	250		(CP for 930 kc)		WBEC	Attshfield, Mass. (IV)	250	WKBW	Buffalo, N. Y. (I-B)	DA-50,000
KONP	Port Angeles, Wash. (IV)	250	KYOS	Merced, Cal. (III-A)	DA-N-5,000	WBTX	W. Springfield, Mass. (IV)	250	WKIT	Mineola, N. Y. (I-B)	D-25
KAYF	Puyallup, Wash. (IV)	250	KWIZ	Santa Ana Cal. (III-B)	DA-N-1,000	WBAJ	Adrian, Mich. (IV)	250	KOMA	Oklahoma City (I-B)	DA-N-50,000
WPAR	Parkersburg, W. Va. (IV)	250	WAPG	Armadia, Fla. (III)	D-1,000	WBFC	Freemont, Mich. (IV)	250	KGON	Oregon City, Ore. (II)	DA-10,000
WHAW	West Haven, Conn. (IV)	250	WYZE	Atlanta, Ga. (III)	D-5,000	WMDN	Midland, Mich. (IV)	250	WWWV	Rio Piedras, P. R. (II)	25
KFIZ	Fond du Lac, Wis. (IV)	250	WRDW	Augusta, Ga. (III-A)	DA-N-5,000	KXRA	Alexandria, Minn. (IV)	250		1530 KC CLEAR	
WDLB	Marshfield, Wis. (IV)	250	WTHI	Terre Haute, Ind. (III-F)	DA-1,000	KOZY	Grand Rapids, Minn. (IV)	250	KFBK	Sacramento, Cal. (I-B)	DA-50,000
WRFP	Park Falls, Wis. (IV)	100	WRSW	Warsaw, Ind. (III)	DA-500	KLGR	Redwood Falls, Minn. (IV)	250	WCKY	Cincinnati, Ohio (I-B)	DA-N-50,000
WRCO	Richland Center, Wis. (IV)	250	KLEE	Ottumwa, Iowa (III)	D-500	WLOX	Blount, Miss. (IV)	250	KGBT	Harlingen, Tex. (II)	LS-50,000
KBBS	Buffalo, Wyo. (IV)	250	KANS	Wichita, Kan. (III-B)	LS-5,000	WCLA	Cleveland, Miss. (IV)	250		DA-U-10,000	
KWRL	Riverton, Wyo. (IV)	250	WAOA	Honkingsville, Ky. (III)	DA-U-1,000	WLAU	Laurel, Miss. (IV)	250		1540 KC (Bahama Island) CLEAR	
KLAM	Cordova, Alaska (IV)	SH-250	KWOC	Jonesville, La. (III)	D-500	WHOC	Philadelphia, Miss. (IV)	250	WPKY	Los Angeles, Cal. (II)	D-10,000
WNEL	Caguas, P. R. (IV)	250	KJOF	Shreveport, La. (III)	D-1,000	WELO	Tupelo, Miss. (IV)	250		*DA-N-10,000*	
	1460 KC REGIONAL		WSAR	Fall River, Mass. (III-A)	DA-5,000	WTUP	Tupelo, Miss. (IV)	250	WKXY	Sarasota, Fla. (II)	D-1,000
WFMH	Cullman, Ala. (III)	D-5,000		DA-N-5,000		WVIM	Vicksburg, Miss. (IV)	250		(CP for 930 kc)	
WPNX	Phenix City, Ala. (III-B)	DA-N-1,000	WMAX	Grand Rapids, Mich. (III)	D-1,000	KDMO	Chattanooga, Mo. (IV)	250	WSMI	Litchfield, Ill. (II)	D-1,000
KDON	Salinas, Cal. (III-B)	DA-5,000	KAUS	Austin, Minn. (III-B)	DA-1,000	KTRR	Rolla, Mo. (IV)	250	WBNL	Boonville, Ind.	D-250
KAFA	Colorado Springs, Colo. (III)	D-1,000	KGCC	Sidney, Mont. (III-A)	DA-5,000	KDRO	Sedalia, Mo. (IV)	250	WPTL	La Port, Ind. (II)	D-250
WBAR	Bartow, Fla. (III)	D-1,000	KLMS	Lincoln, Neb. (III-B)	DA-1,000	KBOW	Butte, Mont. (IV)	250	KXEL	Waterloo, Ia. (II)	DA-N-50,000
WFMN	DeFuniak Springs, Fla. (III)	D-1,000	KWEW	Hobbs, N. M. (III)	DA-N-1,000	KBON	Omaha, Neb. (IV)	250	KNEX	McPherson, Kan. (II)	D-250
WMBR	Jacksonville, Fla. (III-A)	DA-N-5,000	WLEA	Hornell, N. Y. (III)	D-1,000	WLDB	Atlantic City, N. J. (IV)	250	KLKC	Parsons, Kan. (II)	D-250
WDMF	Buford, Ga. (III)	D-1,000	WHOM	New York, N. Y. (III-A)	DA-5,000	KRSN	Los Alamos, N. M. (IV)	250	WDON	Wheaton, Md. (II)	D-250
WROY	Carmi, Ill. (III)	D-1,000	WWOK	Charlotte, N. C. (III)	D-1,000	KRTN	Raton, N. M. (IV)	250	WPTR	Albany, N. Y. (II)	DA-50,000
WKAM	Goshen, Ind. (III)	D-500	WAGR	Lumberton, N. C. (III)	DA-1,000	WLOJ	Blount, Miss. (IV)	250	WTFM	Elkin, N. C. (II)	D-250
WOCB	North Vernon, Ind. (III)	D-500	WHPC	Canton, O. (III-A)	DA-N-5,000	WOLF	Syracuse, N. Y. (IV)	250	WJMO	Cleveland, Ohio (II)	D-1,000
KSO	Des Moines, Iowa (III-B)	DA-N-5,000	WCIN	Cincinnati, O. (III)	DA-D-1,000	WSSB	Durham, N. C. (IV)	250	WPTD	Pittston, Pa. (II)	D-1,000
KCRB	Chanute, Kan. (III)	D-1,000	WTRA	Latrope, Pa. (III)	D-500	WFLB	Fayetteville, N. C. (IV)	250	WPME	Punxsutawney, Pa.	D-1,000
1WRVK	Mt. Vernon, Ky. (III)	D-500	WDAS	Philadelphia, Pa. (III)	DA-1,000	WLOE	Waynesville, N. C. (IV)	250	WADK	Newport, R. I. (II)	D-1,000
WAFB	Baton Rouge, La. (III-B)	LS-5,000	WISL	Shamokin, Pa. (III-B)	DA-N-1,000	WOOV	New Bern, N. C. (IV)	250	KCUL	Fort Worth, Tex. (II)	LS-10,000
				DA-N-1,000		KNDK	Kingger, N. D. (IV)	250		DA-U-N-1,000	
KBSF	Springhill, La. (III)	D-1,000	WLOK	Memphis, Tenn. (III)	D-1,000	KOVG	Valley City, N. D. (IV)	250	KGBC	Galveston, Tex. (II)	LS-1,000
WBET	Brookton, Mass. (III)	DA-N-1,000	KGKO	Dallas, Tex. (III)	LS-5,000	WBEX	Chillicothe, Ohio (IV)	250	KIWW	San Antonio, Tex.	D-250
WBRN	Big Rapids, Mich. (III)	DA-N-1,000	KLVL	Pasadena, Tex.	LS-1,000	WSRS	Cleveland Hts., Ohio (IV)	250	WTKM	Hartford, Wis. (II)	D-500
WPON	Pontiac, Mich. (III)	DA-N-5,000	KNXJ	Richmond, Va. (III)	D-1,000						

BYS Canton, Ill. (II) D-250	WTRB Ripley, Tenn. (II) D-250	1590 KC. REGIONAL	KGST Fresno, Cal. (III) D-1,000
SWJ Council Bluffs, Iowa (II) D-500	KTER Terrell, Tex. (II) D-250	WATM Atmore, Ala. (II) D-1,000	KWOW Pomona, Cal. (II-B) LS-1,000
QXR New York, N. Y. (I-B) 10,000	*KWIC Salt Lake City, Utah (II) D-500	WVNA Tusculumbia, Ala. (II) D-5,000	N-500
TNS Coshocton, Ohio (II) D-1,000	WYSR Franklin, Va. (II) D-250	KSJO San Jose, Cal. (III-B) LS-1,000	KUBA Yuba City, Cal. (III-B) LS-1,000
TOD Toledo, Ohio (II) D-1,000	(CP for 1250 kc)	KUDU Ventura-Oxnard, Cal. (III-B) DA-N-500	DA-N-500
WCO Chickasha, Okla. (II) LS-1,000	WAPL Appleton, Wis. (II) D-1,000	WBRY Waterbury, Conn. (III-A) DA-1,000	KLAK Lakewood, Colo. (III) DA-N-1,000
BR Hillsboro, Tex. (II) D-250	1580 KC. (Canadian) CLEAR	WALB Albany, Ga. (III-A) DA-N-1,000	(CP from 1580 kc)
ANA Bayamon, P. R. (II) 250	WJHB Talladega, Ala. (II) D-1,000	WLFA Lafayette, Ga. (III) D-5,000	↑WKEN Dover, Del. (II) D-500
1570 KC. (Mexican) CLEAR	KTML Marked Tree, Ark. (II) D-250	WNMP Evanston, Ill. (III) D-1,000	↑---- Atlantic Beach, Fla. (III) D-1,000
CRL Oneonta, Ala. (II) D-250	KWAY Merced, Cal. (II) D-500	↑WGEE Indianapolis, Ind. (II) DA-D-5,000	WKWF Key West, Fla. (III-B) 500
RWJ Selma, Ala. (II) D-1,000	KDAP Santa Monica, Cal. (II) D-10,000	WVNA Tusculumbia, Ala. (III) D-5,000	WGKA Atlanta, Ga. (III) D-1,000
CVR Lodi, Cal. (II) D-1,000	*DA-D-50,000	WPCO Mt. Vernon, Ind. (III) D-500	WMCW Harvard, Ill. (III) D-500
SACE Riverside, Cal. (II) DA-D-1,000	KLAK Lakewood, Colo. (II) D-250	KWBG Boone, Ia. LS-1,000	WBTO Linton, Ind. (III) D-500
LOV Loveland, Colo. (II) D-250	WWIL Ft. Lauderdale, Fla. (II) DA-1,000	DA-N-500	WARU Peru, Ind. (III) D-1,000
TWE Auburndale, Fla. (II) D-1,000	↑---- Stark, Fla. (II) D-1,000	KVGB Great Bend, Kan. (III-A) DA-N-5,000	KLGA Algona, Ia. (III) DA-D-5,000
TBF Fernandina Beach, Fla. (II) D-250	WCLS Columbus, Ga. (II) D-1,000	WLBK Lebanon, Ky. (III) D-1,000	KCRG Cedar Rapids, Ia. (III-A) DA-N-5,000
VOE Ward Ridge, Fla. (II) D-250	WLDNA Gainesville, Ga. (II) D-5,000	KEVL White Castle, La. (III) D-1,000	KMDO Fort Scott, Kan. (III) D-500
KZK Alton, Ill. (II) D-1,000	WDQN Duquoin, Ill. (II) D-250	WTVB Coldwater, Mich. (III) LS-5,000	WNES Central City, Ky. (III) D-500
FRL Freeport, Ill. (II) D-1,000	WBBA Pittsfield, Ill. (II) D-250	WDOG Marine City, Mich. (III) DA-U-N-500	WSTL Eminence, Ky. (III) D-500
BEE Harvey, Ill. (II) DA-D-1,000	WKID Urbana, Ill. (II) D-250	WISK S. St. Paul, Minn. (CP for 630 kc) DA-D-1,000	WFRY Ferriday, La. (III) D-1,000
TAY Robinson, Ill. (II) D-250	WCNB Connersville, Ind. (II) D-250	WOKJ Jackson, Miss. (III) D-1,000	KLPT Golden Meadow, La. (III) D-500
ILO Frankfort, Ind. (II) D-250	WJVA South Bend, Ind. (II) D-250	KDEX Dexter, Mo. (III) D-1,000	↑KLVV Vivian, La. (III) D-500
KTL Kendallville, Ind. (II) DA-D-250	WAMW Washington, Ind. (II) D-250	KPRS Kansas City, Mo. (III) D-1,000	WINX Rockville, Md. (III) LS-1,000
LRP New Albany, Ind. (II) D-1,000	KCHA Charles City, Ia. (II) D-250	WEHH Elmira Hts.-Horseheads, N. Y. (III) D-500	WBOS Brookline, Mass. (III-A) DA-5,000
FAD Fairfield, Ia. (II) D-250	KDMA Davenport, Ia. (II) D-500	↑---- Salamanca, N. Y. (III) D-1,000	WJCO Springfield, Mass. (III) DA-D-5,000
FJL Webster City, Ia. (II) D-250	KDSN Denison, Ia. (II) DA-D-500	WGTC Greenville, N. C. (III) LS-5,000	WHRV Ann Arbor, Mich. (III-A) DA-1,000
NDY Marysville, Kan. (II) D-250	WXXL Manchester, Ky. (II) D-250	WNOS High Point, N. C. (III) D-1,000	WKNK Muskegon, Mich. (III-A) DA-N-5,000
WSK Pratt, Kan. (II) D-250	WPKY Princeton, Ky. (II) D-250	WAKR Akron, O. (III-A) DA-N-5,000	WKDL Clarksdale, Miss. (III) D-1,000
FLW Monticello, Ky. (II) D-250	KLUV Haynesville, La. (II) D-250	WSRW Hillsboro, O. (III) D-500	KATZ St. Louis, Mo. (III) DA-N-1,000
ABL Amite, La. (II) D-250	KLOU Lake Charles, La. (II) DA-1,000	KTLT Tillamook, Ore. (IV) 250	KITFN Trenton, Mo. (III) D-500
LLA Leesville, La. (II) D-250	WPGC Morningside, Md. (II) D-1,000	WCBG Chambersburg, Pa. (III) D-1,000	WWRL New York, N. Y. (III-A) DA-5,000
TOW Towson, Md. (II) D-1,000	WFGM Fitchburg, Mass. (II) D-1,000	WDRF Chester, Pa. (III) DA-N-1,000	WONG Oneida, N. Y. (III) D-1,000
PEP Taunton, Mass. (II) D-1,000	WAMY Amory, Miss. (II) D-250	WSBR Warwick, R. I. (III) D-1,000	WGIV Charlotte, N. C. (III) D-1,000
MRP Flint, Mich. (II) D-500	WGLC Centerville, Miss. (II) D-250	WABV Abbeville, S. C. (III) D-1,000	WFRC Reidsville, N. C. (III-A) DA-N-1,000
FUR Grand Rapids, Mich. (II) D-1,000	WMPM Pascagoula, Miss. (II) D-1,000	WACA Camden, S. C. (III) D-1,000	WBLY Springfield, O. (III) D-1,000
MRS Morris, Minn. (II) D-1,000	KBIA Columbia, Mo. (II) D-250	KGAS Carthage, Tex. (III) D-1,000	KUSH Cushing, Okla. (III) D-1,000
Winona, Minn. (II) D-1,000	KNIM Maryville, Mo. (II) D-250	KERC Eastland, Tex. (III-A) D-500	KASH Eugene, Ore. (III-B) DA-N-1,000
LEX Lexington, Mo. (II) D-250	WCRW Washington, N. J. (II) D-250	KCBK Lubbock, Tex. (III-B) DA-N-5,000	WHOL Allentown, Pa. (III) DA-D-500
LR Dundee, N. Y. (II) D-1,000	KHAM Albuquerque, N.M. (II) D-1,000	KBUS Mexia, Tex. (III) D-500	WFIS Fountain Inn, S. C. (III) D-1,000
YCA Siler City, N. C. (II) D-1,000	WPAC Patchogue, N. Y. (II) D-1,000	KANN Sinton, Tex. (III) DA-D-1,000	WKBJ Milan, Tenn. (III) D-1,000
HOT Campbell, O. (II) D-250	WTYN Tryon, N. C. (II) D-250	↑KTTX Seattle, Wash. (III) D-5,000	KBOR Brownsville, Tex. (III) DA-1,000
VLWL Mansfield, O. (II) DA-D-250	WVKO Columbus, O. (II) DA-D-1,000	WSWV Platteville, Wis. (III) D-1,000	KCFH Cuero, Tex. (III) D-500
Ptwa, O. (II) D-250	KLTR Blackwell, Okla. (II) D-250	WTRW Two Rivers, Wis. (III) D-1,000	KMAE McKinney, Tex. (III) D-1,000
KOV Wellston, O. (II) D-250	WANE Waynesboro, Pa. (II) D-250	WXRF Guayama, P. R. (III-A) 1,000	KOGT Orange, Tex. (III-B) DA-N-1,000
(CP for 1330 kc)	WYCL York, S. C. (II) D-250	1600 KC. REGIONAL	↑KBBC Centerville, Utah (III) D-1,000
TAT Frederick, Okla. (II) D-250	↑WGM Manchester, Tenn. (II) D-1,000	WAPX Montgomery, Ala. (III-A) DA-N-1,000	WBOF Virginia Beach, Va. (III) D-1,000
OLS Pryor, Okla. (II) D-1,000	WTUC Union City, Tenn. (II) D-250		WHLL Wheeling, W. Va. (III) D-5,000
OHU Hermiton, Ore. (II) D-250	KGAF Gainesville, Tex. (II) D-250		
RWC Forest Grove, Ore. (II) D-1,000	↑---- Mission, Tex. (II) D-1,000		
AUX Doylestown, Pa. (II) D-250	KTLU Rusk, Tex. (II) D-500		
AKU Latrobe, Pa. (II) D-1,000	KWED Seguin, Tex. (II) D-1,000		
MLP Milton, Pa. (II) D-1,000	KEVA Shamrock, Tex. (II) D-250		
FGN Gaffney, S. C. (II) D-250	WPUV Pulaski, Va. (II) D-5,000		
HLP Centerville, Tenn. (II) D-1,000	WTTN Watertown, Wis. D-250		
WCLE Cleveland, Tenn. (II) D-1,000			

DIRECTORY OF FM STATIONS BY CALL LETTERS

† Construction Permit for new station. \* Construction Permit for change.

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
ABC-FM	Los Angeles, Calif.	95.5	238	†KGMS-FM	Sacramento, Calif.	94.5	233	KRLD-FM	Dallas, Tex.	92.5	223
AIM	Honolulu, T. H.	95.5	238	KGO-FM	San Francisco, Calif.	103.7	279	KRMD-FM	Shreveport, La.	101.1	266
ALB-FM	Alexandria, La.	98.9	245	KGPO	Grants Pass, Ore.	96.9	245	KRNW	Boulder, Colo.	97.3	247
ALE-FM	Pasco, Wash.	103.9	280	KHFI	Austin, Tex.	98.3	252	KROS-FM	Clinton, Iowa	96.1	241
AML-FM	San Antonio, Tex.	97.3	247	KHFM	Albuquerque, N. M.	96.3	242	KRSN-FM	Los Alamos, N. M.	98.5	253
AMS	Mammoth Spring, Ark.	103.9	280	KHJ-FM	Los Angeles, Calif.	101.1	266	TKSEL-FM	Lubbock, Tex.	96.3	242
ARM-FM	Fresno, Calif.	101.9	270	†KHOF	Glendale, Calif.	99.5	256	KSJO-FM	San Jose, Calif.	95.3	247
ATL-FM	Storrs Lake, Iowa	101.5	268	KING-FM	Seattle, Wash.	98.1	261	KSL-FM	Salt Lake City, Utah	100.3	282
BEE-FM	Modesto, Calif.	103.3	277	KIRO-FM	Seattle, Wash.	100.7	264	KSON-FM	San Diego, Calif.	104.7	284
BMS	Los Angeles, Calif.	105.9	290	KISS	San Antonio, Tex.	99.5	258	KSPI-FM	Stillwater, Okla.	93.9	230
BOA-FM	Kennett, Mo.	98.9	255	KISW	Seattle, Wash.	99.9	260	KTBS-FM	Shreveport, La.	96.5	243
BTM-FM	Jonesboro, Ark.	101.9	270	KIXL-FM	Dallas, Tex.	104.5	283	KTGM	Denver, Colo.	105.1	286
CBH	Los Angeles, Calif.	98.7	254	KLCN-FM	Blytheville, Ark.	96.1	241	KTIS-FM	Minneapolis, Minn.	98.5	253
CBS-FM	San Francisco, Calif.	98.9	255	KMFM	Mountain Park, N. M.	97.9	250	KTKT-FM	Tucson, Ariz.	99.5	258
CCT-FM	Corpus Christi, Tex.	95.5	238	KMJ-FM	Fresno, Calif.	97.9	250	KTNJ-FM	Tacoma, Wash.	97.3	247
CFM	St. Louis, Mo.	97.3	229	†KMLA	Los Angeles, Calif.	100.3	262	KTRB-FM	Modesto, Calif.	104.1	261
CLE-FM	Fresno, Calif.	94.3	232	KMLB-FM	Monroe, La.	104.1	261	KTRH-FM	Houston, Tex.	101.1	266
CMS	Texarkana, Tex.	98.1	251	KMYC-FM	Marysville, Calif.	99.9	250	KTTTS-FM	Springfield, Mo.	94.7	234
CMO-FM	Kansas City, Mo.	94.9	235	KNBC-FM	San Francisco, Calif.	99.7	259	KTYL-FM	Mesa, Ariz.	104.7	284
CMS	Mantou Springs, Colo.	102.7	274	KNEV	Reno, Nev.	95.5	238	KUGN-FM	Eugene, Ore.	99.1	256
CRS-FM	Sacramento, Calif.	96.1	241	KNOB	Long Beach, Calif.	103.1	276	KUOA-FM	Siloam Springs, Ark.	105.7	289
DFC	Sausalito, Calif.	102.1	271	KNX-FM	Los Angeles, Calif.	93.1	226	KUTE	Glendale, Calif.	101.9	270
DKA-FM	Pittsburgh, Pa.	92.9	225	KOIN-FM	Portland, Ore.	101.1	266	†KWFM	Minneapolis, Minn.	97.1	246
DNT-FM	Denton, Tex.	106.3	292	KOKE	San Antonio, Tex.	101.5	268	KWZF-FM	Santa Ana, Calif.	96.7	244
DEAR	Salt Lake City, Utah	98.7	254	KONO-FM	San Antonio, Tex.	92.9	225	†KWJB-FM	Globe, Ariz.	100.3	262
DEDO	San Francisco, Calif.	97.3	247	KPFA	Berkeley, Calif.	94.1	231	KWKH-FM	Shreveport, La.	94.5	233
DELE	Ontario, Calif.	93.5	228	KPFM	Portland, Ore.	97.1	246	KWKW-FM	Pasadena, Calif.	98.3	252
DELS	Phoenix, Ariz.	95.5	239	KPLA	Los Angeles, Calif.	104.3	262	KWNO-FM	Winona, Minn.	97.5	248
DELS	Nachodoches, Tex.	100.1	261	†KPOC-FM	Pocahontas, Ark.	97.7	249	KWOC-FM	Poplar Bluff, Mo.	94.5	283
DESN-FM	Bakersfield, Calif.	94.1	231	†KPOJ-FM	Portland, Ore.	98.7	254	KWOS-FM	Jefferson City, Mo.	98.5	253
DEX-FM	Portland, Ore.	92.3	222	†KPOL-FM	Los Angeles, Calif.	93.9	230	KWPC-FM	Muscatine, Iowa	99.7	259
DFAC-FM	Los Angeles, Calif.	92.3	222	KPRC-FM	Houston, Tex.	102.9	275	KWPM-FM	West Plains, Mo.	97.3	247
DFAM-FM	St. Cloud, Minn.	104.7	284	KQFM	Portland, Ore.	100.3	262	KXOA-FM	Sacramento, Calif.	107.9	300
DFBK-FM	Sacramento, Calif.	96.9	245	KQXR	Bakersfield, Calif.	101.5	268	KYSM-FM	Markato, Minn.	103.5	278
DFCQ-FM	Boone, Iowa	99.3	257	†KRCW	Santa Barbara, Calif.	97.5	248	KYWF	Cleveland, O.	105.7	289
DFH-FM	Wichita, Kan.	100.3	262	KRE-FM	Berkeley, Calif.	102.9	275	WAAT-FM	Newark, N. J.	94.7	234
DFML	Denver, Colo.	98.5	253	KRED	Eureka, Calif.	96.3	242	WABC-FM	New York, N. Y.	95.5	238
DFMU	Glendale, Calif.	97.1	246	KREL-FM	Baytown, Tex.	92.1	221	WAFB-FM	Faton Rouge, La.	104.3	282
DFOX-FM	Long Beach, Calif.	102.3	272	KREM-FM	Spokane, Wash.	92.9	225	WAFM	Birmingham, Ala.	95.5	258
DFSA-FM	Fort Smith, Ark.	107.1	296	KRFM	Fresno, Calif.	93.7	229	WAGA-FM	Atlanta, Ga.	93.3	277
DFSD-FM	San Diego, Calif.	94.1	231	KRHM	Hollywood, Calif.	94.7	234	WAFB-FM	Winston-Salem, N. C.	93.1	226
DFUC-FM	Clayton, Mo.	99.1	256	KRIC-FM	Beacon, Tex.	97.5	248	WAIU-FM	Wabash, Ind.	97.5	283
DFLO-FM	Mason City, Iowa	101.1	266	KRKD-FM	Los Angeles, Calif.	96.3	242	WAJC	Indianapolis, Ind.	104.5	284

# FM CALL LETTERS

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
WAJR-FM	Morgantown, W. Va.	99.3	257	WFOB-FM	Fostoria, O.	96.7	244	WLOG-FM	Logan, W. Va.	103.3	27
WAKR-FM	Akron, Ohio	97.5	248	WFRM-FM	Coudersport, Pa.	96.7	244	WLOL-FM	Minneapolis, Minn.	99.5	21
WALK-FM	Patchogue, N. Y.	97.5	248	WFRO-FM	Fremont, O.	96.7	244	WLOS-FM	Asheville, N. C.	104.3	21
WARD-FM	Johnstown, Pa.	92.1	221	WFST-FM	Caribou, Me.	97.7	249	WLVA-FM	Miami, Fla.	93.9	21
WARL-FM	Arlington, Va.	105.1	285	WFLC-FM	Fulton, Ky.	94.9	241	WLVC-FM	Williamsport, Pa.	105.1	21
WASH-FM	Washington, D. C.	91.1	246	WFUM	Flint, Mich.	107.1	296	WMAA-FM	Washington, D. C.	107.3	21
WATG-FM	Ashland, Ohio	101.3	267	WGAN-FM	Lancaster, Pa.	101.3	267	WMAQ-FM	Chicago, Ill.	101.1	21
WAUG-FM	Augusta, Ga.	105.7	289	WGAR-FM	Lancaster, Pa.	99.5	258	WMAZ-FM	Springfield, Mass.	94.7	21
WAYU-FM	Albertville, Ala.	105.1	286	WGAU-FM	Athens, Ga.	99.5	258	WMBD-FM	Macon, Ga.	99.1	21
WAWZ-FM	Zarephath, N. J.	99.1	256	WGBI-FM	Scranton, Pa.	101.3	267	WMBF-FM	Peoria, Ill.	92.5	21
WAZL-FM	Hazleton, Pa.	97.9	250	WGBS-FM	Miami, Fla.	96.3	242	WMBH-FM	Joplin, Mo.	96.1	21
WBAI	New York, N. Y.	99.5	258	WGCM-FM	Gulfport, Miss.	101.5	268	WMBQ-FM	Auburn, N. Y.	96.1	24
WBAP-FM	Ft. Worth, Tex.	96.3	242	WGEM-FM	Quincy, Ill.	105.1	286	WMBR-FM	Jacksonville, Fla.	96.1	24
WBBS-FM	Burlington, N. C.	101.1	266	WGFH	Schenectady, N. Y.	99.5	258	WMBT-FM	Memphis, Tenn.	99.7	25
WBBC-FM	Chicago, Ill.	96.3	242	WGH-FM	Newport News, Va.	97.3	247	WMCR	Kalamazoo, Mich.	102.1	27
WBBO-FM	Chicago, Ill.	93.3	227	WGHF	Brookfield, Conn.	94.5	233	WMFM	Madison, Wisc.	104.1	28
WBQB-FM	Augusta, Ga.	103.7	279	WGKA-FM	Atlanta, Ga.	92.9	225	WMFR-FM	High Point, N. C.	99.5	25
WBBS	Crawfordsville, Ind.	106.3	292	WGMS-FM	Washington, D. C.	103.5	278	WMGW-FM	Meadville, Pa.	100.3	26
WBEC-FM	Pittsfield, Mass.	94.3	232	WGNC-FM	Gastonia, N. C.	101.9	270	WMHE	Toledo, O.	92.5	22
WBEN-FM	Buffalo, N. Y.	106.5	293	WGPA-FM	Bethlehem, Pa.	95.1	236	WMIT	Clingman's Peak, N. C.	106.9	21
WBET-FM	Brocton, Mass.	97.7	249	WGRV-FM	Greenville, Tenn.	94.9	235	WMLX-FM	Mt. Vernon, Ill.	94.1	21
WBFM	New York, N. Y.	101.9	270	WGRW-FM	Asheboro, N. C.	92.3	222	WMMW-FM	Meriden, Conn.	95.7	21
WBIR-FM	Knoxville, Tenn.	93.3	227	WHAI-FM	Greenfield, Mass.	98.3	252	WMOU-FM	Meriden, Conn.	103.7	21
WBNY-FM	Buffalo, N. Y.	92.5	225	WHAT-FM	Philadelphia, Pa.	103.3	287	WMRI-FM	Marion, Ind.	106.9	28
WBRC-FM	Birmingham, Ala.	106.9	295	WBFO-FM	Canton, O.	94.1	231	WMRN-FM	Marion, O.	105.9	29
WBRE-FM	Wilkes-Barre, Pa.	98.5	253	WBHF-FM	Rock Island, Ill.	98.9	255	WMSA-FM	Massena, N. Y.	106.3	28
WBRI	Detroit, Mich.	97.9	250	WBHL-FM	Sheboygan, Wis.	100.3	262	WMUN	Muncie, Ind.	104.1	28
WBRL	Baton Rouge, La.	98.1	251	WHCU-FM	Ithaca, N. Y.	97.3	247	WMUZ	Detroit, Mich.	103.5	27
WBSE-FM	Hillsdale, Mich.	103.9	280	WHCY	Nashville, Tenn.	105.9	290	WMVA-FM	Martinsville, Va.	96.3	24
WBSP-FM	New Bedford, Mass.	97.3	247	WHDH-FM	Boston, Mass.	94.5	233	WMVO-FM	Mount Vernon, O.	93.7	22
WBUT-FM	Butler, Pa.	97.7	249	WHDL-FM	Allegany, N. Y.	95.7	239	WNAC-FM	Boston, Mass.	98.5	25
WBUT-FM	Lexington, N. C.	94.3	232	WHFB-FM	Benton Harbor, Mich.	96.9	260	WNAV-FM	Annapolis, Md.	99.1	25
WCAO-FM	Anderson, S. C.	101.1	266	WHFI	West Paterson, N. J.	102.7	274	WNBF-FM	Binghamton, N. Y.	98.1	25
WCAO-FM	Baltimore, Md.	102.7	274	WHFM	Rochester, N. Y.	89.9	255	WNBH-FM	New Bedford, Mass.	98.1	25
WCAU-FM	Philadelphia, Pa.	98.1	251	WHFS	South Bend, Ind.	101.3	267	WNDB-FM	Daytona Beach, Fla.	94.5	21
WCBF-FM	New York, N. Y.	101.1	266	WHFO-FM	Dayton, O.	99.1	256	WNES-FM	Central City, Ky.	101.9	27
WCED-FM	Dubuois, Pa.	102.1	271	WHK-FM	Cleveland, O.	100.7	264	WNGO-FM	Mayfield, Ky.	94.7	23
WCHA-FM	Chambersburg, Pa.	95.9	240	WHLD-FM	Niagara Falls, N. Y.	96.5	253	WNHC-FM	New Haven, Conn.	99.1	25
WCKR-FM	Miami, Fla.	97.3	247	WHLL-FM	Hempstead, L. I., N. Y.	98.3	252	WNIB	Chicago, Ill.	97.1	24
WCLI-FM	Corning, N. Y.	106.1	291	WHLM-FM	Bloomington, Pa.	106.5	293	WNOS-FM	High Point, N. C.	100.3	26
WCLM	Chicago, Ill.	101.9	270	WHMA-FM	Anniston, Ala.	100.5	263	WNOW-FM	York, Pa.	105.7	28
WCLO-FM	Janesville, Wis.	99.9	260	WHNC-FM	Henderson, N. C.	92.5	223	WNRG-FM	New Rochelle, N. Y.	93.5	22
WCLT-FM	Newark, Ohio	100.3	262	WHOF-FM	Des Moines, Iowa	100.3	262	WNVC-FM	New York, N. Y.	93.9	23
WCMJ-FM	Cincinnati, Ohio	93.7	237	WHOM-FM	New York, N. Y.	93.3	242	WOCY-FM	Oak Hill, W. Va.	94.1	23
WCMR-FM	Elkhart, Ind.	95.1	236	WHOO-FM	Orlando, Fla.	95.5	243	WOFB-FM	Davenport, Iowa	103.7	27
WCNB-FM	Connersville, Ind.	100.3	262	WHOP-FM	Hopkinsville, Ky.	98.7	254	WOCB-FM	West Yarmouth, Mass.	94.3	23
WCOD	Richmond, Va.	98.1	251	WHOS-FM	Decatur, Ala.	92.5	223	WOHS-FM	Shelby, N. C.	96.1	24
WCOH-FM	Newman, Ga.	96.7	244	WHPF-FM	Harrisburg, Pa.	97.3	247	WOLF-FM	Washington, D. C.	98.7	25
WCOL-FM	Columbus, Ohio	92.3	232	WHPE-FM	High Point, N. C.	95.5	238	WOMC	Royal Oak, Mich.	104.3	28
WCOP-FM	Boston, Mass.	100.7	264	WHTE-FM	Talladega, Ala.	97.1	246	WOMI-FM	Owensboro, Ky.	92.5	22
WCOS-FM	Columbia, S. C.	97.9	250	WHTN-FM	Huntington, W. Va.	100.5	263	WOPA-FM	Oak Park, Ill.	102.3	27
WCOU-FM	Lewistown, Me.	93.9	230	WHYN-FM	Holyoke, Mass.	93.1	226	WOPJ-FM	Bristol, Tenn.	96.9	24
WCPO-FM	Cincinnati, Ohio	105.1	285	WHBA-FM	Madison, Wis.	105.5	268	WOR-FM	New York, N. Y.	98.7	25
WCPS-FM	Tarboro, N. C.	104.3	273	WHBF-FM	Philadelphia, Pa.	103.7	287	WORR-FM	Mayaguez, P. R.	97.5	24
WCRB-FM	Waltham, Mass.	102.5	273	WHCA-FM	Ashtabula, O.	101.7	271	WORG-FM	Orangeburg, S. C.	102.7	27
WCRS-FM	Greenwood, S. C.	95.7	239	WHCF-FM	Elkin, N. C.	100.9	265	WORX-FM	Madison, Ind.	96.7	24
WCSC-FM	Charleston, S. C.	96.9	245	WHKY-FM	Evansville, Ind.	104.1	281	WOTW-FM	Nashua, N. H.	106.3	27
WCTA-FM	Andalusia, Ala.	98.1	251	WHMA-FM	Lima, O.	102.1	271	WPAD-FM	Paducah, Ky.	96.9	24
WCTC-FM	New Brunswick, N. J.	98.3	252	WHNA-FM	Charlottesville, Va.	95.3	237	WPAP-FM	Parkersburg, W. Va.	106.5	29
WCTV	New Castle, Ind.	102.5	273	WHNF-FM	Philadelphia, Pa.	93.3	227	WPAT-FM	Paterson, N. J.	93.1	22
WCUM-FM	Cumberland, Md.	102.9	275	WHNS-FM	Columbia, S. C.	94.5	233	WPAY-FM	Portsmouth, O.	104.1	28
WDAE-FM	Tampa, Fla.	100.7	264	WHNT-FM	Madison, Wisc.	98.1	251	WPEN-FM	Philadelphia, Pa.	102.9	27
WDBJ-FM	Raleigh, N. C.	99.9	252	WHOB-FM	Baltimore, Md.	104.3	262	WPFM	Providence, R. I.	95.5	23
WDBF-FM	Orlando, Fla.	92.3	222	WHOC-FM	Philadelphia, Pa.	101.7	284	WPFA-FM	Sharon, Pa.	102.9	27
WDBQ-FM	Dubuque, Iowa	103.3	277	WHOF-FM	Christiansburg, Va.	100.1	261	WPJB-FM	Providence, R. I.	105.1	28
WDDS-FM	Syracuse, N. Y.	93.1	226	WHJ-FM	Johnstown, Pa.	95.5	238	WPJK-FM	Tampa, Fla.	104.7	28
WDEL-FM	Wilmington, Del.	93.7	229	WHJL-FM	Pittsburgh, Pa.	99.7	259	WPPA-FM	Pottsville, Pa.	101.9	27
WDET-FM	Detroit, Mich.	101.9	270	WHJN-FM	Swainsboro, Ga.	101.7	269	WPRB	Princeton, N. J.	103.9	28
WDHF	Chicago, Ill.	95.5	238	WHJW-FM	Jacksonville, Fla.	95.1	236	WPRO-FM	Providence, R. I.	92.3	22
WDLB-FM	Marshfield, Wis.	103.9	280	WHKB-FM	Bloomington, Ill.	101.5	268	WPRP-FM	Ponce, P. R.	104.7	29
WDLP-FM	Panama City, Fla.	98.9	255	WHKF-FM	Detroit, Mich.	93.1	226	WPRS-FM	Paris, Ill.	98.3	21
WDNC-FM	Durham, N. C.	105.1	286	WHK-FM	Wilmington, Del.	89.5	258	WPTF-FM	Raleigh, N. C.	94.7	22
WDOD-FM	Chattanooga, Tenn.	104.3	271	WHK-FM	Jackson, Miss.	102.9	275	WQXR-FM	New York, N. Y.	96.3	23
WDOV-FM	Dover, Del.	94.7	234	WHK-FM	Grand Rapids, Mich.	93.7	239	WRBK-FM	Williamsport, Pa.	100.3	26
WDSB-FM	Dillon, S. C.	92.9	225	WHK-FM	Hagerstown, Md.	104.7	284	WRAL-FM	Raleigh, N. C.	101.5	26
WDSU-FM	New Orleans	105.3	287	WHK-FM	Johnson City, Tenn.	100.7	264	WRBL-FM	Columbus, Ga.	93.3	22
WDUN-FM	Gainesville, Ga.	103.9	280	WHK-FM	Jacksonville, Fla.	96.9	245	WRC-FM	Washington, D. C.	93.9	23
WDUS-FM	Champaign, Ill.	97.5	248	WHK-FM	Asbury Park, N. J.	94.3	232	WRCA-FM	New York, N. Y.	97.1	24
WDXA	Spartanburg, S. C.	100.5	263	WHK-FM	Birmingham, Ala.	104.7	284	WRCM	New Orleans, La.	97.1	24
WDXB	Eau Claire, Wis.	94.1	253	WHK-FM	Becley, W. Va.	98.5	258	WREX-FM	Reidsville, N. C.	102.1	27
WDAW-FM	Washington, Ill.	99.9	280	WHK-FM	Rice Lake, Wis.	96.3	242	WRFL	Winchester, Va.	92.5	22
WDBQ-FM	Harrisburg, Ill.	99.9	280	WHK-FM	Hammond, Ind.	92.3	222	WRFR-FM	Alexander City, Ala.	106.1	29
WDEE-FM	Rocky Mount, N. C.	92.1	221	WHK-FM	Wheeling, W. Va.	104.3	286	WRGM-FM	Henderson, S. C.	98.3	23
WDEI-FM	Boston, Mass.	103.3	277	WHK-FM	Detroit, Mich.	96.3	242	WRJN-FM	Racine, Wis.	100.7	21
WDEK-FM	Easton, Pa.	98.3	252	WHK-FM	Jamestown, N. Y.	93.3	227	WRLD-FM	Lanett, Ala.	102.9	21
WDFM	Chicago, Ill.	99.5	258	WHK-FM	Cleveland, O.	104.1	281	WRNC	Oakland, Md.	95.5	23
WDEH-FM	Chicago, Ill.	97.9	250	WHK-FM	Miami Beach, Fla.	93.1	226	WRNL-FM	Richmond, Va.	102.1	27
WDFN-FM	Chicago, Ill.	94.7	234	WHK-FM	Youngstown, O.	98.9	255	WRNY-FM	Rochester, N. Y.	97.9	25
WDFR-FM	Elyria, Ohio	107.3	297	WHK-FM	Manchester, N. H.	100.1	261	WROR-FM	Rockford, Ill.	97.5	24
WDFR-FM	Martinsburg, W. Va.	94.3	232	WHK-FM	Poughkeepsie, N. Y.	104.7	284	WROV-FM	Roanoke, Va.	103.7	27
WDFR-FM	Goldsboro, N. C.	96.9	245	WHK-FM	Orlando, Fla.	100.3	262	WROY-FM	Carmi, Ill.	97.3	24
WDFR-FM	Erie, Pa.	99.9	260	WHK-FM	Raleigh, N. C.	96.1	241	WRP-FM	Dallas, Tex.	101.1	26
WDFR-FM	Cleveland, O.	98.5	253	WHK-FM	Pittsburgh, Pa.	93.7	239	WRSA	Ithaca, N. Y.	103.7	27
WDFR-FM	Greenville, S. C.	92.5	223	WHK-FM	Clanton, Ala.	100.9	265	WRRC	Cherry Valley, N. Y.	101.9	27
WDFR-FM	Easton, Pa.	107.9	300	WHK-FM	Dearborn, Mich.	100.3	262	WRRD	De Ruyter, N. Y.	105.1	28
WDFR-FM	New York, N. Y.	97.9	250	WHK-FM	Charleston, W. Va.	97.5	248	WRRE	S. Bristol, N. Y.	95.1	21
WDFR-FM	Laurinburg, S. C.	96.5	243	WHK-FM	Sunbury, Pa.	94.1	231	WR			



Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
WSTV-FM	Steubenville, Ohio	103.5	278	WTOF-FM	Washington, D. C.	98.3	242	WWJ-FM	Detroit, Mich.	97.1	246
WSVA-FM	Harrisonburg, Va.	100.7	274	WTPR-FM	Paris, Tenn.	97.9	250	WWMT	New Orleans, La.	95.7	239
WSVS-FM	Creve, Va.	104.7	284	WTRC-FM	Elkhart, Ind.	100.7	284	WWNY-FM	Watertown, N. Y.	100.5	263
WSYR-FM	Syracuse, N. Y.	94.5	233	WTRT	Toledo, Ohio	99.9	260	WWOD-FM	Lynchburg, Va.	100.1	261
WTAD-FM	Quincy, Ill.	99.5	258	WTRX-FM	Bellaire, Ohio	100.5	283	WWOL-FM	Buffalo, N. Y.	104.1	281
WTAG-FM	Worcester, Mass.	96.1	241	WTSF-FM	St. Petersburg, Fla.	102.5	273	WWON-FM	Woonsocket, R. I.	106.3	292
WTAX-FM	Springfield, Ill.	103.7	279	WTSV-FM	Claremont, N. H.	106.1	291	WWPB-FM	Miami, Fla.	101.5	268
WTBC-FM	Tuscaloosa, Ala.	95.7	239	WTVB-FM	Coldwater, Mich.	98.3	252	WWPC	Chambersburg, Pa.	95.1	236
WTHI-FM	Terre Haute, Ind.	99.9	260	WUST-FM	Bethesda, Md.	106.3	292	WWPG-FM	Palm Beach, Fla.	97.9	250
WTFM-FM	Hartford, Conn.	96.5	243	WVAM-FM	Allentown, Pa.	100.1	261	WWRL-FM	New York, N. Y.	105.1	286
WTJS-FM	Jackson, Tenn.	104.1	281	WVJS-FM	Owensboro, Ky.	96.1	241	WWST-FM	Wooster, Ohio	104.5	283
WTMA-FM	Charleston, S. C.	95.1	236	WVSO-FM	Columbus, Ohio	94.7	234	WWSW-FM	Pittsburgh, Pa.	94.5	233
WTMH	Providence, R. I.	101.5	268	WVUN-FM	Olney, Ill.	92.9	225	WWSA-FM	Wheeling, W. Va.	98.7	254
WTNC-FM	Thomasville, N. C.	98.3	252	WWCF	Greenfield, Wis.	94.9	235	WXHR	Cambridge, Mass.	96.9	245
WTOA	Trenton, N. J.	97.5	248	WWDC-FM	Washington, D. C.	101.1	266	WXRC	Buffalo, N. Y.	103.3	277
WTOC-FM	Savannah, Ga.	97.3	247	WWGP-FM	Sanford, N. C.	105.5	288	WXYZ-FM	Detroit, Mich.	101.1	266
WTOL-FM	Toledo, Ohio	104.7	284	WWHG-FM	Hornell, N. Y.	105.3	287	WYZZ	Wilkes-Barre, Pa.	103.3	277

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA.....Sackville, N. B.	CFNB...Fredericton, N. B.	CHRL....Roberval, Que.	CJSP.....Sorel, Que.	CKOC.....Hamilton, Ont.
CBE.....Windsor, Ont.	CFNS...Saskatoon, Sask.	CHSJ....St. John, N. B.	CJSP...Leamington, Ont.	CKOK....Penticton, B. C.
CBF.....Montreal, Que.	CFOB...Fort Frances, Ont.	CHUB....Nanaimo, B. C.	CJVI....Victoria, B. C.	CKOM...Saskatoon, Sask.
CBG.....Gander, Nfld.	CFOR.....Orillia, Ont.	CHUM....Toronto, Ont.	CKAB....Montreal, Que.	CKOT....Tillsonburg, Ont.
CBH.....Halifax, N. S.	CFOS...Owen Sound, Ont.	CHVC Niagara Falls, Ont.	CKBB.....Barrie, Ont.	CKOV....Kelowna, B. C.
CBJ.....Sydney, N. S.	CFPA...Port Arthur, Ont.	CHWK...Chilliwack, B. C.	CKBC....Bathurst, N. B.	CKOX....Woodstock, Ont.
CBJ...Chicoutimi, Que.	CFPR.Prince Rupert, B.C.	CHWO....Oakville, Ont.	CKBI Prince Albert, Sask.	CKOY....Ottawa, Ont.
CBK.....Watrous, Sask.	CFPL....London, Ont.	CJAD....Montreal, Que.	CKBL....Matane, Que.	CKPC....Brantford, Ont.
CBL.....Toronto, Ont.	CFQC...Saskatoon, Sask.	CJAT....Trill, B. C.	CKBM...Montmagny, Que.	CKPG Prince George, B.C.
CBM.....Montreal, Que.	CFRA....Ottawa, Ont.	CJAV Port Alberno, B. C.	CKBW Bridgewater, N. S.	CKPR...Fort William, Ont.
CBN.....St. John's, Nfld.	CFRB....Toronto, Ont.	CJBC....Toronto, Ont.	CKCH....Hull, Que.	CKRB....St. Georges de Beauce, Que.
CBO.....Ottawa, Ont.	CFRC....Kingston, Ont.	CJBG....Belleville, Ont.	CKCK....Regina, Sask.	CKRC....Winnipeg, Man.
CBU.....Vancouver, B. C.	CFRG.Gravelbourg, Sask.	CJBR....Rimouski, Que.	CKCL....Truro, N. S.	CKRD...Red Deer, Alta.
CBT.....Grand Falls, Nfld.	CFRN...Edmonton, Alta.	CJCA...Edmonton, Alta.	CKCR...Kitchener, Ont.	CKRM....Regina, Sask.
CBV.....Quebec, Que.	CFRS....Simcoe, Ont.	CJCB....Sydney, N. S.	CKCV....Quebec, Que.	CKRN....Rouyn, Que.
CBW...Winnipeg, Man.	CFUN...Vancouver, B.C.	CJCH....Halifax, N. S.	CKCW....Moncton, N. B.	CKRS....Jonquiere, Que.
CBX...Edmonton, Alta.	CFYK Yellowknife, N.W.T.	CJCS....Stratford, Ont.	CKDA....Victoria, B. C.	CKSB...St. Boniface, Man.
CBY...Corner Brook, Nfld.	CFYT....Dawson, Y. T.	CJDC Dawson Creek B. C.	CKDM...Dauphin, Man.	CKSF....Cornwall, Ont.
CFAB....Windsor, N. S.	CHAB...Moose Jaw, Sask.	CJEM...Edmondston, N.B.	CKEC New Glasgow, N.S.	CKSM...Shawinigan Falls, Que.
CFAC....Calgary, Alta.	CHAD....Amos, Que.	CJFT...Smith Falls, Ont.	CKEN...Kentville, N. S.	CKSO....Sudbury, Ont.
CFAB...Moncton, N. B.	CHAK....Akivik, N.W.T.	CJFP...Riviere du Loup, Que.	CKEY....Toronto, Ont.	CKSL....London, Ont.
CFAR...Flin Flon, Man.	CHAT...Medicine Hat, Alta.	CJFX...Antigonish, N. S.	CKFH....Toronto, Ont.	CKSW....Swift Current, Sask.
CFBC...St. John, N. B.	CHED...Edmonton, Alta.	CJGB...Yorke, Sask.	CKGG....Timmins, Ont.	CKTB St. Catharines, Ont.
CFBM...Brochet, Man.	CHEF....Granby, Que.	CJJB....Vernon, B. C.	CKGO....Eastview, Ont.	CKTR...Three Rivers, Que.
CFCA...Montreal, Que.	CHEX Peterborough, Ont.	CJJC....Sault Ste. Marie, Ont.	CKGR....Galt, Ont.	CKTS...Sherbrooke, Que.
CFCH...North Bay, Ont.	CHFA...Edmonton, Alta.	CJJK...Kirkland Lake, Ont.	CKJL...St. Jerome, Que.	CKUA...Edmonton, Alta.
CFCL...Timmins, Ont.	CHGB...St. Anne de la Pocatiere, Que.	CJLM...Yarmouth, N. S.	CKLH...Oshawa, Ont.	CKVD....Val d'Or, Que.
CFCN...Calgary, Alta.	CHLO...St. Thomas, Ont.	CJMS...Montreal, Que.	CKLC....Kingston, Ont.	CKVL...Verdun, Que.
CFCO...Chatham, Ont.	CHLP...Montreal, Que.	CJMT...Chicoutimi, Que.	CKLD...Therford Mines, Ont.	CKVM...Ville Marie, Que.
CFCW...Camrose, Alta.	CHLT...Sherbrooke, Que.	CJNB...North Battleford, Sask.	CKLN...Nelson, B. C.	CKWS...Kingston, Ont.
CFCY...Charlottetown, P.E.I.	CHML...Hamilton, Ont.	CJOB...Winnipeg, Sask.	CKLS....La Sarre, Que.	CKX...Vancouver, B. C.
CFDA...Victoria, Que.	CHMO...New Carlisle, Que.	CJOC...Lethbridge, Alta.	CKLW...Windsor, Ont.	CKX...Brandon, Man.
CFGP...Grande Prairie, Alta.	CHNO...Sudbury, Ont.	CJON...St. John's, Nfld.	CKLY...Lindsay, Ont.	CKXL...Calgary, Alta.
CFGT...St. Joseph d'Alma, Que.	CHNS....Halifax, N. S.	CJOR...Vancouver, B. C.	CKMR...Newcastle, N. B.	CKYL...Peace River, Alta.
CFHR...Hay River, N.W.T.	CHOK....Sarnia, Ont.	CJOY...Guelph, Ont.	CKNB...Campbellton, N.B.	CKY...Winnipeg, Man.
CFJB...Brampton, Ont.	CHOV...Pembroke, Que.	CJQC...Quebec, Que.	CKNW New Westminster, B. C.	CKYL...Peace River, Alta.
CFJC...Kamloops, B. C.	CHRC....Quebec, Que.	CJRL...Kenora, Ont.	CKNX....Wingham, Ont.	VOAR...St. John's, Nfld.
CFJR...Brockville, Ont.	CHRD...Drummondville, Que.	CJRW Summerside, P.E.I.		VOCM...St. John's, Nfld.

Construction permit for new station.  
N—Night power.

DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES  
Licensed or Authorized by the Canadian Department of Transport as of January 1, 1957

DA—Directional Antenna.  
D—Day power.

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts				
540 KILOCYCLES	Montreal, Que.	5,000-DA	CFCH	North Bay, Ont.	1,000-DA	CFRG	Gravelbourg, Sask.	5,000-D	CHML	Hamilton, Ont.	970 KILOCYCLES				
CBK	Waltrous, Sask.	50,000	CFCH	North Bay, Ont.	1,000-DA	730 KILOCYCLES	5,000-D	CKBI	Prince Albert, Sask.	5,000-DA-N	CKCH	Hull, Que.	5,000 DA-1		
550 KILOCYCLES	Fredericton, N. B.	5,000-DA-N	CKCL	Truro, N.S.	1,000-DA-1	CKAC	Montreal, Que.	10,000-D	CHLT	Sherbrooke, Que.	5,000-DA-2	CKRM	Regina, Sask.	5,000-DA-N	
JHLN	Three Rivers, Que.	(DA) 5,000	610 KILOCYCLES	Trail, B. C.	1,000	740 KILOCYCLES	50,000	*CKJL	St. Jerome, Que.	1,000-DA-N	CBV	Quebec, Que.	1,000		
CKPG	Prince George, B. C.	5,000-DA-2	CHNC	New Carlisle, Que.	5,000-DA	790 KILOCYCLES	250	CHNO	Sudbury, Ont.	1,000 DA-1	CKWX	Vancouver, B. C.	5,000-DA		
560 KILOCYCLES	Kirkland Lake, Ont.	5,000-DA-N	620 KILOCYCLES	Regina, Sask.	5,000-DA-N	CKSO	Sudbury, Ont.	5,000-DA-N	CBO	Ottawa, Ont.	5,000	CFPL	London, Ont.	5,000-DA-2	
CFRA	Ottawa, Ont.	5,000-DA-1	CKCTB	St. Catharines, Ont.	1,000-DA	CKBY	Corner Brook, Nfld.	1,000	CFJC	Kamloops, B. C.	1,000	CBW	Winnipeg, Man.	50,000	
570 KILOCYCLES	Edmunston, N. B.	1,000-DA-N	630 KILOCYCLES	Charlottetown, P. E. I.	5,000-DA-N	CKMR	Newcastle, N. B.	1,000 DA-1	CKLY	Lindsay, Ont.	1,000 DA-1	CKBW	Bridgewater, N.S.	1,000-DA-N	
.....	Quesnel, B. C.	1,000 DA-2	CFCY	Charlottetown, P. E. I.	5,000-DA-N	800 KILOCYCLES	1,000 DA-1	CHRL	Roberval, Que.	1,000-DA-N	1010 KILOCYCLES	CKVM	Edmonton, Alta.	50,000-DA	
580 KILOCYCLES	Antigonish, N. S.	(DA) 5,000	CFCO	Chatham, Ont.	1,000-DA	CJAD	Montreal, Que.	920 KILOCYCLES	CJCH	Halifax, N. S.	5,000-DA	CFRB	Toronto, Ont.	50,000-DA-2	
CKUA	Edmonton, Alta.	1,000	CKOY	Kelowna, B. C.	1,000	CHAB	Moose Jaw, Sask.	1,000-DA-N	CKNX	Wingham, Ont.	1,000-DA-N	1050 KILOCYCLES	CHUM	Toronto, Ont.	1,000-D
CKPR	Fort William, Ont.	1,000	CKRC	Winnipeg, Man.	5,000-DA-N	CKLW	Windsor, Ont.	50,000-DA-2	930 KILOCYCLES	Edmonton, Alta.	5,000-DA-N	CFGP	Grand Prairie, Alta.	5,000	
CKEY	Toronto, Ont.	(DA) 5,000-D	640 KILOCYCLES	Peace River, Alta.	1,000-DA-N	CHRC	Quebec, Que.	5,000-DA	CJCA	Edmonton, Alta.	5,000-DA-N	CKDM	Dauphin, Man.	1,000	
CKY	Winnipeg, Man.	1,000-N-DA-2	680 KILOCYCLES	St. John's, Nfld.	10,000	CKOK	Penticton, B. C.	1,000-D	CFBC	St. John, N.B.	5,000-DA	1060 KILOCYCLES	CFCN	Calgary, Alta.	10,000-DA-N
CFCL	Timmins, Ont.	5,000-DA	CKGB	Timmins, Ont.	5,000-DA-N	CFOB	Fort Frances, Ont.	1,000-DA	CJON	St. John's, Nfld.	5,000-DA-N	1070 KILOCYCLES	1080 KILOCYCLES	1,000	
590 KILOCYCLES	Flin Flon, Man.	1,000	CHLO	St. Thomas, Ont.	1,000-DA	CJBT	Belleville, Ont.	500-N	940 KILOCYCLES	Montreal, Que.	50,000	CBA	Sackville, N. B.	50,000	
JOCM	St. John's, Nfld.	1,000	CHFA	Edmonton, Alta.	5,000-DA	CJBJ	Belleville, Ont.	1,000 DA-1	CBM	Montreal, Que.	50,000	CHOK	Sarnia, Ont.	5,000-D	
JKRS	Jonquiere, Que.	1,000-DA-1	CJOB	Winnipeg, Man.	5,000-D	VOWR	St. John's, Nfld.	1,000	CJGX	Yorktown, Sask.	1,000-N	CKLG	North Vancouver, B. C.	1,000-DA-N	
600 KILOCYCLES	Vancouver, B. C.	5,000-DA	690 KILOCYCLES	Montreal, Que.	50,000	CKRD	Red Deer, Alta.	1,000-DA-N	950 KILOCYCLES	Campbellton, N. B.	(DA) 1,000	CJET	Smith Falls, Ont.	1,000	
CFQC	Saskatoon, Sask.	5,000-DA-N	710 KILOCYCLES	Vancouver, B. C.	10,000	CKVL	Verdun, Que.	10,000 DA-2	960 KILOCYCLES	Calgary, Alta.	5,000-DA-N	CHED	Edmonton, Alta.	1,000-DA-1	
			CKVM	Ville Marie, Que.	1,000-DA-N	CJBC	Toronto, Ont.	50,000	CHNS	Halifax, N. S.	5,000-DA-N	1090 KILOCYCLES	CFJB	Erampton, Ont.	250-D
			CJSP	Leamington, Ont.	250 DA-D	CJVI	Victoria, B. C.	5,000-DA	CKWS	Kingston, Ont.	(DA) 5,000	*.....	St. Jean, Que.	1,000	

# CANADIAN FREQUENCIES

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts
1110 Kilocycles	Galt, Ont.	250	1240 Kilocycles	Nelson, B. C.	250	1300 Kilocycles	Moncton, N. B.	5,000	1380 Kilocycles	Brantford, Ont.	1,000-DA-N	CBG	Gander, Nfld.	250
CKGR	Sydney, N. S.	5,000	CFPR	Prince Rupert, B. C.	250	CBAF	Richmond Hill, Ont.	500-D	CKPC	Victoria, Que.	1,000-DA-N	CJMT	Chicoutimi, Que.	250
CBI	Calgary, Alta.	1,000-DA-N	CJCS	Stratford, Ont.	250	*.....			CFDA	Kingston, Ont.	1,000-DA-N	CJNB	North Battleford, Sask.	1,000
1150 Kilocycles	Brandon, Man.	1,000	CKTS	Sherbrooke, Que.	250	1310 Kilocycles	Ottawa, Ont.	5,000-D	CKLC	Kingston, Ont.	1,000-DA-1	CFOS	Owen Sound, Ont.	1,000-DA-N
CKX	Hamilton, Ont.	5,000-DA	CJAV	Port Alberni, B. C.	250	CKOY	New Westminster, B. C.	5,000-DA-N	CKRN	Rouyn, Que.	250	1490 Kilocycles	Kitchener, Ont.	250
CKOC	Lloydminster, Alta.	1,000	CJRW	Summerside, P. E. I.	250	CKNW	Sorel, Que.	1,000-DA-N	CKSW	Swift Current, Sask.	250	CFRC	Kingston, Ont.	10'
*.....			CKLS	La Sarte, Que.	250	CJSO	Halifax, N. S.	100	CJFP	Riviere du Loup, Que.	250	CJIC	Sault Ste. Marie, Ont.	250
CHSJ	St. John, N. B.	5,000-DA-N	CKGO	Eastview, Ont.	250-DA-1	CBH	Amos, Que.	250	CKHF	Toronto, Ont.	250	CKBM	Montmagny, Que.	250
1170 Kilocycles	Saskatoon, Sask.	1,000	CKSB	St. Boniface, Man.	(DA) 1,000	CHAD	Yarmouth, N. S.	250	CKRB	Ville St. Georges, Que.	250	CHAK	Aklavik, N. W. T.	100
CFNS	Moncton, N. B.	1,000	CKBL	Matane, Que.	5,000-DA-1	CJLS	Woodstock, Ont.	250	CKBC	Bathurst, N. B.	250	1500 Kilocycles	Port Hope, Ont.	1,000-DA-D
CJRL	Kenora, Ont.	1,000	CHWO	Oakville, Ont.	1,000-D	CKOX	Quebec, Que.	250	CKCY	Sault St. Marie, Ont.	250	*.....		
CKCW	Moncton, N. B.	10,000-DA-N	CFRN	Edmonton, Alta.	5,000	CJQC	Yellowknife, N.W.T.	150	CFUN	Vancouver, B. C.	1,000	CKOT	Tillsonburg, Ont.	250
CJOC	Lethbridge, Alta.	10,000-DA-N	CJCB	Sydney, N. S.	5,000-D	CFYK	Drummondville, Que.	250	CHLP	Montreal, Que.	1,000-DA	1550 Kilocycles	Windsor, Ont.	10,000-DA-N
CKSM	Shawinigan Falls, Que.	1,000	CHAT	Medicine Hat, Alta.	1,000-DA	CHRD	St. Anne de la Poca-tiere, Que.	1,000-D	CKOM	Saskatoon, Sask.	5,000-DA-N	CFRS	Simcoe, Ont.	250
1230 Kilocycles	Port Arthur, Ont.	250	CFGT	St. Joseph d'Alma, Que.	1,000-DA-N	CHGB	Pembroke, Ont.	1,000-DA	1430 Kilocycles	Peterborough, Ont.	1,000-DA	CFOR	Orillia, Ont.	5,000
CFPA	Cornwall, Ont.	250	CKCV	Quebec, Que.	5,000-DA-1	CHOV	Dawson Creek, B. C.	1,000	CHEX	Brockville, Ont.	250	CHUB	Nanaimo, B. C.	1,000
CKSF	Dawson, Y. T.	100	CJMS	Montreal, Que.	5,000-DA-1	CJDC	Grand Falls, Nfld.	1,000	CFJR	Brochet, Man.	100	CFOR	Orillia, Ont.	5,000
CFYT	Chilliwack, B. C.	250	CKDA	Victoria, B. C.	5,000	CBT	Three Rivers, Que.	1,000-DA-1	CFBM	Granby, Que.	250	*.....		
CHWK	Val d'Or, Que.	250	CKSL	London, Ont.	5,000-DA-1	CKTR	Oshawa, Ont.	5,000	CFAB	Windsor, N. S.	250	1580 Kilocycles	Chicoutimi, Que.	10,000-DA-N
CKB	Barrie, Ont.	250	*.....	Altona, Man.	1,000-DA-1	CKEN	Kentville, N. S.	1,000-DA-N	CJOY	Guelp. Ont.	250	CHVC	Niagara Falls, Ont.	5,000-DA-N
CKLD	Thetford Mines, Que.	250												
VOAR	St. John's, Nfld.	100												
CFHR	Hay River, N. W. T.	100												
CKEC	New Glasgow, N. S.	250												
CFWC	Camrose, Alta.	250												
CFRG	Gravelbourg, Sask.	250-N												

## MEXICAN-CARIBBEAN 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 in Kw	DA	Class	Frequency	Call	City	Owner or Operator	Power in Kw	DA	Class
1840	ZNS	Nassau	Bahamas Government	5.0		I-A	810	CMCF (New)	Havana Matanzas	(Synchronized with CMCF Havana)	10.0	DA	III-E IV
540	CMJJ	Jatibonico, Cam.		0.25		II	920	CMAQ	Pinar del Rio		1.0	DA	III
550	CMW	Havana	A. Gil y M. Troncoso	(10.0)	(DA)	I-C	930	CMJL	Camaguey		0.25	DA	III
560	CMKM	Holguin	Union Radio S. A.	5.0	DA	III	940	CMGF	Matanzas		1.0	DA-N	III
570	CMHI	Santa Clara	RHC Cadena Azul S. A.	10.0	DA	I-D	940	CMKN	Santiago de Cuba		0.25	DA-N	II
580	CMJP	Ciego de Avila		0.5-D		III		CMKJ	Cienfuegos (formerly Santa Clara)		10.0	DA	I-D
590	CMCY	Havana	RHC Cadena Azul S. A.	25.0	DA	I-D	950	CMBF	Havana		0.25	DA	I-D
600	CMKV	Havana	RHC Cadena Azul	2.5		III	960	CMJD	Guantanamo		0.5	DA	III
630	CMQ	Holguin	Cirquito CMQ S. A.	25.0	DA-1	I-D	960	CMJN	Jovellanos		2.0	DA	III
	CMKU	Santiago de Cuba	Radio Garcia Serra S. A.	2.0		II	970	CMJZ	Camaguey		1.0	DA	III
	CMJ	Jatibonico, Cam.		0.25		II	980	CMKZ	Santa Clara		1.0	DA	III
640	CMHQ	Santa Clara	Cirquito CMQ S. A.	15.0	DA	I-C	980	CMCK	Havana		1.0	DA	I-D
660	CMCU	Havana	Radio Garcia Serra S. A.	5.0	DA-D	II-E	980	CMAW	Pinar del Rio	Pedro Redondo Fernandez	0.25	DA	II
670	CMKP	Holguin	(Satellite CMBC Havana)	1.0	DA	II-E		CMHT	Sancti Spiritus		1.0-D		II
	CMHG	Santa Clara (provisional assignment)		1.0-D		II	1000	CMJG	Camaguey		1.0	DA	II
680	CMJE	Camaguey	(Satellite CMBC Havana)	1.0		II	1010	CMKW	Havana		0.25	DA	II
	CMAF	Pinar del Rio		1.0-D		II	(1020)	CMBQ	Cienfuegos—See 1040 kc)		25.0	DA	I-B
	CMDB	Santiago de Cuba (Synchronized with CMJE Camaguey)		0.5-N		II	1030	CMJR	Camaguey		5.0	DA	II-E
	CMHN	Cienfuegos		1.0-D		II	1040	CMAC (New)	S. Cristobal Palma Soriano		0.25-D	DA	II
690	CMBC	Havana	Radiodif Progreso S. A.	50.0	DA	I-C	1040	CMHF	Santa Clara	Jose Fernandez Aleman	0.5	DA	II
700	CMJT	Ciego de Avila, Cam. (provisional assignment)		1.0-D		II	1050	CMHD	Sancti Spiritus		1.0	DA	II
	730	CMCA	Havana	10.0	DA-2	II	1060	CMTF	Holguin		0.25	DA	II
	740	CMAB	Pinar del Rio	5.0		II	1060	CMCK	Havana		10.0	DA	II
	760	CMKJ	Holguin	10.0	DA-1	II	1070	CMJA	Camaguey		0.25	DA	II
	780	CMCD	Havana	10.0	DA-2	II-E	1070	CMAB	Pinar del Rio		5.0-D	DA	II
	770	CMCH	Holguin	1.0		II		CMKS	Guantanamo		0.25	DA	II
	780	CMHD	Santa Clara	5.0	DA	II-E	1080	CMJM	Ciego de Avila		0.5	DA	II
	790	CMKH	Havana	10.0	DA-1	III-E	1090	CMBS	Havana		0.25	DA	II
800	CMKL	Santiago de Cuba	Union Radio S. A. Habana S. A.	2.0		II		CMHE	Encrucijada		0.25	DA	II
	810	CMHW	Santa Clara	1.0-D		II		CMKR	Santiago de Cuba		1.0-D	DA	II
	820	(New)	Manzanillo	0.5-N		II	1110	(New)	Guantanamo (provisional)		0.25-N	DA	II
	830	CMBZ	Havana	5.0	DA-D	II-E	1120	CMBY	Havana		0.25-D	DA	II-E
	840	CMDQ	Victoria de las Tunas	0.25		II	1130	CMDZ	Santiago de Cuba		0.25	DA	II
	850	CMJE	Camaguey	1.0		II	1130	CMHU	Cienfuegos	Modesto Vasquez Gonzales	0.25	DA	II
	880	CMKB	Santiago de Cuba	2.0	DA	I-C		CMHM	Santa Clara		1.0	DA	II
	880	CMAO	Havana	25.0		II	1140	CMKH	Guantanamo		0.25	DA	II
	890	(New)	Victoria de las Tunas	0.25		II	1150	CMBK	Havana		0.25	DA	IV
	890	CMQC	Havana	0.25		II		CMDL	Holguin		1.0-D	DA	II
	900	CMJV	Ciego de Avila	1.0		II	1160	CMJK	Camaguey		0.25-N	DA	III
							1170	CMAR	Pinar del Rio	Manuel Diaz Autran	1.0	DA-N	II
								CMKE	Santiago de Cuba		1.0-D	DA	II
							1190	CMK	Havana (was CMCU)		0.25-N	DA	II
								CMJD	Ciego de Avila		0.25	DA	II
								1200	CMDD	Bayamo	0.25	DA	II
								1220	CMHK	Cruces	1.0	DA	II
								1230	CMKO	Holguin	0.25	DA	II
								1240	CMCO	Havana	0.25	DA	II
									CMJX	Moron	0.25	DA	IV
									CMAD	Artemisa	0.25	DA	IV
									CMKE	Victoria de las Tunas	0.25	DA	IV
									CMGW	Matanzas	0.5	DA	IV-E

Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class
1250	CMHP	Sancti Spiritus		0.25		IV
	CMKA	Santiago de Cuba		0.5		III
1260	CMCI	Havana		0.25		IV
	CMDE	Bayamo		1.0		III
		(synchronized with CMCI)				
1270	CMJC	Camaguey		1.0		III
1280	CMHA	Santa Clara	Justiniano Valdes Aguado	1.0		III
290	CMKS	Guantanamo		1.0		III
	CMAN	Pinar del Rio		1.0		III
	CMJQ	Nuevitas		1.0		III
1310	CMHO	Santa Clara		1.0		III
1320	CMDA	Santiago de Cuba		1.0		III
1330	CMCB	Havana		0.25		IV
1340	CMAL	Pinar del Rio		0.25		IV
	CMGU	Matanzas		1.0		IV-E
	CMJF	Camaguey		0.25		IV
	CMKY	Puerto Padre		1.0		III
1350	CMHJ	Cienfuegos		0.25		III
1360	CMBG	Havana		1.0-D		III
		(New) Santiago de Cuba		0.5N		III
				1.0-D		III
				0.5-N		III
				0.5		III
1370	CMOC	Holguin		0.5		III
	CMJH	Ciego de Avila		0.5		III
1390	CMBX	Havana		0.5		III
	CMKX	Bayamo		0.25		IV
1400	CMGL	Matanzas		0.25		IV
	CMJI	Florida		0.25		IV
	CMKI	Guantanamo		0.25		IV
	(New) Banes			1.0		III
1410	CMHC	Santa Clara		1.0		III
		(provisional) Havana		0.25		IV
1420	CMCQ	Havana		0.25		IV
	(New) Moca			0.25		IV
1430	CMKZ	Palma Soriano		0.5		III
	(New) Matanzas			0.25		IV
	CMGM	Colon		0.25		IV
1440	CMJW	Camaguey		0.25		IV
1450	CMHL	Sancti Spiritus		0.25		IV
	CMDX	Baracoa		0.25		III
1460	CMCM	Havana		0.5		III
	CMKQ	San Luis		0.25		IV
1470	CMGE	Cardenas		0.5		III
1480	CMJO	Ciego de Avila		0.5		III
	CMHC	Santa Clara		0.5		II
	CMHX	Fomerito		0.25		IV
1490	CMKG	Victoria de las Tunas		0.25		IV
	CMOX	Havana		0.25		IV
	(New) Guantanamo			0.25		II
1520	CMBD	Havana		0.25		II
	CMKT	Victoria de las Tunas		0.25-N		II
1550	(New) Santiago de Cuba			0.25		II
	(New) Havana			0.25		II
	CMKT	Victoria de las Tunas		0.25-N		II
1560	(New) Santa Clara			10.0	DA	I-B
	CMDO	Banes		0.25		II
		(provisional—see 1400 kc)				
	CMZ	Havana		0.5		I-B
	CMHR	Sagua la Grande				
1570	CMHR	Sagua la Grande		0.25-D		II
		(see below)		0.1-N		
1580	CMJS	Ciego de Avila		0.25		II
	(New) Holguin			0.25-D		II
1590	CMOA	Havana		0.25		III
	CMDF	Manzanilla		0.25		IV
	CMHY	Cabaiguan		0.1		IV

DOMINICAN REPUBLIC

(610)		(See 1050 kc—H18B Santiago)				
620	H18T	Ciudad Trujillo	J. Arismendi Trujillo	10.0		I-C
		(Will continue on 1040 kc, 10 kw, pending change of WKAQ, San Juan, P. R., to 810 kc)				
790	H1L	Ciudad Trujillo	Joaquin C. Pellicer	0.5		III
820	H19Z	Santiago	Luis F. Moscoso C.	1.0-D		II
				0.1-N		
950	H1G	Ciudad Trujillo	Andres Cordero Puello	0.25		IV
1050	H18B	Santiago		1.0		II
(1050)	(New) Barahona			(0.25)		II
1220	H11N	Santiago	Partido Dominicano	0.75		III
	H1N	Ciudad Trujillo		0.5		III
1230	H13A	Barahona	Exped. Pou	0.25		IV
1240	H19U	Puerto Plata	Luis A. Pelegrin	0.25		IV
1250	H14C	San Francisco de Macoris	Manuel R. Perlata	1.0-D		III-D
				0.1-N		IV-N
1310	H13V	Bani	Manuel Bello Hijo	0.5		III
	H12K	Santiago		0.5		III
1330	H14B	Santiago de los Caballeros	Abraham Vanderhorst	0.5		III
1350	H1Z	Ciudad Trujillo	Frank Hatton	1.0		III-B
1360	H18T	La Vega		1.0-D		III-D
				0.1-N		IV-N
				0.1-N		IV
1380	H16T	Santiago		1.0		III
1400	H1T	Ciudad Trujillo	Francisco A. Sana-bia	0.25		IV
	H11L	La Vega	Joaquin C. Pellicer	0.25		IV
1440	H14F	San Francisco de Macoris		1.0-D		III-D
	H12A	Salcedo		0.1-N		IV-N
	H15K	Ciudad Trujillo		0.04		IV
1450	H12R	San Cristobal	Luis Alberti	0.25		IV

Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class
1490	H12H	Ciudad Trujillo	Raf. F. Tavarez L.	0.25		IV
	H11A	Moca		0.25		IV

**HAITI**

1080	4VK	Leogane		10.0		
1250	4VYM	Port au Prince		0.25		
1260	4VHL	Petionville		0.1		
1300	4VW	Port au Prince	Ricardo Widmaier	0.5		
1470	4VGM	Port au Prince	Frank C. Magloire	0.5		
1500	4VMD	Gonaives		0.4		

**JAMAICA**

880	ZQI	Kingston	Jamaica Bcstg. Co.	0.5		II
(1180)		Montego Bay		(5.0)		(II)

**MEXICO**

540	XEWA	S. Luis Potosi, S. L. P.	Cadena Radiodif. Mex. S. A.	150.0	DA-N	I-A
550	XEAF	Tala, Jal.		0.15		IV
	XEKL	Jalapa, Ver.	Carlos Ferraez Matos.	1.0-D		IV
				0.25-N		
	XEPX	La Paz, B. C.		0.25		IV
	XEQW	Merida, Yuc.		5.0	DA-N	III-A
	XEUC	Tehuantepec		0.25		IV
560	XEAH	S. Rosalia, B. C.		0.1		IV
	XEAK	Tecate, B. C.		0.25		IV
	XEIO	Aquascalientes, Aguas,		1.0-D		IV
	XEIU	Manzanillo, Colima.		0.25-N		IV
	XEOF	Mexico, D. F.		1.0		III-B
	XEPL	Ciudad, Cuah-temoc, Chih.		0.5		III-B
	XEUG	San Christobal las Casas, Chia.		0.5		III-B
570	XELQ	Morelia, Mich.	Francisco Laris Iturbide	1.0		IV
	XERR	Monterrey, N. L.		5.0-D		IV
				0.1-N		
570	XETJ	Torreon, Coah.		1.0-D		IV
	XECY	Comcalcalco, Tab.		0.1-N		
	XEOA	Oaxaca, Oax.		1.0-D		III
				5.0-D		IV
580	XEMU	Piedras Negras, Coah.	Alfonso L. Bres.	5.0-D		III-B
	XEFI	Chihuahua		0.25-N		IV
				5.0-D		
	XEDZ	Cordoba, Ver.		1.0-D		III-B
				0.45-N		
	XEHP	Ciudad Victoria, Tamaulipas		1.0-D		IV
	XEAV	Gualdalajara, Jal.	Manuel Lopez Diaz	25.0	DA	III-A
	XEUD	Tuxtla Gutierrez, Chia.		1.0-D		III-B
				0.1-N		
590	XEHQ	Hermosillo, Son.	Radio Hermosillo	1.0		III-B
	XEPH	Mexico, D. F.	Cia. Mexico de Radiodif. S. A.	5.0		III
	XERT	Reynosa, Tam.	Ignacio Magallon	5.0-D		IV
				0.25-N		
600	XEBB	Acapulco, Guerrero		5.0-D		III-A
	XEDN	Torreon, Coah.	Difusora del Norte S. A.	1.0-N		III-B
	XEDS	Tehuantepec, Oax.		1.0		IV
				0.5-D		
				0.1-N		
600	XEEH	Monterrey, N. L.		0.5-D		III
	XEZ	Merida, Yuc.	Jorge L. Palomeque	10.0	DA-1	III-A
	XEWZ	Guanajuato, Gto.	Gonzalo Sanchez Gomez	0.25		IV
610	XEBX	Sabinas, Coah.	Radiodif. Coahuila S. A.	5.0-D		III-B
	XEJA	Jalapa, Ver.		0.5-N		III-B
				1.0-D		
	XELR	Veracruz, Ver.		0.1		IV
	XEUF	Uruapan, Mich.	Ignacio Navarro	0.5-D		III-B
	XEGS	Guasave, Sin.		1.0-N		III-A
				5.0-D		III-B
				0.75-N		
620	XEBU	Chihuahua, Chih.	Roberto O. Steven-son	5.0-D		IV
	XEGH	Reynosa, Tam.		0.25-N		IV
	XENK	Mexico, D. F.	Gral. Brig. P. A. F. Proal Pardo	10.0-D		III-A
	XEEF	Tepic, Nay.		5.0-N		IV
				1.0-D		
				0.25-N		
630	XEFB	Monterrey, N. L.	Emis. Inc. de Monterrey S. A.	10.0	DA-2	III-A
	XEFU	Cosamaloapan, Ver.		2.0-D		III-B
	XEJB	Guadalajara, Jal.	State Government	0.75-N		III-B
	XETS	Tapachula, Chia.	Napoleon Correa	0.5		
				0.5-D		IV
				0.25-N		
630	XEID	Cananea, Son.		5.0	DA-N	III-A
	XEIZ	Chilpancingo, Gro		5.0-D		IV
				0.25-N		
650	XEZM	Zamora, Mich.	La Voz del Comer-cio de Zamora	5.0-D		II
	XEEI	Los Mochis, Sin.		0.25-D		II
	XEEJ	Puerto Vallarta, Jal.		0.25-D		II
650	XEEK	Oaxaca, Oax.		1.0-D		II
660	XEAY	Ciudad Delicias, Chih.		0.5-D		II
	XEBZ	Mexico, D. F.	Vocero Mexicano S. A.	50.0	DA-2	II
	XEEM	Rio Verde, S. L. P.		0.1-D		II
	XEEL	Fresnillo, Zac.		0.25-D		II
670	XEPM	Gomez Palacio, Dur.		0.5-D		II
	XEIS	Ciudad Guzman, Jal.		1.0-D		II

MEXICAN-CARIBBEAN STATIONS

Frequency	Call	City	Owner or Operator	Power	DA	Class	Frequency	Call	City	Owner or Operator	Power	DA	Class
680	KELG	Leon, Gto.	Radio Impuls. del Centro S. A.	10.0	DA-N	II	XEO	Matamoros, Tamaulipas	Can. Mario Gonzalez	1.0			III-B
	XEFO	Chihuahua, Chih.		0.5-D		II	XEVT	Villahermosa, Tab.		5.0-D			III-B
	XEFJ	Tezuitlan, Pue.		1.0	DA-N	II	XEEZ	Caborca, Son.		0.4-N			IV
690	XEAC	Tijuana, B.C.	Jorge I. Rivera	50.0	DA-N	I-B	XEOW	Mazatlan, Sin.		0.25-D			IV
	XEN	Mexico, D. F.	Gulliermina P. de Del Conde	5.0		II				0.1-N			IV
	XEEO	Monterrey, N. L.		0.25-D		II-D	980 XEFQ	Cananea, Son.	Pedro L. Diaz	1.0-D			III-B
				0.2-N		IV-N	XEKE	Navojoa, Son.		0.5			IV
690	XEEN	Progreso, Yuc.		50.0		II	XEJC	Cuernavaca, Mor.	Ed. Jimenez de la Cuesta	0.25-N			IV
700	XEDV	Zapopan, Jal.		0.5-D		II	XETU	Tampico, Tam.	Impuls. Moderna del Radio S. A.	5.0-D			III-B
700	XEGI	Gomez Palacio, Dur.		1.0-D		II	XEXT	Tepic, Nay.	State Government	1.0-N			III-A
710	XEON	Tuxtla Gutierrez, Chia.	Enrique Valero Arambula	2.0-D		II	XEPA	San Andres Tuxtla, Ver.		1.0			IV
710	XEIE	Parral, Chih.		0.5-D		II	XENR	Nueva Rosita, Coah.		0.25			III-B
730	XEX	Leon, Guanajuato	Radio de Mexico S. A. de C. V.	500.0	DA	I-A	XEIR	Ocotlan, Jal.		5.0-D			III
							XEBC	Ciudad Guzman, Jal.	Roberto Chavez Gonzalez	1.0-D			III
750	XEEQ	San Luis Potosi		0.25-D		II	XECL	Mexicali, B. C.	Alfonso A. Lacarra	0.1-N			II
	XEHJ	Tonala, Jal.		1.0-D		III	XET	Monterrey, N. L.	El Pregonere del Norte	5.0			II
	XELP	Mexico, D. F.		10.0	DA-N	II	XEER	Ciudad Cuahu-temoc, Chih.		50.0-D			II
	XEEG	Torreón, Coah.		1.0-D		II	XEUB	Oaxaca, Oax.		5.0-D			III-B
	XECO	Zapopan, Jal.		0.5-D		II	XEUM	Valladolid, Yuc.	Fomento de Radio S. A.	0.5-N			II
	XEBB	San Francisco del Oro, Chih.		0.5-D		II	XEOY	Mexico, D. F.		0.25			I-B
770	XELM	Lagos de Moreno		0.15-D		IV	1010 XEDX	El Sauzal, B. C.		1.0-D			II
	XEDI	Queretaro, Quer.		1.0-D		IV	XEHL	Guadalajara, Jal.	Radiodif. de Occidente S. A.	0.25-N			II
790	XEBI	Aguascalientes, Ags.	Pedro C. Rivas	1.0-D		IV	XETX	Nuevo Casas Grandes, Chih.	Laureano Molinar Contreras	10.0-D			II
	XEFE	Nuevo Laredo, Tam.	Ruberto Villarreal	0.25-N		III-B	XEKD	Ciudad Acuna, Coah.		5.0-D			III-B
	XENT	LaPaz, B. C.		1.0-D		III-A	XEQR	Mexico, D. F.	Corp. Mexicana de Radio S. A.	0.25-N			II
	XERC	Mexico, D. F.	Radio Popular de Mexico	1.0		III-A	XEIV	La Piedad, Mich.		1.0-N			II
	XESU	Mexicali, B. C.		1.0-D		III	XED	Mexicali, B. C.	Carlos Blanco	1.0-D		DA-N	II
	XEGZ	Ciudad Lerdo, Dur.		0.25-D		II	XEG	Monterrey, N. L.	La Voz de Norteamérica S. A.	150.0			I-A
790 (New)	XEAN	Manzanillo, Coah.	Radio Ocotlan S. de R. L.	0.1		IV	1060 XEDP	Mexico, D. F.	Radio Gobernación	50.0		DA-N	I-B
800	XEBE	Tijuana, B. C.		0.5-D		II	XEGE	Mexicali, B. C.		1.0-D			II
	XELO	Ciudad Juarez, Chih.	Cia. Radio de Piedras Negras	150.0		I-A	XEGY	Tehuacan, Pue.		1.0-D			II
810	XEFW	Tampico, Tam.	Flores y Martínez	50	DA-N	II	XETA	Zitacuaro, Mich.		0.5-D			II-D
	XERU	Ciudad Reynosa, Tam.		0.25-D		II	XEGO	Irapuato, Gto.		0.5-N			IV-N
810	XEIC	Ciudad Obregon, Son.		-5-D		II	XEHR	Pueblo, Pue.	Manuel R. Canale	0.25			II
	XEET	Fortin de la Flores, Ver.		1.0-D		III-B	XELB	La Barca, Jal.	Ramon Alvarez Lopez	0.25-D			II
	XEES	Santa Barbara, Chih.		0.5-D		II	XERB	Rosarito, B. C.	Interamericana de Radio S. A.	50.0		DA-N	I-B
	XEEU	Tepic, Nay.		1.0-D		II	XERG	Nuevo Laredo, Tam.	Reynoldo Garza Alvarez	2.5-D			II
830	XELA	Mexico, D. F.	Radio Metropolitan S. A.	10.0-D	DA-N	II	XEOD	Boca del Rio, Ver.		0.5		DA-N	II
840	XEBA	Guadalajara, Jal.	Jesus D. Gonzales	5.0-N		II	1100 XEGP	Cosamaloapan, Ver.		1.0		DA-N	II
	XEGB	Coatzacoalcos, Ver.		0.25-D		II	1110 XEFL	Rio Bravo, Tam.	Radio Central de Mexico	0.25-D		DA-1	II
850 (New)	XETQ	Tapachula, Chia.		0.4		II	XERCN	Mexico, D. F.		50.0			II
		Orizaba, Ver.		10.0	DA-2	II	XEQI	Lagos de Moreno, Jal.		0.25-D			II
860	XEDU	Durango, Dur.	Carlos C. Armas	1.0-D		II	XEGQ	San Luis de la Paz, Gto.		0.5-D			II
	XEMO	Tijuana, B. C.	Fernando Frederico Ferreira	0.5-N		II	1130 XEFN	Uruapan, Mich.	Mariano Caraza	0.25-D		DA-N	II
	XEUN	Mexico, D. F.	Universidad Nacional de Mexico	5.0		II	XEW	Jalapa, Ver.		10.0		DA-N	II
	XEIN	Tepic, Nay.		1.0-D		IV	XEFZ	Monterrey, N. L.	Alejandro Diaz	50.0		DA-N	I-B
870	XEMM	Morelia, Mich.		0.175-N		II	1150 XEAD	Guadalajara, Jal.		1.0-D			IV
	XEEV	Villahermosa, Tab		0.5-D		II	XEJO	Monterrey, N. L.	Radio America S. A.	1.0-D		DA-N	III
	XENL	Monterrey, N. L.		1.0-D	DA-N	II	XEJP	Mexico, D. F.	Alfonso Perez Porras	10.0			III-A
	XEFM	Guanajuato, Son.		5.0		II	XEJS	Hidalgo del Parral, Chih.		0.5			III-B
	XEFN	Zapopan, Jal.		0.25-D		II	XERY	Merida, Yuc.		0.5-D			III-B
900	XEW	Mexico, D. F.	Cadena Radio-difusora S. A.	250.0		I-A	XESO	Ciudad Obregon, Son.		0.35-N			III-B
910	XEAO	Mexicali, B. C.	Juan C. Chavez	0.25		IV	XEXZ	Zacatecas, Zac.		5.0-D			IV
920	XEBH	Hermosillo, Son.	Carlos Balderrama	5.0-D		III-B	1160 XEIW	Uruapan, Mich.		1.0-D		DA-N	II
	XEEY	Ensenada, B. C.		1.0-N		IV	XEGR	Coatepec, Ver.		1.0			II
	XEBM	S. Luis Potosi, S. L. P.	Benjamin Briones	0.25-D		III-B	XECD	Puebla, Pue.	Roberto Canedo	0.35			II
	XEGK	Papantla, Ver.		1.0-N		IV	XEFD	Rio Bravo, Tamaulipas		5.0-D			II
	XELT	Guadalajara, Jal.	Eduardo Reynoso Gonzalez	0.25		IV	XEIV	Aguascalientes, Ags.		0.5-D			II
	XEMJ	Piedras Negras, Coah.	Jesus L. Elizondo	1.0-D		IV	XEGV	Nogales, Son.		0.25-D			II
	XEOK	Monterrey, N. L.	Carlos Roa Montes de Oco	0.25-N		IV	1190 XERP	Guadalajara, Jal.		10.0			I-B
	XEMD	Gomez Palacio, Dur.		0.1		IV	1200 XELC	La Piedad, Mich.		5.0-D			II
	XFHM	Chihuahua, Chih.		0.25-D		IV	1220 XEB	Mexico, D. F.	El Buen Tono S. A.	100.0			I-A
	XEBD	Saltillo, Coah.		0.25		IV	1240 XEBN	Ciudad Delicias, Chih.		1.0-D			IV
	XEXV	Veracruz, Ver.		5.0-D		IV	XEBQ	Empalme, Son.	Roberto Gonzalez Mata	0.25-N			IV
940	XEWV	Mexicali, B. C.		1.0-D		II	XECE	Oaxaca, Oax.		0.25			IV
	XEQ	Mexico, D. F.	Radio Panamericana S. A.	150.0-D		I-B	XECG	Nogales, Son.		0.25			IV
	XEJN	Ciudad Reynosa, Tam.		50.0-N		IV	XEFP	Reynosa, Tam.		1.0-D			IV
950	XEGM	Tijuana, B. C.	Gustavo Faist Fernandez	3.5-D	DA-N	III-A	XEFV	Ciudad Juarez, Chih.	Dario Cordo Rocha	0.25-N			IV
960	XEDF	Nuevo Laredo, Tamaulipas	Rafael Tijerina Carranza	2.5-N	DA-1	III-A	XEMQ	Merida, Yuc.	Lazaro Achurra Suarez	1.0-D			IV
	XEHK	Guadalajara, Jal.	Francisco E. Fregoso	1.0-D		III-A	XERZ	Leon, Gto.	Carlos Obregon Padilla	0.25-N			IV
	XEOP	Hermosillo, Son.		0.5		III	XES	Tampico, Tam.	Radio Televisora de Tampico	1.0-D			IV
	XEU	Veracruz, Ver.	Ferando Pazos Sosa	0.5		III-B				0.25-N			
	XENO	Ciudad Lerdo, Dur.		0.1-D		IV				0.25-N			
	XEOS	Chetumal, Q. R.		0.5		III-B				0.25			
	XEUQ	Zihuatanejo, Guer.		5.0-D		IV				0.25-N			
970	XEJ	Ciudad Juarez, Chih.	Pedro Meneses Jr.	10.0-D		III-A				0.25			
	XEK	Mexico, D. F.	Arturo Martinez	5.0-N		III-B				0.25			
	XEMW	Monclova, Coah.		0.5-N		IV				0.25-N			
				0.15		IV				0.25-N			

MEXICAN-CARIBBEAN STATIONS

Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class	Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class
	KETC	Torreón, Coah.		0.25		IV		XEFJ	Tezuitlan, Pue.		1.0-D		III-B
	KECG	Nogales, Son.		0.25		IV		XEHZ	Martínez de la Torre, Ver.		0.1-N		IV
1250	KEIF	San Blas, Sin.		0.1		IV		XEKS	Saltillo, Coah.	Elfrain Lopez	0.1-N		IV
	KEAT	Hidalgo del Parral, Chih.	Sucrs. de Jorge	0.25		IV	1340	XEAA	Mexicali, B. C.	Consuelo Tonnela King	0.25		IV
	KEDK	Guadalajara, Jal.	Manuel Lopez Diaz	1.0-D		III-B		XEBJ	Ciudad Victoria, Tam.	Fernando Elizalde	0.25		IV
	KEDL	Hermosillo, Son.	Eufemia Esquer de Vidal	1.0-D 0.5-N		III-B		XEBK	Nuevo Laredo, Tam.	Juan Manuel Cortes	0.1		IV
	KEJX	Queretaro, Quer.		1.0-D		IV		XECI	Acapulco, Gro.		0.25		IV
	KESJ	Saltillo, Coah.	Froylan Mier Narro	0.1-N		III-B		XECK	Durango, Dur.		1.0-D		IV
	KETF	Veracruz, Ver.	Sucrs. de Jose Rodr. Lopez	1.0-D 0.5-N		III-B		XECR	Morelia, Mich.		0.25-N		IV
	KEUA	Iguala, Guer.		1.0-D		IV		XEDH	Villa Acuna, Coah.	Oscar Gonzalez Galindo	0.25		IV
	KEUO	Chetumal, Q. R.		0.25		IV		XEFA	Jalapa, Ver.	Adolfo Alvarez	0.25		IV
1260	KEMF	Monclova, Coah.	Alfonso L. Bres.	0.25		IV		XEJK	Ciudad Delicias, Chih.	Amador Ronquillo Reza	0.25		IV
	KER	Linares, N. L.	Radio Linares S. A.	1.0-D		IV		XELW	Guadalajara, Jal.	Salvador Galindo de la Torre	1.0-D		IV
	KEBL	Culiacan, Sin.		5.0-D 0.5-N		III-B		XEMA	Fresnillo, Zac.	Jose Miguel Acevedo Moya	0.25		IV
	KECV	Ciudad Valles, S. L. P.		1.0-D		III		XEMT	Matamoros, Tamaulipas	Severo Garza Saenz	0.25		IV
	KEKP	Ojinaga, Chih.		0.5-D 0.1-N		IV		XEOM	Coatzacoalcas, Ver.	Daniel Schacht Perez	1.0-D		IV
	KEL	Mexico, D. F.	Herdez, S. A.	5.0-D 1.0-N		III-B		XESL	San Luis Potosí, S. L. P.	Guadalupe Delgada Ramirez	0.25-N 1.0-D		IV
	KEDW	Minatitlan	Sucrs. de Hector Silva Canto	0.25		IV		XEUX	Tuxpan, Nay.	Salvador Hrena Benitez	0.25-N 1.0-D		IV
	KEE	Durango, Dur.		1.0-D 0.25-N		IV		XEKH	Ciudad del Carmen, Camp.		0.25		IV
	KEHO	Ciudad Obregon, Son.		1.0-D 0.25-N		IV		XEDB	Ciudad Obregon, Son.		0.25		IV
1270	XEAX	Oaxaca, Oax.	Delia Rodriguez de Marquez	1.0-D		III-B		XEBY	Tuxpan, Ver.		0.25		IV
	KEAZ	Tijuana, B. C.	Fernando Sanchez Mayans	0.5-N 0.5		III-B	1350	XEQK	Mexico, D. F.	Guillermo Morales B.	1.0		III-A
	KEGL	Navajoa, Son.	Fausto M. Gomez	0.5		III-B		XETB	Torreón, Coah.	Radio Laguna S. A.	5.0-D		III-B
	KEME	Merida, Yuc.		0.5		III-B		XETM	Naco, Son.	Jesus Manuel Franco	1.0		III-B
	KEOH	Ciudad Camargo, Chih.		0.15		IV		XEHY	Oaxaca, Oax.		1.0-D		III
	KEZU	Zacapu, Mich.	Guillermo Calzada Cervantes	1.0-D 0.25-N		IV		(New)	Tierra Blanca		0.25-D 0.1-N		IV
	KEEC	Mazatlan, Sin.		0.25		IV	1360	XEKF	Iguala, Gro.	Rafael Campos Marquina	1.0-D		III-B
	KEKX	Leon, Gto.		0.7-D		IV		XEUE	Tuxtla Gutierrez, Chl.		0.5-N 1.0-D		III-B
	XEHN	Nogales, Sonora		0.15-N		IV		XESA	Culiacan, Sin.	Pablos y Elizalde	0.5-N 5.0-D		III-B
	XEKO	San Luis R. Colorado, Son.		0.25-D 0.1-N		IV		XEY	Celaya, Gto.		1.0-D		IV
1280	XEAG	Cordoba, Ver.	Luz Maria Zuniga de Miguel	1.0		III-B		XETR	Ciudad Valles, S. L. P.		0.175-N 5.0-D		III
	XEAW	Monterrey, N. L.	Jesus D. Gonzalez	5.0-D 0.5-N		III-B	1370	XEA	Campeche, Camp.	Casanoba Brito	1.0		III-B
	XEBW	Chihuahua, Chih.	Radioemisor del Norte	1.0-D 0.6-N		III-B		XEDG	Guadalajara, Jal.		0.5		III-B
	XEGJ	Guadalajara, Jal.	Quirino Francisco Gonzalez	0.25		IV		XEHF	Nogales, Son.	Gaston Mascarenas	5.0		III-A
	XELK	Zacatecas, Zac.	Macias y Acevedo	0.25		IV		XEHG	Mexicali, B. C.		0.5-D		III-B
	XESQ	San Miguel Allende, Gto.		0.1		IV		XEMR	Monterrey, N. L.	Enrique Serna Martinez	10.0	DA-N	III-A
	XEUT	Colima		0.25		IV		XENU	Nuevo Laredo, Tam.		0.25-D		IV
	XEHS	Los Mochis, Sin.		0.25		IV		XERM	San Andres Tuxtla, Ver.		0.5-D 0.1-N		IV
1290	XEAP	Ciudad Obregon, Son.	Emillo Manzanilla	0.1		IV		XEFY	Fortin de Las Flores, Ver.		0.5-D 0.25-N		IV
	XEDA	Mexico, D. F.	Publ. Com. de Mexico S. A.	1.0		III-A		XEXL	Patzcuaro, Mich.		10.0-D 0.1-N		IV
	XEIX	Jiquilpan, Mich.		1.0-D		III	1380	XELF	Nueva Rosita, Coah.		0.25		IV
1300	KEGA	San Andres Tuxtla, Ver.		0.5		III-B		XEMX	Mexico, D. F.	Publ. Com. de Mexico S. A.	5.0		III-A
	XECQ	Culiacan, Sin.	Radio Culiacan S. A.	1.0-D 0.5-N		III-B		XERK	Tepic, Nay.	Dario Mondragon	1.0-D 0.5-N		III-B
	XELE	Tampico, Tam.		1.0-D 0.15-N		IV		XETZ	Villahermosa, Tab.		1.0-D 0.5-N		III-B
	XEP	Ciudad Juarez, Chih.	Esteban Parra	1-D		III-B		XEJH	La Paz, B. C.		0.25		IV
	XESF	Morelia, Mich.	Jose Martinez Ramirez	0.5-N 0.5		III-B		XERS	Gomez Palacio, Dur.		2.5	DA-N	III-A
	XEXW	Nogales, Son.		1.0-D 0.1-N		IV		XEKT	Tecaté, B. C.		0.25-D 0.1-N		IV
	XEHU	Martínez de la Torre, Ver.		0.25-D		IV		XEM	Chihuahua, Chih.	Pedro Meneses Jr.	0.5		III-B
	XEYJ	Nueva Rosita, Coah.		1.0-D 0.1-N		IV		XEOR	Reynosa, Tam.	Cond. S. Vda. de Gonzalez	1.0		III
1310	XEAL	La Paz, B. C.		0.5		III-B		XERW	Leon, Gto.	Augustin Obregon Padilla	0.25		IV
	KEAM	Matamoros, Tamaulipas	Manuel L. Salinas	1.0-D 0.25-N		IV		XETK	Mazatlan, Sin.	Radio Emisoras de Occidente	1.0-D 0.5-N		III-B
	XEBP	Torreón, Coah.	La Voz de la Laguna S. A.	10.0-D 0.25-N		IV		XETL	Tuxpan, Ver.	Calixte Almazan	5.0-D 1.0-N		III-B
	XEC	Tijuana, B. C.	Luis Enrique Enciso	0.25		IV		XEJI	Tehuantepec, Oax.		1.0-N 0.35-N		III-B
	XEFH	Agua Prieta, Son.	Jesus Rodriguez Verdugo	1.0-D		III	1400	XEAB	Santa Ana, Son.	Alfredo Marin Castro	1.0-D 0.25-N		IV
	XEHV	Veracruz, Ver.	Sucrs. de Juan A. Palavicini	1.0		III-A		XEAJ	Navajoa, Son.		0.1		IV
	XEJE	Guadalajara, Jal.	Difusoras de Occidente S. A.	0.25		IV		XECN	Progreso, Yuc.		0.25		IV
	XEPO	San Luis Potosí, S. L. P.		1.0-D 0.25-N		IV		XECS	Manzanillo, Col.		0.25		IV
1320	XEAI	Mexico, D. F.	G. N. Medina y Loc. Ag. Ramos	1.0		III-B		XEDE	Saltillo, Coah.	Enrique Matrinez y Martinez	1.0-D 0.25-N		IV
	XEJZ	Ciudad Jimenez, Chih.		0.5-D 0.25-N		III-B-D		XEDQ	Santiago Tuxtla, Ver.		0.1		IV
	XERJ	Mazatlan, Sin.	Oscar Perez E.	1.0-D 0.5-N		III-B		XEDT	Durango, Dur.	Carlos C. Armas	0.25		IV
	XESR	Santa Rosalia, B. C.		0.5		III-B		XEI	Morelia, Mich.	Tiburcio Ponce	1.0-D 0.25-N		IV
	XESY	Magdalena, Son.		0.2		IV		XESH	Nueva Rosita, Coah.		0.5-D 0.15-N		III
	XERN	Montemorelos, N. L.		0.25-D 0.1		IV		XEKJ	Acapulco, Gro.	Ramon Ortega Escobedo	1.0-D 0.25-N		IV
	XEUI	Teapa, Tab.		0.5		III-B		XEPF	Eisenada, B. C.	Luis Enrique Enciso	0.2		IV
1330	XEBO	Irapuato, Gto.	Alfonso Martinez	1.0	DA-N	III-B		XESB	Santa Barbara, Chih.	Domingo Salayandia Nejera	0.2		IV
	XEEA	Salina Cruz, Oax.		0.5		III-B							
	XEFC	Merida, Yuc.	Rafael Rivas Franco	1.0		III							

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Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class	Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class
	XESP	San Pedro Tlaquepaque, Jal.	Hermínio Macías	1.0-D		IV		XEGN	Oaxaca, Oax.		0.5-D		IV
	XETO	Tampico, Tam.	Alonso R. I. de C. V.	0.25-N 1.0-D 0.25-N		IV	1470	XEAU	Tijuana, B. C.	Manuel Acuna Varela	0.25-N 5.0		III-A
	XEWV	Cuautla, Mor.	Fernando Diaz Enriquez	0.25		IV		XECU	Los Mochis, Sin.	Luis Perez Gomez	0.25		IV
	XEXB	Jalapa, Ver.		0.5-D 0.25-N		IV		XEHI	Ciudad Miguel Aleman, Tam.		0.5-D 0.25-N	DA-N	III
	XEJL	Guamchil, Sin.		1.0-D 0.25-N		IV		XERL	Colima, Col.		1.0		III-A
	XEIH	Fresnillo, Zac.		0.25		IV		XESM	Mexico, D. F.	Salvador San Martin	10.0-D 5.0-N		IV
1410	XEAS	Neuvo Laredo, Tam.	Jose Maria Villarreal	1.0-D 0.25-N		IV	1480	XEAR	Monterrey, N. L.	Alfonso Flores Lopez	1.0-D 0.5-N		III-B
	XEBS	Mexico, D. F.	Hispano Mexicano S.A.	5.0-D 1.0-N		III-A		XEPR	Poza Rica, Ver.		5.0-D		III-B
	XECF	Los Mochis, Sin.	Francisco Perez H.	1.0-D 0.5-N		III-B		XECA	Ciudad Ixtepec, Oax.		0.5-N 5.0-D		III-B
	XEWM	Villahermosa, Tob.		5.0-D 0.5-N		III-B		XEGX	San Luis de la Paz, Gto.		0.5-D 0.2-N		IV
	XEBF	San Pedro de las Colonias, Coah.		0.25		IV	1490	XEAQ	Agua Prieta, Son.	Manuel Rodriguez	0.25		IV
	XEIT	Puerto Vallarta, Jal.		1.0-D 0.25-N		IV		XECH	Toluca, Mex.	Rodolfo Llamas	0.25		IV
1420	XEEP	La Paz, B. C.		0.5		II		XECW	Veracruz, Ver.	Sucra. de Modesto Ortega.	0.1 0.5-D		IV
	XEF	Ciudad Juarez, Chih.	Jose Carlos Amaya	5.0-D 0.5-N		III-B		XEDR	Guaymas, Son.		0.25-N		IV
	XEH	Monterrey, N. L.	Radio Tarnava S. de R. L.	1.0		III-A		XEFF	Matemuala, S. L. P.		0.25		IV
	XEFS	Cuernavaca, Mor.	Miguel Angel T. Benitez	0.25		IV		XEGT	Zamora, Mich.	Radio Zamora S. de R. L.	1.0-D 0.25-N		IV
	XEPK	Pachuca, Hgo.		1.0-D 0.15-N		IV		XEGU	Huachinango, Pue.		0.25-D		IV
	XEW	Irapuato, Gto.	Felipe Gallardo	5.0-D 0.175-N		IV		XEJR	Hidalgo del Parral, Chih.		0.1		IV
	XEWJ	Tehuacan, Pue.	Jalme Retif Del Morel	0.25		IV		XEMH	Merida, Yuc.	Alvaro Barquet Y.	1.0-D 0.25-N		IV
	XEXX	Tijuana, B. C.	Jose J. Clark, Fern. Fed. Ferrel	2.0		III-A		XEOB	Torreón, Leon		0.25		IV
	XEEW	Matamoros, Tamaulipas		1.0		III		XERA	Chihuahua, Chih.	Red Nacional Radionacional S. A.	1.0-D 0.25-N		IV
	XEUP	Cozumel, Q. R.		0.25		IV		XERO	Aguascalientes, Ags.	Radio Hidrotermopolitana	0.25		IV
	XEGF	Gutierrez Zamora, Ver.		0.5-D 0.1-N		IV		XEWG	Ciudad Juarez, Chih.	Carlos Mendez	0.25		IV
1430	XECZ	San Luis Potosi, S. L. P.	Radiodif. Mexicana	1.0		III-A		XEXU	Saltillo, Coah.		0.1		IV
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	5.0-D 0.5-N		III-B		XEMS	Matamoros, Tamaulipas		0.25		IV
	XEKR	Nueva Rosita, Coah.		0.1		IV		XEJU	Culiacan, Sin.		0.25		IV
	XEHD	Ciudad Miguel Aleman, Tam.		2.0-D 0.15-N		IV		XEIB	Todas Santos, B. C.		0.25		IV
	XENP	Salamanca, Gto.		0.25-D		IV	1500	XEH	Ameca, Jal.		0.25		IV
1440	XEHA	C. Carmargo, Chih.		5.0-D 1.0-N		III-A		XEKN	Huetamo, Mich.	"A.R.S.E." S. A.	20.0	DA-N	II
	XELZ	Mexico, D. F.	Maria Cardena de Zetina	5.0-D 1.0-N		III-A		XEH	Mexico, D. F.		0.25		II
	XEHW	Rosario, Sin.		0.25		IV		XEUH	Villahermosa, Tab.		0.5-D		II
	XEQ	Parras, Coah.		5.0-D		III		XEJV	Ensenada, B. C.		0.5-D		II
1430	XEUK	Campeche, Cam.		0.25		IV		XEFG	Tapatitlan de Morelos, Jal.		0.5-D		II
	XELL	Veracruz, Ver.		5.0-D 0.25-N		IV	1510	XEEB	Esperanza, Son.		0.25-D		II
1440	XEVG	Villahermosa, Tab.		0.15		IV		XEKI	Villa de Seris, Son.		0.25-D		II
1450	XECB	San Luis Rio Colorado, Son.	Carlos Elando	0.25		IV		(New)	San Andres Tuxtla, Ver.		1.0-D		II
	XECM	Ciudad Mante, Tam.		1.0-D 0.25-N		IV	1520	XECX	Tehuacan, Pue.		0.25		II
	XECP	Ciudad Victoria, Tam.		0.1		IV		XEGD	Hidalgo del Parral, Chih.		1.0-D		III
	XECT	Ojinaga, Chih.		0.25		IV		XEHT	Huamantla, Tlax.	Alf. Macia y Mario Pardo S.	0.25-D		II
	XEDJ	Magdalena, Son.	Jesus L. Rochin	0.1		IV	1530	XEIG	Mazatlan, Sin.		0.5-D	DA-N	II
	XEDY	Merida, Yuc.		0.25		IV		XEFR	Mexico, D. F.		5.0		II
	XETD	Tecuala, Nay.		0.25		IV	1540	XENC	Celaya, Gto.	El Heraldo del Bajío	0.25		II
	XESS	Ensenada, B. C.		0.1		IV		XEQN	Hermosillo, Son.		5.0		II
	XEGC	Sahuayo, Mich.	Alberto Barragan Degollado	0.5-D 0.25-N		IV		XEJY	El Grullo, Jal.		0.5-D		II
	XENW	Culiacan, Sin.		0.25		IV		XEJ	Cardenas, S. L. P.		0.25-D		II
	XEJM	Monterrey, N. L.		0.25		IV	1550	XEBG	Tijuana, B. C.	Octavio B. Lelevier	1.0	DA-N	II
	XENA	Queretaro, Qro.	Ramon Rodriguez Familiar	1.0-D 0.25-N		IV		XEXO	Nuevo Laredo, N. L.		50.0		I-B
	XEPP	Orizaba, Ver.	Radio Impulsora de Orizaba	0.25		IV		XEJJ	Jalapa, Ver.		10.0		I-B
	XESZ	Zihuatanejo, Gro.		0.25		IV		XEIL	Minatitlan, Ver.		0.5-D		II
	XEVH	Vallehermoso, Tamaulipas		0.25		IV	1560	XEDC	Aguascalientes, Ags.		0.25		II
	XEXZ	Zacatecas, Zac.	Manuel Llamas	0.25-D		IV		XEDD	Monterrey, N. L.		0.5-D		II
	XEYZ	(See also 1150 kc) Aguascalientes, Ags.	Flex Luis Chavez Calvillo	0.1		IV		XEQZ	Ciudad Cuahuatemoc, Chih.		5.0-D 2.0-N		II
	XEFK	Gomez Palacio, Dur.		0.5-D 0.25-N		IV		XERX	Salamanca, Gto.	Ernesto Bravo Vargas	1.0-D 0.25-N 0.25-D 0.1-N		II
	XEKG	Chilpancingo, Gro.		1.0-D 0.25		IV	1570	XEKA	Tonantzintla, Pueblo		0.1-N		II
	XESD	Huatabampo, Son.		1.0-D 0.25-N		IV		XERF	Villa Acuna, Coah.	Cia. Radiodif. de Coahuila S. A.	250.0		III-A
	XEKM	Minatitlan, Ver.		0.25		IV		XEDK	Panuco, Ver.		0.5-D		II
	XEJD	Poza Rica, Ver.		1.0-D 0.25-N		IV		XEIM	San Blas, Nay.		0.6-D		II
1460	XEHX	Ciudad Obregon, Son.		1.0-D 0.25-N		IV	1580	XEDM	Hermosillo, Son.	Cia. Radio Pacifico	50.0		II
	XELX	Zitacuaro, Mich.		10.0	DA-N	III-A		XENQ	Tulancingo, Hgo.		5.0-D 0.5-N		II
	XEJT	Tampico, Tam.	Difusora Portena S. de R. L.	1.0		III-B	1590	XEKC	Mexicali, B. C.		5.0-D 1.0-N		III
	XEXQ	San Luis Potosi, S. L. P.		0.25		IV		XEMB	Monterrey, N. L.		5.0	DA-N	III-B
	XEYC	Ciudad Juarez, Chih.	Ysela Fern. Caball. de Yanez	1.0		III-B		XEEE	Tecate, B. C.		1.0-D		III
	XEUJ	Ciudad del Carmen, Cam.		0.25		IV		XEMC	Mexico, D. F.	Dol. G. Estrada de Ferreiro	10.0-D 5.0-N		III-A
	XEHE	Atotomilco el Alto, Jal.		0.25		IV		XEKB	Atemajac, Jal.		0.25-D 0.12-N		IV
	XERD	Nueva Rosita, Coah.		1.0-D		III		XEKC	Mexicali, B. C.		5.0-D 1.0-N		III
							1600	XEAE	Villa Acuna, Coah.		5.0		III-A
								XEDO	Acapulco, Gro.	Heriberto Guizar Castro	0.5		III-B
								XEGW	Acambaro, Gto.		0.5-D 0.2-N		IV
								XEFM	Veracruz, Ver.		0.25		IV



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## B

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 Brophy, Carl M., Duncan, Brophy, Wilson & Duhaime, P. O. Box 226, Medford, Ore.  
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 Burroughs, J. Edward, Hill & Burroughs, Tower Bldg., Washington, D. C. Tel.: Republic 7-5236.  
 Burt, William C., Koteen & Burt, Wyatt Bldg., Washington 5, D. C. Tel.: Republic 7-5566.

## C

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Freret, Julian P., Roberts & McInnis, Continental Bldg., Washington 5, D. C. Tel.: National 8-0032.

Fullerton, Hugh T., Commonwealth Bldg., Washington, D. C. Tel.: Sterling 3-2244.

**G**

Gaguine, Benito, Fly, Shuebruk, Blume & Gaguine, 1001 Connecticut Ave., N.W., Washington 6, D. C. Tel.: Metropolitan 8-6190.

**FM FREQUENCIES AND CHANNELS**

- Non-commercial, educational fm stations occupy 88.1-91.9 mc.
- Asterisk (\*) indicates Class A, community frequency.

Frequency	Channel	Frequency	Channel	Frequency	Channel
88.1	201	94.7	234	101.5	268
88.3	202	94.9	235	*101.7	269
88.5	203	95.1	236	101.9	270
88.7	204	*95.3	237	102.1	271
88.9	205	95.5	238	*102.3	272
89.1	206	95.7	239	102.5	273
89.3	207	*95.9	240	102.7	274
89.5	208	96.1	241	102.9	275
89.7	209	96.3	242	*103.1	276
89.9	210	96.5	243	103.3	277
90.1	211	*96.7	244	103.5	278
90.3	212	96.9	245	103.7	279
90.5	213	97.1	246	*103.9	280
90.7	214	97.3	247	104.1	281
90.9	215	97.5	248	104.3	282
91.1	216	*97.7	249	104.5	283
91.3	217	97.9	250	104.7	284
91.5	218	98.1	251	*104.9	285
91.7	219	*98.3	252	105.1	286
91.9	220	98.5	253	105.3	287
*92.1	221	98.7	254	*105.5	288
92.3	222	98.9	255	105.7	289
92.5	223	99.1	256	105.9	290
*92.7	224	*99.3	257	106.1	291
92.9	225	99.5	258	*106.3	292
93.1	226	99.7	259	106.5	293
93.3	227	99.9	260	106.7	294
*93.5	228	*100.1	261	106.9	295
93.7	229	100.3	262	*107.1	296
93.9	230	100.5	263	107.3	297
94.1	231	100.7	264	107.5	298
*94.3	232	*100.9	265	107.7	299
94.5	233	101.1	266	107.9	300
		101.3	267		

**EUROPEAN BROADCASTING STATIONS FREQUENCY ALLOCATIONS**

Consult past issues of the annual BROADCASTING YEARBOOK & MARKET-BOOK for information on these frequency allocations. They have not changed since agreement was made and put into effect by European Broadcasting Convention at Copenhagen in 1948. Nations not signing pact: United States (occupying power in Germany), Austria, Spain, Sweden, Turkey, Egypt, Syria and Iceland. Most nations had reservations based on unsatisfactory frequencies for individual operations. Many stations are not operating on their assigned channels, according to monitoring reports.

Gardner, Addison L. Jr., 231 S. LaSalle St., Chicago.

Gaylord, Robert B. Jr., Gaylord & Gaylord, Russ Bldg., San Francisco, Calif.

George, Arthur T., 140 New Montgomery St., San Francisco.

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Gepson, John M., New England Telephone & Telegraph Co., 185 Franklin St., Boston 7, Mass.

Gerber, Gustave A., 55 Broadway, New York 6.

Gibbons, John F., 67 Broad St., New York.

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Goldstein, David, Electric Bldg., Asbury Park, N. J.

Golub, William W., McGoldrick, Dannett, Horowitz & Golub, 270 Park Ave., New York 17.

Goodrich, Pierre F., Electric Bldg., Indianapolis, Ind.

Goodwin, Bernard, 1501 Broadway, New York.

Gorman, Edward J. Jr., Welch, Mott & Morgan, 710 14th St., N.W., Washington 5, D. C. Tel.: Executive 3-4600.

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Grant, John G., Lillick, Geary & McHose, 6253 Hollywood Blvd., Hollywood 28, Calif.

Greeley, James E., Cahill, Gordon, Reindel & Ohl, 1000 Vermont Ave., N.W., Washington 5, D. C. Tel.: District 7-7480.

Green, Harry, 22 13th Ave., Newark 3, N. J.

Green, Robert N., Welch, Mott & Morgan, 710 14th St., N.W., Washington 5, D. C. Tel.: Executive 3-4600.

Green, William S., Pierson & Ball, Ring Bldg., Washington 6, D. C. Tel.: Republic 7-2566.

Griffith, Kelley E., Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg., Washington 6, D. C. Tel.: Sterling 3-3200.

Groner, Samuel B., 501 13th St., N.W., Washington, D. C. Tel.: Republic 7-3300.

Guider, John W., Littleton, N. H. Tel.: 4-2824.

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Hamlyn, John J., McClatchy Bestg. Co., Sacramento 4, Calif.

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Hayes, Raymond Kyle, Hayes & Hayes, 309 9th St., N. Wilkesboro, N. C.

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Mott, Harold E., Welch, Mott & Morgan, 710 14th St., N.W., Washington 5, D. C. Tel.: Executive 3-4600.

Moyer, Daniel M., Insurance Bldg., Wichita, Kan.

Mulder, John E., 133 S. 36th St., Philadelphia 4.

Mull, Archibald Marison Jr., Crocker-Anglo Bank Bldg., Sacramento 14, Calif. Tel.: Gilbert 3-4626.

Mullin, Eugene F. Jr., 726 Jackson Pl., N.W., Washington 6, D. C. Tel.: District 7-1381.

Munger, Alfred C., First National Bank Bldg., Omaha, Neb.

Murray, John M., Wilkinson, Boyden, Cragun & Barker, 744 Jackson Pl., N.W., Washington 6, D. C. Tel.: National 8-1114.

Murrell, William O. Jr., Law Exchange Bldg., Jacksonville, Fla.

Myse, Daryal A., 1411 Pennsylvania Ave. N.W., Washington 4, D. C. Tel.: Republic 7-7040.

## N

Naftalin, Alan Y., Koteen & Burt, Wyatt Bldg., Washington 5, D. C. Tel.: Republic 7-5566.

Nail, Edwin S., Segal, Smith & Hennessey, 816 Connecticut Ave., N.W., Washington 6, D. C. Tel.: Republic 7-2701.

Nsvarro, Franklin R., Sterling Bldg., Houston, Tex.

Neu, James H., Kizer & Neu, 117 West Garro St., Plymouth, Ind.

Neustadt, Stanley S., Cohn & Marks, Cafritz Bldg., Washington, D. C. Tel.: Sterling 3-5890.

Newton, Blake T. Jr., American Telephone & Telegraph Co., 1001 Conn. Ave., N.W., Washington, D. C. Tel.: National 4-9900.

Nicholas, Minoa J., 70 E. 45th St., New York 17.

Niner, Isidor, 366 Madison Ave., New York.

North, Ernest D., American Telephone & Telegraph Co., 32 Avenue of the Americas, New York 13, Tel.: Exeter 3-6245.

Norvell, Robert J., Southern Bldg., Washington D. C. Tel.: Sterling 3-4636.

## O

O'Brien, Chilton, McFaddin Bldg., Beaumont, Tex.

O'Brien, Cornelius C., Land Title Bldg., Philadelphia 10.

O'Bryan, Paul A., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.

O'Callaghan, Robert Dennis, National Bank of Commerce Bldg., San Antonio 5, Tex.

Ockershausen, Harry J., Dempsey & Koplovitz, Eowen Bldg., Washington 5, D. C. Tel.: Republic 7-6363.

O'Hare, Richard C., Investment Bldg., Washington 6, D. C. Tel.: Republic 7-3525.

O'Laughlin, James P., 1025 Conn. Ave., N.W., Washington 6, D. C. Tel.: District 7-6944.

Oliver, Robert W., Pogue & Neal, Southern Bldg., Washington 5, D. C. Tel.: Executive 3-0440.

Oppenheimer, Monroe, Sher, Oppenheimer & Harris, Woodward Bldg., Washington 6, D. C. Tel.: Republic 7-3028.

Oulahan, George M.C., Union Commerce Bldg., Cleveland 14.

Overton, George W., Taylor, Miller, Busch & Magner, 134 S. LaSalle St., Chicago 3.

## P

Panzer, Irving R. M., Fischer, Willis & Panzer, 1735 DeSales St., N.W., Washington 6, D. C. Tel.: Sterling 3-3660.

Pantzer, Kurt F., Merchants Bank Bldg., Indianapolis, Ind.

Parkinson, Kenneth Wells, Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5, D. C. Tel.: District 7-2141.

Patrick, Duke M., Hogan & Hartson, Colorado Bldg., Washington 5, D. C. Tel.: National 8-2006.

Patterson, Harold E., 815 3rd N., Seattle, Wash.

Pepper, Vincent A., Welch, Mott & Morgan, 710 14th St., N.W., Washington 5, D. C. Tel.: Executive 3-4600.

Pesce, William V., RCA International Div., 30 Rockefeller Plaza, New York.

Peterson, Nad A., Pierson, Ball & Dowd, Ring Bldg., Washington 6, D. C. Tel.: Republic 7-2566.

Petty, Don E., McClean, Salisbury, Petty & McClean, 650 S. Grand Ave., Los Angeles 17, Calif. Tel.: Michigan 6003.

Peycke, Tracy J., Telephone Bldg., Omaha, Neb.

Phelps, Gerald L., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.

Pierson, W. Theodore, Pierson, Ball & Dowd, Ring Bldg., Washington 6, D. C. Tel.: Republic 7-2566.

Pilaian, James, 200 S.W. 2d Ave., Miami, Fla.

Pischke, Vail W., 724 9th St., N.W., Washington 1, D. C.

Plock, Richard H., 321 N. 3rd St., Burlington, Iowa.

Ploktin, Harry M., Berge, Fox & Arent, Ring Bldg., Washington 6, D. C. Tel.: Executive 3-7373.

Pogue, L. Welch, Pogue & Neal, Southern Bldg., Washington 5, D. C. Tel.: Executive 3-0440.

Poindexter, John B., 1025 Connecticut Ave., N.W., Washington 6, D. C. Tel.: National 8-5800.

Pollak, Stephen J., Covington & Burling, Union Trust Bldg., Washington 5, D. C. Tel.: Republic 7-5900.

Porter, Frederick M., RCA Communications Inc., 66 Broad St., New York.

Porter, Paul A., Arnold, Fortas & Porter, 1229 19th St., N.W., Washington 6, D. C. Tel.: Executive 3-7300.

Porter, William A., Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5, D. C. Tel.: District 7-2141.

Posner, Gene, 2625 W. Wisconsin Ave., Milwaukee 3, Wis.

Powell, Walter R., National Assn. of Radio-TV Bstrs., 1771 N St., N.W., Washington 6, D. C. Tel.: Decatur 2-9300.

Prather, Alfred V. J., Covington & Burling, Union Trust Bldg., Washington 5, D. C. Tel.: Republic 7-5900.

Price, Robert N., Pierson, Ball & Dowd, Ring Bldg., Washington 6, D. C. Tel.: Republic 7-2566.

Prince, D. F., Prince, Taylor & Crampton, Bowen Bldg., Washington 5, D. C. Tel.: Republic 7-8154.

## Q

Quenstedt, Warren D., Segal, Smith & Hennessey, 816 Conn. Ave., N.W., Washington 6, D. C. Tel.: Republic 7-2701.

Quinones, Jose Ramon, WAPA-AM-TV, 357 Ponce de Leon Ave., San Juan, P. R.

Quisenberry, John T., American Telephone & Telegraph Co., 195 Broadway, New York 7.

## R

Raffer, John A., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.

Randolph, John P., 1625 Eye St., N.W., Washington 6, D. C. Tel.: National 8-6244.

Rauh, Joseph L. Jr., Rauh & Levy, 1631 K St., N.W., Washington 6, D. C. Tel.: Republic 7-7795.

Rea, Bryce, Munsey Bldg., Washington 4, D. C. Tel.: District 7-3551.

Reams, Frazier, Bell Bldg., Toledo, Ohio.

Rennekamp, Kenneth E., Berger Bldg., Pittsburgh, Pa.

Resnick, Charles H., Raytheon Mfg. Co., Willow St., Waltham, Mass.

Resnick, Leo, Occidental Bldg., Washington 4, D. C. Tel.: National 8-3200.

Reynolds, William L., Radio-Electronics-Tv Mfrs. Assn., 777 14th St., N.W., Washington 4, D. C. Tel.: National 8-3902.

Rhyne, Brice W., 730 Jackson Pl., N.W., Washington, D. C. Tel.: District 7-1381.

Rhyne, Charles S., 726 Jackson Pl., N.W., Washington 6, D. C. Tel.: District 7-1381.

Richey, Charles R., 1025 Conn. Ave., N.W., Washington 6, D. C. Tel.: National 8-3468.

Riley, Jeremiah T., 1406 G St., N.W., Washington, D. C. Tel.: District 7-6191.

Rizzolo, Victor A., 17 William St., Newark, N. J.

Roberson, Frank, Spearman & Roberson, Munsey Bldg., Washington 4, D. C. Tel.: Metropolitan 8-0023.

Robb, Roger, Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5, D. C. Tel.: District 7-2141.

Roberts, William A., Roberts & McInnis, Continental Bldg., Washington 5, D. C. Tel.: National 8-0032.

Robinson, C. Ray, Robinson-Montgomery Bldg., Merced, Calif.

Rogers, Christian E. Jr., 2534 K St., N.W., Washington, D. C. Tel.: Republic 1-0797.

Rogers, William, Arnold, Fortas & Porter, 1229 19th St., N.W., Washington 6, D. C. Tel.: Executive 3-7300.

Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg., Washington 6, D. C. Tel.: Sterling 3-3200.

Ronon, Gerald, Western Savings Fund Bldg., Philadelphia 7.

Rorer, Dwight E., Washington Bldg., Washington 5, D. C. Tel.: Republic 7-0727.

Rosen, Leo, Greenbaum, Wolff & Ernst, 295 Madison Ave., New York 17.

Rosenbaum, Samuel R., Land Title Bldg., Philadelphia 10.

Rosenman, Samuel I., Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York.

Ross, Bradford, Ross, Marsh & Foster, 725 15th St., N.W., Washington 5, D. C. Tel.: National 8-2823.

Rowell, Russell, Spearman & Roberson, Munsey Bldg., Washington 4, D. C. Tel.: Metropolitan 8-0023.

Russell, Percy H., Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg., Washington 6, D. C. Tel.: Sterling 3-3200.

Ryan, William, 122 W. Washington Ave., Madison, Wis.

**S**

Salisbury, Franklin C., 1624 Eye St., N.W., Washington 6, D. C. Tel.: North 7-1410.

Samuelson, Cyrus D., 210 Main St., Hackensack, N. J.

Sarpy, Leon, Chaffe, McCall, Bruns, Burke & Hopkins, Natl. Bank of Commerce Bldg., New Orleans, La.

Scallen, Thomas K., Minnesota Federal Bldg., Minneapolis 2, Minn.

Schapiro, Maurice, 17 Academy St., Newark, N. J.

Scharfeld, Arthur W., Scharfeld & Baron, National Press Bldg., Washington 4, D. C. Tel.: Sterling 3-4115.

Scheiner, Arthur, Cottone & Scheiner, 1820 Jefferson Pl., N.W., Washington 6, D. C. Tel.: Executive 3-4477.

Schellenberg, Howard J. Jr., 1025 Conn. Ave. N.W., Washington 6, D. C. Tel.: Republic 7-1522.

Schindler, C. E., Kentucky Home Life Bldg., Louisville, Ky.

Schmidt, Richard M. Jr., Knight, Leshar & Schmidt, Midland Savings Bldg., Denver 2, Colo.

Schneider, Edwin R., Bingham, Collins, Porter & Kistler, Tower Bldg., Washington, D. C. Tel.: District 7-2141.

Schoemer, John R. Jr., 220 E. 42nd St., New York.

Schroeder, Arthur H., Miller & Schroeder, Munsey Bldg., Washington 4, D. C. Tel.: Metropolitan 8-2183.

Sclawy, Leon L., Barr Bldg., Washington, D. C.

Scott, William Ralph, Oughterson, Scott & Oughterson, Oughterson Bldg., Stuart, Fla.

Seaks, Robert G., Wheeler & Wheeler, Southern Bldg., Washington 5, D. C. Tel.: District 7-7117.  
 Seay, Temple W., Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.  
 Seeger, Edwin H., Covington & Burling, Union Trust Bldg., Washington 5, D. C. Tel.: Republic 7-5900.  
 Segal, Paul M., Segal, Smith & Hennessey, 816 Connecticut Ave., N.W., Washington 6, D. C. Tel.: Republic 7-2701.  
 Sells, Harry G., Dow, Lohnes & Albertson, Munsey Bldg., Washington, D. C. Tel.: Sterling 3-1000.  
 Seward, P. W., Warner Bldg., Washington 4, D. C. Tel.: Republic 7-7944.  
 Shannons, Charles V., Wheat, May & Shannon, 1700 K St., N.W., Washington 6, D. C. Tel.: Republic 7-4123.  
 Shaw, Roscoe L., Telephone Bldg., St. Louis, Mo.  
 Sheble, Walter F., 1025 Conn. Ave., N.W., Washington 5, D. C. Tel.: Sterling 3-6828.  
 Sherbow, Joseph, Sherbow & Sherbow, Munsey Bldg., Baltimore, Md.  
 Shipley, Carl L., National Press Bldg., Washington 4, D. C. Tel.: Sterling 3-1648.  
 Shore, Chester C., Warner Bldg., Washington 4, D. C. Tel.: Republic 7-3642.  
 Shott, Ned E., 412 Bland St., Bluefield, W. Va.  
 Shuebruk, Peter, Fly, Shuebruk, Blume & Gagline, 30 Rockefeller Plaza, New York 20, N. Y. Tel.: Circle 7-3040.  
 Shute, John V., NBC, 30 Rockefeller Plaza, New York 20.  
 Simmons, Roy, Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.  
 Simon, Morton J., Morris Bldg., Philadelphia 2.  
 Sims, William P. Jr., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.

Sirica, John J., Hogan & Hartson, Colorado Bldg., Washington 5, D. C. Tel.: National 8-2006.  
 Slaughter, Harrison T., Pierson, Ball & Dowd, Ring Bldg., Washington 6, D. C. Tel.: Republic 7-2566.  
 Sletteland, Greggar P., Zenith Radio Corp., 6001 W. Dickens Ave., Chicago.  
 Smith, Andrew A., Candler Bldg., Atlanta, Ga.  
 Smith, Bernard E., 551 5th Ave., New York.  
 Smith, E. Stratford, Welch, Mott & Morgan, 710 14th St., N.W., Washington 5, D. C. Tel.: Executive 3-4800.  
 Smith, George S., Segal, Smith & Hennessey, 816 Connecticut Ave., N.W., Washington 6, D. C. Tel.: Republic 7-2701.  
 Smith, Karl A., Hogan & Hartson, Colorado Bldg., Washington 5, D. C. Tel.: National 8-2006.  
 Smith, Quayle B., Segal, Smith & Hennessey, 816 Connecticut Ave., N.W., Washington 6, D. C. Tel.: Republic 7-2701.  
 Smith, Samuel Burrows, Lippincott & Smith, 24 California St., San Francisco 11. Tel.: Yukon 6-4058.  
 Smith, Sidney V., Mechlin, Marshall & Smith, Tower Bldg., Washington 5, D. C. Tel.: District 7-0018.  
 Smith, William F., 734 15th St., N.W., Washington 5, D. C. Tel.: District 7-1192.  
 Socolow, A. Walter, 580 5th Ave., New York 36. Tel.: Plaza 7-2112.  
 Solinger, David M., Solinger & Gordon, 250 Park Ave., New York 17.  
 Souhami, Edmund, NBC, Merchandise Mart, Chicago 54, Ill. Tel.: Superior 7-8300.  
 Southmayd, John P., Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg., Washington 4, D. C. Tel.: Republic 7-1450.  
 Sovik, Laurence, Wilson Bldg., Syracuse 2, N. Y.  
 Spawen, Coy U. Jr., Bankers Mortgage Bldg., Houston, Tex.

Spearman, John C., 515 30th Ave., N., St. Petersburg, Fla.  
 Spearman, Paul D. P., Spearman & Roberson, Munsey Bldg., Washington 4, D. C. Tel.: Metropolitan 8-0023.  
 Spears, Adrian A., Majestic Bldg., San Antonio, Tex.  
 Spillane, Lester W., offices of John P. Hearne, Central Tower, San Francisco 3, Calif. Tel.: Yukon 6-1365.  
 Sprague, E. Stuart, 36 W. 44th St., New York.  
 Stambler, Arthur, Scharfeld & Baron, National Press Bldg., Washington 4, D. C. Tel.: Sterling 3-4115.  
 Stanley, Earl R., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.  
 Steadman, Charles W., Marshman, Hollington & Steadman, Union Commerce Bldg., Cleveland, Ohio.  
 Steen, J. W., Westinghouse Electric Corp., 40 Wall St., New York 5.  
 Steln, Abe L., Warner Bldg., Washington 4, D. C. Tel.: Republic 7-7944.  
 Steinruck, Charles F. Jr., Tloga & C Sts., Philadelphia.  
 Stevens, David S., McKenna & Wilkinson, 1735 DeSales St., N.W., Washington 6, D. C. Tel.: National 8-2931.  
 Stollenwerck, Frank, National Press Bldg., Washington 4, D. C. Tel.: National 8-7846.  
 Stout, Clair L., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.  
 Strauss, Samuel W., 115 N. Fourth St., Camden, N. J.  
 Struck, William L., Harries Bldg., Dayton 2, Ohio.  
 Stuart, Harold C., Doerner, Rinehart, Stuart & Clammer, 1001 Connecticut Ave., N.W., Washington 6, D. C. Tel.: Sterling 3-1767.  
 Sullivan, Francis C., Alworth Bldg., Duluth 2, Minn.  
 Summerfield, John, 1772 Poplar St., Memphis, Tenn. Tel.: Broadway 8-2211.  
 Sutton, George O., Sutton & Daubin, National Press Bldg., Washington 4, D. C. Tel.: National 8-7949.  
 Swezey, Robert D., WDSU Broadcasting Corp., 520 Royal St., New Orleans 16, La. Tel.: Tulane 4371.

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, 1940			814
Mar. 1, 1923			556	June 30, 1941	765	49	897
Oct. 1, 1924			530	June 30, 1942			925
June 30, 1925			571	June 30, 1943			912
June 30, 1926			528	June 30, 1944			924
Feb. 23, 1927			733	July 20, 1945	933	23	956
July 1, 1928			677	Jan. 1, 1946	940	64	1,004
Nov. 9, 1929			618	Jan. 1, 1947	1,062	458	1,520
July 1, 1930			612	Jan. 1, 1948	1,522	440	1,762
July 1, 1931	603	9	612	Jan. 1, 1949	1,665	262	2,127
Jan. 1, 1932	601	7	608	Jan. 1, 1950	2,048	186	2,324
Jan. 1, 1933	599	11	610	Jan. 1, 1951	2,198	152	2,351
Jan. 1, 1934	583	8	591	Jan. 1, 1952	2,300	108	2,408
Jan. 1, 1935	585	20	605	Jan. 1, 1953	2,371	153	2,524
Jan. 1, 1936	616	16	632	Jan. 1, 1954	2,500	136	2,636
Jan. 1, 1937	646	39	685	Jan. 1, 1955	2,649	125	2,774
Jan. 1, 1938	689	32	721	Jan. 1, 1956	2,804	131	2,935
Jan. 1, 1939	722	42	764	Jan. 1, 1957	2,971	154	3,125

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	...
June 30, 1944	...	...	...	6	58	...
June 30, 1945	...	...	...	3	56	...
June 30, 1946	...	...	...	...	456	55
June 30, 1947	...	...	...	...	918	238
Jan. 1, 1948	84	703	223	...	926	456
May 1948	...	...	...	...	1,035	...
June 30, 1949	377	488	...	...	865	737
Jan. 1, 1950	478	315	...	...	793	783
June 30, 1950	493	237	2	...	732	691
Jan. 1, 1951	519	183	1	...	703	676
June 30, 1951	534	124	1	...	659	649
Jan. 1, 1952	564	86	...	...	650	637
June 30, 1953	551	50	...	...	601	560
Jan. 1, 1954	533	47	...	...	580	560
Jan. 1, 1955	532	27	...	...	559	552
Jan. 1, 1956	521	36	...	...	557	540
Jan. 1, 1957	516	38	...	...	554	530

STATION AUTHORIZATIONS

FOR comparative purposes, here is the status of commercial broadcast station authorizations at FCC on Dec. 31 of 1954 through 1956:

	1954	FM 1955	1956	1954	AM 1955	1956
Total authorized	2,774	2,935	3,125	559	537	554
Total on the air	2,669	2,824	3,008	532	540	530
Licensed (all on the air)	2,649	2,804	2,971	532	521	516
Construction permits on the air	20	20	37	20	19	14
Construction permits not on the air	105	111	117	7	17	24
Total construction permits	125	131	154	27	36	38
Total applications pending	849	750	560	79	80	13
Total applications in hearing	128	152	114	2	1	2
Requests for new stations	172	217	291	8	4	5
Request to change existing facilities	134	140	155	12	5	6
Deletion of licensed stations during year	10	4	5	36	38	25
Deletion of construction permits during year	15	14	9	5	3	7

T  
 Tarlow, Sherwood J., 18 Tremont St., Boston, Mass. Tel.: Lafayette 3-4885.  
 Taylor, Willis H. Jr., Pennie, Edmonds, Morton, Barrows & Taylor, 247 Park Ave., New York.  
 Thomson, William, National Press Bldg., Washington 4, D. C. Tel.: National 8-0055.  
 Trendle, George W. Jr., National Bank Bldg., Detroit, Mich.  
 Tucker, John H. Jr., Beck Bldg., Shreveport, La.  
 Tuft, Leonard W., RCA Communications Inc., 66 Broad St., New York 21.  
 Tuhy, Stephen Jr., Albee Bldg., Washington 5, D. C. Tel.: Metropolitan 8-2004.  
 Tumulty, Joseph F. Jr., 1317 F St., N.W., Washington, D. C. Tel.: National 8-2121.  
 Turner, George B., Cravath, Swaine & Moore, 15 Broad St., New York.  
 Tyler, Lyon L. Jr., Lippman, Woods, Tyler & Finley, DeSales Bldg., Washington 6, D. C. Tel.: District 7-9430.  
 Tyton, William S., Bowen Bldg., Washington, D. C. Tel.: Republic 7-1717.

V  
 Van Allen, John W., Wilcox & Van Allen, Liberty Bank Bldg., Buffalo 2, N. Y. Tel.: Washington 0095.  
 Veve, Adolfo Garcia, P. O. Box 2655, San Juan, P. R.  
 Vieth, Duane, Arnold, Fortas & Porter, 1229 19th St., N.W., Washington 6, D. C. Tel.: Executive 3-7300.

W  
 Walker, Henry B., Old National Bank Bldg., Evansville, Ind.  
 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.  
 Wall, George W., 1624 Eye St., N.W., Washington 6, D. C. Tel.: North 7-1410.  
 Wall, 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 & Kopolvitz, Bowen Bldg., Washington 5, D. C. Tel.: Republic 7-6365.  
 Warner, Harry P., Paramount TV Productions Inc., 5800 Sunset Blvd., Hollywood 38, Calif. Tel.: Hollywood 9-3181.  
 Wasilewski, Vincent T., NARTB, 1771 N St., N.W., Washington 6, D. C. Tel.: Decatur 2-9300.  
 Waters, John H., Western Union Telegraph Co., 60 Hudson St., New York.  
 Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg., Washington 4, D. C. Tel.: Republic 7-1450.  
 Weaver, Henry B. Jr., Weaver & Glassie, 1225 19th St., N.W., Washington 5, D. C. Tel.: Sterling 3-4355.  
 Weber, Arthur W., Spitzer Bldg., Toledo 4, Ohio.  
 Webster, Bethuel M., 15 Broad St., New York.

## ATTORNEYS

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 Welch, Francis X., 425 13th St., N.W., 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.  
 Vells, John A., Dwight, Royall, Harris, Koegel & Caskey, 100 Broadway, New York.  
 Vendt, William, Western Union Telegraph Co., 60 Hudson St., New York.  
 Verner, Jack, Wyatt Bldg., Washington 5, D. C. Tel.: Republic 7-5102.  
 Verner, Robert L., RCA, 30 Rockefeller Plaza, New York 20. Tel.: Columbus 5-5900.  
 Vheat, Carl I., 332 Westridge Dr., Menlo Park, Calif.  
 Wheeler, Burton K., Wheeler & Wheeler, 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.  
 Whiteside, Thurman A., Young & Whiteside, duPont Bldg., Miami, Fla.  
 Whitsett, William, Don Lee, 1313 N. Vine St., Hollywood 28.  
 Wilkinson, Ernest L., Wilkinson, Cragun, Barker & Hawkins, 744 Jackson Place, Washington 6, D. C. Tel.: National 8-1114.  
 Wilkinson, Glen A., Wilkinson, Cragun, Barker & Hawkins, 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 3-3660.  
 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., 1st National Bank Bldg., Reno, Nev.  
 Wolf, Sanford I., Riskind & Wolf, 134 N. LaSalle St., Chicago.  
 Wollenberg, J. Roger, Haley, Doty & Wollenberg, 1735 DeSales St., N.W., Washington 6, D. C. Tel.: District 7-2724.  
 Wood, Joseph G., Schortemeier, Eby & Wood, Circle Tower, Indianapolis, Ind.  
 Woods, Warren, Lippman, Woods, Tyler & Finley, DeSales Bldg., Washington 6, D. C. Tel.: District 7-9430.

Wozencraft, Frank W., Southern Bldg., Washington 5, D. C. Tel.: Executive 3-5363.  
 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, Marlon E. Taylor Bldg., Louisville, Ky., Tel.: Juniper 2-1881.

## Y

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, 1025 Center St., Santa Cruz, Calif. Tel.: Garden 3-3244.  
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## WHERE EXPENSE DOLLAR GOES

Salaries and wages consumed 55.7% of the expense dollar at radio broadcasting stations during 1955 according to NARTB's annual cost study.

Technical and program salaries (including talent) comprised 31.4% of total operating costs, general and administrative 13.4%, and sales (including commissions) 10.9%.

The share of the broadcaster's expense dollar going to salaries and wages was surprisingly consistent between high revenue and low revenue stations. Among all 10 revenue-size groupings, the percent devoted to labor costs varied within the narrow range of 52.5%-57.8%.

About one-third of total operating costs went to the program department, one-third to general administrative, and about one-sixth to both the technical and sales departments. In the largest stations (\$750,000 and over) program expenses comprised a substantially larger proportion of total expenditures than any other station grouping. However, administrative costs were considerably lower in these large stations.

It must be emphasized that the figures in the attached table are based on broader coverage of the industry than in prior NARTB surveys. Consequently, no valid comparison can be made with the results of NARTB studies reprinted in past B-T Yearbooks.

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Major operating cost items are shown as percents of total broadcast expenses for each class of station revenue.

Line No.	Revenue size	Less than \$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$199,999	\$200,000-\$299,999	\$300,000-\$499,999	\$500,000-\$749,999	\$750,000 and over	Nation-wide
1.	TOTAL BROADCAST EXPENSES	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
2.	Technical	16.5	15.3	13.9	14.3	15.3	16.0	16.2	17.3	18.7	18.2	16.5
3.	Program	30.5	31.9	33.7	30.7	31.1	29.9	29.3	30.8	32.0	37.6	32.4
4.	Selling (incl. all promotion; excl. agency and rep. comm.)	13.7	14.9	15.6	16.9	17.7	18.0	18.6	19.7	18.1	15.3	17.2
5.	General and administrative	39.3	37.9	36.8	38.1	35.9	36.1	35.9	32.2	31.2	28.9	33.9
6.	SELECTED EXPENSE ITEMS (subcategories of lines 2-5 above):											
7.	Total salaries and wages (incl. supervision)	52.5%	54.9%	55.9%	56.6%	57.4%	56.4%	57.8%	55.4%	53.7%	55.2%	55.7%
	a) Technical & program salaries (incl. talent)*	26.6	28.1	29.6	29.2	29.1	29.7	30.9	31.1	33.2	36.1	31.4
	1) technical salaries	11.1	8.3	8.6	9.6	11.3	10.6	11.9	12.2	14.1	14.8	12.9
	2) program salaries (incl. talent)	18.6	15.7	18.1	19.6	19.5	20.0	19.7	19.1	20.1	21.2	21.7
	b) Sales salaries (incl. comm.)	10.5	11.0	11.5	12.6	13.2	12.6	12.6	11.8	9.1	7.4	10.9
	c) General admin. salaries	15.4	15.8	14.8	14.8	15.1	14.1	14.3	12.4	11.4	11.7	13.4
8.	Depreciation & amortization (part of line 5)	9.0	7.3	6.8	6.3	7.0	7.0	6.7	5.8	5.2	4.0	5.8
9.	All advertising & promotion expenses (excl. salaries) (part of line 4)	2.4	2.8	5.0	3.1	3.9	3.2	4.2	5.6	6.9	5.2	4.5
10.	Other program expenses (part of line 3)											
	a) Transcriptions & recordings	2.9	2.1	1.7	1.4	1.3	1.2	.9	.9	.8	.4	1.1
	b) Cost of inter- and intra-city program relay circuits	2.2	2.4	2.2	1.6	1.4	1.3	1.1	.8	.8	.6	1.2
	c) Cost of news services (excl. salaries)	5.1	4.0	3.0	2.5	2.6	2.2	2.0	1.8	2.2	2.0	2.4
	d) Talent (musicians, artists, and other)	1.2	1.8	2.1	2.3	2.5	2.9	3.4	5.4	6.1	12.6	5.4
	e) Royalties and license fees relating to program material	3.4	3.9	3.6	4.5	3.5	3.5	3.6	3.8	3.8	3.9	3.8

\* The figures on this line are not the sum of the two lines immediately below it because some stations were not able to segregate their technical and program salaries.

## 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-tv dir.

#### A. D. ADAMS ADV.

562 Fifth Ave., New York 36  
Tel.: Circle 6-2940  
Radio Dept.: A. D. Adams, own.; Alfred Hopins, creative dir.

#### ADDINGTON-KRUTILEK ADV.

3722 Bowser Ave., Dallas 19, Tex.  
Tel.: Lakeside 4134  
Radio Dept.: Glenn D. Addington, Albert E. Krutilek.

#### JOHN ADDISON & CO.

549 W. Washington Blvd., Chicago 6  
Tel.: Franklin 2-6446  
Radio Dept.: John A. Addison, own., acct. exec.; L. L. Zambo, timebuyer, copy research dir.

#### AD FRIED ADV. AGENCY

(See listing under F)

#### ADVERTISING AGENCIES INC.

12412 Ventura Blvd., Studio City, Calif.  
Tel.: Stanley 7-9941  
Radio Dept.: Kent Goodman, principal; D. E. Bradford, prod. ch.; Iris Baude, off. mgr.

#### ADV. CONSULTANTS

2146 24th Pl., N.E., Washington 18, D. C.  
Tel.: Lawrence 6-6074  
Radio Dept.: Bob Chappius, adv. dir.; Sidney Wolfe, radio-tv dir.

Radio Accounts: Boyd's Discount Houses, George's Radio & Tv Co.

#### ADVERTISING COUNSELORS OF ARIZONA

4460 N. Central Ave., Phoenix, Ariz.  
Tel.: Crestwood 4-3536  
Radio Dept.: Gretta Van Dyke, radio dir.; Grace Webb, media dir.

#### ADV. ENGINEERS CORP.

448 S. Hill St., Los Angeles 13

Tel.: Mutual 5039

Radio Dept.: Keith McMahan, radio-tv dir.  
STOETZEL & ASSOC. INC.  
1141 Old Bladensburg Road, Wheaton, Md.  
Radio Dept.: Joe Straughan, owner-radio dir.  
ADV. INC.

Bon Air, Va.

Tel.: Richmond 87-0535  
Radio Dept.: J. Lynn Miller, pres.; M. T. Miller, vp.  
ADVERTISERS PRODUCTION AGENCY  
1119 S. Hope St., Los Angeles 15

Tel.: Richmond 9-7761

#### THE AITKIN-KYNETT CO.

1400 S. Penn Sq., Philadelphia 2  
Tel.: Rittenhouse 6-7810  
Radio Dept.: Barclay Hallowell, media dir.; H. B. Montgomery, C. W. Eigenbrot, W. J. Culbertson, Thatcher Longstreth, Richard L. Olanoff, Mary Dunlavy, acct. execs.

#### R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4  
Tel.: Hollywood 9-8273  
Radio Dept.: Pauline Hagen, exec. vp.; Evelyn R. Jones, sec.-treas.; Fred L. Allen, acct. exec.

Radio Accounts: Gospel Broadcasting Assn. (N), Christian Science Comm. on Publications, Christian Science Radio Comm. of Los Angeles County, Unity School of Christianity (all S).

#### THE MARTIN ALLEN CO.

5800 W. Third St., Los Angeles 36  
Tel.: Webster 3-0734  
Radio Dept.: Martin Allen, own.

#### 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.; Jack Duff, acct. exec. dir.

#### ALLEN & REYNOLDS

Woodmen of the World Bldg., Omaha 2  
Tel.: Atlantic 4445  
Radio Dept.: Milton J. Stephan, ptnr., radio-tv dir.; Don B. Amsden, asst. dir.; Jack Silfer, prod. mgr.; Judy

Swafford, copy chief; Berk Forsythe, copywriter; Joan Brutus, timebuyer; Alice Helker, Beverly Doolittle.

Radio Accounts: Bernard Bros., Carpenter Oil Co., Commercial Saving & Loan Assn., O. A. Cooper Feeds, Dundee Presbyterian Church, Evans Cleaners, Fairmont Foods Co., Gerelick Motors, Glaser's Provisions Co., George H. Lee Co., T. H. Maenner Co., Merchants Biscuit Co., Nebraska-Iowa Electric Council, Omaha Public Power District, Peter Pan Bakery, Securities Acceptance Corp., Sidles Co., Tekseed Hybrid Co., Uncle Sam Breakfast Food, U. S. Nat'l Bank, Woodmen Accident & Life Insurance Co. (all S).

#### ALLIED ADV. AGENCIES INC.

4643 Beverly Blvd., Los Angeles  
Tel.: Dunkirk 7-7331  
Radio Dept.: Stuart Heinemann, radio-tv dir.; W. F. Gardner, pres.; Dick Gardner, acct. exec.

Radio Accounts: Arden Farms Co., Dr. F. E. Campbell, Gold's Furniture-Appliance, Pavo de Grande Inc., West Pico Furniture, Mystic Foam Corp., Pacific Hi-Fi House.

#### ALLIED ADV. AGENCY INC.

100 Boylston St., Boston 16  
Tel.: Hubbard 2-4100  
Radio Dept.: Marc F. Shamban.

Radio Accounts: Beacon Co.

#### ANDERSON & CAIRNS INC.

130 E. 59th St., New York 22  
Tel.: Murray Hill 8-5800  
Radio Dept.: Victor Seydel, vp. in chg. radio-tv; Anne Burkholder, exec. asst.; Frank Lowe, prodcr.

Radio Accounts: Aborn's Coffee, Alderney Dairy, Associated Bulb Growers of Holland, Baldwin Piano Co., Dow Corning Corp., Dynel, Natl. Home Furnishings Show, Rootes Motors, Seeman Bros. (all S).

#### ANDERSON-McCONNELL ADV. AGENCY INC.

731 N. La Brea Ave., Los Angeles 38  
Tel.: Webster 1-1761  
Radio Dept.: Edith Crams, media dir.; Merv Oakner, Bruce

# AGENCIES

Elliott 5500; Walter Fitzsimmons, Syracuse 2, N. Y.—205 Harrison St.; Tel.: Syracuse 2-5319; Helen Conn.

Toronto 5—160 Bloor St. E.; Tel.: Walnut 4-5780; L. F. Chitty.

**BAUER & TRIPP**  
1528 Walnut St., Philadelphia  
Tel.: Kingsley 5-7870  
Radio Dept.: Elmer F. Jaspian, radio-tv dir.  
Radio Accounts: Allied Florists of Phila., Foremost Dairy, Frank's Beverages, General Electric (Phila. Div.), Hilco Pre-Fab Homes, Margo Wine, Pontiac Dealers of Phila.

**BAUERLEIN INC.**  
Hibernia Bank Bldg., New Orleans 12  
Tel.: Canal 5461  
Radio Dept.: DeAlton G. Ncher, radio-tv dir.

**BAUS & ROSS CO.**  
2796 W. Eighth St., Los Angeles 5  
Tel.: Dunkirk 8-1107

**THE BAYLESS-KERR CO.**  
Hanna Bldg., Cleveland 15, Ohio  
Tel.: Main 1-0648  
Radio Dept.: George Kilbride, media dir.  
Warren, Ohio—598 Youngtown Rd., S.E., Tel.: Olympic 2-2111; T. A. Stratford, mgr.

**BEAL RADIO & TELEVISION AGENCY**  
220 St. James Pl., Brooklyn 38  
Tel.: Main 2-3375  
Radio Dept.: Joseph Carleton Beal, pres.-gen. mgr.; James Boothe, script; Robert Singer, music; Joseph Chavinsky, Harold Varney, Margaret Kay, acct. execs.  
Radio Accounts: Forty Plus Club, Hospital Service Plan of N. J., Medical-Surgical Plan of N. J., National Foundation for Social Integration, N. J. Blue Cross, N. J. Blue Shield, Tee Pee Music Co., (all S).

**BEAN ADV. AGENCY**  
136 N. Delaware St., Indianapolis 4  
Tel.: Melrose 7-4248  
Radio Dept.: Harold Bean, own.  
Radio Accounts: L. S. Ayres & Co., Radio Equip Co., Indianapolis Nash Inc. (all S).

**BEAUMONT, HELLER & SPERLING INC.**  
Sixth & Walnut Sts., Reading, Pa.  
Tel.: 5-4311  
Radio Dept.: Dorothea Hassler, radio-tv dir.

**BEAUMONT & HOHMAN INC.**  
6 N. Michigan Ave., Chicago 2  
Tel.: Randolph 6-6181  
Radio Dept.: Clarke Trudeau, media dir.; Jeanne Hechscher, timebuyer.  
Radio Accounts: Brearley Co. (Counselor scales), Dale Carnegie Courses, Gray Line Assn., Highway Tours, Monarch Brewing Co. (Augsburger beer), RCA Victor Dist. Corp. (Kansas City), Schilling Co. (coffee, tea, etc.), Tru-Ade Co.

Hollywood 28—1741 Ivar Ave.; Tel.: Hollywood 2-6826; Frank J. Scharrer, mgr.-media dir.  
Also branch offices in Atlanta, Cleveland, Dallas, Detroit, Kansas City, New York, San Francisco, Seattle.

**BECKMAN, HAMILTON & ASSOC.**  
365 S. Fairfax Ave., Los Angeles 36  
Tel.: Olive 3-0910  
Radio Dept.: Allan Harvey, copy dir., radio-tv dir.; Milton Beckman.

Radio Accounts: Atlantic Fur Co., California Commissaries, Hub Furniture Stores, Mannings Radio & Organ, Reliable Mortgage Co., Rug Sheen Inc., A. J. Smiley & Sons, Stearns Co.

**ED BELFORD AGENCY**  
12400 Ventura Blvd., Studio City, Calif.  
Tel.: Stanley 7-1729  
Radio Dept.: Ed Belford, Kent Goodman, Iris Baude.  
New York—270 Park Ave.; Tel.: Plaza 9-1538; B. Karlin.

**HERBERT S. BENJAMIN ASSOC.**  
234 Main St., Baton Rouge, La.  
Tel.: 3-2847  
Radio Dept.: Lee Herzberg Jr., Allan R. Brent, vps.-acct. execs.; Dorothy S. Johnson, radio dir.  
Radio Accounts: Capital Bldg. & Loan Assoc., Cargill Inc., Ronald A. Coco, Community Coffee, E. J. Gonzales Finance Co., Fidelity Natl. Bank, Kornmeyer's Furniture Co., Kleinpeter Farms Dairy, Rosenfield's Dept. Store, United Credit Plan (all S).

**BENNETT-ADVERTISING**  
208 E. Green St., High Point, N. C.  
Radio Dept.: Harold C. Bennett, pres.; Forest L. Collier Jr., Robert Tracy, Robert A. McKercher, vps.  
Charlotte, N. C.—222 S. Church St.; Tel.: Franklin 6-1674; Forest L. Collier Jr., mgr.  
Raleigh, N. C.—5 W. Hargett St.; Tel.: 4-8903; John B. Mayo, mgr.

**BENNETT & NORTHROP INC.**  
711 Boylston St., Boston 16  
Tel.: Kenmore 6-3820  
Radio Dept.: Mrs. Elizabeth D. Parsons, media dir.  
Halifax, N. S.—Maritime Life Ins. Bldg.; Philip Backman, acct. exec.

**VICTOR A. BENNETT CO.**  
6 E. 45th St., New York 17  
Tel.: Murray Hill 7-2186  
Radio Dept.: Edward Kahn, vp; Alice Stamatas, radio-tv traffic.

Toronto 5, Ont.—Pemberton, Freeman, Bennett & Milne Ltd., 47 Wellesley St., Tel.: Walnut 4-8317  
Radio Accounts: Longines-Whitnauer Co., Percival Tours Inc.

**WALTER F. BENNETT & CO.**  
20 N. Wacker Dr., Chicago 6  
Tel.: Franklin 2-1131  
Radio Dept.: Walter F. Bennett; Jane Gunther, timebuyer; Fred Dienert, Frank C. Pickell, acct. execs.  
Hollywood 28—6000 Sunset Blvd.; Tel.: Hollywood 4-8291; W. E. Boice.  
Philadelphia—1634 Spruce St.; Tel.: Kingsley 5-2003; Fred Dienert, Frank C. Pickell.

**BENTON & BOWLES INC.**  
444 Madison Ave., New York 22  
Tel.: Murray Hill 8-1100  
Media Dept.: David J. Crane, vp. in chg. of media; Thomas

McDermott, vp. chg. radio-tv; Oliver Barber, vp. chg. creative radio-tv services; William R. Vallee, dir. radio-tv operations; M. Donovan, L. Rich, M. Kiebler, J. Collins, E. Bowman, D. Harris, assoc. media dir.; T. Mahon, B. Murphy, L. Currlin, B. Kanner, asst. media dir.; Roger Clapp, Rudy Maffei, Grace Porterfield, Bob Meyers, Paul Reardon, Ed Semel, Peter Dalton, Justin Gerstle, Dave Haughey, Hank Linden, Bob Morton, Dave Wedeck, Frank Carvell, John Giebel, Helen Kowalsky, Dave Lambert, Dick Trea, Don Chapman, Joe Ferro, Sam Haven, bdst. buyers.

Hollywood 28—6255 Hollywood Blvd.; Tel.: Hollywood 4-9151; Al Kaye, vp.-gen. mgr.

Toronto 7—1407 Yonge St.; Tel.: Walnut 4-9328; Ralph S. Butler Jr., mgr.

**BERGHOFF ASSOC. INC.**  
511 N. La Cienega Blvd., Los Angeles 48  
Tel.: Olander 5-7556  
Radio Dept.: Jerry Berghoff, pres., time-talent buyer; Jeanne Schaeffer, radio-tv dir.  
Radio Accounts: Aladdin Plastics, Baby Line Mfg. Co., D. P. Feinman & Co., Jaisie Mfg. Co., Pride Products Co., Stanley Chevrolet Co. (all S).

**BERMINGHAM, CASTLEMAN & PIERCE INC.**  
156 E. 38th St., New York 16  
Tel.: Lexington 2-7550  
Radio Dept.: Merrill K. Lindsay, vp. in chg. radio-tv; Jean Zemlowitz, timebuyer

**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, Ted Kaufman, acct. execs.

**JULIAN R. BESEL & ASSOC.**  
3561 Union Pacific Ave., Los Angeles 25  
Tel.: Angelus 3-5121

**GORDON BEST CO.**  
228 N. LaSalle St., Chicago 1  
Tel.: State 2-5060  
Radio Dept.: Shepard Chartoc, vp. chg. radio & tv; Richard B. Best, acct. exec.; Katherine L. Knight, timebuyer.  
Radio Accounts: Checker Textical Co., Chicago Rug Co., Consolidated Royal Chemical Corp. (Krank Shave Kream, Peruna) (S); Helene Curtis Industries (beauty div.), Foell Packing Co. (all S), Florsheim Shoe Co., General Finance Co. (both RN-S), Gordon Motors, Grand Central Motors, Majestic Electric Supply, Maybelline Co. (all S), Meyer Bros. Furniture, Milner Products Co. (N), Nelson Bros. Furniture, Royal Lumber Co., Universal Bowling & Golf.

**BETTERIDGE & CO.**  
739 Penobscot Bldg., Detroit 26  
Tel.: Woodward 5-0780  
Radio Dept.: H. W. Betteridge, pres.-radio-tv dir.; West Gillingham, acct. exec.  
Radio Accounts: DeSoto-Plymouth Dealers, Peters Sausage Co., Pacific Products Co., Shedd-Bartush Foods Inc. (all S).

**BOB BETTS ADV.**  
655 Broadway Bldg., Denver  
Tel.: Acoma 2-1876  
Radio Dept.: Kenneth W. Drager, radio dir.-timebuyer.

**RALPH BING ADV. CO.**  
2063 E. Fourth St., Cleveland 15  
Tel.: Superior 1-2773  
Radio Dept.: Ralph S. Bing, Marion Shapiro, Russell Miller, timebuyers-acct. execs.  
Radio Accounts: Blauschild's Chrysler-Plymouth Headquarters, Al Sirat Grotto, Meisel Motors, Ohio Paint & Color Inc., Speedwriting Inc., Charles Vending Co.

**BISHOP & ASSOC.**  
737 N. Seward Ave., Los Angeles 28  
Tel.: Hollywood 2-1266  
Radio Dept.: Jim Bishop, pres.; Rene Merlander, acct. exec., media dir.

**BISHOP/RC/GREEN/FIELDEN INC.**  
3361 S.W. Third Ave., Miami 48, Fla.  
Tel.: Franklin 1-1475  
Radio Dept.: W. Arthur Fielden, radio-tv dir.; Norman A. Swetman, tv producer; Natalie Guerra, timebuyer.

**BLAINE-TROMPSON CO.**  
254 W. 44th St., New York 36  
Tel.: Longacre 4-2800  
Radio Dept.: Albert Lesser, pres., radio-tv dir.; Lee Frankel, media dir.  
Radio Accounts: Doughton Corp. of America, Merkel Inc., Trade Winds, Warner Bros. Motion Pictures.

**FRANK BLOCK ASSOC.**  
212 N. Kingshighway, St. Louis 8  
Tel.: Forest 1-6200  
Radio Dept.: Syd Blumenthal, media-research dir.; Carlos Franco, timebuyer, time clearing.  
New York—420 Madison Ave.; Tel.: Plaza 8-0792; Carlos A. Franco.

Radio Accounts: Bender Motor Co., Peter Eckrich & Sons, General American Life Insurance Co. (all S), Knapp-Monarch Co. (N), Lemmons Restaurant (S), Lutheran Television Productions (N), Mallory Buick Co. (S), Radio & Television Commission of Southern Baptist Convention (N), Sears, Roebuck & Co., United Motor Exchange, Winthrop Shoe Co. (All S).

**BOCCARD, DUNSHIE & JACOBSEN INC.**  
925 Federal Bldg., Denver 4  
Tel.: Acoma 2-6592  
Radio Dept.: Victor C. Bocard, pres; Emma Jordon, media dir.

**THE FRED BOCK ADV. CO.**  
Second Natl. Bldg., Akron 8, Ohio  
Tel.: Portage 2-4616  
Radio Dept.: Bob Wass, dir.; Charlotte Gibson, media; Fred Bock, Jack List, Pearl Fairall, acct. execs.  
Radio Accounts: Bissler Furniture, Carter-Jones, City Bakery, Dettling Seeds, DPW Paints, M&B Fruit Juices, Ohio Edison Co., A. Polsky Co., Vickers Trailers (all S).

**THE BOGERTS INC.**  
842 Seward St., Los Angeles 38  
Tel.: Hollywood 3-6871  
Radio Dept.: E. V. Bogert, Zepha Bogert, acct. execs.

**BOND & STARR INC.**  
Gateway Park Penthouse, Pittsburgh 22, Pa.  
Tel.: Grant 1-1827  
Radio Dept.: John M. Hugggett, exec. vp.; Helen R. Wischmeyer, media dir., timebuyer.

**BOONE & CUMMINGS**  
3003 Louisiana, Houston 6, Tex.  
Tel.: Jackson 8-5577  
Radio Dept.: Lauri Schutt, radio dir., timebuyer.  
Radio Accounts: Danburg's, DeMontroind Buick, First City National Bank of Houston, Loew's State Theatre, Sharpstown, South Main State Bank, Southwestern Savings & Loan, Straus-Frank (all S).

**BOTSFORD, CONSTANTINE & GARDNER**  
115 S.W. Fourth Ave., Portland 4, Ore.  
Tel.: Capitol 8-9541  
Radio Dept.: Ray Andrews, exec. vp.  
Seattle 1—Tower Bldg.; Tel.: Elliott 3523; C. P. Constantine, acct. exec. vp.  
San Francisco 5—625 Market St.; Tel.: Exbrook 2-7565; David Botsford, pres.

**LEO P. BOYLT JR. ADV.**  
64 E. Jackson Blvd., Chicago 4  
Tel.: Harrison 7-9187  
Radio Dept.: Leo P. Boylt Jr., Ed Morgan, acct. execs.

**CHARLES BOWES ADV. AGENCY**  
2999 W. Sixth St., Los Angeles 5  
Tel.: Dunkirk 1-3881  
Radio Dept.: Margaret McDermott, radio-tv dir.

**BOYLHART, LOVETT & DEAN INC.**  
135 South Alvarado St., Los Angeles 57  
Tel.: Dunkirk 4-2161  
Radio Dept.: William J. Boylhart, Robert E. Lovett, James A. Dean.

**BOZELL & JACOBS INC.**  
Electric Bldg., Omaha 2, Neb.  
Tel.: Jackson 8030  
Radio Dept.: Clair Cross, broadcast media dir.; F. C. Miller, Clete Haney, Randall Packard, John Bozell, Richard John, Joseph Kelly, Henrietta F. Kleiser, Frances McGhan.

Baltimore 18—2110 N. Charles St.; Tel.: Belmont 5-2083; Arthur Booth.

Beverly Hills, Calif.—340 N. Rodeo Dr.; Tel.: Bradshaw 2-2081; David Brown.

Chicago 1—205 N. LaSalle St.; Tel.: Central 6-0870; Philip Rouda, vp.  
Houston Tex.—Advertising Arts Bldg.; Tel.: Fairfax 3-4106; Carl Storey, vp.  
Indianapolis 2—1803 N. Meridian St.; Tel.: Walnut 3-4524; Chas. A. Gallup, vp.  
Kansas City 5, Mo.—Baltimore Bldg.; Tel.: Baltimore 1-4997; Bert Bremson.  
Minneapolis—WCCO Bldg.; Tel.: Main 4527; Sam Kaufman, vp.  
New York 36—2 W. 45th St.; Tel.: Murray Hill 7-6210; Harold Fair, vp.  
Seattle 1—Tower Bldg.; Tel.: Mutual 6027; R. H. Wensberg, vp.  
Shreveport—Fairfield Bldg.; Tel.: 3-6124; Walter T. Pfeiffer, vp.  
Washington 5—Sheraton Bldg.; Tel.: Sterling 3-2406; Max Barnes.

Radio Accounts: Adams & Kelly, Ak-Sar-Ben (S), Cudahy Packing Co. (N), Eaton Metal Products, Gland-O-Lac Co., Iowa Master Breeders, Kansas-Nebraska Natural Gas Co., Metropolitan Utilities District, Mutual of Omaha, Ocoma Foods Co., Sidney Rodeo, Skinner Mfg. Co. (all S), Storz Brewing Co. (RN-S), Woodmen of World Life Insurance Society (S).

**ARTHUR BRAITSCHE ADV.**  
15 Westminster St., Providence 3, R. I.  
Tel.: Dexter 1-5313  
Radio Dept.: Arthur Braitsch, radio dir.; Roberta A. Rodgers, sec.; John A. Lorimer, timebuyer.  
Radio Accounts: Baird-North Inc., Hillside Farms Inc., Mule Battery Mfg. Co., Oliver Johnson & Co., Rocky Point Park, Roger Williams Savings & Loan Assn., Strand Theatre, Weybosset Markets, White Pontiac Co. (all S).

**MICHAEL BRAND ASSOC.**  
8220 Sunset Blvd., Hollywood 46  
Tel.: Crestview 6-2991  
**THE J. CARSON BRANTLEY ADV. AGENCY**  
201 S. Main, Salisbury, N. C.  
Tel.: 900  
Radio Accounts: Carolina Bev. Corp., Isenhour Brick & Tile, Duke Power Co., Owen Drug Co., Banna Co. (all S).

**BREIG ASSOC.**  
1715 Walnut St., Philadelphia 3  
Tel.: Rittenhouse 6-3836  
Radio Dept.: Jean Breig, pres., acct. exec.

**BRENNAN, MCGARY, ROBINSON**  
1414 W. Clay St., Houston 19, Tex.  
Tel.: Jackson 4-7581  
Radio Dept.: J. Earl Brennan, pres., acct. exec.

**BRUCE B. BREWER & CO.**  
900 Walnut St., Kansas City 6, Mo.  
Tel.: Harrison 4-8990  
Radio Dept.: John Kirwan, dir.; Mary Klein.

**BRINDLEY-ROTH INC.**  
Bank Bldg., Detroit 26  
Tel.: Woodward 1-8295  
Radio Dept.: R. Benton Brindley, pres., radio-tv dir., timebuyer.

**BROADCAST ADV.**  
170 S. Beverly Dr., Beverly Hills, Calif.  
Tel.: Bradshaw 2-4840  
Radio Accounts: Air Mail From God Mission (S), Bible Institute of Los Angeles (RN-S), California Institute of Social Welfare (RN), Christian Counseling, Church of the Open Door (both S), Haven of Rest (RN-S), Messianic Hour (S).

**BROADCAST ADV. INC.**  
8 Newbury St., Boston 16  
Tel.: Kenmore 6-0854  
Radio Dept.: J. E. Murley, radio dir.-acct. exec.; J. J. Manning, timebuyer; F. P. Russell, merc. dir.; E. P.

Altman, Bud Bennett, Doug Anderson, Geo. McConnell, Jim Rowe, Harry Wendland, Dorothy Davis-Smith, Kirke Beard, Bob Smith, Norman Boroughs, acct. execs.  
Radio Accounts: Coastal Valley Canning Co., Klessig Distr. Co., Metropolitan Savings & Loan, Thriftmart-Fitzsimmons Stores Inc., Wallichs Music City, Cromwell Oil Co.

**ANTHRACITE ADV. AGENCY**  
Scranton Times Bldg., Scranton 3, Pa.  
Tel.: Diamond 7-9328  
Radio Dept.: L. L. Rusionello, pres.; I. L. Dailey, med. dir.

**AMBRO ADV. AGENCY**  
Dows Bldg. Cedar Rapids, Iowa  
Tel.: 4-4139  
Radio Dept.: Francis C. Gillon, vp., radio-tv dir.  
Des Moines-Shops Bldg.; Tel.: 8-0071; William Nelson, acct. exec.

**APPLEGATE ADV. AGENCY INC.**  
100 Minnetrista Blvd., Muncie, Ind.  
Tel.: 3-7707  
Radio Dept.: M. Ray Applegate, pres.; Edward R. O'Shea, media dir.

**ARBEE AGENCY INC.**  
3229 Wabash Ave., Terre Haute, Ind.  
Tel.: Crawford 3563  
Radio Dept.: W. L. Smith, vp.  
**ARNDT, PRESTON, CHAPIN, LAMB & KEEN INC.**  
160 N. 15th St., Philadelphia 2  
Tel.: Locust 4-4400

Radio Dept.: Roy T. Lochten, media dir.; Robert N. D. Arndt, S. S. Preston Jr., Norton J. Bond, Robert C. Chapin, Bernard T. Converse Jr., Wolcott W. Robinson, Karl Klingelhofer, Bertram A. Tunnell, Earle C. Thompson, John Signor, Ed Walpert, acct. execs.

**ARNOLD & CO.**  
262 Washington St., Boston 8  
Tel.: Richmond 2-1220  
Radio Dept.: Gene DeBlanc, radio dir.; Arnold Z. Rosoff, Aaron Schindler, Harold Goodstein, acct. execs.  
Radio Accounts: Connelly Buick, Dainty Dot Hosiery (RN), Fox-Cross Candy, Formaid Bras, Homestead Restaurant, Morrison & Schiff, H. H. Scott, Serta Mattress, Stop & Shop (all S).

**ARNOLD & CO.**  
Majestic Bldg., Denver 2  
Tel.: Alpine 5-2300  
Radio Dept.: Samuel P. Arnold, pres.; R. D. Ladders, gen. mgr.

**RUPERT ARNOLD ADV. AGENCY**  
459 S. Western Ave., Los Angeles 5  
Tel.: Dunkirk 2-0896  
**ART-COPY ADV. AGENCY**  
11 Hill St., Newark 2, N. J.  
Tel.: Market 3-1830

Radio Dept.: Seymour Steinhart, radio-tv dir.  
**ASSOCIATED ADV. AGENCY INC.**  
First Natl. Bank Bldg., Cincinnati 2  
Tel.: Main 2811  
Radio Dept.: Ruth Maytum, media dir.

**ASSOCIATED ADV. AGENCY INC.**  
1017 N. La Cienega Blvd., Los Angeles 46  
Tel.: Crestview 1-7227  
Radio Dept.: P. O. Narveson, pres., timebuyer.

**ASSOCIATED BROADCAST ADV. CO.**  
1001 N. Western Ave., Los Angeles 29  
Tel.: Hollywood 5-0580  
Radio Dept.: Irwin T. Porter, own.; Gertrude T. Porter, timebuyer.

**ASSOCIATED BROADCASTING CO.**  
1139 Bay St., Toronto 5  
Tel.: Walnut 4-1111  
Radio Dept.: Adele Evans, dir.; Lillian Goldberg, asst. to dir.; Murray Raymond, Jack Maxwell, acct. execs.

**ATHERTON ADV. AGENCY**  
8455 Melrose Pl., Los Angeles 46  
Tel.: Olive 3-2246  
Radio Dept.: Alice Asdour, timebuyer.

**ATHERTON & CURRIER INC.**  
420 Lexington Ave., New York 17  
Tel.: Oregon 9-5055  
Radio Dept.: John P. Atherton, dir.; Hubert Sweet, media dir.; Midge Krone, timebuyer; J. W. Atherton, J. D. Molnar, Anne Netzer, Austin Lempit, acct. execs.

**AUBREY, FINLAY, MARLEY & HODGSON INC.**  
230 N. Michigan Ave., Chicago 1  
Tel.: Financial 6-1600  
Radio Dept.: Gene E. Fromherz, media dir.; Marge Nelson, asst. media dir.; Pat Kral, timebuyer.

Radio Accounts: Illinois Farm Supply, International Harvester Co., International Mineral & Chemical, Terry Foods, Inc., Williamson Candy Co.

**AUSTENSEN ASSOC.**  
11441 Old Bladensburg Rd., Wheaton, Md.  
Tel.: Lockwood 4-5960  
Radio Dept.: G. Howard Tinley Jr., radio dir.; Phillip J. Austensen, acct. exec. & timebuyer; William C. Rahn, acct. exec.

Radio Accounts: Anchor Inn, Democratic State Central Committee of Prince Georges County, Md., Democratic State Central Committee of Montgomery County, Md., Montgomery County Licensed Beverage Assn., Montgomery County Restaurant & Hotel Committee, Plantation Inn, Stone House Inn, Sugar & Spice Drive Inn, Thompson's Seafood Restaurant.  
**N. W. AYER & SON INC.**  
W. Washington Sq., Philadelphia 6  
Tel.: Lombard 3-0100  
New York 20-30 Rockefeller Plaza; Tel.: Plaza 7-5700  
Radio Dept.: James E. Hanna, vp.-dir.; T. J. McDermott, vp. radio plans; T. H. Calhoun, pgm.-prod.; John W. Esau, copy ch.; C. W. Wilds, sports broadcasting; H. L. Smith Jr., radio research; J. Battaglia, radio traff.; Geo. M. McCoy, broadcast media; R. S. Bunbury, ch. timebuyer; P. F. Kizenberger, E. Ogle, J. N. Sinnott, H. Hartwig, F. McClafferty, V. Ritter, W. Millar, I. Ziegler, S. Israel, A. Randall, timebuyers.  
Boston 16-Stattler Office Bldg.; Tel.: Hubbard 2-4970; E. C. Greiner, vp.

Chicago 3-135 S. LaSalle St.; Tel.: Andover 3-7111; A. R. Memhard Jr., vp.; J. E. Robertson, radio prod.  
Detroit 26-4170 Penobscot Bldg.; Tel.: Woodward 5-3522  
John Garberson, vp.  
Hollywood 28-714 Taft Bldg.; Tel.: Hollywood 3-4871;  
Glenhall Taylor, mgr.  
Honolulu 16-235 Dillingham Bldg.; Tel.: 50-3681; J. P. Smith, mgr.

Radio Accounts: American Telephone & Telegraph Co.; Atlantic Refining Co.; Avis Rent-A-Car System; B. C. Remedy Co.; Chesapeake & Potomac Telephone Cos.; Gordon Baking Co.; Charles E. Hires Co.; Hamilton Watch Co.; Hawaiian Pineapple Co. Ltd.; Hills Bros. Coffee Inc.; Howard D. Johnson Co.; Illinois Bell Telephone Co.; Insurance Company of North America; Johnson & Johnson; Knouse Foods Cooperative Inc.; Michigan Bell Telephone Co.; Ohio Oil Co.; Phillip Morris Inc.; Plymouth Cooperative Advertising Pgm.; Plymouth Factory Cooperative Advertising Pgm.; Folk-Miller Products Corp.; Seabrook Farms Co.; Sealtop Supply Div.-National Dairy Products Corp.; Sheffield Farms Co.; Stephen E. Whitman & Sons Inc.; Tasty Baking Co.; United Air Lines.

**AYER & GILLET ADVERTISING INC.**  
1022 S. Tryon St., Charlotte 3, N. C.  
Tel.: Edison 4-9729  
Radio Dept.: Mrs. Beth Smith, radio-tv dir.; Charles E. Gressie, William Lane Withers, acct. execs.; Joyce Clark, timebuyer.

Radio Accounts: J. F. Bess & Co., Charlotte Board of Fire & Casualty Agents, Commercial Natl. Bank, Roddey Packing Co.

**AYLIN ADV. AGENCY**  
904 Lovett Blvd., Houston 6, Tex.  
Tel.: Jackson 9-3766  
Radio Dept.: R. N. Aylin, pres.; Josephine Moore, radio-tv dir.; Charles H. Lewis, vp.-acct. exec.; Robert A. Lahr, vp.-acct. exec.

Radio Accounts: Albert Berry Dodge-Plymouth, Arthur Murray Studio, of Houston, Bank of the Southwest, Black-Brollier, James Bute Co., C. B. Delhomme, Gulf Coast Furn. Whse., Henke & Pillot, The Houston Post, Johnson Motor Co., Merchants Natl. Bank of Port Arthur, Nichols Industries, Rheem Mfg. Co. (all S).

**AYRES, SWANSON & ASSOC. INC.**  
1325 N St., Lincoln 8, Neb.  
Tel.: 2-4426  
Radio Dept.: Arthur F. White, media dir.  
St. Joseph, Mo.-115 S. Seventh St.; Tel.: 3-0229; Rod Fletcher, James Enright, acct. execs.

**AZRAEL ADV. AGENCY**  
915 N. Charles St., Baltimore 1  
Tel.: Lexington 9-7575  
Radio Dept.: Maurice Azrael, pres.

**BADGER & BROWNING & HERSEY INC.**  
(see Badger & Browning & Patcher Inc.)  
550 Fifth Ave., New York 20  
Tel.: Circle 7-3719  
Radio Dept.: Franklin S. Browning Jr., dir. N.Y.  
Radio Accounts: Frank G. Shattuck (W. F. Schraft & Sons Corp.)

**BADGER & BROWNING & PARCHER INC.**  
(see Badger & Browning & Hersey Inc., parent agency)  
75 Federal St., Boston 10  
Tel.: Liberty 2-3564  
Radio Dept.: Clifford P. Patcher, pres.

**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.  
Montreal-1557 MacKay St.; Tel.: Plateau 3959.

**FREDERICK E. BAKER & ASSOC.**  
Vance Bldg., Seattle 1  
Tel.: Main 1555  
Radio Dept.: Rufus T. Carlson, radio-tv dir.; Patricia N. Olson, media buyer.

**LYNN BAKER INC.**  
720 Fifth Ave., New York 19  
Tel.: Judson 6-3900  
Radio Dept.: David E. Durston, dir.; John Henderson, Harry Kebel, James Evans, acct. execs.; Augustine J. Hilton, vp. ch. media.

Radio Accounts: Puss 'n' Boots Cat Food (S), Heather Rouge (RN), Jo-Cur Wave Set, F. W. Woolworth Co. (N).

**BEN BALDWIN ADV. CO.**  
1508 Crossroads of the World, Hollywood 28  
Tel.: Hollywood 2-0908  
Radio Dept.: Ben Baldwin, mgr., timebuyer.

**BALDWIN, BOWERS & STRACHAN INC.**  
374 Delaware Ave., Buffalo 2  
Tel.: Madison 6020  
Radio Dept.: Everett L. Thompson, vp.-radio-tv dir.

**BALL & DAVIDSON INC.**  
670 Delaware St., Denver 4  
Tel.: Main 3-1291  
Radio Dept.: C. A. Salstrand, pres.

**BARLOW ADV. AGENCY INC.**  
742 James St., Syracuse 1, N. Y.  
Tel.: 9-6644  
Radio Dept.: Edward C. Jones, radio-tv dir.  
**BARNES ADV. AGENCY INC.**  
312 E. Wisconsin Ave., Milwaukee 2  
Tel.: Broadway 6-2393  
Radio Dept.: Rita Gotkin, radio-tv coord.; John Barnes, Kenneth J. Goelzer, John Barnes III, Ralph Duke, E. R. Wholihan, acct. execs.

**BARNES CHASE CO.**  
530 Broadway, San Diego 1, Calif.  
Tel.: Belmont 5-7771  
Radio Dept.: Norman R. Barnes, pres.  
Los Angeles 5-3450 Wilshire Blvd.; Tel.: Dunkirk 4-1193; Charles Davis, vp., mgr.

San Francisco 4-145 Montgomery St.; Tel.: Exbrook 7-0477; John Markey, mgr.  
**TED BATES & CO.**  
680 Fifth Ave., New York 20  
Tel.: Judson 6-0600  
Radio Dept.: James C. Douglass, vp., radio-tv; Harry Saz, asst. vp., radio-tv bus. mgr.; Thomas F. McAndrews, asst. vp.-dir. of operations; Frank O'Connor, asst. vp., new program development; Herbert Guter, vp., commercial film dept.; Gordon Allison, Edward D. Brown, Jay Clark, William Mann, James Seaborne, Thomas Tausig, radio-tv supervisors; Edward A. Grey, vp., media; Charles E. Midgley Jr., John E. Kucera, Martin J. Murphy, William J. Kennedy, Albert Skolnik, all asst. vps., media; Winston W. Kirchert, media supvr.; Chris P. Lynch, Robert H. Graf, Norman H. Chester, Jack Sinnott, Cameron A. Higgins, Chester C. Slaybaugh, E. Gerard Van Horson, Charles F. Theiss, George Detelj, Nat Gyster, Frank Thompson, William E. Warner, Larry Donino, Conant Sawyer, Alan P. Sloan, Charles E. Valentine, Jack A. Dougherty, Al Petcavage, Don Severn, timebuyers.

Hollywood-1750 N. Vine; Tel.: Hollywood 9-2161; H. Austin Peterson, vp.

**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. radio-tv copy; John Hoagland, programming head, bus. mgr.; Al Cantwell, live prod. head; George Polk, chg. radio-tv planning, development; Bernie Haber, film prod. head.

Atlanta 8-805 Peachtree St., N.E.; Tel.: Elgin 7015; W. R. MacDonald, mgr.

Boston 16-462 Boylston St.; Tel.: Copley 7-7800; R. O. Howe, mgr.

Buffalo 3, N. Y.-Rand Bldg., 14 Lafayette St.; Tel.: Cleveland 7913; Dale S. Casto.  
Chicago 11-919 N. Michigan Ave.; Tel.: Superior 7-9200; H. H. Haupt, mgr.

Cleveland 13-Terminal Tower, 50 Public Square; Tel.: Tower 1-7270; Elmore E. Haring.  
Dallas 1-Mercantile Commerce Bldg., 1810 Commerce St.; Tel.: Riverside 7-3431; Theo. L. Hasbrouck.

Detroit 26-Penobscot Bldg.; Tel.: Woodward 5-0620; Robert E. Anderson.  
Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 2-6723; Wayne Tiss.

Los Angeles 48-6363 Wilshire Blvd.; Tel.: Webster 1-1234; Anthony W. Neally.  
Minneapolis 2-Northwest Bank Bldg., 620 Marquette Ave.; Tel.: Federal 8401; Bobb Chaney, mgr.

Pittsburgh 19-330 Grant St.; Tel.: Grant 1-9900; B. E. Vaughan, mgr.  
San Francisco 4-120 Montgomery St.; Tel.: Exbrook 7-1122; J. G. Mothral, mgr.

Seattle 1-White-Henry-Stuart Bldg., 1518 Fourth Ave.; Tel.:

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5000 WATTS

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Represented by RAMBEAU

Southern-CLARKE BROWN COMPANY



Gieringer, prod. mgr.  
 Radio Accounts: Marjorie Mills, Ken & Carolyn's Kitchen (RN), Hy. Troues (S).  
**ROWLAND BROILES CO.**  
 Dan Waggoner Bldg., Fort Worth 1, Tex.  
 Tel.: Edison 2-2261  
 Radio Dept.: Maxwell Goodman, pres.-acct. exec.; Claudia Bengé, radio-tv dir.-acct. exec.; C. C. Brown, acct. exec.  
 Radio Accounts: Bandera Hats, Camera Shop, Ellison Furniture Co., Equitable Savings Assn., First National Bank, Gordon Boswell Flowers, Hatters Inc., Shannon's Funeral Chapel, Typewriter Supply Co. (all S).  
**JROOKE, SMITH, FRENCH & DORRANCE INC.**  
 469 E. Jefferson Ave., Detroit 14  
 Tel.: Valley 2-9700  
 Radio Dept.: William Gebhardt, radio-tv dir.; H. R. Bayle, John R. Bowers, Hal E. Rumble, timebuyers; George Johnston, H. K. Jones, C. Allison Monroe, Frederick J. Winter, acct. execs.  
 New York 17-52 Vanderbilt Ave.; Tel.: Murray Hill 6-1800; H. E. Pengel, vp., media mgr.  
 San Francisco-149 California St.; Tel.: Yukon 6-6856; King Harris.  
**BROOKS ADV. AGENCY**  
 1610 N. Argyle Ave., Hollywood 28  
 Tel.: Hollywood 4-1158  
 Radio Dept.: A. R. Brooks, pres.-acct. exec.; Don Fawcett, radio-tv com. dir.; Jean G. Shay, timebuyer-acct. exec.  
**D. P. BROTHER & CO.**  
 General Motors Bldg., Detroit 2  
 Tel.: Trinity 2-8250  
 Radio Dept.: Kenneth G. Manuel, vp.-radio, tv dir.; Richard F. Reynolds, asst. dir.; radio-tv; J. J. Walsh, mgr.; radio-tv timebuyer; Richard Hoffman, radio-tv timebuyer.  
 New York 19-720 Fifth Ave.; Tel.: Columbus 5-1004  
 Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 2-7675.  
 Radio Accounts: General Motors Oldsmobile Div. (S).  
**BYRON H. BROWN & STAFF**  
 8421 Wilshire Blvd., Los Angeles 48  
 Tel.: Olive 3-2320  
 Radio Dept.: Sally Walker, media, tv-radio dir.; Llewellyn B. Moses, acct. exec.  
**BURTON BROWNE ADV.**  
 619 N. Michigan Ave., Chicago 11  
 Tel.: Superior 7-7700  
 Radio Dept.: Robert Abbott, gen. mgr.-radio dir.; John Abbott, timebuyer; Laurie Brady, acct. exec.  
 Radio Accounts: Hannah & Hogg Dist. (S).  
**BERNARD M. BROOKS ADV.**  
 Artek Bldg., San Antonio 5, Tex.  
 Tel.: Capitol 7-3454  
 Radio Dept.: Bernard M. Brooks, pres.-acct. exec.; Ted H. Fredericks, dept. dir.; Hill Youngblood, acct. exec.  
 Radio Accounts: Central Lumber Co., Gillespie Motors, Kallison's, McNeel's Jewelers, Nehi Bottling Co., Playland Park, R&S Optical, San Antonio Music Co., Sears, Roebuck Co., Southern Texas Appliance Corp., Superior Dairies, Travis Savings & Loan Assn., Wolf & Marx Dept. Store (S).  
**CALEN E. BROYLES CO.**  
 200 Clayton St., Denver 6  
 Tel.: Florida 5-3581  
 Radio Dept.: Claude E. Davis, vp., radio-tv dir.  
**FRANKLIN BRUCK ADV. CORP.**  
 1270 Sixth Ave., New York 20  
 Tel.: Circle 7-7660  
 Radio Dept.: Franklin Bruck, Mort Heineman, Mo J. Kleinfeld, acct. execs.; Julius Joseph Jr., media dir.; Allan Black, tv dir.; Alice Ross, timebuyer.  
 Los Angeles 4-532 N. Cherokee Ave.; Tel.: Hollywood 3-8892; Howard Blake.  
 Radio Accounts: Coty Inc. (S), Johnson Candy (N-RN-S), Rad White Crystal Bleach, Roosevelt Raceway, Sitru Tissues, Yonkers Raceway (all S). Artistic Cards, Fashion Frocks.  
**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. LaCienega Blvd.; Tel.: Crestview 5-5231; Frank O'Brien, vp.  
 San Francisco 4-235 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., Tidewater Oil Co., Western Airlines, (all S).  
**BUCHANAN-THOMAS ADV. CO.**  
 410 S. 19th St., Omaha 2  
 Tel.: Atlantic 2125  
 Radio Dept.: Adam Reinemund, dir., timebuyer; Gene Edwards, asst. dir.  
**TBE BUCHEN CO.**  
 400 W. Madison St., Chicago 6  
 Tel.: Randolph 6-9505  
 Radio Dept.: John K. Cole, radio dir.; Joseph H. Caro, Arthur Petersen, acct. execs.; Mary Jane Carry, writer-producer; Lee Carlson, timebuyer.  
**THE BUCKLEY ORGANIZATION**  
 Phila. Natl. Bank Bldg., Philadelphia 7  
 Tel.: Rittenhouse 6-0180  
 Radio Dept.: Earle A. Buckley Jr., radio-tv dir.  
**FRANK BULL & CO.**  
 1239 N. Highland Ave., Los Angeles 38  
 Tel.: Hollywood 5-4194  
 Radio Dept.: Mel Roach, acct. exec.; Jane T. Darden, timebuyer.  
**THE BULLARD AGENCY**  
 1284 Allen Road, St. Clair, Mich.  
 Tel.: Yukon 5-6755  
 Radio Dept.: Rockwood Bullard, gen. mgr.  
 Radio Accounts: Heinr. Franck Sons Inc., Alma Trailer Co. G. NORMAN BURK INC.  
 225 Fourth Ave., Pittsburgh 22, Pa.  
 Tel.: Express 1-3500  
 Radio Dept.: Patricia Morell, radio-tv dir.

**BURLINGAME-GROSSMAN ADV.**  
 207 S. Wabash Ave., Chicago 4  
 Tel.: Wabash 2-3359  
 Radio Dept.: Sidney J. Brichta, radio dir., acct. exec.  
 Radio Accounts: Allen Chevrolet, MacLeod Motors, Pocket Books.  
**LEO BURNETT CO. INC.**  
 Prudential Plaza, Chicago 1  
 Tel.: Central 6-5959  
 Radio Dept.: L. S. Matthews, vp. chg. media; Doug Burch, Gus Pfeeger, John Setear, Hal Tillson, Tom Wright, media group supvrs.; Frank Clayton, Dick Coons, John Huckstep, George Miller, Bo Munday, assoc. supvrs.; Dave Arnold, Eloise Beatty, Bob Clark, Rex French, Harry Furlong, Ted Giovan, Harvey Glor, Carl Gylfe, Joe Hall, Bill Harmon, Bill Lind, Arne Nordmark, Esther Rauch, Mary L. Ruxton, Mahlon Saxon, Helen Stanley.  
 Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 4-7374;  
 Wendell Williams, vp.  
 New York 29-677 Fifth Ave.; Tel.: Murray Hill 8-9480;  
 William McIlvain, vp.  
 Toronto 1-133 Richmond St. W.; Tel.: Empire 6-5801;  
 John Maxwell.  
 Radio Accounts: Campbell Soup Co., Eastside Beer (S); Kellogg Co. (N-RN); Marlboro, Charles A. Pfizer (S), Pabst Brewing Co. (N-S), Pillsbury Mills Inc. (N-RN-S); Procter & Gamble, Pure Oil Co., Tea Council (S).  
**GEORGE BURTT ADV.**  
 6000 Sunset Blvd., Hollywood 28  
 Tel.: Hollywood 5-1183  
 Radio Dept.: George Burtt, Gwen Schultz, acct. exec.  
**HYER & BOWMAN ADV. AGENCY**  
 66 S. Sixth St., Columbus 15, Ohio  
 Tel.: Capital 1-7751  
 Radio Dept.: Sandy Hallock, radio-tv dir.; John D. Metzger, acct. timebuyer; Ann Duffy, Sandy Hallock, James Kelso, Richard Kennard, Nick Popa, Martha Sullivan, acct. execs.  
 Radio Accounts: Buckeye Potato Chips, City Natl. Bank, Columbus Transit Co., Dollar Federal Savings, Farm Bureau Co-op., Glick's Furniture, Lazarus Basement, Marzetti's Salad Dressings, Ohio State Fair, August Wagner Breweries (all S).  
**BYRDE, RICHARD & POUND ADV. AGENCY**  
 381 Fourth Ave., New York 16  
 Tel.: Oregon 9-4567  
 Radio Dept.: H. C. Morris, exec. vp.; Earl Schub, media buyer.  
**BYRUM ADV. AGENCY**  
 924 Broadway, Denver 3  
 Tel.: Taber 5-7745  
 Radio Dept.: R. H. Byrum, dir.-timebuyer.  
 Radio Accounts: Calvary Temple, Denver Gospel Center, International Evangelistic Assn., Radio Gospel Fellowship Inc.  
**C**  
**CABAT-GILL ADV. AGENCY**  
 194 N. Church St., Tucson 1, Ariz.  
 Tel.: 2-6362  
 Radio Dept.: Ernest Cabat, timebuyer; Sally Schloss, media.  
**HAROLD CABOT & CO.**  
 136 Federal St., Boston 10  
 Tel.: Hancock 6-7600  
 Radio Dept.: Harold Cabot Jr., radio-tv dir.; David R. Williams, media dir.; Barbara Liss, timebuyer; Joseph R. Wallace, James I. Summers, Edward F. Chase, Eugene R. MacArthur, vps.; Charles Forrester, Phillip Toole, Edmund Dewing, acct. execs.; Charles C. Caruso, pub. rel. dir.  
 Radio Accounts: Boston Gas Co. (S), Carling Brewing Co. (RN-S), Clicquot Club Co., George E. Keith Co., New England Electric System, New England Telephone & Telegraph Co., S. S. Pierce Co. Rock of Ages Corp. (all S).  
**CAHN-MILLER INC.**  
 510 St. Paul Pl., Baltimore 2  
 Tel.: Saratoga 7-4466  
 Radio Dept.: C. LeRoy Miller, vp.  
**CAIL-ADS**  
 350 E. St., Eureka, Calif.  
 Tel.: Hillside 2-6497  
 Radio Dept.: John Cail.  
**CALDWELL, LARKIN & SIDENER-VAN RIPER INC.**  
 Merchants Bank Bldg., Indianapolis 4  
 Tel.: Melrose 2-6501  
 Radio Dept.: Donald G. Howell, radio-tv dir.; Omer H. Foust, Frank McGrath, James Story, acct. execs.  
**CALKINS & HOLDEN INC.**  
 247 Park Ave., New York 17  
 Tel.: Plaza 5-6900  
 Radio Dept.: Peter A. Krug, radio-tv dir.; John D. Held, prodc.; Timothy J. O'Leary, timebuyer.  
 Chicago 1-Prudential Plaza; Tel.: Randolph 6-3830; Philip M. White, vp.  
 Los Angeles 36-712 S. Curson Ave.; Tel.: Webster 6-5145;  
 Harry Witt, vp.  
 Minneapolis 2-Roanoke Bldg.; Tel.: Federal 9-8041;  
 George E. LaDue, mgr.  
**CALKINS & REICHENBACH**  
 6606 Selma Ave., Hollywood 28  
 Tel.: Hollywood 9-4580  
**J. M. CAMP & CO.**  
 213 W. Wesley, Wheaton, Ill.  
 Tel.: Wheaton 8-8850  
 Radio Dept.: John M. Camp, pres.-radio dir; Grace R. Jordan, timebuyer-sec.  
 Radio Accounts: Back to the Bible, Chapel of the Air, Gems of Grace, Hymns That Live, Marching Truth, Moody Bible Institute, Pacific Garden Mission, Radio Bible Class, Rock of Ages, Tabor College, Youth on the March (all S).  
**CAMPBELL-EWALD CO.**  
 General Motors Bldg., Detroit 2  
 Tel.: Trinity 2-6200  
 Radio Dept.: Philip L. McHugh, vp., radio-tv dir.  
 Atlanta 3-45 Edgewood Ave.; Tel.: Jackson 4-5858; Arthur T. Duhaime, mgr.

Chicago 1-230 N. Michigan Ave.; Tel.: Central 6-1946;  
 Reginald G. Carey, vp., mgr.; E. W. Clements, vp.  
 Cincinnati 2-441 Vine St.; Tel.: Main 1-0500; James E. Detebaugh, mgr.  
 Dallas 1, Tex.-Bryan & Bullington Sts.; Tel.: Randolph 2094; George A. Back, mgr.  
 Denver 2-1700 Broadway; Tel.: Taber 5-5231; Richard H. Katerndahl, mgr.  
 Hollywood-1750 Vine St.; Tel.: Hollywood 9-2931; Richard L. Eastland, mgr.; Willard Hanes, radio-tv acct. exec.  
 Los Angeles-3460 Wilshire Blvd.; Tel.: Dunkirk 9-1334;  
 R. C. Francis, vp. West Coast mgr.  
 Kansas City 11, Mo.-4010 Washington Ave.; Tel.: Jefferson 1-5601; Ross C. Morgan Jr., mgr.  
 New York 22-488 Madison Ave.; Tel.: Murray Hill 8-3400;  
 F. W. Townshend, vp., mgr.; A. R. Ross, radio-tv dir.  
 San Francisco 4-235 Montgomery St.; Tel.: Exbrook 2-0145;  
 T. Milburn Johnston, vp., mgr.  
 Washington 6, D. C.-1737 H St.; Tel.: Republic 7-7400;  
 John L. Lowden, mgr.  
**CAMPBELL-MITHUN INC.**  
 Northwest Bank Bldg., Minneapolis 2  
 Tel.: Federal 9-7383  
 Radio Dept.: Arthur H. Lund, dir.; Philip Archer, ch. timebuyer; Joe Sperry, prod. mgr.  
 Chicago 11-Palmolive Bldg.; Tel.: Delaware 7-7553; Clay Rossland, media dir.; Paul Ingvaldson, prod. mgr.  
 Los Angeles 28-Hollywood-Taft Bldg.; Tel.: Hollywood 2-9715; E. P. Andrews, prod. mgr.  
 Radio Accounts: Charmin Paper Mills, Hamm Brewing Co., Land O'Lakes Creameries, Kroger-St. Louis, Larsen Co., Malt-O-Meal Co., Nash Coffee Co., Nash-Finch Co., Northern States Power Co., Northwestern National Bank, F. H. Peavey Co. (all S), Pillsbury (RN-S), Red Heart Div. of John Morrell & Co. (N), Top Value Stamps (S).  
**CAPLES CO.**  
 225 E. Erie St., Chicago 11  
 Tel.: Superior 7-6016  
 Radio Dept.: (Miss) H. M. Taylor, media dir.; Ray Hansen, acct. exec.  
 Los Angeles 5-301 S. Kingsley Dr.; Tel.: Dunkirk 7-4255;  
 R. R. Rullman, vp.  
 New York 17-295 Madison Ave.; Tel.: Murray Hill 4-6800;  
 Gustav Kaiser, vp., mgr.; Steven R. Carlin, dir.  
 Omaha 2-1504 Dodge St.; Tel.: Jackson 7795; L. M. Branch, vp.  
 Portland 4, Ore.-519 S.W. Third Ave.; R. J. Livingston, vp., acct. exec.  
 Radio Accounts: Union Pacific Railroad (N-S).  
**CARGILL & WILSON INC.**  
 11 S. Second St., Richmond 19  
 Tel.: 3-3485  
 Radio Dept.: E. Manning Rubin, radio-tv dir.; James N. Cargill, Robert A. Wilson, Edward Acree, acct. execs.  
 Radio Accounts: Atlantic Life Insurance Co., City of Rich-

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**MILTON CARLSON CO.**  
3450 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 8-9464  
Radio Dept.: Milton Carlson, tv-radio dir.; Ruth Johnson, timebuyer; Sterling Blakeman, James K. Kilian, acct. execs.

Radio Accounts: Art Frost, Central Calif. Conference S.D.A., Stationers Corp., Superior Optical Co., Circus Foods, Sleep-Eze Inc., Voice of Prophecy Inc., Desmond's.

**CARMONA & ALLEN INC.**  
500 S. Kenmore Ave., Los Angeles 5  
Tel.: Dunkirk 5-2804  
Radio Account: Bill Allen, radio dir.; Marlene Halkier, timebuyer; Steve Roberts, Ray Ganopole, Ted Lenz, acct. execs.

**CARNEY ADV. AGENCY INC.**  
238 W. Wisconsin Ave., Milwaukee 3  
Tel.: Broadway 2-3008  
Radio Dept.: William G. Carney, pres.

**THE CARPENTER ADV. CO.**  
Carnegie Hall, Cleveland 15  
Tel.: Main 1-1570  
Radio Dept.: V. J. Siena, timebuyer, acct. exec.

**CARPENTER-PROCTOR INC.**  
605 Broad St., Newark 2, N. J.  
Tel.: Market 3-7964  
Radio Dept.: Gilbert S. Carpenter, pres.; Barron Proctor, radio-tv dir.; Doug Turner, acct. exec.; J. Matthews, creative dir.

**CARSON-ROBERTS INC.**  
8811 Alden Dr., Los Angeles 48  
Tel.: Bradshaw 2-8366  
Radio Dept.: Ralph Carson, pres.; Jack Roberts, exec. vp.

**CARTER ADV. AGENCY INC.**  
912 Baltimore Ave., Kansas City 5, Mo.  
Tel.: Harrison 1-1356  
Radio Dept.: William G. Rowe, radio dir.; Curtis C. Bogasch, Roy F. Reel, Fred Klemp, W. G. Rowe, acct. execs., timebuyers.

**GARRY J. CARTER OF CANADA LTD.**  
59 Avenue Rd., Toronto 5  
Radio Dept.: Robert Howe, acct. exec., radio dir.; Norma Stevens, timebuyer; George Aykroyd, acct. exec.

Radio Accounts: Addison Cadillac-Oldsmobile Ltd., Chesterfield Shop, Crosstown Buick, Dehaviland Golf Driving Range, Famous Upholsters, Ford Household Appliances, Five Wheels Ltd., Hancock Tv & Appliances, Margaret's Donuts, Pat McSweeney, Morse Jewelers, Paige Credit Jewelers, Siberry's Ltd., Stoney's Ltd., Spic & Span, York Mills Motors, Somerville Motors (all S).

**CAYTON INC.**  
9 E. 40th St., New York 16  
Tel.: Lexington 2-1711  
Radio Dept.: Fred I. add, radio dir.; Sally Luchs.  
Radio Accounts: Charles Antell Inc., Hanovia Chemical & Mfg. Co., Miracle Adhesives Corp., National Chemical Products (all S), R. & B. Doll Co. (N), Wall-Tex Co. (S).

**W. CRAIG CHAMBERS INC.**  
513 Second Ave., Pittsburgh 19  
Tel.: Atlantic 1-4698  
Radio Dept.: Hal A. McCoy, vp.  
**CHAMBERS & WISWELL INC.**  
Park Square Bldg., Boston 16  
Tel.: Liberty 2-7565  
Radio Dept.: William A. Rockett, media dir.

**CHARLES J. CHARNEY & CO.**  
101 W. 55th St., New York 19  
Tel.: Plaza 7-0955  
Radio Dept.: Alvin George, radio dir.

**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, timebuyer.

**CHRISTIANSEN ADV. AGENCY INC.**  
155 S. LaSalle St., Chicago 3  
Tel.: Central 6-2484  
Radio Dept.: James Green, radio-tv dir.; Martin Fritz, media dir.; Pat Bird, timebuyer.

Radio Accounts: Allstate Insurance Co. (N), E. L. Bruce Co. (Floor Preparation Div.) (S), Jewel Food Stores, Outboard Boating Club of America.

**C. P. CLARK INC.**  
James Robertson Hotel, Nashville 3, Tenn.  
Radio Dept.: D. G. Goodwin.  
Radio Accounts: First American Natl. Bank (S), Nashville Transit Co. (S).

**HAROLD WALTER CLARK INC.**  
933 Sherman St., Denver 3  
Tel.: Cherry 4-6621  
Radio Dept.: Holden Bowler, vp.; Richard Clothier, media dir.

**CLINE ADV. SERVICE INC.**  
First Natl. Bank Bldg., Boise, Idaho  
Tel.: 3-2531  
Radio Dept.: Phil Obenchain, acct. exec.

**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.**  
P. O. Box 687, Salinas, Calif.  
Tel.: Salinas 2-6468  
Radio Dept.: Rowena J. Kionzey, acct. exec.

**HARRY B. COHEN ADV. CO.**  
41 E. 42nd St., New York 17  
Tel.: Oxford 7-0660  
Radio Dept.: Herbert E. Stott, media dir.; Beth Black, timebuying dir.; Robert Kelly, Bernard Singer, time-

buyers; Robert Wahl, radio-tv prod. dir.; Dave Davidson, radio-tv prod. bus. mgr.

Radio Accounts: B. T. Babbitt Co., Chattanooga Medicine Co., Doeskin Products Inc., Frenchette Co., Grove Labs., Inc., Pharma-Craft Corp., Lydia E. Pinkham Medicine Co., West End Brewing Co.

**J. T. COHEN ADV. INC.**  
4435 Wis. Ave., N.W., Washington  
Tel.: Emerson 2-7497  
Radio Dept.: I. T. Cohen, pres.; Edward Manouelian, acct. exec.

**L. C. COLE CO.**  
406 Sutter St., San Francisco 8  
Tel.: Exbrook 2-2565  
Radio Dept.: Joan Landry, timebuyer; William E. Haberman, pres., acct. exec.; Katharine Doyle Spann, acct. exec.

Radio Accounts: Eichler Homes Inc., Pioneer Investors Savings & Loan, Hexol Inc. (all S).

**COLE & WEBER INC.**  
Corbett Bldg., Portland 4, Ore.  
Tel.: Ca. 6-2821  
Radio Dept.: Helen Alexieve, radio-tv dir.  
Seattle 1—Republic Bldg.; Tel.: Elliott 7777; Robert G. Hurd, radio-tv dir.

**CLARK COLLARD ADV. AGENCY**  
2505 W. 8th St., Los Angeles 57  
Tel.: Dunkirk 7-3388  
Radio Dept.: Clark Collard.

**COMER & POLLARD INC.**  
3203 Summit St., Kansas City 4, Mo.  
Tel.: Je 4298  
Radio Dept.: Lillian Kay, media dir.

**COMPTON ADV. INC.**  
625 Madison Ave., New York 22  
Tel.: Plaza 4-1100  
Radio Dept.: Lewis H. Titterton, vp. chg. radio-tv programming; John Egan, Richard Dunn, exec. prod.; Frank Kemp, media dir.; M. Mulligan, T. Carson, timebuying suprvis.; E. Alnwick, J. Bessant, T. Cordani, H. Davis, R. Liddel, G. Schubert, F. Sweeney, E. Wieder, timebuyers.

Chicago 4—141 W. Jackson Blvd.; Tel.: Harrison 7-6935; Lawrence O. Holmberg, vp., mgr.

Los Angeles 46—8739 Sunset Blvd.; Tel.: Crestview 4-7548; Alvin Kabaker, vp., Pacific Coast progr.

Milwaukee 3—744 N. 4th St.; Tel.: Broadway 1-9475; Richard Davis, ofc. mgr.

San Francisco—703 Market St.; Tel.: Garfield 1-4854; N. Mork, vp. in chg.

Radio Accounts: Allis-Chalmers Mfg Co., American Can Co., American Mutual Liability Ins. Co., Avco Mfg. Corp., Chesebrough-Pond's Inc. M. K. Goetz Brewing Co., Goodyear Tire & Rubber Co., Kelly-Springfield Co., Nehi Corp., N. Y. Life Ins. Co., Personal Products Inc., Procter & Gamble Co., Remington-Rand, Socony-Mobil Oil Co., Standard Brands Inc., Sterling Drug Inc., R. T. French Co.

**COMSTOCK & CO.**  
651 Delaware Ave., Buffalo 2, N. Y.  
Tel.: Lincoln 6187  
Radio Dept.: Herbert E. Moore, media dir.-timebuyer; Duane J. Miller, radio-tv dir.; Eugene F. Nowak, James G. Wells, Alfred E. Osborne Jr., John B. Morton, Walter R. Stelley, Sloane T. Palmer, acct. execs.

Radio Accounts: Don Allen City Chevrolet Inc., Buffalo Better Homes Exposition, Buffalo Trotting Assn., Civic Attractions, City Service Taxi Co., Frontier Oil Refining Co., Hospital Service Corp., Jamestown Finishing Products Inc. (All S), Keebler Biscuit Co., Fred Koch Brewery (both RN), Leous Furriers, Manufacturers & Traders Trust Co., S. W. Miner Motor Corp. (all S), O'Keefe's Brewing Co. (RN), Sterling Amherst Farms Dairy, W. G. R. Corp (both S).

**THE CONDON CO.**  
Rust Bldg., Tacoma 2, Wash.  
Tel.: Market 8155  
**CONNER ADV. AGENCY INC.**  
Zook Bldg., Denver 4  
Tel.: Keystone 4-5351  
Radio Dept.: Samuel G. Howard, vp., radio tv dir.

**THOMAS F. CONROY INC.**  
Majestic Bldg., San Antonio 5, Tex.  
Tel.: Capitol 7-5456  
Radio Dept.: Bernice Cullen, media dir.

**CONSOLIDATED ADV. DIRECTORS INC.**  
8762 Holloway Dr., Los Angeles 46  
Tel.: Crestview 6-1133  
Radio Dept.: Bentley Morriss, radio-tv dir.; Ralph Weinstein, Marc Kenneth, acct. execs.

Radio Accounts: Speedwriting Institute, National Pharm. (both S).

**CO-ORDINATED ADV. CORP.**  
16 W. 46th New York  
Tel.: Judson 2-2100  
Radio Dept.: Lester L. Wolff, pres.; Irving Herz, Art Peltz, vp., Charlotte Armstrong, radio-tv dir.

Radio Accounts: Associated Food Stores, Dugan Bros., Einhorn's Inc., King Kullen Super Markets, I. Rokeach & Sons, Roselux Chemical Co., Sunrise Supermarkets Corp., Seabrook Frozen Foods, Endeco Swiss Cheese, Kirsch Beverages, Stauffer Frozen Foods.

**RAY CORMIER ADV.**  
5636 Melrose Ave., Los Angeles 38  
Tel.: Hollywood 2-1217  
Radio Dept.: Norbert Cormier, radio dir.; Janice Strand, timebuyer.

Radio Accounts: Boys Markets, Central Chevrolet Co., House of Pizza, Tighe Lincoln-Mercury, Victoria Upholstering Co. (all S).

**COSBY & COOPER**  
235 Montgomery St., San Francisco 4  
Tel.: Douglas 2-5466  
Radio Dept.: N. Ballenger, media dir.

**CRAIG & WEBSTER ADV. AGENCY**  
All American Securities Life Building, Lubbock, Tex.  
Tel.: Porter 2-2314  
Radio Dept.: T. Bruce Craig, Rex Webster, Leon Harris.  
Radio Accounts: American State Bank, Bell Dairy Products,

Dorman & Co., Hi-D-Ho Drive In, Hills Food, Hixson Coffee, Holsum Baking Co., Lubbock Auto Co., Jack Spratt Janitor Supplies, Underwood's Bar-B-Q.

**JOHN GILBERT CRAIG ADV. INC.**  
913 Washington St., Wilmington 99, Del.  
Tel.: Olymnia 5-6185  
Radio Dept.: J. Gorman Walsh, Kathleen A. Walsh, William H. Gordy, acct. execs.; Ralph R. Swann, media buyer.

Radio Accounts: Joseph Bancroft & Sons, Delaware Coach Co., Delaware Power & Light Co., Diamond Ice & Coal Co., Equitable Security Trust Co., Group Hospital Service Inc. (all S).

**THE CRAMER-KRASSETT CO.**  
733 N. Van Buren St., Milwaukee 2  
Tel.: Broadway 6-3500  
Radio Dept.: Roger LeGrand, radio-tv dir.; Loretta Mahar, timebuyer; Ken Hegard, John Pritchard, acct. execs.

Radio Accounts: Blue Cross, First Federal Savings & Loan Assn. of Wisconsin, First Wisconsin Natl. Bank of Milwaukee, Frank Pure Food Co., Heinemann Dairy, Milwaukee Co., Milwaukee Gas Co., Wisconsin Telephone Co. (all S).

**CRAWFORD & PORTER ADV. INC.**  
Marietta Bldg., Atlanta 3  
Tel.: Ja 4-4367  
Radio Dept.: Dusty Carol Porter, vp., timebuyer.

**CROOK ADV. AGENCY INC.**  
Adolphus Tower, Dallas 1, Tex.  
Tel.: Riverside 3211  
Radio Dept.: Frances W. Banister, media dir.

**SAMUEL CROOT CO.**  
28 W. 44th St., New York 36  
Tel.: Bryant 9-2588  
Radio Dept.: Mrs. Dolores La Falce, radio-tv dir.

Radio Accounts: Penick & Ford (Swel Frosting Mix), Gravymaster Co. (sauce), Haxton Foods (dietetic foods), Metal Textile Corp. (pipecleaners).

**ROBERT C. CULBERTSON ADV.**  
111 N. La Cienega Blvd., Beverly Hills, Calif.  
Tel.: Oleander 5-8514  
Radio Dept.: Robert C. Culbertson, own.

**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**  
2929 N. Main Rd., Rockford, Ill.  
Tel.: 7-5706  
**CUNNINGHAM & WALSH INC.**  
260 Madison Ave., New York 16  
Tel.: Murray Hill 3-4900  
Radio Dept.: Newman F. McEvoy, vp.-media dir.; Edward Mahoney, vp.-radio-tv dir.; Jerome Feniger, vp.-tv-radio programming.

Radio Accounts: American Cyanamid Co., American Export Lines, Chase Manhattan Bank, Colgate Palmolive, Decca Records, Eversharp Inc., J. A. Folger & Co., Italian Line, Kitchens of Sara Lee, Narragansett Brewing Co., New York Daily News, E. R. Squibb & Sons, Sunshine Biscuits Inc., The Texas Co., Universal Pictures Inc.

Chicago 2—6 N. Michigan Ave.; Tel.: Andover 3-3138.  
Hollywood 46—8721 Sunset Blvd.; Tel.: Crestview 4-7241.  
Los Angeles 57—The Mayers Co. Div., 2301 W. Third St.; Tel.: Dunkirk 8-2111. Radio Dept.: Ronald C. Johnson, exec. vp.-tv dir.

San Francisco 9—Brisacher, Wheeler & Staff Div., 1660 Bush St.; Tel.: Prospect 6-2600. Radio Dept.: Howard Gossage, vp.-radio-tv dir.; Richard Clark, media dir.

## D

**DANCER-FITZGERALD-SAMPLE INC.**  
347 Madison Ave., New York 17  
Tel.: Oregon 9-0600  
Radio Dept.: J. James Neale, radio dir.; L. T. Fischer, media dir.

Chicago 1—221 N. LaSalle St.; Tel.: Financial 6-4700; Tom O'Connell.

Los Angeles—8418 Fountain Ave.; Tel.: Oldfield 4-1217; Betty O'Hara.

San Francisco 4—114 Sansome St.; Tel.: Douglas 2-5107; Glen Wilmoth.

Toronto 7—200 St. Claire Ave. W.; Tel.: Walnut 4-8425; Gil Nunns.

**D'ARCY ADV. CO.**  
Missouri Pacific Bldg., St. Louis 3  
Tel.: Central 1-6700  
Radio Dept.: Harry K. Renfro, radio-tv dir.; J. Dolan Walsh, John Hyatt, James Mayfield, timebuyers.

Atlanta—75 Eighth St.; Tel.: Vernon 8815.  
Chicago—Prudential Plaza; Tel.: Michigan 2-5332; Ted Westcott, dir.

Cleveland—Terminal Tower; Tel.: Tower 1-3911.  
Dallas—Fidelity Union Life Bldg.; Tel.: Sterling 1503.  
Detroit—Penobscot Bldg.; Tel.: Woodward 1-4277.  
Houston—Texas National Life Bldg.; Tel.: Capitol 4-9751.  
Los Angeles—3450 Wilshire; Tel.: Dunkirk 5-3171.  
New York—430 Park Ave.; Tel.: Plaza 8-2600; Frank Ott, vp.  
Toronto—57 Bloor St. W.; Tel.: Walnut 1-3135.

Radio Accounts—Anheuser Busch Inc. (RN-S), Anderson Clayton, Banquet Canning, Broughton's Farm Dairy (all S), General Tire & Rubber (N-RN-S), Gerber Products Co., Houston Lighting & Power Co., International Shoe Co., Laclede Gas Co., Lance Inc., James Lees & Sons Co., Lincoln Engineering Co., Missouri Pacific Railroad, Olin Mathieson Chemical Corp., Patterson-Sargent Co., The Reardon Co., Standard Oil Co. of Indiana, C. S. Suppiger Co., Krey Packing Co. (all S).

**CHARLIE DAVIS ADV.**  
5708 1/2 Condon Ave., Los Angeles 56  
Tel.: Axminster 3-5503  
Radio Dept.: Charlie Davis, own.

**LEONARD DAVIS ADV.**  
107 Front St., Worcester 8, Mass.  
Tel.: Pleasant 7-3617.  
Radio Dept.: Marion Davis, radio dir.; Dolores La Bonte,

women's programs; Ann Zammarrow, copy dept.  
**Radio Accounts:** Baker & Marvel Furniture, Cut Rate Floor Covering, W. T. Grant Co., Heart Furniture, Lubin Clothing, Narcus Bros., Pepsi Cola, Reck's Fur Shop (all S).  
**WALTER C. DAVISON CO.**  
 3112 Los Feliz Blvd., Los Angeles 39  
 Tel.: Normandy 5-5744  
 Radio Dept.: Jane Giddings, radio-tv dir.; Sam Lazar, dir. of marketing; Walter C. Davison, M. T. O'Neil, acct. execs.  
**Radio Accounts:** Adonis Inc., Borgward (both S).  
**ROBERT F. DENNIS ADV. AGENCY INC.**  
 1127 Wilshire Blvd., Los Angeles 17  
 Tel.: Madison 5-2183  
 Radio Dept.: Robert F. Dennis, radio dir., timebuyer, acct. exec.; Berta M. Kalina, asst. timebuyer.  
**DEVINE & BRASSARD INC.**  
 Realty Bldg., Spokane 1, Wash.  
 Radio Dept.: Mrs. Lois K. Krueger, timebuyer.  
**Radio Accounts:** Bohemian Breweries Inc., Spokane; Bohemian Breweries Inc., Boise, Idaho; Big West Oil Co. of Montana, Early Dawn Dairy, Hazen & Jaeger Funeral Home, Lincoln First Federal Savings & Loan, Old Natl. Bank (all S).  
**DIENER & DORSKIND INC.**  
 147 W. 42d St., New York  
 Tel.: Bryant 9-8300  
 Radio Dept.: Leo Greeland, dir.; Harry Pollack, timebuyer; John Patrick Starrs, acct. exec.  
**DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.**  
 350 Fifth Ave., New York 1  
 Tel.: Bryant 9-0445  
 Radio Dept.: Harry Bressler, vp.-radio-tv com. copy; Russell Ambuster, radio, live tv producer; Don Quinn, media dir.; David Lewis, exec. film producer; Sam Bitt, timebuyer.  
**Radio-tv Accounts:** Bristol-Myers (Vitalis, Mum, Ipana, Minit-Rub, Ammens), Pharmaco (Feenamint, Crooz, Regulol, Medi-Gum), Borden's Instant coffee, Fulham Bros. (Four Fisherman frozen foods), J. B. Williams Co. (Conti shampoo).  
**THE RALPH L. DOMBROWER CO.**  
 11 E. Franklin St., Richmond 19, Va.  
 Tel.: 3-1113  
 Radio Dept.: Michaux Moody, radio-tv dir.  
 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.: A. Carl Rigrod, radio-tv-motion picture dir.; Clark Agnew, creative tv superv.; O. A. Kingsbury, A. B. Churchill, Joseph Joyce, Samm Baker, J. Rosenthal, Arthur Weil, Don Greene, Latham Ovens, James Ryan, acct. execs.; Evelyn Lee Jones, Charlotte Corbett, Thomas Hardy, Marie Coleman, Agnes Day, timebuyers.  
 Atlanta 3-Hurt Bldg.; Tel.: Murray 8-5662; Harry L. Morrill Jr.  
**Radio Accounts:** Burlington Industries, Columbia Pictures, Corn Products Refining Co. (Bosco), E. F. Drew Co. (Tri-Nut margarine), Herald Tribune, Loews, Inc., McCall's Magazine, M-G-M, Pearson Pharmaceutical Co., River Brand Rice Mills, School Mfg. Co., Scripto Inc., Arthur Murray Dance Schools.  
**DICK DONALD ADV.**  
 338 S. Western Ave., Los Angeles 5  
 Tel.: Dunkirk 8-0555  
**Radio Accounts:** Calif. Piano Co., The Grist Mill, Eleda Restaurant, Hope Harbor Research Lab., Roger Jessup Certified Milk, Mayflower Van & Storage.  
**W. B. DONER & CO.**  
 505 Washington Blvd. Bldg., Detroit 26  
 Tel.: Woodward 5-7400  
 Radio Dept.: Mrs. Ellen Dryer, media dir.; Charles F. Rosen, vp.; Felix Howler, vp.; Julian A. Grace, treas.  
 Baltimore 18-2225 N. Charles St.; Tel.: Belmont 5-1212; Herbert D. Freid, vp.  
 Chicago 1-205 N. Wabash; Tel.: Dearborn 2-4674; Milford F. Kostman, vp.  
 Hollywood 46-845 N. LaCienega Blvd.; Tel.: Olympia 2-4429.  
 Milwaukee 3-1324 W. Wisconsin; Tel.: West 3-9315; Gilbert Breimeister, vp.  
**Radio Accounts:** Argo Oil Co., Charlie's Oldsmobile, Dave Coogan Inc., Central Savings Bank, DWG Cigar Corp., Federal Dept. Stores, Felgenson Bros. (all S), Family Finance Corp. (RN), Kessler Buick Co. (S), Garner Oldsmobile, Motor Sales Co., National Brewing Co., Schafer-Pfaff Cigar Co., Speedway Petroleum Corp., Sealtest Div. of National Dairy Prod., VerHoven Chevrolet Co. (all RN).  
**DOREMUS & CO.**  
 120 Broadway, New York  
 Tel.: Worth 4-0700  
 Radio Dept.: A. Hundley Griffith, Margie Thomas.  
 Boston 9-5 State St.; Tel.: Lafayette 3-0770.  
 Philadelphia 2-1616 Walnut St.; Tel.: Kingsley 5-2590.  
 Chicago 4-208 S. LaSalle St.; Tel.: Central 6-9132.  
 San Francisco 8-425 Bush St.; Tel.: Yukon 2-4080.  
**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, radio-tv dir.; William H. Monaghan, timebuyer; John C. Dowd, pres.; Edward D. Parent, exec. vp.; Linus Travers, vp.  
**DOWD, REDFIELD & JOHNSTONE INC.**  
 (also see John C. Dowd Inc.)  
 501 Madison Ave., New York 22  
 Tel.: Murray Hill 8-1275  
 Radio Dept.: William Lyons, dir.; Harry Torp, media dir.; Betty Nasse, Carolyn Diem, Art Topel, timebuyers.  
**Radio-tv Accounts:** Revlon (Silicare), Grove Labs (Citroid Compound), David Kahn Inc. (Wearere pencils), Flav-r-Straws, Chas. Pfizer (Candettes, Bonadettes), Albert Ehler's Coffee, Cott Beverages, Casco Products Inc.

**DOYLE DANE BERNBACH INC.**  
 20 W. 43d St., New York 36  
 Tel.: Longacre 5-7878  
 Radio Dept.: Jean Simpson, Jan Gilbert, Jerry Sachs, timebuyers; Harry Parnas, media dir.; Joan Walker, producer; mng.; Jim Gross, producer.  
**Los Angeles 6-506 S. Hobart Blvd.;** Tel.: Dunkirk 8-2233; Ben Norman, dir.-talent buyer; Bob Gips, producer; Bernice Levitas, timebuyer.  
**Radio Accounts:** Boston & Maine Railroad, Chemstrand Corp., Max Factor & Co., Fairmont Foods Co., Forest Lawn Memorial Park, E. & J. Gallo Winery, A. Goodman & Sons, Henry S. Levy & Sons, Mission Appliance, Revell Inc., Regal Shoe Co., Sav-On Drugs (all S).  
**DOYNE ADV. AGENCY**  
 415 Church St., Nashville 3, Tenn.  
 Tel.: Chapel 2-7372  
 Radio Dept.: George W. Doyne, pres.; J. Thomas Dawson, vp., acct. exec.; H. C. Daniels, acct. exec.  
**DOZIER-EASTMAN & CO.**  
 1206 Maple Ave., Los Angeles 15  
 Tel.: Richmond 9-7091  
 Radio Dept.: S. C. Eastman and Marion Dozier, ptrns.  
**MONROE F. DREHER INC.**  
 30 Rockefeller Plaza, New York 20  
 Tel.: Circle 6-6675  
 Radio Dept.: Hal Weaver Jr., radio-tv dir.; Rudy Klagstad, media dir.; Lee Petry, timebuyer.  
**Radio accounts:** Avon Cosmetics, J. L. Prescott Co. (Dazzle Bleach & Starch).  
**THE DREYFUS CO.**  
 511 N. La Cienega Blvd., Los Angeles 48  
 Tel.: Oleander 5-8255  
 Radio Dept.: Gladys M. Yanko, timebuyer; Harold Dreyfus, Charles B. Ganz, "Rudy" Rudolph, acct. execs.  
**Radio Accounts:** Gelvatex Coatings Corp., Gibraltar Savings & Loan Assn. of Beverly Hills, Ideal Mortgage Co., John E. Reed/Susan's (all S).  
**JAY J. DUGAN AGENCY**  
 1622 Chestnut St., Philadelphia 3  
 Tel.: Locust 4-2450  
 Radio Dept.: Jay J. Dugan, pres.  
**DUNDEES & 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 Jean Barnett, radio-tv timebuyer; Thomas S. Jennings, media dir.; John Malone Jr., vp.; John H. Kirdan, Roy S. Durstine Jr., Frank Dyson, E. M. Brestet, acct. execs.  
**Los Angeles 5-3440 Wilshire Blvd.;** Virginia Curran Weigle, timebuyer.  
**San Francisco 11-1736 Spockton St.;** Edith Curtiss, timebuyer.  
**Radio Accounts:** Alemite Motor Oil, Ambassador Hotel, Flako Pie Crust, Lady's Choice Foods, Mason Candies, Roman Meal Cereal & Muffin Mix, Sir Francis Drake Hotel, Strongheart Dog Food, White Rock-Dietonic Beverages (all S).  
**HUGH DWIGHT ADV.**  
 115 S.W. Fourth Ave., Portland 4, Ore.  
 Tel.: Capitol 3-3753

**E**

**EASTBURN AND SIEGEL**  
 623 Spring St., N.W., Atlanta 8  
 Tel.: Vernon 4-707  
 Birmingham, Ala.—Title Guarantee Bldg.; T. O. White, mgr.  
**EASTERN ADV. AGENCY**  
 2902 W. Clay St., Richmond 21, Va.  
 Tel.: 6-5551  
 Radio Dept.: Raymond L. Berry, own.  
**ECOFF & JAMES INC.**  
 121 S. Broad St., Philadelphia 7  
 Tel.: Pennsylvania 5-1459  
 Radio Dept.: Donald E. Battle, vp., timebuyer.  
**THE EDWARDS AGENCY INC.**  
 915 S. La Cienega Blvd., Los Angeles 46  
 Tel.: Oleander 5-7850  
 Radio Dept.: Edward L. Koblitz, pres.; Jean Walker, media dir.  
**EISAMAN,JOHNS ADV.**  
 9155 Sunset Blvd., Hollywood 46  
 Tel.: Crestview 1-5196  
 Radio Dept.: Jess M. Johns, J. R. Eisaman III, ptrns., acct. execs., timebuyers; Marx Hartman, radio-tv prod. mgr.; Mrs. Bettye M. Deardorff, ofc. mgr.; Irene Lawson, research.  
**ELLINGTON & CO.**  
 535 5th Ave., New York 17  
 Tel.: Murray Hill 7-4500  
 Radio Dept.: Hal James, vp., tv-radio; Dan Kane, bus. mgr. timebuyer; Jayne Smathers, timebuyer; Tom Ellington, prod. superv.  
**Radio Accounts:** Boonton Molding Co. (S), Celanese Corp. of America (S), Clites Service (RN-S), Vick Chemical Co. (Sofskin creme), Houbigant parfums.  
**EMERY ADV. CORP.**  
 1201 St. Paul St., Baltimore 2  
 Radio Dept.: R. I. Highleyman, vp.  
**Radio Accounts:** Baltimore Federal Savings & Loan, Lord Baltimore Hotel, Lord Baltimore Laundry, RWL Wine Co., St. James Savings Bank (all S).  
**ROBERT J. ENDERS INC.**  
 1001 Connecticut Ave., N.W., Washington 6  
 Tel.: Sterling 3-2222  
 Radio Dept.: Robert J. Enders, pres.; Howard A. Enders, exec. vp.; Rudy Vallee, vp.; Melvin Alan Bank, sec. treas.; Sylvia Edlen, radio-tv dir.; Fred Waller, art dir.; Stanley S. Bass, prod. mgr.  
**ENTERPRISE ADV.**  
 500 E. Commercial St., Los Angeles 12  
 Tel.: Madison 6-3392  
 Radio Dept.: Ed McNeilly, pres.

**ENYART & ROSE ADV.**  
 940 N. Fairfax Ave., Los Angeles 46  
 Tel.: Oldfield 4-4070  
 Radio Dept.: Jack Enyart & Alfred Rose, timebuyers, acct. execs.  
**ALVIN EPSTEIN ADV.**  
 1737 F St., N.W., Washington 5  
 Tel.: Sterling 3-8550.  
**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 dir.; Jack Wormser, dir.; June Kirkpatrick, Muriel Bullis, timebuyers.  
 Chicago 1—(Erwin Wasey & Co. Ltd.)—230 N. Michigan Ave.; Tel.: Randolph 6-4952.  
 Minneapolis (Erwin, Wasey & Co. of Minn.)—523 Marquette Ave.; Tel.: Federal 3-1233.  
 New York—711 Third Ave.; Tel.: Oxford 7-4500.  
 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 London, Paris, Rio de Janeiro and Stockholm.  
**WILLIAM ESTY CO.**  
 100 E. 42d St., New York 17  
 Radio Dept.: Mitchell Johnson, vp.; Joseph Forest, vp. chg. coms.; Richard C. Grahl, spot buyer.  
 Hollywood 28-6331 Hollywood Blvd.; Tel.: Hollywood 2-6305; Arnold J. Wester, West Coast mgr.  
**Radio Accounts:** P. Ballantine & Sons (RN-S), Thos. Leeming & Co. (S), Natl. Carbon Co. (S), R. J. Reynolds Tobacco Co. (N-S).  
**EVANS & ASSOC. ADV.**  
 Dan Waggoner Bldg., Fort Worth 2, Tex.  
 Tel.: Edison 6-5641  
 Radio Dept.: Mrs. Barbara R. Seever, media dir.  
**Radio Accounts:** Ace High Co., Continental Natl. Bank, Downtown Fort Worth Assn., Foremost Dairies, Hawk & Buck Co. (all S).

**F**

**MIKE FADELL ADV.**  
 Northwestern Bank Bldg., Minneapolis 2  
 Radio Dept.: Michael J. Fadell, pres.  
**FAIRFAX INC. ADV.**  
 270 Madison Ave., New York 16  
 Tel.: Murray Hill 4-4484  
 Radio Dept.: Janis Hamilton, media dir.  
**Radio Accounts:** Adam's Hats (local retail), Clonay Corp., Dairy Queen Custard, Gemex Watchbands, Foster Grant Eyeglasses, Stern's Nurseries of Geneva, N. Y., Toffenetti's Restaurant.  
**CARL FALKENHAINER ADVERTISING**  
 439 S. La Cienega Blvd., Los Angeles 48  
 Tel.: Bradshaw 2-0136  
 Radio Dept.: Carl Falkenhainer, acct. exec.; Jody Caldwell, timebuyer.

# 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.

# AGENCIES

**FALLON & CO.**  
650 N. Bronson Ave., Hollywood 4  
Tel.: Hollywood 9-3529  
Radio Dept.: Jim Fallon, pres.; Bob Moon, media dir.

**FEIGENBAUM & WERMAN ADV. AGENCY**  
1922 Spruce St., Philadelphia 3  
Tel.: Locust 7-1466  
Radio Dept.: Morton Yarnow, radio-tv dir.

**COURTLAND D. FERGUSON INC.**  
Natl. Press Bldg., Washington  
Tel.: National 8-7713  
Radio Dept.: Mrs. Nan Hannum, timebuyer.

Radio Accounts: Anderson Bros. Jewelers, Auth's Meats, Bergmann's Laundry, Hinkley's (rugs, rug cleaning), Horner's, Laco Shampoo, Liberty Bldg., Lincoln Warehouse, Loving Chevrolet, Meenehan's Hardware, Mann's Potato Chips, Schindler's Peanut Butter, Smith's Transfer, Solarine Floor Wax (all S).

**MAURY FERGUSON ASSOC.**  
1708 N. Broadway, Oklahoma City  
Tel.: Forest 5-4519  
Radio Dept.: Maury Ferguson, dir.; Gil W. Schneider, John Arville, acct. execs.

Radio Accounts: Alex Sales Co., Chick Coker Pontiac, Chic-O-Line Reed Mills, Davis & Irion Furniture Co., Hotpoint Appliance Sales Co., Fred Jones Ford, OK Furniture & Rug Co., Quality Oil Co., Schriver-Stevens, Southwest Radio & Equipment Co., Standard Distributing Co. (all S).

**FIGORE & FIGORE**  
128 Mallory Ave., Jersey City 4, N. J.  
Tel.: Henderson 2-8200  
Radio Dept.: Michael A. Fiore, pres., timebuyer; Albert A. Fiore, vp., radio-tv dir.; D. John Critelli, acct. exec.; Ursula C. Pisto, media dir.; Dolores Dellasio, pub. rel. mgr.; Roger J. Burke, traffic mgr.

Radio Accounts: Custom Paint & Chemical, Dormln Inc., Vigo Danish Hams, Sardo by Sardeau, Watchung Lake. M. M. FISHER ASSOC.  
79 W. Monroe St., Chicago 3  
Tel.: Central 6-6226  
Radio Dept.: Jack L. Fisher Sr., co-own., acct. exec.; Jack L. (Bud) Fisher Jr., co-own., acct. exec.; Joe Bengel, acct. exec.; Alan Fishburn, copy ch.; Phyllis Cummings, timebuyer; Herb Carlin, publicity dir.

Radio Accounts: Bell Savings & Loan Assn., Clark Theatre, Davis Oldsmobile Co., Bill Stern's-Famous Brands, Harvey Lumber Co., Jensen Movers, Keeshin Poultry Co., Morae Pharmacal, National Foundation for Infantile Paralysis, North American Mushroom Co., Oncrete, Schubert Theatre, Sittler Bros., Tam O'Shanter Country Club (golf tournament only), Yak-a-puk Farms.

**FITZGERALD ADV. AGENCY**  
Lee Circle Bldg., New Orleans  
Tel.: Tulane 3131  
Radio Dept.: William H. Thomas, dir.; Daniel J. Norton, asst. dir.; Mrs. Marie O'Meara, timebuyer.

Radio Accounts: Alabama-Georgia Syrup Co., Blue Plate Foods Inc., H. G. Hills Stores, Jackson Brewing Co., Louisiana Coca-Cola Bottling Co., Louisiana Power & Light Co., McIlhenny Co., Pan-Am Southern Corp., Wesson Oil & Snowdrift Sales Co. (all S).

**FLACK ADV. AGENCY INC.**  
453 S. Warren St., Syracuse 2, N. Y.  
Tel.: 2-6101  
Radio Dept.: Daniel Casey, radio-tv dir.; William Conklin, Grover Hubbell, Edward Labs, Milton L. Beebe, timebuyers, acct. execs.

Radio Accounts: Adequart Wiring Bureau of Central N. Y., First Trust & Deposit Co., Grandma Brown's Home Baked Beans, Syracuse Savings Bank, Victory Super Markets (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.

**FOLTZ-WEISSINGER INC.**  
120 N. Shippen St., Lancaster, Pa.  
Tel.: 2-2105  
Radio Dept.: David E. Wagenseller, vp.

**FOOD RESEARCH & ADV.**  
159 E. Chicago Ave., Chicago 11  
Tel.: Superior 7-6664  
Radio Dept.: Norman E. Kraff, pres., media dir.

**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, bcast. planning dir.; Arthur Pardol, Charles Hoffman, media grp. supvrs.

Chicago 11-155 E. Superior St.; Tel.: Superior 7-4800; John B. Simpson, radio-tv vp.; Harry Dieter, radio-tv bus. mgr.; Gwen Dargel, Genevieve Lemper, Dorothy Fromherz, timebuyers; Homer Heck, Myron Clarke, supvrs.; Jack Owen, prod. supvr.; T. G. Brennan, radio-tv prod. supvr.

Hollywood 28-6233 Hollywood Blvd.; Tel.: Hollywood 9-6265; Edmund L. Cashman, vp. chg. prod.

Houston 2-510 Taft at Buffalo Dr. (mailing P. O. Box 4223, Houston 14); Tel.: Jackson 8-5461; Grace Spanihel, timebuyer.

London W. 1-27 Hill St.; Tel.: Mayfair 9181; Brian F. McCabe, mgng. dir.; Godfrey Howard, radio-tv mgr.

Los Angeles 17-900 Wilshire Blvd.; Tel.: Madison 9-3611; Gene Fox, vp. in chg.; Jim Hathaway, best. sup.

Portland 4, Ore.-Pacific Bldg.; Tel.: Capital 7-2732; Leith F. Abbott, mgr.

San Francisco 4-235 Montgomery St.; Tel.: Sutter 1-2355; John R. Little, vp. chg.; Llew A. Jones, Robert Lee-feldt, media dirs.

Toronto-80 Richmond St. W.; Tel.: Empire 2-2686; Harry Hutchins, vp.

Radio Accounts: Armour & Co., Beatrice Foods Co., Bullock's, Firestone Tire & Rubber Co., General Foods, Hall Bros., Hughes Aircraft, International Cellulotton Products, S. C. Johnson & Son, Kimberly-Clark, Lever Bros., Lieberman Breweries, Magnavox, Paper-Mate Pen,

Pepsodent, Purex, Security-First Natl. Bank, Sunkist Growers.

**FORT & CO.**  
416 Providence Rd., Charlotte 1, N. C.  
Tel.: Edison 4-7122  
Radio Dept.: John L. Fort, timebuyer.

**FOSTER & DAVIES INC.**  
Keith Bldg., Cleveland 15  
Tel.: Cherry 1-0711  
Radio Dept.: Miles C. McKearney, vp., radio dir., acct. exec.; Jeanne Kohorn, timebuyer.

Radio Accounts: Alliance Mfg. Co. (S).

**FOULKE AGENCY INC.**  
Rand Tower, Minneapolis 2  
Tel.: Federal 9-5581

**CARLOS FRANCO ASSOC. INC.**  
420 Madison Ave., New York 17  
Tel.: Plaza 8-0792  
Radio Dept.: Richard W. Hubbell, radio-media dir.; Carlos Franco, Franklin R. Cawl, acct. execs.

Radio Accounts: Aquafilter Corp. (RN-S), Dahlberg Co. (S), Rhodes Pharmaceutical Co. S. R. Stern Labs. (RN-S), Varifare (S)

**ALBERT FRANK-GUENTHER LAW INC.**  
131 Cedar St., New York 6  
Tel.: Cortlandt 7-5060  
Radio Dept.: Robert W. Day, vp.; Larry Butner, timebuyer.

**CLINTON E. FRANK INC.**  
Merchandise Mart, Chicago 54  
Tel.: Whitehall 4-5900  
Radio Dept.: Buckingham W. Gunn, vp., radio dir.; Helen Lydon, asst. radio-tv dir.; Helen Davis, asst. media dir. Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 9-6261; Richard L. Davis, Robert Nye.

New York 19-113 W. 57th St.; Tel.: Columbus 5-8178; Lee Davis, Jack Miller.

Radio Accounts: Fould's Macaroni, Deam Milk Co., Wilson Milk Co. (all RN).

**JONES FRANKEL CO.**  
180 N. Wabash Ave., Chicago 1  
Tel.: Dearborn 2-5745  
Radio Dept.: Henry I. Sherry, dir.; Aaron G. Gaines, Radio Dept.: Howard S. Stone, acct. execs.

**THE FREDERICK-CLINTON CO.**  
545 Fifth Ave., New York 17  
Tel.: Murray Hill 2-7433  
Radio Dept.: Harold S. Reiff, radio-tv dir.

Radio Accounts: Adler Shoes for Men, Empire Plastic, Masters Inc. (discount house).

**CURT FREIBERGER & CO.**  
1439 Court Pl., Denver 2  
Tel.: Alpine 5-2048  
Radio Dept.: C. J. Freiburger, pres.; Robert C. Lochrie, acct. exec.

**OAKLEIGH R. FRENCH & ASSOC.**  
4235 Lindell Blvd., St. Louis 8  
Tel.: Jefferson 1-0087  
Radio Dept.: C. S. Pangman, vp., timebuyer.

**AD FRIED ADV. AGENCY**  
160 Santa Clara Ave., Oakland 10, Calif.  
Tel.: Olympia 4-3773  
Radio Dept.: Ad Fried, radio-tv dir., own.; Mary LaVon Lynch, radio-tv timebuyer; Kay Bachrach, art. dir.; Elaine Fried, music dir., librarian; Eileen Erbe, prod. dir.; Ad Fried, Mary Lynch, Kay Bachrach, Dave Williams, Elaine Fried, Phyl Martinez, Eileen Erbe, radio-tv prodcrs.

Radio Accounts: Bower-Smith Co., American Upholstery Co., B&G Poultry Supply Mfg. Co., Hoffman Hair Pieces, R. Rhodes & Jamieson, The Quiet Hour, McDonald Men's Clothiers, Roto Rooter Service, Lou Winston Co., Federal Bldg. Co., Murphy Buick Co., Tv & Radio Servicemen's Assn. of Contra Costa County, Fox West Coast Theaters (Oakland area), EZ Roll Mfg. Co., Annual Ceramics Exhibition at Hayward (all S), Seventh Day Adventists, Biggie Furniture Co. stores (RN-S), Del-Tra Co., Elemen Supreme Formula, Grimshaw Nurseries, Lode-Lok, Adco Advertising Specialties, Sani-Mount, Car Port (Oakland) (all S), Betty Elizabeth Shampoo, Davi Miracle Foam (both N-RN-S).

**FRIEND-REISS ADV.**  
221 W. 57th St., New York 19  
Tel.: Plaza 7-8030  
Radio Dept.: Edward Ratner, radio-tv dir.; Karen S. Collier, timebuyer.

Syracuse, N. Y.-Kemper Bldg.; Tel.: 3-3181; George Ball, mgr.

Utica, N. Y.-22 Elizabeth St.; Tel.: 4-2155; George Ball, mgr.

Radio Accounts: Cameo Curtains Inc., Greenwood Foods Inc., Krug Baking Co., Lafayette Radio.

**JIMMY FRITZ & ASSOC.**  
1680 N. Vine St., Hollywood 28  
Tel.: Hollywood 3-3251  
Radio Dept.: Don Cordray, radio-tv dir.

**HARRY M. FROST CO.**  
260 Tremont St., Boston 16  
Tel.: Liberty 2-6140  
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.: Arthur E. Duram, vp., radio-tv; Willson M. Tuttle, tv acct. supvr.; Bernard G. Rasmussen, bcast. media mgr.; Peter S. Cardozo, vp., creative copy.

Chicago 3-105 W. Adam St.; Tel.: Andover 3-5041; Edward J. Lguesen, mgr.

Cleveland 15-1501 Euclid Ave.; Tel.: Cherry 1-6700; T. G. Slater, radio-tv dir.

Radio Accounts: Aluminum Co. of America (N), Commercial Solvents Corp. (S), Diamond Black Leaf Co. (N-S), Edison Electric Institute (N), Hercules Powder Co. (S), Libbey Owens Ford Glass Co. (N), Paillard Products Inc. (N), Westinghouse Electric Corp. (S).

**GABRIEL ADV. AGENCY**  
United Office Bldg., Cleveland 13  
Tel.: Main 1-0816  
Radio Dept.: W. J. Gabriel, Margaret Morris.

Radio Accounts: Bedford Products Inc., Foodtown Super Markets, Ideal Macaroni Co., Jack 'N' Jill Kiddie Shops, Mary Lee Candies, O'Malley-Forach Dodge Inc., Sears-Roebuck Co. (all S).

**GARDNER ADV. CO.**  
915 Olive St., St. Louis 9  
Tel.: Central 1-3200  
Radio Dept.: William D. Fisher, vp., radio-tv; May Kohler, Jim Fasholz, prod. supvrs.; Maxey Lou Mann, traff. mgr.

New York 20-9 Rockefeller Plaza; Tel.: Columbus 5-2000; Roland Martini, vp.; Lois Martini, asst.

Radio Accounts: Anheuser-Busch Inc., Barton Mfg. Co., First Natl. Bank in St. Louis, Granite City Steel Co., Pet Milk Co., Procter & Gamble, Ralston Purina Co., St. Louis Independent Packing Co., St. Louis Post Dispatch, Southwestern Bell Telephone Co., Union Electric Co. of Missouri, Wabash Railroad Co.

**H. M. GARDNER & ASSOC.**  
8693 Wilshire Blvd., Beverly Hills  
Tel.: Oleander 5-7620  
Radio Dept.: H. M. Gardner, own.; Stanley Pfbaum, assoc.

Radio Accounts: Klein Industries Inc., Mission Pak, Waste King Corp.

**SIDNEY GARFIELD & ASSOC.**  
26 O'Farrell St., San Francisco 8  
Tel.: Exbrook 2-3420

**GEARE-MARSTON INC.**  
22d & Locust Sts., Philadelphia 3  
Tel.: Locust 4-3551  
Radio Dept.: Frederick C. McCormack Jr., radio-tv dir.; Joan O. McCrea, asst. prod. mgr.; Granville Worrell, Ross Pilling, Horace Nalle, James Robertson, John Coverley-Smith, Moulton Farnham, acct. execs.

New York 17-420 Lexington Ave.

Radio Accounts: American Cyanamid, Bachman Bros., Caloric Appliance, Firetubs Corp., Lawn-Bo, Pa. Salt Mfg. Co., Personal Products Corp., Strawbridge & Clothier, E. K. Tryon, Valspar, Western Saving Fund (all S).

**W. B. GEISSINGER & CO.**  
311 N. Flores St., Los Angeles 8  
Tel.: Webster 3-7178  
Radio Dept.: W. B. Geissinger, pres.; Robert Williams, vp.

**GENERAL ADV. AGENCY INC.**  
7033 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 5-5128  
Radio Dept.: Ralf M. Spangler, timebuyer, acct. exec.; Stan Brown, Chet Crank, acct. execs.

**JOSEPH R. GERBER CO.**  
1305 S.W. 12th Ave., Portland 1, Ore.  
Radio Dept.: George Clinton, ptnr., timebuyer.

**H. J. GERDTS CO.**  
60 E. 42d St., New York 17  
Tel.: Murray Hill 2-6677  
Radio Dept.: Catherine J. Slater, radio-tv dir.

**GEYER ADV. INC.**  
595 Madison Ave., New York 22  
Tel.: Plaza 1-3300  
Radio Dept.: Ray Mauzer, vp., asst. creative dir.; Don McGuinn, bus. mgr.; Charles Leibold, James DeFoe, copy; James Harkey, film prod. supvr.; LeRoy Emmerick, prod. mgr.; Ralph Robertson, vp., marketing dir.; Elizabeth Powell, timebuyer.

Detroit-14250 Plymouth Rd.; Tel.: Webster 3-5520; Ed Rodgers, tv dir.

Dayton 2, Ohio-Third Natl. Bldg.; Tel.: Fulton 4145; E. G. Frost, mgr.

Radio Accounts: Boyle-Midway Div. of American Home Products; Kelvinator, Rambler, Nash Divs. of American Motors Corp., Paul Masson Inc. Div. of Distillers Corp.

**GIBBONS ADV. AGENCY INC.**  
Daniel Bldg., Tulsa  
Tel.: Luther 7-2444  
Radio Dept.: Mercedes Freiday, radio-tv dir., acct. exec.; J. Burr Gibbons, pres.; John B. Gibbons, vp.

Radio Accounts: Natl. Bank of Tulsa, Stanleys Funeral Service, State Federal Savings & Loan Assn., Wortz Biscuit Co., Tom P. McDermott Inc., Mitchell Mfg. Co., Sand Springs Farms, V. Chek Inc., Pedrick Labs. Inc., Comet Moving & Storage Co., Community Finance Corp.

**GIBRALTAR ADV. AGENCY INC.**  
17 E. 45th St., N. Y. 17, N. Y.  
Tel.: Murray Hill 7-7896  
Radio Dept.: Frances Scott, timebuyer.

Radio Accounts: Cetrnal Paint & Varnish Co., Seagram Labs, Warehouse Willy (all S).

**CLIFFORD GILL AGENCY**  
8701 Wilshire Blvd., Beverly Hills, Calif.  
Tel.: Olympia 2-3840  
Radio Dept.: Clifford Gill, radio dir.; Dorothy Gill, timebuyer

**GILLHAM ADV. AGENCY**  
Continental Bank Bldg., Salt Lake City  
Tel.: Empire 4-5516  
Radio Dept.: Heber G. Welsey, vp.-radio-tv dept. head; George Barrus, radio-tv dept.; Arthur W. Attack, acct. exec.; Robert F. Rohlfing, vp.

Radio Accounts: Cloverleaf Dairy, Colville Ice Cream, Cottonwood Development, Fisher Brewing Co., First Security Bank, Stevens Henager School of Business, Ogden First Federal Savings, Porter Motor Co., Porter Scarpelli Macaroni Co., Purity Biscuit Co., Royal Baking Co., Sego Milk Products Co., Streator Chevrolet Co., Tracy-Collins Trust Co., Union Pacific Railroad, Utah Oil Co., Utah Power & Light Co., Western Colorado Power Co. (all S).

**BERT S. GITTINS ADV. INC.**  
739 N. Broadway, Milwaukee 2  
Tel.: Broadway 6-5934  
Radio Dept.: Gerald L. Seaman, radio-tv dir.; Vern Laustsen, asst. radio-tv dir.; Don Looper, Esther Block, timebuyers.

Radio Accounts: Allis-Chalmers Mfg. Co. (N-S), Babson Bros. Co., Plankinton Packing Co., Swift & Co., Wm. F. Rents & Sons, Trod Rug Co. (all S).

- GLASSER-GAILEY INC.**  
670 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 4-2141  
Radio Dept.: Grace Glasser, pres., timebuyer; Art Anderson, timebuyer.
- Radio Accounts: Bowie Pies, County Fair Pies, Huggins Young Coffee, L. B. Labs., Ralph Grocery Co.
- LENN ADV. INC.**  
101 E. Fifth St., Fort Worth, Tex.  
Tel.: Edison 4476  
Radio Dept.: Merle W. Bell, A. G. McDaniel, Dallas, Tex.—Republic Natl. Bank Bldg.; Tel.: Riverside 6686; Ward W. Wilcox, vp.; John H. Stewart.  
Houston, Tex.—802 Lovett Ave.; Tel.: Jackson 3-4714; Rex E. Potter.
- Los Angeles—6999 Wilshire Blvd.; Tel.: Webster 3-9369; Raymond E. Prochnow.
- San Antonio, Tex.—Transit Tower; Tel.: Capitol 7-2869; Robert Holleran; Jack Schlichenmaier.
- Radio Accounts: Associated Products, Burrus Mills, Carls Dept. Store, John M. Coleman Insurance, Fort Worth Natl. Sand & Gravel, Fort Worth Macaroni, Fort Worth Natl. Bank, Frontier Pontiac, Gaddis & Gaddis Insurance, Gebhardt's Chili Powder Co., Gildermeisters Jewelers, Globe Laboratories, Household Furniture Co., Johnson Storage & Van, Jordan Motors, Lone Star Brewing Co., New Braunfels Textile Mills, Pioneer Mortgage Co., Republic Natl. Bank, Southern Transfer & Storage, Texas Dry Concrete Co., Textcrete of Corpus Christi, Turbinville Motors.
- GODOY & CROSS ADV. AGENCY**  
21 y O Vedado, Habana, Cuba  
Tel.: F-7470
- ODWIN ADV. AGENCY**  
Electric Bldg. Annex, Jackson, Miss.  
Tel.: 2-5576  
Radio Dept.: Thomas L. Spengler, radio-tv dir., New Orleans—Richards Bldg.; Tel.: Canal 4371; David M. Kleck, mgr.  
New York 6—95 Liberty St.; Tel.: Worth 4-2762; Albert Hand, mgr.
- STEPHEN GOERL ASSOC. INC.**  
48 E. 43d St., New York 17  
Tel.: Murray Hill 2-9227  
Radio Dept.: Elyse Henley, media buyer.
- FRANCIS D. GONDA CO.**  
6912 Hollywood Blvd., Los Angeles 28  
Tel.: Hollywood 2-6017  
Radio Dept.: F. D. Gonda, pres.-acct. exec.; Alex M. Victor, radio dir.; Frances Lee, Mr. Victor, timebuyers.
- GOODKIND, JOICE & MORGAN INC.**  
919 N. Michigan Ave., Chicago 11  
Tel.: Superior 7-6747  
Radio Dept.: Florence A. Neighbors, media dir., timebuyer.  
Radio Accounts: Planters Nut & Chocolate Co., Illinois Canning Co. (both S).
- GOODMAN ADV.**  
614 S. San Vicente Blvd., Los Angeles 48  
Tel.: Webster 8-3993  
Radio Dept.: Claire Koren, media dir.  
Radio Accounts: Cabot's Shoes, Cinerama Theatres of Calif. Inc., Desert Inn of Palm Springs, Republic Studios, United Artists, Universal-International Studios, United Jet Institute, Warner Bros. Studios (all S).
- PHIL GORDON AGENCY**  
23 E. Jackson Blvd., Chicago 4  
Tel.: Harrison 7-2103  
Radio Dept.: R. Sacks, Roy Rutkoff, Philip W. Abrams.
- GOTHAM-VLADIMIR ADV. INC.**  
342 Madison Ave., New York 17  
Tel.: Oxford 7-4300  
Radio Dept.: Arthur A. Kron, radio-tv supvr., Chicago 2—1 N. LaSalle St.; Tel.: Andover 3-2890.  
San Francisco 8—251 Kearny St.; Tel.: Yukon 6-5980.
- GRACEMAN ADV. INC.**  
985 Main St., Hartford 3, Conn.  
Tel.: Jackson 2-9196  
Radio Dept.: Edward M. Graceman, pres.
- GRANT ADV. INC.**  
119 N. Michigan Ave., Chicago 11  
Tel.: Superior 7-6500  
Radio Dept.: Reginald L. Dellow, media dir.; Fred Norman, asst. med. dir.; Jeanne Ruzek, radio dir.; Dene Voight, time supvr.; Howard Jones, W. R. Watson, Andrew Shepard, Carl M. Post, Donald C. Turner, Maurice Dunne, Donald Matthews, Fred Spence, acct. execs.  
Dallas 2—Davis Bldg.; Tel.: Prospect 8121; Donald Wagnitz, Gregory Sherry.  
Dayton 2—Hulman Bldg.; Tel.: Michigan 7644; Vincent P. Black.  
Detroit 26—Guardian Bldg.; Tel.: Woodward 3-9400; E. McCord Mulock, creative; Robert Mack, radio; James Brown, William Hammond, media; Lawrence McIntosh, Myers B. Cather, Gordon Miller, J. O. Wilson, Robert C. Shaw, Lewis W. Brown, acct. execs.  
Hollywood 28—Taft Bldg.; Tel.: Hollywood 1-9251; Paul Bradley, John Gaunt.  
Miami 36—13th St. at Second Ave. SW; Tel.: Franklin 3-6611; John A. Dey.  
New York 17—711 Third Ave.; Tel.: Oxford 7-5800; John Pinto, creative; William Patterson, prod.; Lawrence Stapleton, Sanford Clark, John Hayes, acct. execs.  
Portland 5—American Bank Bldg.; Tel.: Capitol 2-9609; John A. Giesy.  
San Francisco 2—One Nob Hill Circle; Tel.: Sutter 1-8424; Jack W. Edwards.
- Other Offices—Bangkok, Thailand; Belo Hirozonte, Brazil; Bogota, Colombia; Bombay, India; Buenos Aires, Argentina; Calcutta, India; Cape Town, South Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong; Johannesburg, South Africa; Karachi, Pakistan; Lima, Peru; London, England; Madras, India; Manila, P. I.; Mexico City, Mexico; Monterrey, Mexico; Montevideo, Uruguay; Montreal, Canada; New Delhi, India; Panama, Panama; Porto Alegre, Brazil; Rio de Janeiro, Brazil; Santiago, Chile; Sao Paulo, Brazil; Toronto, Canada.
- Radio Accounts: Chrysler Corp., Dodge Corp.; Florists Telegraph Delivery Assn. (N-S), Dr. Pepper, Farmcrest Bakeries, Excell Labs., Warren Petroleum Corp., Dri-Gas Div. (S), Electric Auto-Lite, Clark Div., Beatrice Foods, Centlive Brewing Corp., Coppertone, Seaboard Drugs, Ivo Inc., Comet Rice Mills, Detroit Bank (S).
- WILL GRANT ADV. AGENCY**  
268 S. Alexandria Ave., Los Angeles 4  
Tel.: Dunkirk 7-3361  
Radio Dept.: Will Grant, mgr., timebuyer
- GRAY & ROGERS**  
12 S. 12th St., Philadelphia 7  
Tel.: Walnut 2-4808  
Radio Dept.: Edmund H. Rogers, ptnr.-dept supvr.; Walter M. Erickson, dir.; David E. Henderson, acct. exec.; John N. Sumner, R. Lawrence Ziegler, acct. execs. and copy; Edward Papazian, timebuyer; Charlotte L. Baumann, traffic.
- Radio Accounts: American Chemical Paint Co., Assoc. Hospital Service of Philadelphia, Bell Telephone Co. of Pennsylvania, Diamond State Telephone Co., Fidelity-Philadelphia Trust Co., Fritz & LaRue, Harleysville Insurance, Keystone Automobile Club, Charles Marchand Co., Philco Distributors Inc., Philadelphia Saving Fund Society (all S), Richardson & Robbins Co. (RN-S), Vogel-Ritt Inc. (S).
- GRAY-SCHWARTZ ADV.**  
228 N. LaSalle St., Chicago 1  
Tel.: Central 6-8835  
Radio Dept.: Marvin Gray, M. Levine, Arnold S. Sklair, acct. execs.; Mildred B. Griswold, traff. mgr.
- GREENHAW & RUSH INC.**  
Sterick Bldg., Memphis 3, Tenn.  
Tel.: Jackson 5-5596  
Radio Dept.: E. B. Greenhaw, vp.; R. H. Jacobs, acct. exec.; Mrs. Dora Furgason, media dir.  
Radio Accounts: Home Federal Savings & Loan Assn. (S), John Ruskin & Flor De Melba Cigars, J. Strickland & Co. (both S).
- GREGORY-HOUSE ADV. CO.**  
2157 Euclid Ave., Cleveland 15  
Tel.: Main 1-7822  
Radio Dept.: Bromley House, pres.
- WILLARD G. GREGORY & CO.**  
416 W. 8th St., Los Angeles 14  
Radio Dept.: Willard G. Gregory, pres.; Edmund J. Phillips, vp.; Lawrence Kraft, acct. exec.
- GREY ADV. AGENCY INC.**  
430 Park Ave., New York 22  
Tel.: Plaza 1-3500  
Radio Dept.: Alfred L. Hollender, vp., dir.; Sidney T. Hertzel, bus. mgr.; Dr. Lawrence Deckinger, media dir.; Alfred L. Hollender, vp. in chg. radio-tv; Hal Davis, vp., radio-tv; Dr. Lawrence Deckinger, vp., media dir.; Tom Reilly, Andrew Zipprich, Phil Branch, Helen Wilbur, media group heads; Joan Rutman, Joan Stark, Jack Cummings, Ken Kearns, Dorothy Houghney, Dave Keegan, Alice Wolff, Cy Parker, media buyers; Paul Seckel art dir.; Rogers Brackett, George W. Feld, Richard A. Lukin, producers.  
Hollywood—1750 N. Vine St.; Robert D. Wolfe, mgr.; Tel.: Hollywood 4-7347.
- Radio Accounts: Associated Products Inc., Block Drug Co. Inc., Federal Natl. Co., Hoffman Beverage Co., Procter & Gamble Co., G. Krueger Brewing Co., Lehn & Fink Products, Mennen Co., Phillips-Jones Corp., Prince Gardner Co., RCA Victor Records, Shwayder Bros. Inc., Union Pharmaceutical Co., Lionel Trainers, Ideal Toy Corp.
- GRIFFITH ADV. AGENCY INC.**  
Times Bldg., St. Petersburg 1, Fla.  
Tel.: 7-6504  
Radio Dept.: Florence H. Hochwalt, media dept. mgr.
- THE GRISWOLD-ESHELMAN CO.**  
Terminal Tower, Cleveland 13  
Tel.: Tower 1-3232  
Radio Dept.: Richard C. Woodruff, radio-tv dir.
- JULIAN GROSS & ASSOC.**  
770 Asylum Ave., Hartford 5, Conn.  
Tel.: Chapel 9-8491  
Radio Dept.: Julian Gross, pres.
- GROSSFELD & STAFF**  
22 W. Monroe St., Chicago 3  
Tel.: Andover 3-6904  
Radio Dept.: Stanley D. Levitz, radio dir., Edward A. Grossfeld, acct. exec.
- GRUBB & PETERSEN ADV.**  
111 N. Market St., Champaign, Ill.  
Tel.: 6-3766  
Radio Dept.: Dale D. Arvidson, radio-tv dir.; Joan Lange, timebuyer; Earl Broihier, asst. radio-tv dir.-acct. exec.; Paul Earnest, Marshall Scott, acct. execs.
- Radio Accounts: Black's Hardware Co., Certified Automotive Service Inc., Camp Creek Duck Farm, Eckert Orchard Assoc., Eisner Grocery Co., First National Bank of Champaign, Henderson Sales Co., Hoben Candy Co., Hollywood Brands Inc., Kelly Food Products, Mirabio Corp., Thompson Lumber Co., Vir-Pat Corp., Walburn Labs, Warcham-Hudson Dairy (all S).
- GUENTHER, BROWN & BERNE INC.**  
Equiter Bldg., Cincinnati 2  
Radio Dept.: David A. Brown, vp.-radio dir.; Wilfred Guenther, pres.; Albert Berne Jr., Russell Withenbury, vps.  
Wheeling, W. Va.—National Bank of W. Va. Bldg.; Tel.: 2300; John F. Schroeder, mgr.
- Radio Accounts: Associated Grocers, Bolles Bredamour, Fashion Mills, Johnson Electric Co., Nickles Bakery, Security Moving & Storage Co., Security Rug Cleaning Co., Southern Ohio Natl. Bank of Cincinnati, Switton Center, Town & Country Restaurant, Union Finance Co. (all S).
- GUERIN, JOHNSTONE, JEFFRIES INC.**  
6546 York Blvd., Los Angeles 42  
Tel.: Cleveland 7-8271  
Radio Dept.: Paul R. Guerin, acct. exec.
- GUILD, BASCOM & BONFIGLI INC.**  
150 Kearny St., San Francisco 8  
Tel.: Yukon 2-6040  
Radio Dept.: Peg Harris, media dir., New York 22—515 Madison Ave.; Tel.: Plaza 5-7917  
Hollywood 28—1750 N. Vine St.; Tel.: Hollywood 9-8217; Dave Fulmer, pgn. dir.
- LAWRENCE C. GUMBINNER ADV. AGENCY INC.**  
655 Madison Ave., New York 21  
Radio Dept.: Paul G. Gumbinner, vp., radio-tv; Anita Wasserman, timebuyer; Tessa Allen, asst. timebuyer; Murray Gelman, writer-prodcr.; Morton Kasman, producer-bus. admr.; Robert Armbruster, co-ordinator-traffic.
- Radio Accounts: American Tobacco (RN-S), Bercut Richards Packing Co. (S), Bourjois Inc. (N), Browne Vinters Corp., Chap Stick Co., London Character Shoe Corp. (all S), Q-Tips Inc. (RN-S), S. A. Schonbrunn & Co., Sutton Cosmetics Inc. (all S).

## H

- WM. J. HACKENBERG ADV.**  
206 Main St., Wheeling, W. Va.  
Tel.: Cedar 3-3386  
Radio Accounts: Cooley-Bentz Co., Colvig, HADLOCK & ASSOC.  
7564 Sunset Blvd., Hollywood 46  
Tel.: Hollywood 2-6731  
Radio Dept.: Richard J. Andersen, acct. exec.
- Radio Accounts: Antelco Corp., Maurice Ball Furs, First Federal Savings & Loan of Hollywood.
- JOHN L. HALPIN ADV.**  
207 State St., Schenectady 5, N. Y.  
Tel.: Franklin 2-0492  
Radio Dept.: John L. Halpin, acct. exec.; M. G. Halpin, timebuyer.
- H. K. HALPURN ASSOC.**  
15 E. 40th St., New York 16  
Tel.: Murray Hill 6-3714  
Radio Dept.: Hal Kirk, radio-tv dir.; M. F. Witte, Juan Juan, acct. execs.
- Radio Accounts: Aroma Coffee, Capitol Foods, D-200 Products, Pelindo Hair Preparations, Rancho Foods, Reuter Soap, U. S. Navigation Corp. (all S).
- THE HAMMER CO.**  
171 Church St., Hartford 3, Conn.  
Tel.: Jackson 7-0183  
Radio Dept.: M. H. Hammer, pres.  
New York 19—101 W. 55th St.; Tel.: Plaza 7-0955; Charles J. Charney, mgr.
- 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.)  
58 Sutter St., San Francisco 4  
Tel.: Exbrook 2-6025  
Radio Dept.: MacLean Chandler, radio-tv dir.; Marianne Hammond, timebuyer; Jean Kehne, radio-tv prod.; Houston Levers, Henry Peterson, acct. execs.
- Radio Accounts: Bank of California, Avonet Co. (both S), Morris Plan Co. of California (RN-S), Western Pacific Railroad (S).
- HARRIS & MONTAGUE ADV. INC.**  
Walker Bank Bldg., Salt Lake City 11  
Tel.: Empire 3-8815  
Radio Dept.: Robert G. Love, vp.-radio-tv dir.
- Radio Accounts: Associated Food Stores, Hotel Utah, Holsum Bread Co., Morning Milk Co., Clover Club Foods, Prudential Federal Savings, Walker Bank & Trust, Weber Central Dairy.
- HART-CONWAY CO.**  
335 E. Main St., Rochester 4, N. Y.  
Tel.: Locust 2-3520  
Radio Dept.: H. Lyman Hart, John P. Street, Harold E. Kennedy, Joseph P. Brown, John M. Nixon, E. Ward Phillips, John M. Sullivan, acct. execs.
- Radio Accounts: H. H. Babcock, Blue Boy Dairy, Blue Boy Ice Cream Co., Roller-Clark Inc., Cities Service Oil Co., Chrysler-Plymouth Dealers, Columbia Banking, Saving & Loan Assn., Crescent-Puritan, Genesee-Monroe Racing Assn., Genesee Valley Medical Care, Hallman Chevrolet Co., Haxton Foods Inc., Levis Music Stores, Monroe County Savings Bank, Pepsi-Cola Co., Pichler Pontiac Corp., Rochester Gas & Electric Corp., Rochester Telephone Corp., Roseland Park, Sealy Mattress Co., Security Trust Co., Standard Brewing Co. (all S).
- GEORGE H. HARTMAN CO.**  
307 N. Michigan Ave., Chicago 1  
Tel.: Andover 3-0130  
Radio Dept.: Virginia Caldwell, media dir.; Jean Seaman, timebuyer; Kay Bush, acct. exec., timebuyer.  
New York 17—420 Lexington Ave.; Tel.: Murray Hill 9-8637; John D. Berg, radio dir.
- TOM HARVEY ADV.**  
3128 Glenview St., Philadelphia 49  
Tel.: Devonshire 3-2482  
Radio Dept.: Tom Harvey, media dir.
- WILLIAM W. HARVEY INC.**  
5747 Melrose Ave., Los Angeles 38  
Tel.: Hollywood 2-0874  
Radio Dept.: R. E. Jacobson, radio-tv dir.-timebuyer; James W. Simmons, acct. exec.
- Radio Accounts: Allen's Formula 25 Vitamins, Hotpoint Appliance Sales Co., Golden Eagle Service Stations, Servisoff of California, Bill Lepper Pontiac, Craig Oil Co.
- HARVEY-MASSENGAL CO.**  
Walton Bldg., Atlanta 3  
Tel.: Walnut 9117  
Radio Dept.: R. Winston Harvey, pres.  
Durham, N. C.—Tel.: 6177; C. Knox Massey, mgr., radio dir.

# AGENCIES

## THE F. H. HAYHURST CO. LTD.

7 King St. E., Toronto 1  
Tel.: Empire 6-0751  
Radio Dept.: R. D. Amos, radio-tv dir.; C. M. Harrison, prodr.; Mary Goletz, timebuyer.  
Montreal-1510 Drummond St.; Tel.: Harbour 0131; J. B. Leopold, mgr.; Mrs. Denyse Mathieu, radio-tv dir.; Tom Deans, timebuyer.  
Radio Accounts: Acousticon Hearing Aids, Brading's Breweries, Canadian Canners, R. D. Fleck & Co. (S), Loblaw's Groceries (RN), Nielson's Chocolates, Meccano Ltd., Procter & Gamble (N), Purity Flour Mills, Wagstaffe Ltd.

## HAYS ADV. AGENCY INC.

252 College St., Burlington, Vt.  
Tel.: 2-5757  
Radio Dept.: Norman H. Myers, pres.  
SHELDON M. HEIMAN INC.  
32 W. Randolph St., Chicago 1  
Tel.: Central 6-3070  
Radio Dept.: Lou Epton, radio-tv dir.; Roger Clark, timebuyer; Sheldon M. Heiman, purchasing svpr.; Allan Hart, prod. svpr.  
Radio Accounts: Peter Epsteen Pontiac Inc., Stauffer Stenderizing Salons (Chicago and Arlington, Va.), Merit TV Service, Jorges Jewelers (all S).

## HEINTZ & CO.

611 Wilshire Blvd., Los Angeles 17  
Tel.: Madison 9-3181  
Radio Dept.: Mary Mercels, Blanche Tanous, tv prod.; Robert P. Heintz, Carl M. Heintz Jr., Herbert Dickow, timebuyers; Diana Wear, media dir.  
San Francisco 5-155 Montgomery St.; Tel.: Garfield 1-0477; Earl Avery, acct. exec.

## PAUL LYNN HELLER ADV. INC.

911 13th St., N.W., Washington 5  
Tel.: National 8-7638  
Radio Dept.: Paul Lynn Heller, timebuyer.

## HENDERSON ADV. AGENCY INC.

Insurance Bldg., Greenville, S. C.  
Tel.: 2-7611  
Radio Dept.: Roy Ellison, prod.; Betty McCowan, timebuyer.  
Radio Accounts: General Baking Co. Southern Div., Greenwood Packing, Texize Chemicals Inc. (all S).

## HENRI, HURST & McDONALD INC.

121 W. Wacker Dr., Chicago 1  
Tel.: Franklin 2-9180  
Radio Dept.: Lee Randon, radio-tv dir.; Laura Hall, timebuyer; T. R. Chadwick, R. E. Franklin, J. C. Arnold, acct. execs.  
Radio Accounts: Admiral Corp. (N), Holloway House Foods, Linco Products, Ready-to-Bake Foods Inc., Armour & Co. (all S), Peters Shoe Co. (N-RN).

## HEPWORTH ADV. CO.

505 N. Ervay St., Dallas 1  
Tel.: Randolph 2353  
Radio Dept.: S. W. Hephworth, pres., acct. exec.; Winston Ball, vp., prod. mgr.; N. C. Olson, radio-tv dir.  
Radio Accounts: Brockles Foods Co., Belle Roberts Corp., Figaro Co., Hillcrest State Bank, Brockles Restaurant (all S).

## AL HERZ ADV. AGENCY INC.

225 E. Michigan St., Milwaukee 2  
Tel.: Broadway 2-8040  
Radio Dept.: Elton W. Kocian, vp., radio-tv dir.  
J. M. HICKERSON INC.  
551 Fifth Ave., New York 17  
Tel.: Oxford 7-6330  
Radio Dept.: William A. Miller, media dir.  
Des Moines 12, Iowa-2021 Grand Ave.; Tel.: Atlantic 2-0221; Shelton R. Houx, vp., mgr.

## HICKS & GREIST

555 Fifth Ave., New York 17  
Tel.: Murray Hill 7-5600  
Radio Dept.: Theodore J. Grunewald, vp., radio-tv dir.; Vincent Daraio, ch. timebuyer; E. H. Jennings, timebuyer.

Los Angeles 5-3450 Wilshire Blvd.; Tel.: Dunkirk 5-1721; Robert Black.

Radio Accounts: Dixie Cup Co. (N-S), Brill Foods (RN-S), Johnson Candy, Lewyt Corp. (both S), Sandura Corp. (NS), Servel Inc., Taylor-Reed (both S).

## HILTON & RIGGIO INC.

4 W. 58th St., New York 19  
Tel.: Plaza 1-3900  
Radio Dept.: Maria Carayas, radio-tv dir., ch. timebuyer.  
Radio Accounts: C&C Super Food Corp. (Batter-Up, Super Coola), Southern Biscuit Co. (FFV Cookies), Natl. Selected Products Inc., New Products Institute (all S), Red L. Frozen Foods (RN-S), Stop & Save Trading Corp. (S), Swanee Paper Corp. (S).

## HIRSCH, TAMM & ULLMAN INC.

509 N. 11th St., St. Louis 1  
Radio Dept.: Harman I. Moseley, radio-tv dir.; Delores Jordan, media dir., timebuyer; Maurice Hirsch, Paul Ullman Jr.

Radio Accounts: Old Judge Coffee Co. (RN-S), Helfetz Pickling Co., Bauman-Massa, Freund Baking Co., Freund's Jewelers, Mutual Bank & Trust Co. (all S).

## HIXON & JORGENSEN INC.

3257 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 8-1121  
Radio Dept.: H. D. Walsh, dir.; Harriett M. Weigand, timebuyer; Tyler Macdonald, Ross Sawyer, Leon Thamer, Gordon Gumpertz, Lewis K. Woodward, Wm. E. Betts, acct. execs.

San Francisco 5-821 Market St.; Tel.: Douglas 2-5597; Caryl Coleman, writer-prodr.

Radio Accounts: Richfield Oil Corp. (RN-S), Alpha Beta Markets Inc., Arrowhead & Puritas Waters Inc., Beaute Vues Corp., Carrier Corp., Challenge Cream & Butter Assn., Cinch Products, Citizens Natl. Trust & Savings Bank of Los Angeles, Fino Food Processing Co., Kierulff & Co., Local Loan Co., Mac's Super Gloss Co., O'Keefe & Merritt Co., Rehrg Mfg. Co. (all S).

## HOAG & PROVANDIE INC.

136 Federal St., Boston 10  
Tel.: Hancock 6-8580  
Radio Dept.: Langley C. Keyes, exec. vp.  
HOEFER, DIETRICH & BROWN INC.  
405 Sansome St., San Francisco 11  
Tel.: Yukon 2-0575  
Radio Dept.: Wallace C. Riddell Jr., radio-tv dir.  
HOFFMAN & YORK INC.  
Century Bldg., Milwaukee 3  
Tel.: Broadway 6-6510  
Radio Dept.: Joel Kursel, vp., radio-tv prog. dir.  
WILLIAM F. HOLLAND  
2530 Auburn Ave., Cincinnati 19  
Tel.: Capitol 1-1252  
Radio Dept.: Wm. F. Holland, own., timebuyer; Earl L. Holland, radio-tv dir.  
HOLST & CUMMINGS & MYERS LTD.  
1370 Kapiolani Blvd., Honolulu 14  
Tel.: 95291  
San Francisco-215 Marek St.  
HONIG-COOPER CO.  
1275 Columbus Ave., San Francisco 11  
Tel.: Ordway 8-4469  
Radio Dept.: John W. Davis, radio dir.; Clarice McCreary, head timebuyer; Eda Badolato, Anita Kennedy, timebuyers.  
Los Angeles 17-1201 W. Fourth St.; Tel.: Michigan 2396; K. D. Stewart, media dir.  
Seattle 1-Tower Bldg.; Tel.: Main 1801; Mel Lucas, media dir.

## HORTON-NOYES CO.

Industrial Bank Bldg., Providence 3, R. I.  
Tel.: Gaspee 1-2087  
Radio Dept.: Henry C. Hart Jr., radio-tv dir., timebuyer; Wallace Campbell, Theodore Goodchild, Edward Samper, acct. execs.  
Radio Accounts: Collins Co., Industrial Natl. Bank, Westfield Mfg. Co., Narragansett Elec. Co., People's Savings Bank, Collins Co., Rumford Chemical Co. (all S).

## HOUC & CO.

2013 Jefferson St., S.W., Roanoke Va.  
Tel.: 2-3411  
Radio Dept.: William B. Houck, vp., radio-tv.  
HOUSE & LELAND  
Municipal Terminal Bldg., Portland 4, Ore.  
Tel.: Capitol 7-3431  
Radio Dept.: Mrs. Lydia A. Tripp, radio-tv dir.; Arthur E. House, Wayne R. Leland, acct. execs.  
BRYAN HOUSTON INC.  
730 Fifth Ave., New York 19  
Tel.: Plaza 7-6400  
Radio Dept.: William B. Templeton, vp. chg. radio-tv; Harold Dobberten, vp., media dir.; Jules Bundgus, radio-tv mgr.; Chet Kulesza, exec. film prod.; Wyn Walsh, svpr. of program product.; Harvey Jerome, asst. program & film producer; Patricia Lawrence, casting dir.; Kenneth Whelan, dir.; John Ennis, mgr., media, ch. timebuyer; Desmond O'Neill, Bob Boulware, Francis John, Jack Dunford, timebuyers.  
Radio Accounts: Colgate-Palmolive Co., Nestle Co., Heublein Inc., Mrs. Tucker's Shortening.  
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; Thomas Lee, Clifford Simpson, copywriters.  
Miami 32, Fla.-Chamber of Commerce Bldg.; Tel.: Franklin 1-2165; John McAtee, vp., mgr.  
Radio Accounts: American Home Foods (N-RN-S), Arnold Bakers (RN-S), Blueberry Coop. Assn. (S), Milton Bradley Co. (S), Brock Hall Dairy Co. (S), Charles Gulden Inc. (S), Keyes Fibre Co. (S), KLM Royal Dutch Airlines (S), Mail Pouch Tobacco Co. (N), Merck & Co. (S), Mich. Blueberry Growers (S), American Molasses Co. (Grandma's Molasses), Knox Gelatine Co., A. S. Harrison Co. (Preen Broom), Montclair Drug Co. (666 Cold Remedies), Rutland Fire Clay Co., Stahl-Meyer Inc. (meat products), Stanley Home Products, N. Y. & New England Apple Institute.

## THE HUBBELL ADV. AGENCY INC.

1900 Euclid Ave., Cleveland 15  
Tel.: Cherry 1-0212  
Radio Dept.: Inez Wallace, vp., radio dir.  
CHRISTY HUMBURG ADV. AGENCY  
742a N. Forest, Webster Groves 19, Mo.  
Tel.: Woodland 1-3707  
Radio Dept.: Christy Humburg, own.  
H. B. HUMPHREY, ALLEY & RICHARDS INC.  
370 Lexington Ave., New York 17  
Tel.: Lexington 2-3020  
Radio Dept.: Ransom P. Dunnell, radio-tv dir.; Elaine Alst, timebuyer.  
Boston-Statler Office Bldg.; Tel.: Liberty 2-6100.  
HUMPHREY, PRENTKE & ASSOC.  
11406 Euclid Ave., Cleveland 6  
Tel.: Randolph 1-4582  
Radio Dept.: Mel H. Prentke, radio dir.  
HUNTER & WILLHITE ADV. AGENCY  
1540 N. Highland Ave., Hollywood 28  
Tel.: Hollywood 4-4191  
Radio Dept.: Dave Manning, vp., tv dir.; Phil Osol, Bob DeSantis, acct. execs.  
Long Beach, Calif.-4348 Atlantic Ave.; Tel.: Nevada 6-7218.  
Radio Accounts: Associated Furniture, Berry & Berry, Fletcher Jones Chevrolet, McMahan Furniture Stores, Standard TV Stores, Al Terrence Carpet Co., White Front Stores, Wilshire Oldsmobile (all S).  
HUNTINGTON-PARMELEE ADV.  
252 N. Canon Dr., Beverly Hills, Calif.  
Tel.: Bradshaw 2-8059  
Radio Dept.: J. H. Parmelee, J. Foreman, Don Neuhauser.  
J. E. HUOT LTD.  
405 St. Nicholas Bldg., Montreal 1  
Tel.: Plateau 4131  
Radio Dept.: H. U. Boucher, radio dir.  
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 6-1160  
Radio Dept.: Frank M. Hutchins, pres.; Wm. F. Lacey, Homer C. Scheck, John P. McCarthy, vps.; Stuart J. Rice, Russell Tomkinson, Bob A. Wolf, William Wygant, James L. Gould, Margaret H. Carl, Margaret Nugent, Elizabeth Eggleton, acct. execs.  
Toronto 4-35-35 Hayden St.; Tel.: Kingsdale 6661; W. A. Bounsaill.

Radio Accounts: E. E. Bausch & Son Co., Beaucaire Inc., Empire State Pickling, Grafex Inc., Hart & Vick, Bernard Held Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, E. J. Scheer Inc., Schuler Potato Chip Co., Scramtom's Book & Stationery Co., Stein's Baker, Treadway Inn of Rochester, Canadaigua Industries Inc., Waldert Optical Co., Rochester Savings Co.

## HUTCHINSON ADV. CO.

1257 N. Vine St., Hollywood 38  
Tel.: Hollywood 2-4500  
Radio Dept.: Roger S. Hutchinson, pres., timebuyer; Harry Lawton, acct. dir.; Margaret Robinson, media sec.; Don Swanson, acct. exec.  
Radio Accounts: Dean Van Lines Inc., Golden Bull Restaurant, C. T. Moore Fire Extinguisher Co., Sta-Lube Inc., Sports Car Racing Assn., Trulip Corp. (all S).

## CHARLES F. HUTCHINSON INC.

115 Newbury St., Boston 16  
Tel.: Commonwealth 6-2310  
Radio Dept.: Charles F. Hutchinson, pres.-treas.; Helen C. Horrigan, med. buyer; Kenneth D. Clapp, Mildred W. Carlson, David F. Johnstone, acct. execs.  
Radio Accounts: Food Specialties Inc. (N-S), Habitant Soup Co., C. M. Kimball Co., Dale Carnegie Courses, Mass. Dept. of Agriculture, Metrop. Chevrolet Dealers' Assn., Natl. Packing Corp. (all S).

## HUTZLER & LONG INC.

371 W. First St., Dayton 2, Ohio  
Tel.: Michigan 8837  
Radio Dept.: Frank H. Clark, acct. exec.; J. K. Matthews Jr., prod.-trainer, mgr.  
Radio Accounts: Moler's, Belmont Dairy, Ogleby-Barnitz Bank & Trust Co., Borchers Ford, Metropolitan Co., Rossiter-Jarrett-Harman Co. (all S).

## IDAHO ADV. AGENCY

715 Grove St., Boise, Idaho  
Tel.: 2-7671  
Radio Dept.: E. F. Casebeer, Robert A. Hankey, ptrns.  
ILLINOIS SIMMONDS & SIMMONDS INC.  
520 N. Michigan Ave., Chicago 11  
Tel.: Michigan 2-3560  
Radio Dept.: Phil W. Tobias Jr., acct. exec.; Stephanie Seeder, media dir.

## INTERNATIONAL ADV. AGENCY

5817 Gresham Blvd., Los Angeles 43  
Radio Dept.: William J. Roberts, pres.; Vivian M. Rasmussen, sec.-treas.; Roger Carrol, acct. exec.  
Radio Accounts: Sacred Records, World Literature Crusade, Family Bible Hour, Paskel-Grigsby Mortuary, Anita's Floral & Gift Shop, Gospel Book Store, Dr. Pierce P. Brooks, Challenge of the S. S., Family Relations, Voices of Victory, Guiding Light.

## IRWIN-LOS ANGELES INC.

226 N. Canon Dr., Beverly Hills, Calif.  
Tel.: Bradshaw 2-5455  
Radio Dept.: George W. Irwin, pres.; Paul Langford, vp.; Larry Cotton, Perry E. Pasmazoglu, acct. execs; John Ruffino, prod. mgr.  
HOWARD M. IRWIN & ASSOC.  
2806 W. Seventh St., Los Angeles 5  
Radio Dept.: Howard M. Irwin, own.

## JACKSON, HAERR, PETERSON & HALL INC.

Jefferson Bldg., Peoria, Ill.  
Tel.: 6-8758  
Radio Dept.: Marilyn Clark, media dir.  
Jefferson City, Mo.-302 Adams St.; Tel.: 6-3107; Richard A. Hall, mgr.  
Minneapolis 3-1108 Nicollet Ave.; Tel.: Federal 3-5599; Sherman E. Peterson, mgr.

## JACKSON & HEDRICK INC.

62 Worth St., New York 13  
Tel.: Worth 4-7005  
Radio Dept.: Paul H. Hedrick, pres.; B. J. Bradbury, radio-tv dir.  
Radio Accounts: Parson's Ammonia Co. (Sudsy Ammonia), Standard-Toch Chemicals Inc. (paints)  
TEVIE JACOBS ADV. AGENCY  
108 E. Washington St., Indianapolis 4, Ind.  
Tel.: Melrose 6-9189  
Radio Dept.: Phillipa Wyatt, acct. exec. and radio-tv dir.

Radio Accounts: Morris Plan, Economy Finance, Alcoa Indiana Corp., Pest Control Services, American Income Life Insurance, Goodman Jewelers, Jaguar Midwest Distributors (all S).

## ALBERT JARVIS LTD.

94 Yonge St., Toronto  
Tel.: Empire 3-2438  
Radio Dept.: Evan Morton, bst. dir.; John Carpenter, vp.; Lorraine Sanella, timebuyer.  
Montreal-1466 Crescent St.; Tel.: Plateau 8767; Paul Corbeil, dir.

Radio Accounts: Minute Maid, Snow Crop, 'Ospra', De Poortere, Viava, Morton Pies, Gilbarco, Mary Maxim, Zer-O-Pak, Sandura (all S).

## JENKINS ADV. INC.

Builders Exchange, Minneapolis 2  
Tel.: Federal 2-4421  
Radio Dept.: E. M. Grundy, radio dir.  
Radio Accounts: Crestliner, M. A. Gedney Co., Murray's Inc., Barrington Chevrolet, Marquette Natl. Bank, Mitchell & Boyer, Pearson Candy Co., Scheil Brewing Co., Western Oil & Fuel Co. (all S).

**JESSOP ADV. CO.**  
85 W. State St., Akron 8, Ohio  
Tel.: Franklin 6-2169  
Radio Dept.: Charles A. Jessop, pres.; A. R. Conte, media dir.

**JETT ADV. AGENCY**  
6000 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 2-6635  
Radio Dept.: Hal Davis, radio-tv dir.  
Radio Accounts: Foothill Motors, Burg Products (both S).  
**CHARLES P. JOHNSON CO.**  
625 Market St., San Francisco 5  
Tel.: Douglas 2-2438  
Radio Dept.: Janet Lindsay, media dir.  
**JONES & BRAKELEY INC.**  
150 Nassau St., New York 38  
Tel.: Beekman 3-1912  
Radio Dept.: Henry T. Rockwell, pres.; Marie C. Power, timebuyer.

**JONES & JONES ADV. AGENCY**  
Leonhardt Bldg., Oklahoma City 2  
Tel.: Forest 5-9364  
Radio Dept.: Henry C. Jones, timebuyer.  
Radio Accounts: Standard Life & Accident Insurance Co., DeCoursey Milk Co., Oklahoma City Univ., Harter Marblecrete Stone Co., Branham's Inc., White Swan Laundry & Cleaners (all S).

**THE RALPH H. JONES CO.**  
Carew Tower, Cincinnati 2  
Tel.: Garfield 1-2500  
Radio Dept.: Ann Smith, radio-tv dir.; Betty Deric, Eula Reggins, Evelyn Rauch, timebuyers.  
New York 36-580 Fifth Ave.: Tel.: Plaza 7-4600.  
**C. B. JUNEAU INC.**  
8447 Wilshire Blvd., Beverly Hills, Calif.  
Tel.: Olive 3-1770  
Radio Dept.: Edward Baillie, dir.; Anona D. Hansen, timebuyer.

**K**

**KAL, EHRLICH & MERRICK**  
Star Bldg., Washington 4  
Tel.: Excutive 5-3700  
Radio Dept.: Alvin Q. Ehrlich, exec. vp.; David P. Thomas, radio-tv dir.; Nella Manes, timebuyer; William B. Mullett, Alexander L. Charles, Frederick M. Harris, Philip F. Berne, William G. Roberts, Joseph Weinstein, R. Edward Hotze, Charles Smith, acct. execs.

**KANE ADV.**  
319 N. Center St., Bloomington, Ill.  
Tel.: 4-3251  
Radio Dept.: Robert B. Armstrong, media dir.; Joe Coulten, radio-tv dir.

**THE KAPPS CO.**  
64 E. Lake St., Chicago 1  
Tel.: State 2-0460  
Radio Dept.: Capico Kapps, Joseph Kapps, Albert Kapps, D. Daily, Harold Gordon.  
Radio Accounts: Public Service Stores (S), Western Supply & Furnace Co. (RN-S), Moraine Hotel, Miracle Ham Co., United Savings & Loan Assn., Southeast Radio Stores, Blue Star Auto Stores, Economy Home Food Plan, Traveler Radio Corp., Lagendorf Mfg. Co. (all S), and others.

**H. W. KASTOR & SONS ADV. CO.**  
75 E. Wacker Dr., Chicago 1  
Tel.: Central 6-5331  
Radio Dept.: James H. West, radio dir.; Harry Mann, media dir.; Marvin Harms, Herman Kastor, John T. Urice, Raymond J. Lahvic, John S. Wiggins, acct. execs.

**KASTOR, FARRELL, CHESLEY & CLIFFORD INC.**  
400 Madison Ave., New York 17  
Tel.: Plaza 1-1400  
Radio Dept.: Harry B. Walsh, radio-tv prod. dir.; David Buksbaum, asst. radio-tv dir.; Jack B. Peters, timebuyer.  
Radio Accounts: Hickok Mfg. Co., Jeris Hairtonic, Drug Research Corp. (Sustamin 2-12), Denver Chemical Co. (Dencorub balm).

**THE JOSEPH KATZ CO.**  
10 W. Chase St., Baltimore 1  
Tel.: Lexington 9-1500  
Radio Dept.: Frederick T. Wehr, radio-tv dir.; Jean Mitchell, timebuyer.  
New York 17-555 Fifth Ave.: Tel.: Murray Hill 7-0250;  
Robert G. Swan, vp., radio-tv dir.; Richard Katz, assoc. radio-tv dir.; Edward Fonte, media dir.

**HENRY J. KAUFMAN & ASSOC.**  
1419 H St., N.W., Washington 5  
Tel.: District 7-7400  
Radio Dept.: Jeffrey A. Abel, radio dir.  
**MARX KAUFMAN ADV. INC.**  
130 W. Hamilton St., Baltimore 1  
Tel.: Saratoga 7-5868  
Radio Dept.: Horace Elias, radio-tv dir.

**KEEGAN ADV. AGENCY**  
Title Guarantee Bldg., Birmingham 3, Ala.  
Tel.: 54-2417  
Radio Dept.: Forbes McKay, media dir., timebuyer.

**LEE KEELER INC.**  
Fox Theatre Bldg., Philadelphia 3  
Tel.: Rittenhouse 6-3753  
Radio Dept.: Leroy H. Keeler Jr., John D. Lohmeyer, Howard D. Holmes Jr.  
Radio Accounts: Ritter Finance Co., Boenning & Co., Louderback Transportation Co., Wilf Bros. (all S).

**KEELING & CO.**  
Chamber of Commerce Bldg., Indianapolis 4  
Tel.: Melrose 5-5434  
Radio Dept.: Mary C. Dill, timebuyer.

**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 St., Los Angeles 57  
Tel.: Dunkirk 7-5213

Radio Dept.: Edward S. Kellogg, own.-acct. exec.; W. J. Seidler, radio-tv dir. and acct. exec.; Forrest Dolan, vp.-acct. exec.; Martin Michael, acct. supvr.-creative dir.  
Portland 12, Ore.-3054 N. E. Glison St.: Tel.: Filmore 7265  
San Francisco 8-406 Sutter St.: Tel.: Exbrook 2-2565.

**KELLY & LAMB ADV. AGENCY**  
897 Higgs Ave., Columbus 8, Ohio  
Tel.: Axminster 4-5583  
Radio Dept.: Mrs. Dorrit Williams, radio-tv dir.  
Radio Accounts: Modern Finance Co., Geo. Byers Sons Inc., Teeters Packing Co., Shaffer Music Co., Vess Bottling Co., Ohio Apple Institute, Main Federal Savings & Loan Assn.

**KELLY, ZAHNRDT & KELLY INC.**  
2543 Hampton Ave., St. Louis 10  
Tel.: Mission 5-2684  
Radio Dept.: Walter W. Zahnrtd, timebuyer.

**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., Ungar Electric Tools Inc.

**KEMBLE CO.**  
10 El Paseo, 19 E. De La Guerra St., Santa Barbara, Calif.  
Tel.: 2-3819

**JOHN M. KEMP ADV.**  
150 E. Slauson Ave., Los Angeles  
Tel.: Adams 3-7536

**DON KEMPER CO.**  
850 S. Patterson Blvd., Dayton 2, Ohio  
Tel.: Adams 6216  
Radio Dept.: Cindy Price, timebuyer.

**KENNEDY, WALKER & WOOTEN**  
8695 Wilshire Blvd., Beverly Hills  
Tel.: Oleander 5-8750

**KENYON & ECKHARDT INC.**  
247 Park Ave., New York 17  
Tel.: Murray Hill 8-5700  
Radio Dept.: Jim Bealle, vp. chg. radio-tv; Joseph Vraun, vp., media dir.  
Atlanta 3-795 Peachtree St., N.E., Tel.: Trinity 5-7761;  
John T. Shannon, vp.  
Boston 16-462 Boylston St., Tel.: Copley 7-8550; Frank S. Christian, vp.  
Chicago 1-221 N. LaSalle St.: Tel.: Financial 6-4020;  
Walter A. Lawrence, vp.  
Detroit 26-645 Griswold St.; Tel.: Woodward 5-0300; William E. Macke, vp.  
Hollywood 28-Equitable Bldg.; Tel.: Hollywood 3-2101;  
Jack W. Runyon, vp.  
Mexico City-Edificio Seguras Azteca, Ave. Insurgentes Sur 102; Burt Avedon, vp.  
Montreal 2-550 Sherbrooke St., W.: Tel.: Plateau 2554;  
A. B. Browne, vp.  
Philadelphia 7-Phila. First Natl. Bank Bldg.; Tel.: Rittenhouse 6-8020; Oren Spellman, vp.  
San Francisco 4-620 Market St.; Tel.: Exbrook 7-0900;  
Sydney G. Walton, vp.  
Toronto 5-321 Bloor St.; Tel.: Walnut 4-9531; Donald E. Smith, vp.

Radio Accounts: American Maize Co. (N-S), Beechnut Packing Co., Chase-Manhattan Bank, Coats & Clark Inc., Mercury Div. of Ford Motor Co., Natl. Biscuit Co., Pepsi-Cola Co., Radio Corp. of America.

**KETCHUM, MacLEOD & GROVE INC.**  
411 Seventh Ave., Pittsburgh 19  
Tel.: Court 1-5100  
Radio Dept.: Edgar J. Donaldson, radio-tv dir.; James L. Shannon, timebuyer; Donald L. Fox, Norton T. Gretzler, William B. Kroske, Warren C. Rossell, prodcra.  
New York-155 E. 44th St.; Tel.: Murray Hill 7-5640; Edmund Anderson, assoc. radio-tv dir.  
Columbus 5-8 E. Long St.; Tel.: Capital 4-9632; Melvyn F. Johnston, radio-tv prodcra.

Radio Accounts: Aluminum Co. of America, Braun Baking Co., Chevrolet Dealers (Maryland and Virginia), Dairy-mens Cooperative Sales Assn., East Ohio Gas Co., Hospital Service Assoc., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Pittsburgh Brewing Co., Rieck Dairy Co., Remyer & Bros., Thorefare Markets Inc., Vimco Macaroni Co., Westinghouse Broadcasting Co., Westinghouse Electric Corp.

**ABBOTT KIMBALL CO.**  
250 Park Ave., New York 17  
Tel.: Yukon 6-7800  
Radio Dept.: Barbara Reid, radio-tv dir., timebuyer; Elizabeth Proudft, research; Marjorie Sze, 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, mgr.  
Los Angeles 5-4055 Wilshire Blvd.; Tel.: Dunkirk 7-7305;  
Hodge Love, mgr.  
San Francisco 4-405 Montgomery St.: Tel.: Exbrook 2-6725;  
Alfred Ducato, mgr.

Radio Accounts: Browndow Inc., Hazel-Atlas Glass Co., Long Island Rail Road, William G. Bell Co. (seasoning), Apex News & Hair Co. (hair preparations).

**KIRCHER, HELTON & COLLETT**  
2600 Far Hills Ave., Dayton, Ohio  
Tel.: Walnut 3191  
Radio Dept.: Waison B. Metcalf, Norman Van Zant, acct. execs.; Don R. Lyons, radio-tv dir.; James Dapp, retail dir.

Radio Accounts: Gem City Savings Assn., Rike-Kumler Co., Gem City Ice Cream, Red Door Farms, Univis Lens, Good Housekeeping Shop, Biltmore Hotel (all S), Lowe Bros. Co. (RN), Lowe Bros. Paint Store, Gardner Board & Carton Co. (both S).

**KLAU-VAN PIETERSOON-DUNLAP INC.**  
744 N. Fourth St., Milwaukee 3  
Tel.: Broadway 1-6780  
Radio Dept.: James Doolittle, radio-tv dir.

**PHILIP KLEIN ADV. INC.**  
Penn Square Bldg., Philadelphia 2  
Tel.: Rl 6-7070  
Radio Dept.: Edward Felbin, timebuyer.

**WALTER J. KLEIN CO.**  
1214 Elizabeth Ave., Charlotte 4, N. C.  
Tel.: Franklin 7-1646  
Radio Dept.: Alan Burke, radio-tv dir., acct. exec.; Maureen Powers, Jan Freeland, timebuyers; Robert Buckler, Charles L. Moss, Guy Zwahlen, acct. execs.  
New York-17 E. 45th St.: Tel.: Murray Hill 7-8551;  
Charles Basch III.  
Chapel Hill, N. C.-1110 E. Franklin Extension; Tel.: Chapel Hill 8-5675; Guy Zwahlen.

Radio Accounts: Blue Magic Inc., Bradford Dairy, Carolina Casualty Insurance Co. (all S), Carolina Power & Light Co., Jesse Jones Sausage Co., Maola Milk & Ice Cream Co., Textile Workers Union of America, WRAL-TV, Raleigh (all RN), Interstate Insurance Inc., M & J Finance Corp., Pilot Life Insurance Co., Roberson's BIG Beverages, Charles B. Silver & Sons, Southern Appliances, Suburban Rulane Gas Co. (all S).

**EDWARD KLETTER ASSOC. INC.**  
515 Madison Ave., New York 22  
Tel.: Plaza 1-1990  
Radio Dept.: Don Blauhut, radio-tv dir.; Alvin Hollander Jr., dept. mgr.; Helen Lawin, opr. mgr.; Herbert Gruber, media dir.; Ruth Bayer, timebuyer; Gerald Levey, acct. exec.; Charles M. Boland, creative prodcra.

**THE MARTIN R. KLITTEN CO.**  
3670 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 7-8595  
Radio Dept.: Martin R. Klitten, pres.; Eloise Davies, media dir.; Calvin Bensch, acct. exec.

**KNOLLIN ADV. AGENCY**  
391 Sutter St., San Francisco 8  
Tel.: Sutter 1-6110  
Radio Dept.: Ilene Joyce, media dir.  
**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.: Juniper 2-1641  
Radio Dept.: Ken D. Thompson, radio-tv dir.  
Radio Accounts: Arkansas Rice Growers Coop. Assn., Oertl Brewing Co. (both S).

**J. M. KORN & CO.**  
1528 Walnut St., Philadelphia 2  
Tel.: Kingsley 6-0600  
Radio Dept.: J. M. Korn, pres.

**KRONSTADT ADV. AGENCY**  
711 14th St., N.W., Washington 5  
Tel.: Republic 7-0272  
Radio Dept.: Henry L. Kronstadt, radio-ev dir.; Clair Pauls, timebuyer; Mrs. Martha Saunders, acct. exec.

**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. Reiblich, bus. mgr.; John P. Marsich, time buyer; G. Johnstone, L. Dean, C. Rohrbough, E. Owens, K. Tuttle, Lloyd Delaney, acct. execs.  
Detroit 2-710 New Center Bldg.; Tel.: Trinity 5-5315  
Martin Rice, vp.; John H. Sheldon, acct. exec.  
San Francisco 5-681 Market St.; Tel.: Garfield 1-5433  
J. H. Hornell.  
Washington-Sheraton Bldg.; Tel.: National 8-5506; Mrs. Ida Getty.

Radio Accounts: Buick, Frigidaire Div. of General Motors, Goodyear Tires (N-S), U. S. Tobacco.

**KUTTNER & KUTTNER INC.**  
646 N. Michigan Ave., Chicago 11  
Tel.: Superior 7-7940  
Radio Dept.: Stanley C. Kuttner, timebuyer.

**L**

**LAHR ADV. AGENCY INC.**  
915 N. Pennsylvania St., Indianapolis 4  
Tel.: Melrose 5-5328  
Radio Dept.: Fred W. Lahr, pres.

**LAKE-SPIRO-SHURMAN INC.**  
Radio Center Bldg., Memphis 3, Tenn.  
Tel.: 5-1571  
Radio Dept.: Arthur L. Savage Jr., timebuyer.

**LAMBERT & FEASLEY INC.**  
450 Park Ave., New York 22  
Tel.: Murray Hill 8-6464  
Radio Dept.: Frank W. Mace, pres.; Joseph Burland, vp. chg. media; John Bates, vp. chg. tv-radio; William B. Hinman, James D. Watterson, timebuyers; J. Douglas Morris, vp., chg. Lambert acct.

Radio Accounts: Warner-Lambert Pharmaceutical Co., Phillips Petroleum Co.

**LANCE ADV. AGENCY**  
9006 Sunset Blvd., Los Angeles 46  
Tel.: Cresview 5-6158  
Radio Dept.: Joel Douglas, Anita Rogers.

**RAYMOND I. LANG ADV.**  
116 New Montgomery St., San Francisco 5  
Tel.: Yukon 2-8028  
Radio Dept.: Beatrice Eymard.  
Radio Accounts: Lanai Restaurant (RN).

**LANG, FISHER & STASHOWER INC.**  
Euclid Bldg., Cleveland 15  
Tel.: Prospect 1-0300  
Radio Dept.: Alvin B. Fisher, vp., radio-tv dir.; John D. Cremer, dept. mgr.; Garry C. McKelvey, chief timebuyer; David L. Stashower, asst. dept. mgr.; Lori Martin, Helen T. Dwyer, asst. timebuyers.

Radio Accounts: Burrows Bros., Carling Brewing Co., Cleveland Indians Baseball Co., Cleveland Transit System, General Electric Appliances Co., Ohio Mattress Co., Pick 'N' Pay Supermarkets Inc., Richman Bros. Co., Sargdale Provision Co., Union Savings & Loan Co., Yellow Cab Co.

# AGENCIES

**THE LANSDALE CO.**  
3434 W. First St., Los Angeles 4  
Tel.: Dunkirk 5-2007  
Radio Dept.: Alan M. Berger, radio-tv dir.; Phil Lansdale, Phil Bentley, acct. execs.  
Radio Accounts: Market Basket Inc., Mode O'Day Shops, Zeeman Clothing Co.  
**C. J. LAROCHE & CO.**  
247 Park Ave., New York 17  
Tel.: Plaza 5-7711  
Radio Dept.: Tom Lewis, vp. chg. radio-tv; Hendrik Booraed, vp., J. Bottomley, radio-tv production mgr.; Donald Shaw, media dir.; Eugene Alnwick, Doris Gould, time buyers.  
Los Angeles—9201 Wilshire Blvd.; Tel.: Bradshaw 2-2111; Stuart Ludlum, mgr.  
Radio Accounts: New England Confectionery Co. (Necco), North American Phillips Co., Revlon (N), U. S. Tobacco Co., Warner Bros. Co. (undergarments).  
**AD LARSON ADV.**  
3118 Riverside Dr., Los Angeles 27  
Tel.: Normandy 4-6532  
Radio Dept.: Ad Larson, own.  
**LAVENSON BUREAU OF ADV. INC.**  
1212 Chestnut St., Philadelphia 7  
Tel.: Walnut 3-1250  
Radio Dept.: H. A. Egbert, media dir.; E. J. Schiavone, timebuyer.  
**CARL LAWSON ADV. CO.**  
4722 Broadway, Kansas City 12, Mo.  
Tel.: Jefferson 1-5155  
Radio Dept.: John R. Lawson, pres.; Wayne H. Ross, vp.  
Radio Accounts: Kitty Clover Potato Chip Co. (Kansas City, Mo; Wichita, Kan.) (RN-S), Plaza Merchants Assn., Ebel Construction (both S).  
**LEE & ASSOC.**  
8327 Beverly Blvd., Los Angeles 48  
Tel.: Webster 3-9349  
Radio Dept.: Leo Pearlstein, own.  
**AL PAUL LEFTON CO.**  
1617 Pennsylvania Blvd., Philadelphia 3  
Tel.: Rittenhouse 6-1500  
Radio Dept.: A. R. Griffin, vp., radio-tv dir.  
Chicago 11—435 N. Michigan Ave.; Tel.: Superior 7-9511.  
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, sr. vp. chg. radio-tv; Francis C. Barton Jr., vp., radio-tv gen. mgr.; Anthony J. Pan, vp., comm. prod. dir.; Lou Florence, Ernest Hartman, Ira Skutch, John Strang, prog. supvrs.; Anthony DePierro, vp., media dir.; Richard Eymann, W. D. Smith, Arthur H. Ude, Herbert Zeltner, media supvrs.; Abbott Davis, Barton Isbell Jr., Jean Jaffe, Marion Jones, Robert Kutsche, Perry Seastrom, timebuyers; James K. Graham, Bennett B. Holmes, bus. mgrs.; Connie Ryan, Marita C. Rowland, prom. & publicity; Anne Marie Doody, traff. mgr.; Dale Anderson, Gordon D. Cates, Thomas P. Doughten, Martin J. Dwyer Jr., Stephen M. Kenyon, William Mahu, L. E. Miller, Philip E. Penberthy, John J. Schneider, Daniel E. Shea, Edward C. Simons, C. L. Smith, John D. Tarcher, Jackson Taylor, Kenneth J. White, William K. Ziegfeld, vps., acct. execs.; Winston O. Butz, Francis Cambria, Shirley W. Estey, Leo A. Kelmenson, acct. execs.  
Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Crestview 1-7221; Frank Woodruff, prog. prod. mgr.; Theodore Huston, comm. prod. mgr.; Elizabeth C. Meiggs, acct. mgr.  
Radio Accounts: American Airlines, American Meat Institute, Armstrong Rubber Co., Chicopee Mills (all S), Colgate-Palmolive Co., Dromedary Co. (both N-S), Eastco Inc. (S), Emerson Drug Co. (N-S), McCormick & Co., Stokely-Van Camp (both S).  
**LEVY ADV. AGENCY**  
48 Commerce St., Newark 2, N. J.  
Tel.: Mitchell 2-2525  
Radio Dept.: Hyman Levy, pres.; H. Alan Stein, sec.-acct. exec., radio-tv dir.  
**TED LEVY ADV. AGENCY**  
1441 Welton St., Denver 2  
Tel.: Main 3-7133  
Radio Dept.: Barbara Aiton, radio-tv dir., timebuyer.  
**THE S. A. LEVYNE CO.**  
343 St. Paul Pl., Baltimore 2  
Tel.: Mulberry 5-3390  
Radio Dept.: Murray Valenstein, acct. dir.; Henry Eisner, acct. exec.; Vivian D. Jakubik, media dir.  
**LEWIN, WILLIAMS & SAYLOR INC.**  
130 E. 59th St., New York 22  
Tel.: Murray Hill 8-6200  
Radio Dept.: A. W. Lewin, pres.; Wray D. Kennedy, vp., acct. exec.; Norman Baer, radio-tv dir.; Harry Dyren, media dir.; Joan Domidian, timebuyer.  
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., Linguaphone Institute, Speedwriting Institute, Forstner Inc. (men's jewelry), General Slicing Machine Co., Newark Packing Co., "True" Magazine, Norman M. Morris (Omega watch).  
**LEWIS ADV. AGENCY**  
1001 N. McCadden Pl., Hollywood 38  
Tel.: Hollywood 9-8826  
**LEWIS ADV. AGENCY**  
17 Academy St., Newark 2, N. J.  
Tel.: Mitchell 2-4802  
Radio Dept.: Milton L. Lewis, pres.  
Radio Accounts: Barnett's Bird Food.  
**LEWIS & GILMAN INC.**  
1528 Walnut St., Philadelphia 2  
Tel.: Pennypacker 5-9900  
Radio Dept.: Graham Mason, vp.; John Bleasdale, Evelyn Walmsley, Helen Reichart.  
Radio Accounts: Breyers Ice Cream Co., Keebler Biscuit Co., James Industries, Reading Anthracite, Central Penn Natl. Bank (all S).

**CARR LIGGETT ADV. INC.**  
NBC Bldg., Cleveland 14, Ohio  
Tel.: Cherry 1-3454  
Radio Dept.: John L. Marting, media dir.; John F. Nash, Myron J. Craver, acct. execs.  
Radio Accounts: Cleveland Builders Supply Co., Ohio Savings Assn. (both S).  
**LILLER, NEAL & BATTLE**  
Walton Bldg., Atlanta 3  
Tel.: Jackson 4-8032  
Radio Dept.: Sarah Williams, media dir.; Mrs. Avriila Phillips, Pam Tabberer, Barbara Acree, timebuyers.  
New York 17—595 Madison Ave.  
Radio Accounts: Carling Brewing Co., Tesco Chemicals Inc., Colonial Stores Inc., H. W. Lay & Co., Brock Candy Co., Piedmont Airlines (all S).  
**LINDSEY & CO.**  
8 N. Eighth St., Richmond 19, Va.  
Tel.: 7-3065  
Radio Dept.: W. Leroy Hoerter, radio-tv dir.; Dorothy L. Nelms, timebuyer.  
**LITTLE & CO.**  
3719 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 9-1207  
Radio Dept.: Guy Little, D. F. Harbridge Jr.  
**LOCKE, JOHNSON & CO. LTD.**  
255 Davenport Rd., Toronto 5, Ont.  
Tel.: Walnut 4-8481  
Radio Dept.: John W. 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.; James Strahan, vp.; Betty Murphy.  
**LONG-HAYES ADV. AGENCY**  
Reynolds Bldg., Winston-Salem, N. C.  
Tel.: 3-3616  
Radio Dept.: Curtis E. Long, ptrn., acct. exec.; Austin H. Carr, acct. exec.; Dorothy B. Murchison, timebuyer.  
**W. E. LONG CO.—INDEPENDENT BAKERS' COOPERATIVE**  
188 W. Randolph St., Chicago 1  
Tel.: Randolph 6-4606  
Radio Dept.: David R. Hayes, radio-tv dir., acct. exec., timebuyer; John Pesich, asst. radio-tv dir., timebuyer.  
Radio Accounts: Amrhein's Baking Co., Carpenter Baking Co., Franco-Superior, Fuchs Baking Co., Gardner Baking Co., McGough Bakery, Ohio Valley Baking Co., Old Homestead, W. G. Shipley (all S).  
**LOWE & HALL ADV.**  
News Bldg., Greenville, S. C.  
Tel.: 5-7489  
Radio Dept.: Elliott H. Hall Jr., Sidney L. Lowe, W. A. Leslie, acct. execs.  
Radio Accounts: First Federal Savings & Loan Assn., Harper Bros., Mackey Mortuary, Southern Homes Show, Maxon Shirt Corp., Derrv Damash Milk, Norris Mfg. Co. (all S).  
**LOWE & STEVENS**  
685 W. Peachtree St., Atlanta 8  
Tel.: Trinity 2-9694  
Radio Dept.: Audrey Jones, media dir.; Jules Clyde Gerd- ing, acct. exec.  
Radio Accounts: Roman Cleanser Co., White Provision Co. (both S).  
**LUCKOFF & WAYBURN INC.**  
829 W. Lafayette Blvd., Detroit 26  
Tel.: Woodward 2-0707  
Radio Dept.: Louis H. Luckoff, pres.; Leon S. Wayburn, exec. vp.; Edith Rose, media dir.; Alan E. Luckoff, ptrn., dir., timebuyer; Robert Goldfarb, copy chief.  
**EALIN LUDGIN & CO.**  
121 W. Wacker Dr., Chicago 1  
Tel.: Andover 3-1888  
Radio Dept.: Jane Daly, radio-tv dir.; Ruth Babick, head timebuyer; Marilyn Riefield, Kay Morgan, timebuyers; Larry Burns, Walter Riddell, Richard Carver, Lester F. Lilliston, Thomas Chantorn, acct. execs.  
Radio Accounts: Best Foods Inc., G. Heileman Brewing Co., W. F. McLaughlin & Co., Rath Packing Co. (all S).  
**THE LYNN ORGANIZATION**  
15 S. Franklin St., Wilkes-Barre, Pa.  
Tel.: Valley 2-7182  
Radio Dept.: William P. McLaughlin Jr., timebuyer.  
**W. D. LYON CO.**  
305 Second Ave., S.E., Cedar Rapids, Iowa  
Tel.: Empire 4-2451  
Radio Dept.: Fileen Burns, timebuyer; Robert Colburn, radio-tv prod. dir.  
Sioux City, Iowa—Orpheum Electric Bldg.; Tel.: 8-5545; Robert Colburn.  
Radio Accounts: Ames InCross, Better Homes & Gardens, Crescent Electric Supply, First Natl. Bank, Guaranty Bank & Trust Co., Home Town Dairies, Iowa Dairy Industry Commission, Kay Dee Feed Co., Kent Feed Co., Peterson Furniture, Potomac Brewing Co., Rockford Brick & Tile, Slagle Lumber Co., Tolerton-Warfield Brokerage, Turner Mortuary, United Hagie Hybrids Corn, Wells Bue Bunny Dairy, Kerkin Co. (all S).

Dominion Rubber Co., Dominion Stores Ltd., Dept. of Nail, Defence (Both Air Force & Navy), Great-West Life Assurance Co., General Motors Products of Canada, H. J. Heinz Co. of Canada, Home Oil Distributors Ltd., Imperial Oil Ltd., Lake of the Woods Milling Co., Lever Bros., W. H. Malkin Co., Nalley's Ltd., Natl. Trust Co., Wm. Neilson Ltd., Noxema Chemical Co., Peppodent Sales Ltd., Standard Brands Ltd., Horace N. Stovin & Co., Tuckett Ltd., Henry K. Wampole & Co., Zero Mfg. Co.  
**MacLAUGHLIN ADV. AGENCY**  
Ellicott Sq. Bldg., Buffalo 3  
Tel.: Mohawk 5703  
Radio Dept.: Frederick R. MacLaughlin, own.; Hele. Malanowicz, timebuyer.  
**MacMANUS, JOHN & ADAMS INC.**  
Long Lake Rd. & Woodward, Bloomfield Hills, Mich.  
Tel.: Midwest 6-1000  
Radio Dept.: Charles N. Campbell, head timebuyer; William A. Bushway, John T. Hartigan, Becky Carter, E. Susanne Sharp, timebuyers; Hovey Hagerman, A. Roy Barber, Robert L. Garrison, Robert Marker, William Bachman, acct. exec.  
New York—444 Madison Ave.; Tel.: Plaza 9-3221; Henry G. Fownes, vp., dir.; Theodore Allegretti, Mark Lawrence.  
Radio Accounts: Pontiac Motor Div., Cadillac Motor Car Div., Dow Chemical Co., Minnesota Mining & Manufacturing Co. (all S).  
**MAHOOL ADV. INC.**  
914 N. Charles St., Baltimore 1  
Tel.: Plaza 2-3616  
Radio Dept.: Katherine H. Mahool, Robert D. Myers, acct. execs.  
**MALCOLM-HOWARD**  
203 N. Wabash Ave., Chicago 1  
Tel.: Andover 5-0022  
Radio Dept.: Evelyn Burke, timebuyer; Stewart Sherling, copy-traffic; W. Bent, copy ch.  
**W. H. MALE LTD.**  
1674 Kona St., Honolulu  
Tel.: 9-1176  
Radio Dept.: Mrs. Lesly Cunningham, dir., timebuyer; H. V. Beazlie, Paul Davis, Philip Hayman, acct. execs.  
Radio Accounts: Dairyman's, Dutch Boy Paints, Hawaii Brewing Corp. (all S), Love's B. & B. Co. (RN-S), McWayne Marine Supply (S), Pepsi Cola Co. (RN-S), Pet Milk Co., Royal Tire & Supply, Territorial Saving & Loan, Schuman Carriage Co., Chesebrough Corp., Waikiki Lau Yee Chai (all S).  
**DAVID MALKIEL ADV. INC.**  
8 Newbury St., Boston 16  
Tel.: Copley 7-5980  
**MANAGEMENT ASSOC. OF CONNECTICUT INC.**  
2135 Summer St., Stamford, Conn.  
Tel.: Fireside 8-7795  
Radio Dept.: Suzanne R. Wells, pres.; John P. Curran, timebuyer; Betty M. James, radio dir.; Wilma Jeanne Bryant, media cor.  
Radio Accounts: Slenderella Intl. (N-RN-S), Bertie Cosmetics (S).  
**J. GORDON MANCHESTER ADV. INC.**  
1726 Pennsylvania Ave., N.W., Washington 6  
Tel.: Metropolitan 8-0060  
Radio Dept.: J. Gordon Manchester, pres.; Richard T. Williams, radio-tv dir.  
Radio Accounts: American Sta-Dri Co., Capitol Frnto Co., Safeway Stores Inc., Ottenberg's Bakers Inc., C. F. Sauer Co.  
**LLOYD MANFIELD CO.**  
110 Pearl St., Buffalo 2  
Tel.: Washington 2762  
Radio Dept.: John H. Miller, timebuyer.  
**MARSHALK & PRATT**  
(Div. of McCann-Erickson)  
460 Park Ave., New York 22  
Tel.: Templeton 8-8030  
Radio Dept.: Russ Johnston, vp. chg. tv-radio; Glen Bammann, assoc. tv-radio dir.; Henry Bate, asst. radio-tv dir.; Gordon Hughes, Mary Ellis, timebuyers.  
Radio Accounts: Asphalt Institute, Coca-Cola Bottling Co., International Nickel Co., Mennen, National Lead Co., MARSTELLER, RICKARD, GEBHARDT & REED INC.  
11 E. 36th St., New York 16  
Tel.: Murray Hill 6-4870  
Radio Dept.: Howard Sharman, exec. vp.; Julian Gran- media dir.  
Chicago 1—185 N. Wabash Ave.; Tel.: Franklin 2-5212; Richard Christian, exec. vp.  
Pittsburgh 22—Oliver Bldg.; Tel.: Express 1-1616; Rodney Reed, acct. vp.  
Radio Accounts: Petroleum Heat & Power (Petro fuel oil).  
**MARTHA'S ADV. SERVICE**  
412 W. Sixth 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-tv dir.; Mrs. Mildred Martin, timebuyer; Mrs. Mae Scanlan, Jean Robertson, acct. execs.  
**WILLIS S. MARTIN CO.**  
535 W. Wayne St., Fort Wayne, Ind.  
Radio Dept.: David G. Lee, radio-tv dir.  
Radio Accounts: Allen County Motors, Collins Motor Co. (both S).  
**MASON-RELKIN CO.**  
65 E. 55th St., New York 22  
Tel.: Plaza 3-8556  
Radio Dept.: Roger B. Relkin, timebuyer.  
**J. M. MATHES INC.**  
260 Madison Ave., New York 16  
Tel.: Lexington 2-7450  
Radio Dept.: Read H. Wight, radio-tv dir.; Richard S. Jackson, asst. radio-tv dir.; Mrs. Edna S. Cathart, timebuyer; Patricia A. Hartnett, Mary Steinert, asst. timebuyers.  
Radio Accounts: Canada Dry Ginger Ale, Carbola Chemical



- Co., Economics Laboratory Inc., Judson Dunaway Corp. (all S), Ludden's Inc. (N-S), Northam Warren Corp. (S), Pure Food Co. (S).
- MATHISSON & ASSOC. INC.**  
411 E. Mason St., Milwaukee 2  
Tel.: Broadway 6-7181  
Radio Dept.: Jack Severson, radio-tv dir.  
**JOSEPH MAXFIELD CO.**  
87 Weybosset St., Providence 3, R. I.  
Tel.: Gaspee 1-4456  
Radio Dept.: Joseph M. Finkle, pres.-timebuyer; Archie M. Finkle, vp.-treas.; Sylvia Ovalles, radio dir.; Dorothy M. Barry, prod. mgr.
- IAXON INC.**  
2761 E. Jefferson Ave., Detroit 7  
Tel.: Lorain 7-5710  
Radio Dept.: P. C. Beatty, media dir.  
Chicago 11-644 N. Rush St.; Tel.: Whitehall 4-1676; J. Martin Krautter, mgr.  
New York 22-12 E. 53d St.; Tel.: Plaza 9-7676; Edwin A. Wilhelm, dir.; Thomas P. Maguire, bus. mgr.; Ray L. Stone, George Huelser, timebuyers.
- CHARLES H. MAYNE CO.**  
487-B Melrose Pl., Los Angeles 46  
Tel.: Olive 3-0990
- JAYS & CO.**  
412 W. 6th St., Los Angeles 14  
Tel.: Trinity 8534  
Radio Dept.: Roderick A. Mays, own.; Catherine Abner, timebuyer; Rich Fowler copy.  
Radio Accounts: Barker Bros., Kelvinator Div. of American Motors Sales Corp., DuMont Tv. (all S).
- WILLIAM DOUGLAS McADAMS INC.**  
130 E. 59th St., New York 22  
Tel.: Plaza 9-6300  
Radio Dept.: Stephen W. Schwartz, radio-tv dir.; Martin L. Henry, radio-tv bus. mgr.  
Chicago-737 N. Michigan Ave.; Tel.: Whitehall 4-2615.  
Radio Accounts: Upjohn Co.  
**McCANN-ERICKSON INC.**  
485 Lexington Ave., New York 17  
Tel.: Oxford 7-6000  
Radio Dept.: C. Terence Clyne, vp., chm. plans review brd.; George Haight, vp., radio-tv dir.; Ted Bergmann, Lansing Lindquist, vp., assoc. radio-tv dirs.; J. Frank Gilday, radio-tv mgr.; Dorothy McCann, vp., exec. prod.; Mary Harris, pgm. supvr.; William C. Dekker, vp., media dir.
- Atlanta 8-886 W. Peachtree St., N.W.; Tel.: Trinity 5-8581; Mark B. Bollman Jr., mgr.  
Boston 16-200 Berkeley St.; Tel.: Liberty 2-7382; Watson M. Gordon, vp.  
Chicago 4-318 S. Michigan Ave.; Tel.: Webster 9-3701; Peter G. Peterson, vp.  
Cleveland 14-335 Euclid Ave.; Tel.: Cherry 1-6850; R. W. Dailey, vp.  
Dallas 1, Tex.-Gibraltar Life Bldg.; Tel.: Riverside 1609; Billy M. Sansing, mgr.  
Detroit 26-Penobscot Bldg., 647 Griswold St.; Tel.: Woodward 2-9792; Paul E. Foley, vp.  
Houston 6, Tex.-900 Lovett Blvd.; Tel.: Jackson 9-4991; Joseph B. Wilkinson, vp.  
Los Angeles 5-3256 Wilshire Blvd.; Tel.: Dunkirk 5-3301; Bert Cochran, vp.  
Louisville 2, Ky.-Commonwealth Bldg., 4th & Brdway; Tel.: Juniper 4-6178; J. Mac Wynn, mgr.  
Portland 4, Ore.-Public Service Bldg.; Tel.: Capitol 8-4305; T. N. Tracy, mgr.  
San Francisco 4-114 Sansome St.; Tel.: Douglas 2-5560; Phipps L. Rasmussen, vp.  
Toronto 5-200 Bloor St. E.; Tel.: Walnut 22133; Evan W. Hayter, pres.; McCann-Erickson Ltd.  
Montreal 25-1980 Sherbrooke St. W.; Tel.: Glenview 6121-2; J. Lawrence Dampier, vp.  
Vancouver, B. C.-Vancouver Hotel; Tel.: Mutual 3-5608; F. W. Ellis, mgr.  
London EC 4-McCann-Erickson House, Fetter La.; Tel.: Fleet Street 6543; W. E. McKeachie, man. dir.  
Frankfurt a/m, Germany-H. K. McCann GmbH, 56 Neue Mainzer Strasse; Tel.: 90121; Sidney A. Wells, mgr.  
Hamburg, Germany-H. K. McCann GmbH, Neuer Wall 41; Tel.: 36-2291; Helmut Pauli, mgr.  
Paris-SODICO S.A.-57 Rue Pierre Chartron; Tel.: Balzac 35-90 or Elysee 34-14; Charles Blondell, mgr.  
Brussels-McCann-Erickson Int'l., 92 Chaussee de Charleroi; Tel.: 38-2940; John Van Hoorn, mgr.  
Radio Accounts: Bulova Watch Co., Calif. Pkg. Corp., Chesbrough-Ponds Mfg. Co., Chrysler Corp., Chrysler Sales Div., Coca-Cola, Cowles Magazines, Lehn & Fink Products Corp., Liggett & Myers (Chesterfield cigarettes), Lucky Lager Brewing Co., Natl. Biscuit Co., Natl. City Bank of Cleveland, Ohio Bell Telephone Co., Pacific Coast Borax Co., S.O.S. Co., Standard Oil Co. (Ind.) (N-S), Westinghouse Electric Corp. (N).
- THE McCARTY CO.**  
3576 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 5-4011  
Radio Dept.: Herh C. Brown, radio-tv dir.; John E. Anderson, acct. exec.  
Chicago 11-520 N. Michigan Ave.; Tel.: Michigan 2-0300; Chester Craft, assoc. mgr.  
Dallas 1-1500 Jackson St.; Tel.: Riverside 1227; M. N. Montgomery, media mgr.  
New York 22-430 Park Ave.; Tel.: Plaza 9-3915; Rosemarie Bohlen, media dir.  
San Francisco 5-116 New Montgomery St.; Tel.: Sutter 1-8224; George E. Church, assoc. mgr.  
Seattle 1-1117 Second Ave.; Tel.: Mutual 0553; Wilfred A. Pascoe, assoc. mgr.  
Radio Accounts: Calif. Long White Potato Adv. Board, Seaside Oil Co., Sparklets Drinking Water, American Potash & Chemical, Peerless Foods (all S).
- McCONNELL, EASTMAN & CO. LTD.**  
Huron & Erie Bldg., London, Ont.  
Tel.: 4-4528  
Radio Dept.: J. E. McConnell, chmn. of bd.; C. S. Bowie, sec., treas.  
Montreal-Dominion Square Bldg.; W. T. Blakely, vp., mgr.
- Toronto-147 University Ave.; J. E. McConnell Jr., pres.  
Vancouver-1198 W. Pender St.; C. G. Wood, vp., mgr.  
Winnipeg-504 Trust & Loan Bldg.; G. B. McGree, vp., mgr.  
Calgary-337 W. Eighth Ave.; Robert McNicol, mgr.  
Edmonton-10020 109th St.; Walter M. Kerr, vp., mgr.  
**McCORMICK CO.**  
217 E. Seventh Ave., Amarillo, Tex.  
Tel.: Drake 4-5333  
Radio Dept.: G. Don Cürphey, E. Lynn Cosgrove, R. O. Mills, acct. execs.  
Radio Accounts: Shamrock Oil & Gas Corp. (RN-S), Vernon Furlow Co., First Natl. Bank, Panhandle Insurance Agency, Southwestern Investment Co., Western Natl. Life Insurance (all S).
- WALTER McCREERY INC.**  
9344 Wilshire Blvd., Beverly Hills  
Tel.: Crestview 5-5533  
Radio Dept.: Howard Flynn, radio dir.; Virginia White, timebuyer; Walter McCreery, Joe Landfield, Larry Pendleton, Bill Dyer, acct. execs.  
Radio Accounts: Fad Nylons, Harris & Frank (both S), Ice Follies (N-S), L.A. County American Legion, Murphy Oldsmobile, Pardee Phillips Construction Co., Riverside Rancho, Sunset Mortgage Co. (all S).
- EDWARD J. McELROY ADV. INC.**  
1489 W. Washington Blvd., Los Angeles 7  
Tel.: Richmond 9-2047  
Radio Dept.: E. D. Brotos, Edward J. McElroy, acct. execs  
Radio Accounts: Bridgeford Packing Co., Calif. Spray Chemical, Dixie Preserves Ltd., Rod's Food Products Inc., Union Maid Bakery Inc., Pacific Toro Co. (all RN).
- McHUGH-CATHER ADV. AGENCY INC.**  
186 N. Canon Dr., Beverly Hills, Calif.  
Tel.: Bradshaw 2-0233  
Radio Dept.: Phil D. McHugh, pres.; Donald R. Kracke, art dir.; Ida Matrangola, acct. exec.  
**McKEE-BURNS ADV.**  
5481 Santa Monica Blvd., Los Angeles 29  
Tel.: Hollywood 7-4218  
Radio Dept.: Miner J. Burns, own.  
**McKIM ADV. LTD.**  
1510 Drummond St., Montreal 25  
Tel.: Marquette 4152  
Radio Dept.: W. L. Charland, vp., radio-tv dir.  
Toronto-1407 Yonge St.; Tel.: Walnut 4-0981; D. J. MacMillan, radio-tv dir.  
Vancouver-591 Burrard St.; Tel.: Marine 3284; R. E. Jefferson, mgr.  
Winnipeg-Natl. Trust Bldg.; Tel.: 9-3491; A. A. Brown, dir.
- J. WALTER McLEAN ADV. AGENCY**  
Spokane-Review Agency, Spokane 4, Wash.  
Tel.: Temple 8-2509
- McNEILL & McCLERY**  
3576 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 5-3921  
Radio Dept.: Ken McNeill Sr., Ken McNeill Jr., C. Russell Zeiminger, acct. execs.  
San Francisco 5-116 New Montgomery St.; Tel.: Douglas 2-8268; Lee Cayton, timebuyer.  
Radio Accounts: Arthur Murray School of Dancing, Newly Weds Baking Co., Weston Biscuit Co., Silverwoods (all S).
- PHILIP J. MEANY CO.**  
816 W. 5th St., Los Angeles 17  
Tel.: Michigan 3061  
Radio Dept.: Ray Clinton, media dir.  
**MEISSNER & CO. INC.**  
Stadler Bldg., Boston 16  
Tel.: Hancock 9370  
Radio Dept.: John N. Messner, pres.  
**MELDRUM & FEWSMITH INC.**  
1220 Huron Rd., Cleveland 15  
Tel.: Cherry 1-2141  
Radio Dept.: Bruce Stauderman, radio-tv dir.; Muriel Lampert, timebuyer.  
New York 20-9 Rockefeller Plaza; Tel.: Circle 6-3510; Keith Frazine.
- Radio Accounts: Tractor & Implement Div., Ford Motor Co., Durkee Famous Foods Div., Glidden Co. (all S), Willard Storage Battery Co. (N).
- RICHARD N. MELTZER ADV. INC.**  
785 Market St., San Francisco 3  
Tel.: Yukon 2-5877  
Radio Dept.: Mildred Wrenn, radio dir.  
Los Angeles 48-6999 Wilshire Blvd.; Tel.: Webster 8-2993; Bern Ann Abbaduska, timebuyer.  
Radio Accounts: Gallenkamp Stores, Trewax Co., Harrah's Club, Featherwayt, American Building Maintenance Co., Nu-Vita, Sea Boy Sardines, Petuna, Rickey Enterprises, Veneto Restaurant, Gray Line (all S).
- ARTHUR MEYERHOFF & CO.**  
410 N. Michigan Ave., Chicago 11  
Tel.: Delaware 7-7860  
Radio Dept.: Stuart L. Novy, radio dir.; Evelyn Vanderploeg, Pat Gray, John Russell, Francine Goldfine, timebuyers.  
Beverly Hills-8467 Beverly Blvd., Los Angeles 48, Calif.; Tel.: Olive 3-1633; Lyle Westcott, mgr.  
Milwaukee 2-759 N. Milwaukee Ave.; Tel.: Broadway 1-3144; George Grabin, mgr., acct. exec.  
Phoenix, Ariz.-230 N. Second Ave.; Tel.: Alpine 3-4057; Claude Brooks, mgr.  
Radio Accounts: Arizona Savings & Loan, E. J. Brach & Sons, Catalina Island Steamship Co., Chicago Metropolitan Assurance Co., Chicago National League Ballclub, Chicago Transit Authority, Continental Coffee Co., DeMert & Dougherty, Frontier Gas, I. J. Grass Noodle Co., Illinois Meat Co., Milani Foods, Milwaukee Electric Railway & Transport Co., Milwaukee & Suburban Transport Co., Myron Inc. (all S), Patricia Stevens Inc., Wisconsin & Michigan Steamship Lines, William J. Wrigley Jr. Co. (all N-S).
- C. L. MILLER CO.**  
521 Fifth Ave., New York 17  
Tel.: Murray Hill 2-1010
- Radio Dept.: R. C. Maddux, radio-tv dir.; Rita Driscoll, Frank Delaney, timebuyers.  
Chicago 1-333 N. Michigan Ave.; Tel.: Central 6-1640; Irving M. Tuteur, acct. supvr.  
Tulsa 19-1648 S. Boulder; Tel.: Gibson 7-0295; Mrs. Marguerite Cunningham, timebuyer.  
Radio Accounts: Corn Products Refining Co., Oral Roberts (Evangelist).
- FRANK J. MILLER ADV. INC.**  
701 N. Cole Ave., Los Angeles 38  
Tel.: Hollywood 7-1937  
Radio Dept.: Jerry Hill, radio-tv dir.; Frank J. Miller, Victor Stollberg, Val I. Lindberg, acct. execs.; Betty Aston, timebuyer.
- DAN B. MINER CO.**  
304 S. Kingsley Dr., Los Angeles 5  
Tel.: Dunkirk 8-3501  
Radio Dept.: Hildred Sanders, radio-tv vp.; S. James Andrews, assoc. radio-tv dir.; Albert B. Buffington, assoc. radio-tv dir.-prod.; Kay Ostrander, exec. timebuyer; Sylvia Schultz, timebuyer.  
San Francisco 5-593 Market St.; Tel.: Yukon 2-4408; Charles K. Walden, mgr.  
Radio Accounts: Buick Dealers Assn., Bu-Tay Products Ltd., Blue Cross of S. Calif., Buena Park Homes, Clifton's Cafeterias, Hoffman Television Corp., Interstate Bakeries Corp., Luer Packing Co., Santa Fe Vintage Co., Thrifty Drug Stores, Von's Grocery Co., Kerr Glass Mfg. Corp. (all S).
- MITCHELL & MITCHELL INC.**  
1645 Hennepin Ave., Minneapolis 3  
Radio Dept.: V. L. Reek, timebuyer.  
**MITHOFF ADV.**  
304A N. Stanton St., El Paso, Tex.  
Tel.: 3-5511  
Radio Dept.: Warren T. Mithoff, Richard W. Mithoff, I. E. Carson Jr., ptrns.  
**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: Cal-Ray Bakeries, Holly Sugar Corp., Jerseymaid Milk Products Co., Lindsay Ripe Olive Co., John Morrill & Co., Seven-Up Bottling Co., Sturdy Dog Foods, Fresh Fall & Winter Pear Advisory Board, Holmes Tuttle Ford, Beverly Lincoln-Mercury, McClure Lincoln-Mercury, American National Foods Inc. (all S).
- EMIL MOGUL CO.**  
625 Madison Ave., New York 22  
Tel.: Templeton 8-7100  
Radio Dept.: Leslie L. Dunier, radio-tv dir.; Elaine Whalen, ch. timebuyer; Ed Tashjian, Lynn Diamond, Laura Partridge, timebuyers; Hella Selman, Joyce Peters, timebuyers.  
Radio Accounts: Rayco Auto Seat Covers, Ronzoni Macaroni Co., Manischewitz Wine, National Shoes, Gem Oil, Berio Oil, Barney's, Canadian Furs, Cociliana Cough Nips, Santaripa Wine & Liquor, Park & Tilford (all S).
- RICHARD G. MONTGOMERY & ASSOC.**  
1126 S.W. 13th Ave., Portland 5, Ore.  
Tel.: Capitol 3-3108  
Radio Dept.: LeVerle Teed, radio dir.  
**MOREY, HUMM & WARWICK INC.**  
350 Fifth Ave., New York 1  
Tel.: Longacre 4-2240  
Radio Dept.: William L. Wernicke, radio-tv dir.; Kay Shanahan, timebuyer.  
Radio Accounts: Sinclair Refining Co., Richfield Oil, Holland House Coffee (all S).
- RAYMOND R. MORGAN CO.**  
6233 Hollywood Blvd., Hollywood 28  
Tel.: Hollywood 3-4194  
Radio Dept.: Terri Brady, timebuyer.  
San Francisco 11-260 California St.; Tel.: Exbrook 7-0426; Porter Anderson, vp.  
Radio Accounts: Planters Nut & Chocolate Co. (N-RN-S), J. A. Folger & Co. (RN-S), Victory Packing Co., Nehi Beverage Co. (both S).
- MORSE INTERNATIONAL INC.**  
122 East 42nd St., New York 17  
Tel.: Oxford 7-2100  
Radio Dept.: Orrin E. Christy Jr., media dir.; Raymond A. McArdle, timebuyer; Mary Ellen Clark, asst. timebuyer; Sumner Lyon, radio-tv producer.  
Radio Accounts: Vick Chemical Co.
- MOSS ASSOC. INC.**  
415 Lexington Ave., New York 17  
Tel.: Murray Hill 7-7377  
Radio Dept.: Gerald H. Bruce, acct. exec.; Betty Math, timebuyer.
- THE MOSS-CHASE CO.**  
425 Franklin St., Buffalo 2  
Tel.: Grant 8614  
Radio Dept.: Mary M. Schuler, timebuyer.  
**MOTTL & SITEMAN ADV. AGENCY**  
8417 Beverly Blvd., Los Angeles 47  
Tel.: Webster 8-6288  
Radio Dept.: Jackie Molinaro, timebuyer; Lee Siteman, Edward F. Baltz, Charles A. Mottl, acct. execs.  
**C. WENDEL MUENCH & CO.**  
75 E. Wacker Dr., Chicago 1  
Tel.: Financial 6-3481  
Radio Dept.: Victor Fabian, media dir.; Mary Crisafull, timebuyer.  
Dallas-2102 Jackson St.; Tel.: Riverside 2-2554; Hal Perkinson.  
Radio Accounts: Badger Paper Mills Inc., Bosch Brewing Co., Fannie Mae Candy Co., Fox DeLuxe Foods Inc., Mavar Shrimp & Oyster Co. Ltd., C. E. Niehoff & Co., Nuehoff Bros. Packers.
- MULLINS-EARL ADV. AGENCY**  
1606 N. Cahuenga Blvd., Hollywood 28  
Tel.: Hollywood 7-6318  
Radio Dept.: Tom Mullins.

# AGENCIES

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**NEALE ADV. ASSOC.**  
3462 Sunset Blvd., Los Angeles 46  
Tel.: Hollywood 1-9955  
Radio Dept.: C. A. Ray, radio-tv dir., acct. exec.  
Radio Accounts: Builder's Emporium, Prudential Savings & Loan Assoc., Food Machinery & Chemical Corp. (all 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.

Radio Accounts: America House Inc., Brentano's Bookshops, Manhattan Storage & Warehouse Co., NBC Television Tours, Rockefeller Center Inc., White Turkey Restaurants.

**NEEDHAM LOUIS & BRORBY INC.**  
Prudential Plaza, Chicago 1  
Tel.: Whitehall 4-3400  
Radio Dept.: James G. Cominos, vp., tv-radio dir.; Scott Keck, asst. tv-radio dir.; Alan Wallace, vp. chg. tv-radio pgrms., prod.; Don DeCarlo, John Rohrbach, spot timebuyers.

Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 2-2391; Michael Cradle, West Coast mgr.

New York 19-730 Fifth Ave.; Tel.: Plaza 7-0333; Frederick A. Mitchell, vp.-mgr.

**NELSON ADV.**  
5305 Wilshire Blvd., Los Angeles 66  
Tel.: Dunkirk 7-8368  
Radio Dept.: Irwin S. Green.  
Radio Accounts: Imperial Greeting Card, Miracle Mortgage Co., Rhodes Jewelers, Standard Brands Paint Co., Western Art Studios.

**GEORGE R. NELSON INC.**  
208 State St., Schenectady 5, N. Y.  
Tel.: Franklin 4-4135

**FED NELSON ASSOC.**  
730 Fifth Ave., New York 19  
Tel.: Circle 6-8470

**VEWHOFF-BLUMBERG ADV. AGENCY**  
329 N. Charles St., Baltimore 1  
Tel.: Lexington 9-7155  
Radio Dept.: Faith Beardmore, radio dir.; Melva Heil, timebuyer.

**NEWMAN, LYNDE & ASSOC. INC.**  
1628 San Marco Blvd., Jacksonville 7, Fla.  
Tel.: Exbrook 8-9721  
Radio Dept.: John T. Hopkins, radio-tv dir.; R. Petersburg, Fla.-Fla. Theatre Bldg.; Tel.: 7-2927; Stanley R. Nutting, vp., mgr.

Pensacola, Fla.—(Justin R. Weddell Assoc.) Brent Annex.

**ALBERT SIDNEY NOBLE ADV.**  
32 Vanderbilt Ave., New York 17  
Tel.: Murray Hill 6-8788  
Radio Dept.: Troy Ferguson Jr., media dir.  
Radio-Tv Accounts: Nitrogen Div., Allied Chemical & Dye Corp.; Virginia-Carolina Chemical Corp. (fertilizers).

**NOBLE-DURY & ASSOC.**  
Vendome Bldg., Nashville 3, Tenn.  
Tel.: Alpine 6-3147

**NORMAN, CRAIG & KUMMEL**  
188 Madison Ave., New York 22  
Tel.: Plaza 1-0900  
Radio Dept.: Walter Craig, vp. in chg.; Reggie Schuebel, vp. chg. acct. media; Jeanne Sullivan, timebuyer; Sheldon Platt, mgr., radio-tv prod.

Toledo 4-608 Madison Ave.; Tel.: Cherry 4-2593; L. J. McGrady, mgr.

Los Angeles-8733 Sunset Blvd.; Tel.: Crestview 6-6129; John H. Christ, mgr.

Radio Accounts: G. H. P. Cigar Co., Hudson Pulp & Paper Co., Ronson Co., Seeman Bros., Speidel, Warner-Lambert, Willlys Motors, Selchow & Richter, Colgate-Palmolive.

**NORTH ADV. INC.**  
Merchandise Mart, Chicago 54  
Tel.: Whitehall 4-5050  
Radio Dept.: Richard S. Paige, media dir.; Armella Selsor, Robert Riemenschneider, timebuyers; Tom Thomas, prod.; Jack McCord, bus.

New York 17-6 E. 45th St.; Tel.: Oxford 7-9414; Bruce Dodge, vp.

Beverly Hills, Calif.—9533 Brighton Way; Tel.: Crestview 6-7048; Walter Hiller Jr., mgr.

Radio Accounts: Balenciaga Inc., Charm Kurl Home Permanent, Englander Co., Lanvin Parfums Inc. (all S), Deep Magic Facial Cleansing Lotion, Prom Home Permanent, Silver Curl Home Permanent, New Ventilated Spin Curlers, Toni Home Permanent (all N-S).

**R. T. O'CONNELL CO.**  
420 Madison Ave., New York 17  
Tel.: Plaza 3-5412  
Radio Dept.: R. T. O'Connell; Ethel Merklen, acct. exec.  
Radio Accounts: Pomatex Co. (S).

**OGILVY, BENSON & WATHER INC.**  
589 Fifth Ave., New York 17  
Tel.: Murray Hill 8-6100  
Radio Dept.: Philip L. Tomalin, radio-tv dir.; Martin T. Kane, Anne Jancowicz, timebuyers; Rex Coston, radio-tv bus. mgr.; Anthony Rizzo, prod. supvr.; Robert Patterson, asst. art. supvr.; Evelyn Ward, radio-tv traff.

Radio Accounts: Philip Morris Co. (Spud), Schweppes Ltd. (USA), Lever Bros. Co. (Good Luck margarine, Dove soap), Diamond Crystal Salt Co., Tetley Tea.

**OHIO ADV. AGENCY INC.**  
2300 Payne Ave., Cleveland 14  
Tel.: Superior 1-7070  
Radio Dept.: Van Lane, radio-tv dir.

**OLIAN & BRONNER INC.**  
35 E. Wacker Dr., Chicago 1, Ill.  
Tel.: State 2-3381  
Radio Dept.: Bob Berman, radio dir.; Kay Kennelly, media dir., timebuyer; I. A. Olian, M. H. Bronner, Robert Singer, Ed Sonnenschein, Sam Glueck, acct. execs.

Radio Accounts: Atlas Brewing Co. (S), Beltone Hearing Aid Co. (N-S), Burke Motors, C. E. T. Inc., Clark-Mable Dealers, Comfort Co. (S), Fohrmann Motors, Goldblatt Bros., Jay's Food Co., Pastorelli Products, Pope Chemical Co., Real Values Inc., Schoenhofen-Edelweiss Co., State Pharmacal Co., Targon Products, Tranquil Div. (State Pharmacal), Trey-Bon (Flavorama).

**OLMSTED & FOLEY**  
1200 Second Ave. S., Minneapolis 3  
Tel.: Federal 3-8166  
Radio Dept.: Bradley G. Morison, radio dir.; Warren T. Way, timebuyer; Diane F. Syme; Ned W. Axt.

Radio Accounts: Avochem Inc., Clover Leaf Creamery, Donaldson Co., First Ntal. Bank, Fort Dodge, Laboratories Inc., Lavoptik Co., Hotel Leamington, Marshall-Wells Co., North American Life & Casualty Co., Northland Milk & Ice Cream Co., Owatonna Canning Co., Poplar Canning Co., Sears, Roebuck Co., Waterman-Waterbury (all S).

**OLYMPIUS ADV.**  
311 E. Main St., Stockton 2, Calif.  
Tel.: Howard 4-7786  
Radio Dept.: S. W. Olympius, pres.; N. K. Rosenblatt, vp. Los Angeles 22-5420 Jillson St.; Tel.: Raymond 3-4879.

**O'NEIL, LARSON & McMAHON**  
250 N. Michigan Ave., Chicago 1  
Tel.: Andover 3-4470  
Radio Dept.: E. D. Silha, acct. exec., timebuyer.  
Radio Accounts: Crescent Music Co., Devine's Inc., Elmorene Co., Fleetwood Co. (all S), Marlene's Inc., Michigan Bulb Co., Miller & Co., Nil-O-Nal, Robert Industries, Stewart Sales Co., Tintz Co., Wate-On Co.

**E. A. OPPENHEIM CO.**  
Michigan Theatre Bldg., Detroit 26  
Tel.: Woodward 1-6765  
Radio Dept.: G. Weipert, radio dir.-timebuyer; E. O. Oppenheim, J. Ridley, acct. exec.  
Radio Accounts: Bill Brown Inc. (S), Englander's, Pyramid Chemical Co., Wright Kay & Co. (all RN, S).

**MAURIE H. ORODENKER ADV. AGENCY**  
Land Title Bldg., Philadelphia 10  
Tel.: Locust 4-1388  
Radio Dept.: Maurie H. Orodrenker.  
**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 (Nat. Guard Bureau), The Andrew Jergens Co. (S), Rockwood Co. (RN), Cinzano Vermouth, Mercedes-Benz (Daimler Benz-tv only).

**MERRITT OWENS ADV. AGENCY INC.**  
New Brotherhood Bldg., Kansas City 1, Kan.  
Tel.: Drexel 1-7250  
Radio Dept.: Merritt Owens, Frank Lisec, Robert Edwards, acct. execs.  
Radio Accounts: Home Federal Savings & Loan, Dumas Milner Chevrolet Co. (both S).

**PACIFIC NATIONAL ADV. AGENCY**  
2124 Fourth Ave., Seattle 1  
Tel.: Elliot 1401  
Radio Dept.: Grant Merrill, radio-tv dir.  
Portland 4, Ore.—Cascade Bldg.; Tel.: Capital 1021; Milt Foland, vp., mgr.  
Spokane—Chronicle Bldg.; Tel.: Madison 4371; Stan Soderberg, radio-tv dir.

**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., Joe Lowe Co. (Popsicle), Sage Laboratories, West Disinfecting Co. (all S).

**PATCH & CURTIS**  
3508 E. Broadway, Long Beach 3, Calif.  
Tel.: Hemlock 3-4919  
Radio Dept.: John Curtis, radio dir.

**GEORGE PATTON ADV.**  
6305 Yucca St., Hollywood 28  
Tel.: Hollywood 2-0841  
Radio Dept.: George Patton, radio dir.; JoAnne Woolsey, timebuyer; Lyn Patton, Wally Sherwin, James Chapin, acct. execs.  
Radio Accounts: Dr. Sassone D. C., Cal Fame, Riviera Mfg. Co., Urich Motor Co.

**PAUL & BAUM ADV.**  
8330 W. 3rd St., Los Angeles 48  
Tel.: Olive 3-2110  
Radio Dept.: A. L. Paul, Macy Baum.  
**PEARSON ADV. AGENCY INC.**  
250 Park Ave., New York 17  
Radio Dept.: C. H. Pearson, pres.

**PECK ADV. AGENCY**  
400 Madison Ave., New York 17  
Tel.: Plaza 3-0900  
Radio Dept.: Sidney G. Alexander, vp., radio-tv dir.; Sylvan Taplinger, radio-tv dir.; Russ Alben, radio-tv prod. supvr.

Los Angeles 4-3434 West 1st Ave.  
Radio Accounts: U. S. Time Corp. (N), Sweet-Orr Workwear Co., Howard Clothes, Bruns Nordeman, Van Munching Co., N. Y. State Democratic Committee, Committee for Stevenson & Kefauver, Francis H. Leggett & Co., Old Dutch Coffee Co., Leather Industries of America (all S).

**PERRIN-PAUS CO.**  
8 S. Michigan Ave., Chicago 3, Ill.  
Tel.: Randolph 6-7923  
Radio Dept.: Tye Robinson, prodr., acct. exec.; Linnea Vanderaa, media dir.  
New York-730 Fifth Ave.; Tel.: Plaza 7-6120; Earl V. Perrin, assoc. prodr.; Mella O'Connor.  
Radio Accounts: Sunbeam Corp. (N), Dubuque Packing Co. (S).

**PERRY-BROWN INC.**  
2831 Vernon Pl., Cincinnati 19  
Tel.: Plaza 1-8200  
Radio Dept.: Edward J. Doran, radio-tv dir.-timebuyer; Robert J. Wilkins, acct. exec.  
Radio Accounts: Meir's Wine Cellars Inc., H. H. Meyer Packing Co., Willson Dairy, Local Political (all S).

**J. R. PERSHALL CO.**  
105 W. Adams St., Chicago 3  
Tel.: Franklin 2-8440  
Radio Dept.: Grace Rauworth.  
Radio Accounts: A. C. Allyn & Co., Chicago Natl. Bank, Chicago Plastering Institute, Helen's Country Kitchen (all S), Hi-C Div. of Minute Maid Corp. (RN-S), Northern Ill. Gas Co., Zenith Radio Distributing Corp., Englewood Business Men's Assoc. (all S).

**ALFRED M. PETTLER ADV. AGENCY**  
6 Bryant Way, Orinda, Calif.  
Tel.: Cliford 4-4393

**THE PHILLIPS-RAMSEY CO.**  
304 Ivy, San Diego 1, Calif.  
Tel.: Belmont 4-6401  
Radio Dept.: Orva Huff, radio-tv dir.; Robert L. Phillips, media dir.  
Radio Accounts: Better Business Bureau, First Natl. Bank, Food Basket, Golden Tulip Foods Inc., Lion Clothing Co., Arthur Murray, Walker Scott Co., Silver Gate Savings & Loan Assn., Alysnyte Co. of America, Community Chest of San Diego, Mrs. Conklings Bakery, Severin Bldg., Hazard Concrete Products Co., Mexicali Brewing 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; Chan Ives, acct. exec.  
Radio Accounts: Park Motor Sales Co., retail div., Studebaker-Packard Corp.

**VANCE PIDGEON & ASSOC.**  
Builders Exchange, Minneapolis 2  
Radio Dept.: Vance Pidgeon, pres.

**JOSEPH I. PINKUS**  
318 Market St., Newark 2, N. J.  
Tel.: Mitchell 2-2515  
Radio Dept.: Joseph J. Pinkus, pres., timebuyer.  
Radio Accounts: Sloan & Peters (local Remington-Rand dealers), Best Values Co. (phonograph records), American Health Aids (reducing products), Morewaite Co. (weight stimulant).

**PLATT, DYSON & O'DONNELL, INC.**  
7 E. 44th St., New York 17  
Tel.: Murray Hill 7-3240  
Radio Dept.: Thomas O'Donnell, radio-tv director & timebuyer.  
Boston 16-31 Providence St.; Tel.: Kenmore 6-3103; Irvin N. Gould.  
Radio Accounts: OXO, (U.S.A.) Ltd. (S), Great Western champagne, Carl Zeiss cameras.

**POLLAK ADV.**  
8224 Ohio St., Terre Haute, Ind.  
Tel.: Crawford 6707  
Radio Dept.: Marie Pershing, timebuyer.

**POSNER-ZABIN**  
95 Madison Ave., New York 16  
Tel.: Murray Hill 9-2676  
Radio Dept.: James B. Zabin.

**POTTS-WOODBURY INC.**  
2235 Grand Ave., Kansas City 8, Mo.  
Tel.: Grand 1-5775  
Radio Dept.: William J. Brewer, radio-tv dir.; Al Christy, Gene W. Dennis, radio-tv acct. supvrs.

**POWELL-GAYEK ADV.**  
Penobscot Bldg., Detroit 26  
Tel.: Woodward 3-6580  
Radio Dept.: Bob Powell, timebuyer, acct. exec.; Bill Gayek, timebuyer, acct. exec.  
Radio Accounts: Detroit City Ice & Fuel Co., Ken Brown Inc., Chrysler Corp. (local), Grates Motor Sales, Greater Detroit Plymouth Dealers Assn., Kinsel Drug Co., McDonald Trailer Sales Inc., Military Inn, National Casualty Co., Packer Pontiac Co., Sports Mart, United Artists Theatre, Detroit Free Press, Peninsular Distributing Co. (all S), Continental Motors Corp. (RN-S).

**POWELL & SCHOENBROD ADV. INC.**  
490 N. Michigan Ave., Chicago 11  
Tel.: Mohawk 4-0620  
Radio Dept.: Herbert Summers Hall, radio dir.; Jean Burns, asst. radio dir.  
Radio Accounts: Hauser Motor Sales Inc., King Korn Stamp Co., Arthur Nagle Inc., North American Phillips Co., W. H. Pipkorn Co., The Shane Co., Smith Jewelers, Walker-Adams, Wood-Davis Co. (all S).

**JOHN O. POWERS CO.**  
110 William St., New York 38  
Tel.: Worth 1-7361  
Radio Dept.: Robert W. Powers, treas.

**PRATER ADV. AGENCY INC.**  
705 Chestnut St., St. Louis 1  
Tel.: Garfield 1-6490  
Radio Dept.: Barbara Block, radio-tv dir.  
Radio Accounts: Falls City Brewing Co. (S).

**PRESBA, FELLERS & PRESBA INC.**  
360 N. Michigan Ave., Chicago 1  
Tel.: Central 6-7683  
Radio Dept.: James R. Brenner, timebuyer.  
Radio Accounts: Flex-O-Glass Mfg. Inc., Book House for Children, Olson Rug Co., Vaughan Seed Co., Stix Dental Products, Geneva House, Orleans Canning Co., Superior Motors, Car City, Lawder Brothers, DeForest-Sanabria.

**PRODUCT SERVICES INC.**  
17 E. 45th St., New York 17  
Tel.: Murray Hill 7-0204  
Radio Dept.: Les L. Persky, pres.; Lester J. Blumenthal, exec. vp., gen. mgr., radio-tv dir.; Harold L. Tuers, N. R. Lorman, vps.; Mort Reiner, timebuyer.  
Radio Accounts: Bymart-Tintair, Continental Con-Na-Var (wax), Glamorene, Roto-Broil Corp. of America, Strauss Stores.

**PROEBSTING, TAYLOR INC.**  
100 E. Ohio St., Chicago 11  
Tel.: Whitehall 4-1051  
Radio Dept.: J. L. Proebsting, K. C. August, acct. execs.;  
Lucy Type, timebuyer.  
Radio Accounts: Hooker Glass & Paint Mfg. Co.  
**PUBLICIDAD BADILLO INC.**  
122 E. 42nd St., New York 17  
Tel.: Murray Hill 2-0521

**HENRY QUEDNAU INC.**  
104 15th St., Tampa, Fla.  
Tel.: 2-0191  
Radio Dept.: Robert E. Edrington, radio-tv dir.; Henry  
Quednau, pres., acct. exec.; Henry Madsen, Ralph  
Sharp, vps., acct. execs.  
Radio Accounts: Exchange Natl. Bank, Herman Sausage Co.,  
Southern Brewing Co., First Natl. Bank of Dunedin,  
Tilsenbilt Homes, Sunshine Park (all S).

**RAMSEY, BROWN & CO.**  
1585 Crossroads of the World, Hollywood 28  
Tel.: Hollywood 5-6851  
Radio Dept.: John O. Ramsey, Don Brown, ptrns.; C.  
Church More, 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.  
**TRE FRED M. RANDALL CO.**  
Book Bldg., Detroit 26  
Tel.: Woodward 1-4662  
Radio Dept.: C. E. Foerster, timebuyer; Hugh R. Mack Jr.,  
Hal G. Trump, Harry Grady, acct. execs.

**RATCLIFFE ADV. AGENCY**  
Mercantile Bank Bldg., Dallas 1, Tex.  
Tel.: Riverside 2-8035  
Radio Dept.: Morelle K. Ratcliffe Jr., acct. exec.; Mrs.  
Wilda H. Wilson, timebuyer.  
Radio Accounts: Magnolia Petroleum Co. (RN-S), Mer-  
cantile Natl. Bank (S).

**J. W. RAYMOND CO.**  
1151 S. Broadway, Los Angeles 15  
Tel.: Richmond 7-5391  
Radio Dept.: J. W. Raymond, pres.; Harold Jacobs, prod.  
mgr.; James Van Burgh, Terrance Ragan, Robert  
Klosterman, acct. execs.; Lois Miles, media dir.; Jim  
Sluke, art dir.

**LARRY RAYMOND CO.**  
959 Crenshaw Blvd., Los Angeles 19  
Tel.: Webster 6-8125  
Radio Dept.: Larry Raymond, own., acct. exec.; John  
Parker, acct. exec., timebuyer.  
**REACH, YATES & MATTOON INC.**  
270 Fifth Ave., New York 19  
Tel.: Plaza 7-7676

Radio Dept.: Norm Gladney, vp., radio-tv; Ted Okon,  
radio-tv dir.; Frank Sharp, media dir.; Dick Gordon.  
Radio Accounts: Carbons Products Co., Beneficial Manage-  
ment Co., International Latex Corp. (Playtex, Pharma-  
ceutical div.), Larus & Bros. Co. (Edgeworth, Holiday  
tobacco), N. J. Bell Telephone Co., U. S. World  
Trade Fair.

**KNOX REEVES ADV. INC.**  
First Natl. Soo Line Bldg., Minneapolis 2  
Tel.: Federal 9-0071  
Radio Dept.: Russell E. Neff, radio-tv dir.; H. Wendell  
Eastling, timebuyer; William Shepherd, radio-tv prod.  
mgr.; Richard H. Burbank, Howard W. Jones, Valjean  
L. Wiley, acct. execs.

Radio Accounts: General Mills Inc., Grain Belt Beer, Min-  
neapolis Brewing Co. (all S).  
**REINCKE, MEYER & FINN INC.**  
520 N. Michigan Ave., Chicago 11  
Tel.: Whitehall 4-7440  
Radio Dept.: Lewis G. Green, tv dir.  
Radio Accounts: Anderson Co., Cartan Travel, Chicago,  
Burlington, Quincy Railroad (all S), M & C Foods,  
Wisconsin Dells.

**THE REINGOLD CO.**  
69 Newbury St., Boston 16  
Radio Dept.: Thomas J. Brown, vp.; Rosemary Rohmer,  
timebuyer.  
Radio Accounts: Citrus Fruit Juices Inc., D'Arrigo Bros.,  
Homemaker's Beans, Nisses Baking Corp., K. J. Quinn  
Co., Statler Tissue Corp. (all S).

**REINHARDT ADV. INC.**  
1736 Franklin St., Oakland 12, Calif.  
Tel.: Templebar 2-2408  
Radio Dept.: Cecil Webb Jr., radio-tv dir.; Leo Bowman,  
timebuyer; Adeline Schow, asst. timebuyer.  
Radio Accounts: Home Bakers Inc., Kilpatrick's Bakeries  
Inc., Spreckles-Russell Dairy Co., Yami Yogurt (all S).

**WM. B. REMINGTON INC.**  
196 Worthington St., Springfield 3, Mass.  
Tel.: Republic 2-2135  
Radio Dept.: H. F. King, exec. vp.  
**E. W. REYNOLDS LTD.**  
154 University Ave., Toronto, Ont., Can.  
Tel.: Empire 2-2381  
Radio Dept.: H. E. Karpus, vp.; Helen Anderson, time-  
buyer.

Montreal-1440 St. Catherine St. W.; Tel.: University 6-1775;  
Jean Tougas, radio-tv supvr.  
Radio Accounts: Avco Mfg. Corp., Benefit Co., Canadian  
Foods Ltd., Harold P. Cowan Co., Dairy Farmers of  
Canada Ltd., Dixie Cup Co., Eversharp Inc., Fleeer's  
Bubble Gum Co. (all S), General Mills (RN-S), R. M.  
Hollingshead Co., Hough & Kohler, Magna-Power Co.,  
Mutual Health & Benefit Co., New York Life Ins.,  
Sisman Shoe Co., Willards Chocolates Ltd. (all S).

**FLETCHER D. RICHARDS INC.**  
10 Rockefeller Plaza, New York 20  
Tel.: Judson 6-5400  
Radio Dept.: S. J. Frolick, vp., radio-tv dir.; Michael Levin,  
radio-tv consultant; Keith Shaffer, sta. rel. & prog.  
devel.-net. timebuyer; James M. Kelly, spot timebuyer;

Bill Russell, Stan Rhodes, Robert Nugent, Milton  
Stanson, writers-prodcs.; John Ward, bus. mgr.-film  
prod.-casting dir.  
Chicago 1-221 North LaSalle St.; Tel.: Financial 6-3585;  
George T. Jahnke.  
Montreal-550 Sherbrooke West; William F. Walsh.  
Radio Accounts: American Machine & Foundry Co., Cana-  
dian Natl. Railway, Eastern Air Lines, United States  
Rubber Co., Waterman Pen Co.

**M. EVANS RICHMOND ASSOC.**  
127 S. 22d St., Philadelphia 3  
Tel.: Locust 7-1674  
Radio Dept.: M. Evans Richmond, pres., timebuyer.  
Boston 16-230 Boylston St.  
Hollywood 28-Yuca Vine Bldg.  
**HEDL & FREDIE INC.**  
424 Lakeview Ave., Clifton, N. J.  
Tel.: Gregory 1-7900

Radio Dept.: Robert Guthrie, media, radio-tv dir.; Daniel  
Whitney, vp., radio-tv prod. dir.; Lawrence Nunno,  
acct. exec.  
New York-244 Madison Ave.; Tel.: Murray Hill 3-1725.  
Radio Accounts: G. N. Coughlan Co., Bonat & Bonat Inc.,  
Marcalus Mfg. Co., Leewal Co., Brogan Cadillac (S).

**RIPPEY, HENDERSON, BUCKNAM & CO.**  
909 Sherman St., Denver 3  
Tel.: Acoma 2-5601  
**RITCHIE ADV. AGENCY**  
Bank of Commerce Bldg., Houston 2, Tex.  
Tel.: Capital 4-1828  
Radio Dept.: Louis Glavis, vp., acct. exec.  
**DAN RIVKIN ADV.**  
1418 Walnut St., Philadelphia 2  
Tel.: Pennypacker 5-5766

Radio Accounts: Ford Optical Co., Ismak Rug Mills, Mos-  
kin Clothes, New York Sample Dress Shop, Schulte  
Optical Co., Spiro's Apparel Stores (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.; Nancy Carpenter, media dept.

**MARSHALL ROBERTSON ADV. AGENCY**  
1550 Speer Bldg., Denver 4  
Tel.: Keystone 4-6269  
Radio Dept.: Marshall Robertson, pres.; Mary A. Robert-  
son, timebuyer.  
**ROBINSON, ADLEMAN & MONTGOMERY INC.**  
1714 Walnut St., Philadelphia 3  
Tel.: Kingsley 6-4650  
Radio Dept.: Stephen M. Cohen, radio-tv dir.; George  
Glazer, Anthony Walton, Lloyd Kaizen, acct. execs.

Radio Accounts: Restaurants Longchamps, Stanley-Warner  
Management Corp., F. T. Robinson Dodge-Plymouth,  
West Side Buick, Dave Reese Oldsmobile, Robinson  
Ford (all S), Crisconi Oldsmobile (RN-S), Thomas-  
Coulter Dodge-Plymouth, Tippi Dog Food, Dockers  
Pet Shop, Almar Oil Products, Harold B. Robinson  
DeSoto-Plymouth, Mort Col, George Kahn Co. (all S).

**ELWOOD J. ROBINSON & CO.**  
1111 Wilshire Blvd., Los Angeles 17  
Tel.: Mutual 6293  
Radio Dept.: Lee Lauffer, radio-tv dir.; Robert C. Neuman,  
media dir.; Melvin A. Jensen, David R. Fenwick, John  
W. Haynes, acct. execs.

Radio Accounts: Packard-Bell Co., Gaffers & Sattler (both  
RN-S), Utility Appliance Corp. (S), Wilco Co. (RN-S),  
Loma Linda Foods, California Federal, The Hale Co.  
(all S).  
**ROCHE-ECKHOFF & LEE INC.**  
8721 Beverly Blvd., Los Angeles 48  
Tel.: Oleander 5-7670  
Radio Dept.: Robert Lee, vp.; Irving Eckhoff, sec.; Frank  
Roche, pres.

**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.; Helen Fergus, media dir.  
**ROCHE, WILLIAMS & CLEARY INC.**  
135 S. LaSalle St., Chicago 3  
Tel.: Randolph 6-9760

Radio Dept.: Kirby Roche, radio dir.; Frank Hakewill,  
timebuyer; Ray Seng, Frank Pattee, Miner Williamson,  
Stewart Weston, acct. execs.  
Radio Accounts: Chicago-Milwaukee-St. Paul & Pacific Rail-  
road Co., Hardware Mutuals, Kohler Co., National  
Toilet Co., John Publ Products Co., Stewart Coffee Co.

**ROCKETT-LAURITZEN**  
1636 S. Oxford Ave., Los Angeles 6  
Tel.: Republic 4-2106  
Radio Dept.: Robert R. Rockett, ptrn.; Don Lauritzen,  
ptrn., media dir.  
**ROCKLIN-IRVING & ASSOC.**  
32 W. Randolph St., Chicago 1  
Tel.: Randolph 6-2324

Radio Dept.: Irving Rocklin, Ira Segall, Edward Lovinger,  
Robert Spencer, Gerald Addis.  
Radio Accounts: Chicago Furniture Mart, Fizz-Up, Western  
Tire Auto Store, Walton Motors, Leader Pontiac, Him-  
mel Furs, Auto Seat Covers, Roxy Rugs (all S).

**ROGERS & SMITH**  
20 N. Wacker Drive, Chicago 6  
Tel.: Dearborn 2-0020  
Radio Dept.: Ray H. Reynolds, exec. vp.  
Dallas 1, Tex.-Insuromedic Bldg.; Tel.: Riverside 6044;  
Howard B. Fisher, radio-tv mgr.  
Kansas City 6, Mo.-905 McGee St.; Tel.: Victor 2-9400;  
Richard P. Slade, agency tv mgr.

**ROIZEN ADV. AGENCY INC.**  
291 Delaware Ave., Buffalo 2  
Tel.: Madison 5915  
Radio Dept.: Manus Roizen, acct. exec., radio-tv dir., time-  
buyer.  
Radio Accounts: Sattler's, Vigarettes (both C).

**RONALDS ADV. AGENCY LTD.**  
Keefe Bldg., Montreal 25  
Tel.: University 6-9471

Radio Dept.: Peter Golick, vp., radio-tv dir.  
Edmonton, Alta.-Petroleum Bldg.; Tel.: 2-8556; W. A.  
Bishop, mgr.  
Toronto 1-108 Peter St.; Tel.: Empire 9-0237; Ray J.  
Avery, mgr.

**IRVING ROSEN ADV.**  
230 Fifth Ave., New York 1  
Tel.: Oregon 9-1926  
**ROSS ADV. AGENCY**  
310 Charlene Dr., St. Louis 22  
Tel.: Yorktown 5-1114  
**CHARLES ROSS ADV. AGENCY**  
6000 Sunset Blvd., 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., media dir.; R. A. Post,  
timebuyer.  
Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 9-6263;  
M. G. Vaughn, vp.  
Radio Accounts: Dodge Truck, Stewart-Warner (both S),  
C. L. RUMRILL & CO.  
359 East Ave., Rochester 18  
Tel.: Baker 5-7900

Radio Dept.: Dorian St. George, dir.; Grace M. Danelo,  
asst. dir.; William Weller, timebuyer; John Troskosky,  
Donald Miller, Deborah Killip, George Prince, C. N.  
Gleason, acct. execs.  
Radio Accounts: Fanny Farmer, Genesee Valley Union  
Trust, Community Savings Bank, Kordite, Symonds  
Furus (all S).

**LOWE RUNKLE CO.**  
Liberty Bank Bldg., Oklahoma City 2  
Tel.: Regent 6-3521  
Radio Dept.: Mack Fuller, radio-tv dir.; Howard Neuman,  
Monty Mann, vps.; Oscar Heuser, acct. exec.  
Radio Accounts: Local Federal Savings & Loan, Liberty  
Bank & Trust Co., Cain's Coffee, Kerr-McGee Oil In-  
dustries, Okla. Gas & Elec. Co., Colverts Dairies (all S).

**RUTHRAUFF & RYAN INC.**  
405 Lexington Ave., New York 17  
Tel.: Murray Hill 6-6400  
Radio Dept.: George Wolf, vp.-dir.; Douglas MacNamee,  
vp.-radio-tv copy ch.; Roland Howe, radio-tv mgr.;  
Havis Medwisk, bus. mgr.; Dorothy Rivers, Ted Storb,  
prod. svpr.; Marianne Zeamer, Louis de Milhau,  
media dept.; Daniel M. Gordon, dir.; Vincent DeLuca,  
media timebuying mgr.; Mary Dowling, Edward Sherin-  
ian, timebuyers.

Chicago 1-360 North Michigan Ave.; Tel.: Financial 6-1833;  
William D. Watson, vp.-mgr.; George B. Anderson, vp.-  
radio-tv dir.; Jerry Sperling, prod. mgr.; Don Durian,  
dir. of sls. training-visual communications; Holly Shive-  
ly, ch. timebuyer; Irene Hess, Edmund Kasser, time-  
buyers.

Cincinnati 2-Carew Tower; Tel.: Garfield 1-5800; John L.  
Magro, vp.-mgr.  
Dallas 2-Adolphus Tower; Tel.: Riverside 6453; Alex G.  
Pappas, mgr.  
Detroit 2-7430 Second Boulevard; Tel.: Trinity 4-2200;  
Tod Reed, exec. vp.

Houston 4-Old Natl. Insurance Bldg.; Tel.: Jackson 4-7531;  
Theodore F. Keady, vp.-mgr.  
Los Angeles 5-3440 Wilshire Blvd.; Tel.: Dunkirk 8-0571;  
John H. Weiser, vp.-Pacific Coast mgr.; Edward E.  
Simmons, West Coast dir.

St. Louis 1-611 Olive St.; Tel.: Main 1-0127; Oscar A.  
Zahner, senior vp.-mgr.  
St. Paul 14-2650 University Ave.; Tel.: Midway 5-7711;  
William M. Amundson, mgr.  
San Francisco 4-235 Montgomery St.; Tel.: Exbrook 2-4616;  
Ray Mount Rogers, vp.-mgr.

Seattle 1-1218 Third Ave.; Tel.: Elliott 1572; Francis G.  
Mullins, vp.-mgr.  
Washington 4-Natl. Press Bldg.; Tel.: Executive 3-6730;  
Donald J. Wilkins, vp.-mgr.  
Radio Accounts: Addit Co., Allied Florists Assn. of Ill.,  
Apparatus Distributors, Arthur Murray School of Danc-  
ing, Blue Cross-Blue Shield, Bon Amal Co., Climalene  
Co., Ed James Buick Co., Erickson Petroleum Corp.,  
Frito Inc., First Natl. Bank of St. Paul, General Elec-  
tric Co., Janney Sample Hill & Co., Kenton Pharmacal  
Co. (all S), Lewis-Howe Co. (N-S), Nalley's Inc., Pa-  
cific Coast Paper Mills of Washington Inc., Pacific  
Finance Corp., Puget Sound Power & Light Co., Red  
Top Brewing Co., Safeway Stores Inc., Seattle-First  
Natl. Bank (all S), A. E. Staley Mfg. Co. (N), Sun-  
heat Fuel Oil (S), Sun Oil Co. (RN), Texas State  
Optical Co. (S), Wm. Wrigley Jr. Co. (N).

**RUTLEDGE & LILIENTHAL INC.**  
121 W. Wacker Drive, Chicago 1.  
Tel.: Dearborn 2-6326  
Radio Dept.: Anne B. Coyle, radio-tv dir.; Dale Dickson,  
asst. radio-tv dir.; Frances Rickey, timebuyer.

St. Louis-1000 Market St.; Tel.: Maine 1-3252; E. G. Mc-  
Grath, radio-tv dir.; Lorraine Eamer, Peggy Leonard,  
writers-prodcs.  
Radio Accounts: Realemon-Puritan Co. (NS), Hawthorn-  
Mellody Farms Dairy, National Tea Co., National  
Food Stores Inc., Standard Food Stores, Food Centre  
Stores, Booth Fisheries Corp. (all S).

**LEWIS EDWIN RYAN ADV.**  
726 Jackson Pl., N.W., Washington 6  
Tel.: Republic 7-7606  
Radio Dept.: William J. Green, radio-tv dir.; Mrs. Louise  
Coble, radio-tv copy ch.; John F. Hardie, William R.  
Doores, Samuel E. Hunsaker, Walter Kerwin, James  
Gould, Samuel Patterson, acct. execs.

**RYDER & OHLENER INC.**  
3770 Piedmont Ave., Oakland 11, Calif.  
Tel.: Olympia 4-8831  
Radio Dept.: Estelle Guy, media dir.

S

**BEN SACKHEIM INC.**  
2 W. 59th St., New York 19  
Tel.: Plaza 1-2200  
Radio Dept.: William Galker, media dir.; Robert Glatzer, timebuyer; Murray Hirsch, Robert Vivian, William Pitts, acct. execs.

**MAXWELL SACKHEIM & CO. INC.**  
345 Madison Ave., New York 22  
Tel.: Plaza 1-3151  
Radio Dept.: Joe Gans, vp., radio-tv dir.  
Radio Accounts: American Recording Society, Art Treasures of the World, Arthur Brown & Bros. Inc., Children's Record Guild, Chilton Greetings Co., Columbia LP Record Club, Damar Products Inc., Drug Research Co., Famous Artists Schools, Greystone Press, Jackson & Perkins, Living Language Course, Music Treasures of the World, N. Y. School of Writing, Ronnie Sales Inc., Soil Builders International Corp., Viking Sloane Corp., Vitasafe Corp., Zenith Stamp Co. (all N-S).

**ST. GEORGES & KEYS INC.**  
250 Park Ave., New York 17  
Tel.: Yukon 6-7575  
Radio Dept.: James J. Freeman, vp., radio-tv dir.; Alicia Frost, timebuyer.  
Radio Accounts: Davison Chemical Co., Div., W. R. Grace & Co.

**SALES CONSULTANTS INC.**  
1359 S. Figueroa St., Los Angeles 15  
Tel.: Richmond 9-3357  
Radio Dept.: Carl Wickstrom, pres.  
Radio Accounts: Ed James Buick Co., Bill Morris Buick, Verdugo Motors (all S).

**SANDERS ADV. AGENCY INC.**  
Interurban Bldg., Dallas 1  
Tel.: Riverside 7-1582  
Radio Dept.: Tena Cummings, radio-tv dir.  
Washington 5, D. C., 1012 14th St., N.W.; Tel.: District 7-7060; John Pauling, vp.  
Radio Accounts: American Trailways, Ark. Trailways, Continental Bus System, Continental Central Lines, Continental Crescent Lines, Continental Dixie Lines, Continental Pacific Lines, Continental Panhandle Lines, Continental Rocky Mountain Lines, Continental Southern Lines, Continental Tenn. Lines, Continental Trailways Bus System, Continental Western Lines, Denver, Colo. Springs, Pueblo Motorways, Fleming & Sons (Wallrite), Natl. Trailways Bus System, Red Arrow Drug Co., Santa Fe Trail Transportation Co., Union Trailways (all S).

**WALKER SAUSSY-ADV.**  
Texas Co. Bldg., New Orleans 16  
Tel.: Canal 9212  
Radio Dept.: Stanley Starr, timebuyer.

**FRANK B. SAWDON ADV. INC.**  
60 E. 56th St., New York 22  
Tel.: Plaza 1-4646  
Radio Dept.: Jerry Bess, vp.; James Hackett, radio coordinator; Jack Wilcher, prod. ch.; Tom Maunos, prod. coop.  
Radio Accounts: Abelson's Jewelry Inc., Robert Hall Clothes, (both S).

**SCHOLTS ADV. SERVICE**  
1201 W. Fourth St., Los Angeles 17  
Tel.: Michigan 2396  
Radio Dept.: Ken Higgins, radio dir.; A. Hubbard, timebuyer.

**SCHWAB & BEATTY INC.**  
(Main Office: 488 Madison Ave., New York 22)  
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.  
Radio-Tv Accounts: Reader's Digest, Book-of-the-Month Club, Littleton Stamp Co., Science Mechanics Magazine, John C. Winston Publishers, Rainbow Greeting Card Co., Cortina Language Courses.

**M. B. SCOTT INC.**  
8721 Sunset Blvd., Los Angeles 46  
Tel.: Crestview 4-7585  
Radio Dept.: Lou Holzer, radio dir.; acct. exec.; Hermina A. Lukacsy, timebuyer; R. M. Smith, Don Otis, Pat Raymond, Chas. Mallory, Walter Leftwich, Rich Vanderhurst, Byron W. Nieman, acct. execs.  
Radio Accounts: Ben Alexander Ford (S), Alpha Laboratories (N), Balenciaga Parfums (RN), Berl Berry, Clark Markets, Courtesy Chevrolet, Curies (all S), Fenolic International Paints (RN), Good Humor (S), Robert Hall Clothes (RN), Harger-Haldeman (S), G. R. Kinney Corp. (N), Master-Bilt Fence Co. (S), Moss Stores, Tom Sawyer Foods, Seaboard Drug Co. (all RN), Bob Spreen Cadillac-Oldsmobile (S), Western Woods (RN), Wiltshire Club Beverages (S).

**R. JACK SCOTT INC.**  
814 N. Michigan Ave., Chicago 11  
Tel.: Whitehall 4-6886  
Radio Dept.: Robert Knapp, vp. chg. radio; Albert J. Meyers, timebuyer; Ed Guy, R. J. Scott, Joseph O'Keefe Jr., Fred Vosse, Charles Spungin, Lou Sargent, Robert Glenn, Joseph Pedot, acct. execs.  
Radio Accounts: Boyer International Labs., Chicago Stadium Corp., Citrus Products Co., Fitzpatrick Bros., Gold-cin Mix, Helberg's Diamond Shops Inc., Perfect Plus Hosiery, Salerno-Megowen Biscuit Co., Spiegel Inc., Tote-Brush, Walgreen Drug Co., Wyler & Co. (all S).

**J. B. SEBRELL ADV. AGENCY**  
300 S. Los Angeles St., Los Angeles 13  
Tel.: Madison 6-9397  
Radio Dept.: J. B. Sebrell, pres., acct. exec.; P. W. Sebrell, exec. vp., acct. exec.

**RUSSELL M. SEEDS CO.**  
909 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, traff. mgr.  
Los Angeles 48-418 S. Robertson Blvd.; Tel.: Crestview 4-7013; Lou Place.  
Radio Accounts: Pinex Co. (S).  
**ROSCOE W. SEGAR ADV.**  
2125 N.E. 48th Ave., Portland 13, Ore.  
Tel.: At 7-3445  
Radio Dept.: Mrs. Roscoe W. Segar, radio dir.  
**SEITNER ASSOC.**  
Professional Bldg., Jacksonville 3, Fla.  
Tel.: Elgin 3-8581  
Radio Dept.: Robert L. Seitner Jr., pres.; Barbara M. Seitner, timebuyer.  
Radio Accounts: Brown's Camera Shop, Cohen Bros., Florida Public Utilities Co., E. B. Malone Co., Riverside Chevrolet, Tropical Gardens.

**H. RICHARD SELLER INC.**  
409 S.W. Stark, Portland 4, Ore.  
Tel.: Capital 2-9122  
Seattle 16, Wash., 4215 W. Oregon St.; Tel.: West 0880; Ted Best, mgr.  
**HENRY SENNE ADV. INC.**  
75 E. Wacker Dr., Chicago 1  
Tel.: Randolph 6-6933  
Radio Dept.: William H. Barth, acct. exec., timebuyer; Henry J. Senne, pres., acct. exec.; W. H. Alexander, vp.  
Radio Accounts: Arkansas Frozen Foods, Elam Mills, G. A. Woodrich, Art Hansen Buick, Frederick Hertschner Co., Hydrox (Sealtel), Hutchinson Chemical Corp. (all S), Oelerich & Berry (RN), Oelerich Industries, Qualified Products, Rotosphere Inc., Thompson Paper Mills, George E. Thompson Co., Wass Food Products (all S).

**SHACKELFORD ADV. AGENCY**  
6441 N. Figueroa, Los Angeles  
Tel.: Clinton 5-1542  
Radio Dept.: J. H. Shackelford, media dir., timebuyer.  
**SHAFFER, BRENNAN, MARGULIS ADV. CO.**  
4 N. Eighth St., St. Louis 1  
Tel.: Main 1-2579  
Radio Dept.: Sam B. Margulis, ptrn., radio dir.  
**THE LEONARD SHANE AGENCY**  
6061 Hollywood Blvd., Hollywood 28  
Tel.: Hollywood 9-2258  
Radio Dept.: Leonard Shane, pres.; J. M. Lench, vp., gen. mgr.  
**RALPH SHARP ADV. INC.**  
736 Lothrop Ave., Detroit 2  
Tel.: Trinity 3-3350  
Radio Dept.: Art Seely, radio-tv dir.; Ray A. Jones, media dir.  
**JOHN W. SHAW ADV. INC.**  
51 E. Superior St., Chicago 11  
Tel.: Mohawk 4-6323  
Radio Dept.: Roberta Landers, Isabel McCaulay, timebuyers; David E. Guerrant, Sigmund T. Seaman, P. L. O. Smith, acct. execs.  
Radio Accounts: Colgate-Palmolive Co., Dormeyer Corp. (both S), Lumbermens Mutual Casualty Co. (N), Quaker Oats Co., Webcor Inc. (both S).

**VAUGHN SHEDD ADV.**  
409 S. Kelton Ave., West Los Angeles  
Tel.: Granite 3-0517  
Radio Dept.: Vaughn Shedd, pres.  
**LISLE SHELDON ADV. AGENCY**  
1753 N. Western Ave., Los Angeles 27  
Tel.: Hollywood 3-2366  
Radio Dept.: Lisle Sheldon, pres.; B. J. Young, acct. exec.  
**HAL SHORT & CO.**  
Rothchild Bldg., Portland 9, Ore.  
Tel.: Capitol 3-3167  
Radio Dept.: Hal E. Short, pres.

**CHARLES SILVER & CO.**  
737 N. Michigan Ave., Chicago 11  
Tel.: Superior 7-6625  
Radio Dept.: Benjamin R. Solomon, acct. exec.; Maxine Ziv, timebuyer.

**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, off. mgr.

**SIMON & GWYNN**  
3329 Poplar Ave., Memphis 11, Tenn.  
Tel.: Fairfax 7-1691  
Radio Dept.: H. N. Gwynn, ptrn., timebuyer; Milton Simon, ptrn., acct. exec.; Dallas Nelson, acct. exec.  
Radio Accounts: American Snuff Co., American Tea & Coffee, Humko Co., Rigo Chemical Co., Ronco Foods.

**SIMONS-MICHELSON CO.**  
Lafayette Bldg., Detroit 26  
Tel.: Woodward 3-3000  
Radio Dept.: George J. Hill, radio-tv dir.  
**RAYMOND L. SINES & ASSOC.**  
291 Geary St., San Francisco 2  
Tel.: Sutter 1-8137  
Radio Dept.: Raymond L. Sines, pres.  
**LEONARD M. SIVE & ASSOC. INC.**  
Broadway at Eighth, Cincinnati 2  
Tel.: Garfield 1-3000  
Radio Dept.: Robert G. Grannen, vp.; Donald B. Poynter.  
**SMALLEY, LEVITT & SMITH INC.**  
643 S. Olive St., Los Angeles 14  
Tel.: Mutual 5336  
Radio Dept.: Jackie Britton, radio-tv dir.; Helen Smith, timebuyer.  
Radio Accounts: Calif. Int'l Flower Show, Los Angeles Times, Los Angeles Mirror-News (all S), Lyon Van & Storage Co. (N-RN-S), Metropolitan Coach Lines, Tanner Gray Line (both S).

**SMITH, BENSON & MCCLURE INC.**  
8 S. Michigan Ave., Chicago 3  
Tel.: State 2-1931  
Radio Dept.: John G. Schroeder, media dir.  
Radio Accounts: Sterling Brewers Inc. (S).

**HOWARD R. SMITH CO.**  
Jones Bldg., Tacoma 2, Wash.

Tel.: Broadway 2253  
Radio Dept.: Larry Huseby, radio dir.; Ted Knightlinger, acct. exec.

**SMITH, TAYLOR & JENKINS INC.**  
223 Fourth Ave., Pittsburgh 22, Pa.  
Tel.: Atlantic 1-9312  
Radio Dept.: L. B. Sterne, radio dir.  
**RAYMOND SPECTOR CO. INC.**  
445 Park Ave., New York 22  
Tel.: Murray Hill 8-4407  
Radio Dept.: Richard G. Blaine, radio-tv mgr.; June Colbert, radio-tv prod. dir.  
Radio-Tv Account: Hazel Bishop Inc.  
**STAAKE & SCHOONMAKER CO.**  
Kalamazoo Bldg., Kalamazoo 4, Mich.  
Tel.: 3-1678  
Radio Dept.: Carl B. Schoonmaker, own.  
**CHARLES N. STAHL ADV. AGENCY**  
6831 Hawthorne, Hollywood 28  
Tel.: Hollywood 2-7344  
Radio Dept.: Don Lewis, George Mather, Nick Nicholson, Joe Mansfield, Tom Maney, Jerome Lewis, acct. execs.; Robert Franklin, Doris Stahl, timebuyers.

**STARNS ADV. AGENCY**  
32 S. Raymond Ave., Pasadena  
Tel.: Ryan 1-8660  
Radio Dept.: Edward A. Starnes, pres., acct. exec.; Mark T. Smith Jr., Val Heegler, acct. execs.

**BARTON A. STEBBINS ADV.**  
3142 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 8-8131  
Radio Dept.: A. W. Gudelman, timebuyer; Nat Jeffras, acct. exec.  
Radio Accounts: Brewster's Food Supplement, Certifier Grocers, Foster's Freeze, Shontex Co. (all S).

**HAL STEBBINS INC.**  
714 W. Olympic Blvd., Los Angeles 15  
Tel.: Richmond 9-5317  
Radio Dept.: Paul Winans, vp., acct. exec.; Margot Stevens, timebuyer, acct. exec.  
**STELER, MILLAR & LESTER INC.**  
2700 W. Third St., Los Angeles 57  
Tel.: Dunkirk 7-5377  
Radio Dept.: Robert F. Millar, pres., acct. exec.; M. P. Millar, exec. vp.; Hal O. Kunston, acct. exec.

**STERLING ADV. AGENCY**  
555 Fifth Ave., New York 17  
Tel.: Murray Hill 7-3400  
Radio Dept.: Alfred B. Udow, media dir.  
Radio Accounts: Milium.  
**STILLER-ROUSE ADV.**  
250 S. La Cienega Blvd., Beverly Hills, Calif.  
Tel.: Oleander 5-8550  
Radio Dept.: Richard Barret, radio-tv dir., acct. exec.  
**STOCKTON-WEST-BURKHART INC.**  
First Natl. Bank Bldg., Cincinnati 2  
Tel.: Dunbar 1-5600  
Radio Dept.: Ronald S. West Sr., timebuyer.

**STOCKWELL & MARCUSE**  
Industrial Bank Bldg., Detroit 26  
Tel.: Woodward 1-4484  
Radio Dept.: Donald R. Hodgins, radio-tv dir.  
**STODEL ADV. CO.**  
5611 Melrose Ave., Hollywood 38  
Tel.: Hollywood 9-7163  
Radio Dept.: Edward C. Stodel, radio-tv dir.; Clifford K. Levine, prod. dir., timebuyer; Charlotte Stodel, media supvr.

**STOETZEL & ASSOC. INC.**  
307 N. Michigan Ave., Chicago 1  
Tel.: State 2-8927  
Radio Dept.: Leona Murphy, timebuyer; Ralph Rozema, acct. exec.  
Radio Accounts: Christian Reformed Church (N-S).

**STONE & SIMONS ADV.**  
10821 W. McNichols Rd., Detroit 35  
Tel.: University 4-0189  
Radio Dept.: Rudy Simons, radio-tv dir.

**STRAUCHEN & MEKIM ADV.**  
6 E. Fourth St., Cincinnati 2  
Tel.: Main 1-1618  
Radio Dept.: E. R. Strauchen, J. V. Quackenbush, ptrns.; Holmes E. Leed, radio-tv dir.

**STRET & FINNEY INC.**  
45 W. 45th St., New York 36  
Tel.: Circle 6-1700  
Radio Dept.: Helen A. Thomas, timebuyer; Howard Miller, pgm. dir.; Robert Finney, Warren E. Faxton, William G. Johnston, Donald Gill, acct. execs.  
Radio Accounts: Colgate-Palmolive Co. (N-S), Eastco Inc., Foster-Milburn Co., G. T. Fulford Co. Ltd., Kiwi Polish Co., Mentholatum Inter-American Inc., Midland Pharmaceutical Corp. (all S).

**STROMBERGER, LA VENE, MCKENZIE**  
600 S. Lafayette Park Pl., Los Angeles 57  
Tel.: Dunkirk 5-2211  
Radio Dept.: Harmon O. Nelson, radio-tv dir.; George Anthony, media dir., timebuyer; Helene Sellery, Marguerite Nash, timebuyers; T. L. Stromberger, C. N. Lavene, Donald McKenzie, acct. execs.  
Radio Accounts: General Petroleum Corp., General Electric Appliances, Plymouth Dealers.

**STROUSE & CO.**  
130 W. Hamilton St., Baltimore 1  
Tel.: Saratoga 7-7226  
Radio Dept.: Samuel S. Strouse, pres.

**SIDLER ADV.**  
9538 Brighton Way, Beverly Hills, Calif.  
Tel.: Bradshaw 2-3438  
**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.: Donald D. Stauffer, principal chg. tv-radio;

W

Philip H. Cohen, vp., dir.; Robert Ballin, vp.-pgm. development; Frank Reed, bus. mgr.; Frank Minehan, vp., media dir.; Vera Brennan, Dan Hirsch, Steve Suren, timebuyers.

**Radio Accounts:** American Tobacco Co. (Pall Mall) (N-S), Best Foods Inc. (S), Blue Coal Corp. (S), Carter Products Co. (Arrid, Rise) (S), D. L. Clark Co. (S), J. H. Filbert (S), Gunther Brewing Co. (RN-S), Chr. Hansen's Lab (Junket) (S), Hudnut (DuBarry) (S), V. LaRosa & Sons Inc. (N-S), Lever Bros. (Lifebuoy, Vim) (N-S), Noxzema Chemical Co. (N), Smith Bros. Inc. (S), Sperry & Hutchinson Co. (N), Whitehall Pharmaceutical Co. (BiSoDol Mints, InFraRub) (N-S), Block Drug Co.

**SUPERIOR ADV. INC.**  
Fort Wayne Bank Bldg., Fort Wayne 2, Ind.  
Tel.: Anthony 6131  
Radio Dept.: John Shoaff, pres.

**SUTHERLAND-ABBOTT**  
581 Boylston St., Boston 16  
Tel.: Corley 7-8600  
Radio Dept.: Thomas R. Covey Jr., radio-tv dir.; Joanne Barbour, asst. radio-tv dir.

**Radio Accounts:** American Siskraft, Blue Cross-Blue Shield, Corcoran's Inc., Homelite (all S).

**SWAFFORD & CO.**  
307 S. Robertson Blvd., Beverly Hills, Calif.  
Tel.: Bradshaw 2-2781  
Radio Dept.: C. K. Swafford, pres.; Murray C. Swafford, Sherman G. Muller, vps.

**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.

**SYLVESTER ADV. AGENCY**  
1120 N. Hill Ave., Pasadena 7, Calif.  
Tel.: Ryan 1-5933

T

**TAGGART & YOUNG INC.**  
7364 Beverly Blvd., Los Angeles 36  
Tel.: Webster 3-8108  
Radio Dept.: Ray Lewis, radio-tv dir.; Douglas R. Young, acct. exec.

**TATHAM-LAIRD INC.**  
64 E. Jackson Blvd., Chicago 4, Ill.  
Tel.: Harrison 7-3700  
Radio Dept.: George A. Bolas, media dir.; George Stanton, asst. media dir.; John Allen, radio prog. dir.; Roy Boyer, John Singleton, John Ragel, media svprs.; Harold Bennett, John Deacon, Don Grasse, best. mgrs.; Jacques Gossweller, Pat McMahon, Leone Lemberg, Mary Rogers, asst. best. mgrs.  
Hollywood 38-1680 N. Vine St.; Tel.: Hollywood 1-9228; William N. Burch, mgr.; Dixie Lou Thompson.  
New York 22-3 E. 54th St.; Tel.: Plaza 1-4680; John Masterson, mgr.; H. Lawrence Holcomb, best. mgr.; William Vance.

**Radio Accounts:** Armour & Co., C. A. Swanson & Sons, George Wiedemann Brewing Co.

**TAYLOR ADV. ASSOC.**  
1250 Wilshire Blvd., Los Angeles 17  
Tel.: Michigan 6303  
Radio Dept.: Harry P. Taylor, pres.; J. B. Taylor, sec-treas.

**GEORGE TAYLOR ADV. AGENCY**  
420 Market St., San Francisco 11  
Tel.: Garfield 1-6812  
Radio Dept.: George Taylor, own., acct. exec.

**Radio Accounts:** Arata Pontiac, Cobb Mountain Development Co., Henry Doelger, Dave Elliot Tire Co., Exposition Fish Grotto, Forest Lake Resort, J. E. French Co., Hoberg's, LaTorre, Lamps of China, Panelli's, Skipper Kent (all S).

**TECH AGENCY INC.**  
1004 E. Jefferson Ave., Detroit 7  
Tel.: Woodward 2-7367  
Radio Dept.: M. M. Winthrop, radio-tv dir.

**THE TELE-POOL CORP.**  
Shorehaven Rd., East Norwalk, Conn.  
Tel.: Temple 8-9183  
Radio Dept.: James W. Miller, radio-tv dir.; Robert F. Nims, timebuyer, acct. exec.; Louis J. Auritt, Walter Harrington, acct. execs.

**TEVENSON & SCOTT LTD.**  
1250 University St., Montreal, Que.  
Tel.: University 6-9361  
Radio Dept.: Sheldon H. Lodge, media mgr.  
Toronto-100 Adelaide St., W.; Tel.: Empire 3-5773; S. C. Young, mgr.  
Halifax, N. S.-8 Prince St.; Tel.: 3-8608; R. H. Kitley, mgr.  
Vancouver, B. C.-402 W. Pender St.; Tel.: Pacific 5824; Roy A. Hunter, mgr.

**J. WALTER THOMPSON CO.**  
420 Lexington Ave., New York 17  
Tel.: Murray Hill 3-2000  
Radio Dept.: Dan Seymour, dir.; Bart McHugh, assoc. dir.; John Devine, administrator; Robert E. Buchanan, Storrs Haynes, Al Morrison, group heads; Arthur Porter, media dir.; Alvin Dreyer, James Luce, Anne Wright, Richard Jones, Gerald Vernon, assoc. media dirs.

Chicago-410 N. Michigan Ave.; Tel.: Mohawk 4-6700; John Mosman, radio mgr.; John deBevec, media dir.  
Detroit-335 Criswood St.; Tel.: Woodward 2-8890; Donaldson Thorburn, radio svpr; W. Eldon Hazard, radio rep.

Hollywood-6505 Wilshire Blvd.; Tel.: Olive 3-0300.  
Cornwell Jackson, mgr.; Stanley Quinn, William Wilgus, prod. svprs.

San Francisco-320 California St.; Tel.: Garfield 1-3510; Frances Austin, timebuyer.

**Radio Accounts:** Chun King Sales Inc., Ford Div. of Ford Motor Co., Mentholatum, Murline, Panagra, Pharma-

Craft Corp., Joseph Schlitz Brewing Co., Scott Paper Co., Shell Oil Co., Ward Baking Co.

**TILDS & CANTZ ADV.**  
6087 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 2-1157  
Radio Dept.: Walter Tilds, Marvin S. Cantz, E. W. Franke, John Bainbridge, acct. execs.

**TIME & COPY ADV.**  
2114 Union Ave., Memphis 4, Tenn.  
Tel.: Broadway 6-2366  
Radio Dept.: Ruth Taylor, Jan Gardner, acct. execs.

**Radio Accounts:** Ashworth Chem. Co., G. M. Baird & Co., Cribbs Sausage Co. (all RN), Downtown Assn. of Memphis (S), Faulder Dist. Co. (RN), Flothill Products Inc. (N, RN, S), General Home Service (S), Tom Holloway Dist. Co., Paddock of Calif. Affiliates Inc. (both RN), Pryor Olds Inc. (S), W. L. Roberts Inc. (RN), Stars Inc. (N), Sterling Furniture Co. (S), Sun Record Co. (N).

**MICHAEL TODD ADV.**  
7046 Hollywood Blvd., Hollywood 28  
Tel.: Hollywood 5-8036  
Radio Dept.: Michael Todd, pres., acct. exec.; J. A. Todd, off. mgr.

**CHARLES TOMBRAS & ASSOC.**  
Fidelity Bankers Trust Bldg., Knoxville, Tenn.  
Tel.: 5-9424  
Radio Dept.: Tom A. McMillan, vp., radio dir.

**ARTHUR TOWELL INC.**  
119 Monona Ave., Madison 1, Wis.  
Tel.: Alpine 6-2668  
Radio Dept.: Arthur Towell, pres.

**TOWN CRIER AGENCY**  
Wickham Bldg., Council Bluffs, Iowa  
Tel.: 7768  
Radio Dept.: N. H. Filbert Jr., ptrn., radio-tv dir.

**TRACY, KENT & CO. INC.**  
515 Madison Ave., New York 22  
Tel.: Eldorado 5-4404  
Radio Dept.: Robert Arzberger, radio-tv dir.; Frank Hass, F. S. Kent, W. I. Tracy, acct. execs.

**Radio Accounts:** J. W. Beardsley's Sons, Cadie Chemical Products, Charles & Co., Dellwood Dairy Co., Filler Products Inc., Adolph Goldmark & Sons Corp., Gristede Bros. Inc., Moore & Co. Soups Inc. (all S).

**TRACY-LOCKE CO.**  
2501 Cedar Springs, Dallas 1, Tex.  
Tel.: RI 8-4741  
Radio Dept.: Lawrence E. DuPont, radio-tv dir.

**THE TULLIS CO.**  
6000 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 2-6333  
Radio Dept.: Willy Brasile, timebuyer; Russ McCollum, Bernard Swartz, Jerry Pomerance, acct. execs.

**TURNER ADV. AGENCY**  
216 E. Superior St., Chicago 11  
Tel.: Michigan 2-6426  
Radio Dept.: Karl L. Vehe, chg. timebuying; John K. Turner, J. Gordon Turner, Lee Boyd, F. S. Purnell, acct. execs.

**Radio Accounts:** Berry Bros. Inc, Sewall Paint & Varnish Co., O'Cedar Corp. (all S).

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**UHL SERVICE ADV.**  
185 N. Martel, Los Angeles 36  
Tel.: Webster 9-5075  
Radio Dept.: Lucille Jones, own.

**UNITED STATES ADV. CORP.**  
23 E. Jackson Blvd., Chicago 4  
Radio Dept.: Al T. Bonk, asst. to pres.; Bill Kirins, timebuyer.

**UNIVERSAL CRAIG & REID, INC.**  
6000 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 4-8218  
Radio Dept.: Ellis E. Craig, pres; Anthony J. Oliver, vp.; Herb McCartney, vp.; Catherine L. Villani, acct. exec.; Carol Guyer, off. mgr.

V

**VanSANT, DUGDALE & CO.**  
15 E. Fayette St., Baltimore 2, Md.  
Tel.: Lexington 9-5400  
Radio Dept.: Rita C. Eastman, ch. timebuyer; Evelyn Huttman, asst. timebuyer; Robert V. Walsh, radio dir.; M. M. Steffe, transcription prod.; F. D. Tillett, live prod.; E. W. Bridgman Jr., C. M. Buchanan, E. E. Cooke, R. E. Diager, H. G. Erck, D. J. Loden, J. D. Wheeler, acct. execs.

**Radio Accounts:** American Brewery Inc., American Seed & Speciality, Cross & Blackwell Co., Equitable Trust Co., Fidelity-Baltimore Natl., Interstate Bldg. Assoc., Levering Coffee Co., Md. Coop. Milk Producers, Md. Hospital Service Inc., Olin-Mathieson Chemical Corp., F. S. Royster Guano Co., San Giorgio Macaroni Inc., Wm. Schluderberg-T. J. Kurde Co. (all S).

**M. BELMONT VER STANDIG INC.**  
1917 Eye St., N.W., Washington 6, D. C.  
Tel.: Republic 7-2929  
Radio Dept.: Helen Ver Standig, timebuyer.

**VIGNOLLE & POWELL**  
725 N. Western Ave., Los Angeles 29  
Tel.: Hollywood 2-6388  
Radio Dept.: Gus Vignolle, pres.; Maury Powell, media dir.; Wilber Harmer, prod. dir., Anne Evans, media buyer.

**CARLO VINTI ADV.**  
551 Fifth Ave., New York 17  
Tel.: Murray Hill 2-8061  
Radio Dept.: Carlo Vinti, timebuyer; Joseph Vinti, acct. exec.

**Radio Accounts:** Gallo Wine, Progresso Foods (RN), Russo Dairy (S).

**WADE ADV. AGENCY INC.**  
6381 Hollywood Blvd., Hollywood 28  
Tel.: Hollywood 4-7457  
Radio Dept.: Forrest Owen Jr., vp.-gen. mgr.; Snowden M. Hunt Jr., vp.; Jerry Coleman, acct. exec.; Edgar C. Pierce, radio dir.; Irene Loudon, radio timebuyer.  
Chicago 6-20 N. Wacker Drive; Tel.: State 2-7369

**Radio Accounts:** Aireloom Bedding Co. (R-S), Calusa Chemical Co., Dodson Ltd., Durham Chemical Co., Greene & Hinkle, Joe D. Maggio Inc., National Van Lines, Paper Products Inc., Sebastopol Apple Growers Union, See's Candy Shops Inc., Tappan Stove Co. (all S), Miles California Co. (RN), Miles Laboratories Inc. (N).

**GEOFFREY WADE ADV.**  
20 N. Wacker Dr., Chicago 6  
Tel.: State 2-7369  
Radio Dept.: Paul McCluer, gen. mgr.; Louis J. Nelson, media dir.; David S. Williams, timebuyer; Peter Lund, radio dir.

New York 17-10 49th St.; Tel.: Plaza 5-4156; Henry J. Opperman, radio com. svpr.  
Radio Accounts: Miles Labs. Inc. (N-S).

**LOUIS E. WADE INC.**  
821 Webster St., Fort Wayne, Ind.  
Tel.: Anthony 6282  
Radio Dept.: Louis E. Wade, Edward P. Wade, Richard M. Katt, Richard D. Morgan, acct. execs; Robert Keefe, tv dir.; Barbara Armstrong, copywriter.

**Radio Accounts:** American Coal & Supply Co., Gille Seat Covers, Hefner Chevrolet, Meyer Bros. Drugs, Patterson-Fletcher Co., Peoples Trust & Savings Co., Wayne Cooperative Milk Producers.

**HUGO WAGENSEIL & ASSOC.**  
Talbot Bldg., Dayton 2, Ohio  
Tel.: Hemlock 5542

**W. S. WALKER ADV. INC.**  
Oliver Bldg., Pittsburgh 22  
Tel.: Grant 1-1900  
Radio Dept.: Robert B. Stevens, radio-tv dir.

**Radio Accounts:** Allegheny Ludlum Steel Corp. (N-S), Aunt Hannah's Bakery, Blackstone Corp. Disco Div of Consolidation Coal Co., I. N. Hagan Co. (all S), Niagara Therapy Mfg. Corp. (N-S), Pittsburgh Coke & Chemical (N-S), Sterling Oil Div. of Quaker State Oil Refining Corp. (S).

**WALSH ADV. CO.**  
1787 Walker Rd., Windsor, Ont.  
Tel.: Clearwater 6-2671  
Montreal-University Tower Bldg.; Tel.: University 6-8921; Jean Monte, radio-tv dir.

Toronto-Bank of Nova Scotia Bldg.; Tel.: Empire 3-9053; Murriel Murray, radio-tv buyer.

**WANK & COURT & LEE INC.**  
425 Bush St., San Francisco  
Tel.: Exbrook 2-6545  
Radio Dept.: Norma Lamberg, media dir.; M. E. Wank, acct. exec.

**Radio Accounts:** Doherty Bros., Ford Dealer, Eureka Federal Savings & Loan (both S).

**PERRY WARD & ASSOC.**  
2010 South Utica, Tulsa, Okla.  
Tel.: Riverside 2-7316  
Radio Dept.: Perry Ward, Janice Tupper, co-owners; Howard Bradford, Harold Mott, both acct. execs.

**Radio Accounts:** Dennis Donuts, Doenges Motors Inc. (both S), Gas & Electrical Equip. Co. (RN), Nelson Motor Co. (S).

**MASON WARNER CO.**  
221 N. LaSalle St., Chicago 1  
Tel.: State 2-7550  
Radio Dept.: Mason Warner, pres.

**IRVING A. WARREN ADV.**  
Post Bldg., Spokane 1, Wash.  
Tel.: Madison 9101  
Radio Dept.: Roy I. Carriker, radio dir.

**WILLIAM WARREN, JACKSON & DELANEY**  
45 W. 45th St., New York 36  
Tel.: Judson 6-0350  
Radio Dept.: S. P. Jackson, radio-tv dir.; William W. Solow, asst. to dir.; Harry Alleva, radio-tv mgr.; Ed O'Brien, radio-tv pgm. dir.

**Radio Accounts:** Dale Dance Studios, Davegas Stores Corp., Monarch Buick Inc., Natl. Home Study School, Relaxacior Inc., Ritz Thrift Shop, Sachs Quality Stores, Sofia Bros., Stevens & Thompson Paper Co., Vim Stores, Warren Connolly Co., Wing & Fin Pet Center, Zenith Radio Corp. of N. Y.

**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.

**Radio Accounts:** Ex-Iax Inc. (S), George W. Luft Co. (S), Jacob Ruppert (RN-S), Williams Baking Co. (S).

**WASSER, KAY & PHILLIPS INC.**  
1231 Banksville Rd., Pittsburgh 16, Pa.  
Tel.: Locust 3-1570  
Radio Dept.: A. L. Roth, radio dir., timebuyer.

**WATTS, PAYNE-ADV. INC.**  
900 S. Main St., Tulsa 3, Okla.  
Tel.: Diamond 3-8108  
Radio Dept.: Donald S. Mitchell, radio-tv dir.; Donald Dyer, Leslie Hauger, Thurman Glenn, acct. execs.; Carolyn Johns, traff.; Sally Milstead, copy writer; Larry Betts, prod. coord.

**Radio Accounts:** Angel's Drive-in, Bell Oil & Gas, Brown-Dunkin Dept. Store, Commonwealth Life Insurance, Downtown Tulsa, Unlimited, Hawk Dairies, Mason's Furniture & Appliances, Mid-West Chevrolet, Oklahoma Tire & Supply, Pepsi-Cola Bottling Co., Prather's Prescriptions, 7-Up Bottling Co., United Federal, Watt Plumbing & Electric Co. (all S).

## AGENCIES

**TUCKER WAYNE & CO.**  
1175 Peachtree St., N.E., Atlanta 5  
Tel.: Atwood 3856  
Radio Dept.: Anne Benton, ch. timebuyer; Betty Carr, timebuyer.  
Radio Accounts: American Bakeries Co., Creomulsion Co., First National Bank, C. J. Moffet Medicine Co., Southern Bell Tel. & Tel., Southern Dairies Inc. (all S).

**WEAVER-GARDNER INC.**  
Oppenheim Bldg., St. Paul 1, Minn.  
Tel.: Capital 4-4715  
Radio Dept.: Luther Weaver, pres., radio dir.

**R. W. WEBSTER ADV.**  
815 W. Fifth St., Los Angeles 17  
Tel.: Madison 9-2283  
Radio Dept.: R. W. Webster, pres.; Dick Webster Jr., media prodr.

**WEILL & EBY INC.**  
170 Franklin St., Buffalo 2  
Tel.: Madison 6423  
Radio Dept.: JoAnne Rebstock, media buyer.  
Toronto 1-67 Yonge St., Tel.: Empire 3-5112; Arnold Clare, mgr.

**MILTON WEINBERG ADV. CO.**  
6523 Wilshire Blvd., Los Angeles 48  
Tel.: Olive 3-2300  
Radio Dept.: Joel Stearns, media dir.

**WEISS & GELLER INC.**  
360 N. Michigan Ave., Chicago 1, Ill.  
Tel.: Whitehall 3-2100  
Radio Dept.: Marvin L. Mann, vp., radio dir.; acct. supvr.; Jack Bard, vp.; media dir.; Nora Marcus, timebuyer; Nate Pinsoff, media mgr.; Alvin Ostrin, prog. and bus. adm.; timebuyer; Robert Harris, vp., gp. supvr.; Jerry Joss, vp., gp. supvr.; Ed Kuhn, acct. exc.

Radio Accounts: Helene Curtis Industries (King's Men, Enden, Lanolin Discovery) (S); Jos. Escalante Co. (Corina Cigars) (S); College Inn (S); Mogan David Wine Corp. (S) Red Cross Marcaroni (S); Sealy Inc. (S).

**WELSH, HOLLANDER & COLEMAN**  
350 S. Alvarado St., Los Angeles 37  
Tel.: Dunkirk 9-1171

**WENDT ADV. AGENCY**  
Strain Bldg., Great Falls, Mont.  
Tel.: 2-8581  
Radio Dept.: W. E. Wendt, pres., W. S. Oliver, acct. exec.  
Radio Accounts: Beatrice Foods, First Federal Savings & Loan, Great Falls Breweries Inc., Montana Bank, Midland Implement Co., Mont. Flour Mills Co., N. Mont. State Fair (all S).

**WESLEY ASSOC.**  
247 Park Ave., New York 17  
Tel.: Eldorado 5-2680  
Radio Dept.: Joseph Knapp, media dir.; Elene Collins, asst. to media dir.; J. E. Perine, acct. exec.  
Radio Accounts: Shulton Inc. (N-S).

**WESLEY, HEYNE & CUCA INC.**  
353 N. Michigan Ave., Chicago 1  
Tel.: Central 6-5882  
Radio Dept.: Norman Heyne, vp., radio dir.; James Cuca, vp. acct. exec.  
Radio Accounts: Burton Dixie Corp. Morris B. Sachs, Life Massage Inc. (all S).

**WEST-MARQUIS INC.**  
1220 Wilshire Blvd., Los Angeles 17  
Tel.: Madison 9-2214  
Radio Dept.: Tal Johns, radio-tv dir.; timebuyer; Marie Maier, timebuyer; Roger Combs, William Clark, Charles Smith, Joe Mohl, acct. execs.  
San Francisco 3-785 Market St.; Tel.: Garfield 1-1716; A. M. Arett, vp., dir.  
Seattle 4-Dexter Horton Bldg.; Tel.: Mutual 1066; S. Nicholson, vp., mgr.

**WESTERN ADV. AGENCY INC.**  
35 E. Wacker Dr., Chicago 1  
Tel.: Andover 3-2545  
Radio Dept.: F. W. Pain, vp., media dir.  
Racine, Wis.-610 Wisconsin Ave.; Tel.: 4-6605; Thomas Kallas, prod. mgr.

**WESTERN ADV. AGENCY INC.**  
4848 Wilshire Blvd., Los Angeles 5  
Tel.: Webster 8-2681  
Radio Dept.: Norine Freeman, timebuyer.

**THE WEXTON CO.**  
11 E. 47th St., New York 17  
Tel.: Murray Hill 8-4050  
Radio Dept.: Larry Schwartz, pres., acct. exec.; Ted Gravenon, vp., acct. exc.; Adrian Price, George Gilbert, Ed Greenberg, acct. execs.  
Radio Accounts: Metal Foil Products, 20th Century Paint (all S), O'Quinn Corp. (sauc.).

**WHERRY, BAKER & TILDEN INC.**  
919 N. Michigan Ave., Chicago 11  
Tel.: Delaware 7-8000  
Radio Dept.: Louis E. Tilden, vp. chg. radio; Clifford E. Bolgard, vp. chg. media; George Jarrett, assoc. radio dir.  
Radio Accounts: Quaker Oats Co. (N-S), Oscar Mayer Co.

**WHITE ADV. AGENCY**  
2010 S. Utica, Tulsa 20, Okla.  
Tel.: Riverside 2-2428  
Radio Dept.: L. E. White Jr., own.  
Hollywood 28-6110 Selma Ave.; Tel.: Hollywood 3-5694; Betty Newell, mgr.

**WHITE & SHUFORD ADV.**  
1821 Wyoming St., El Paso, Tex.  
Tel.: 3-4484  
Radio Dept.: Dan T. White, own.; L. Stanley Shuford, assoc., acct. exec.; James McAllister Cook, Connie M. Roberts, Louris K. Tishler, acct. execs.  
Radio Accounts: El Paso National Bank, Hoke-Rawson Inc., Mutual Federal Savings & Loan, Nance Buick Co., O. K. Van & Storage Co., Price's Creameries Inc., Stammham Farms, Standard Oil of Tex., J. R. Turner Tire Co., Wagner Realty Co. (all S).

**EVERS WHYTE ADV. AGENCY**  
3300 Temple St., Los Angeles 26  
Tel.: Dunkirk 2-2188  
Radio Dept.: Ella L. Whyte, own., 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, copy-writer.  
Radio Accounts: Ken Clark Co., Frontier Magazine, Sealy Mattress Co.

**AUBREY WILLIAMS ADV. INC.**  
923 Barracks St., New Orleans  
Radio Dept.: Aubrey Williams, pres.

**DALLAS WILLIAMS & SONS INC.**  
2142 Cabuenga Blvd., Los Angeles 28  
Tel.: Hollywood 2-6396  
Radio Dept.: Dallas M. Williams, pres.; Don E. Brewer, acct. exec.; Debbie Houston, off. mgr.

**WILLIS ADV. LTD.**  
220 Richmond St., W., Toronto; 2B.  
Tel.: Empire 3-2073  
Radio Dept.: W. A. Willis, pres.; V. C. Snack, radio dir.  
Radio Accounts: Wm. Wrigley Jr. Co. Ltd. (S).

**HARRY G. WILLIS & ASSOC.**  
404 E. Broadway, Glendale 5, Calif.  
Tel.: Chapman 5-5325  
Radio Dept.: Harry G. Willis, pres., Sue James, media dir.

**EDWIN BIRD WILSON INC.**  
52 Wall St., New York 5  
Tel.: Digby 4-6780  
Radio Dept.: Howard E. Schneider, vp.

**THOMAS C. WILSON ADV. AGENCY**  
475 Belmont Rd., Reno, Nev.  
Tel.: Fa 2-7011  
Radio Dept.: Thomas C. Wilson, own., mgr.

**WILSON, HAIGHT, WELCH & GROVER INC.**  
645 Farmington Ave., Hartford 5, Conn.  
Tel.: Adams 3-9831

**WINIUS-BRANDON CO.**  
1706 Olive St., St. Louis 3  
Tel.: Chestnut 1-6380  
Radio Dept.: Vernon L. Morelock, vp., radio-tv. dir.; Herbert Halpern, asst. radio-tv dir.

Radio Accounts: American Investment Co., Chevrolet Dealers, Deep Rock Oil Co., Manhattan Coffee Co. (all S).

**WOLFE-JICKLING-CONKEY INC.**  
327 John R St., Detroit 26  
Tel.: Woodward 1-1865  
Radio Dept.: Frank Brossy, tv dir.

**WOODWARD, VOSS & HEVENOR INC.**  
15 Elk St., Albany 7, N. Y.  
Tel.: Albany 3-1248  
Radio Dept.: Robert T. Fertig, radio-tv dir.

**WORTMAN, BARTON & SPOHN INC.**  
345 Madison Ave., New York 17  
Tel.: Murray Hill 4-5920  
Radio Dept.: Elbert B. M. Wortman, radio-tv dir.; Hortense Essler, timebuyer.  
Radio Accounts: Miramar Restaurant, Trip-of-the-Month Club, White Castle System Inc. (all RN).

## Y

**YOUNG & RUBICAM INC.**  
285 Madison Ave., New York 17  
Tel.: Murray Hill 9-5000  
Radio Dept.: Robert F. Mountain, vp. radio-tv dir.; David Y. Bradshaw, radio-tv mgr.; Peter M. Levatke, vp., media dir.; George H. Cribbin, vp., copy dir.; Charles Feldman, vp. chg. commercial copy & prod.  
Chicago 1-333 N. Michigan Ave.; Tel.: Financial 6-0750; William W. Wilson Jr., radio-tv mgr.  
Detroit 26-645 Griswold St.; Tel.: Woodward 1-0067; Aldis P. Butler, vp. chg.  
Hollywood 28-6253 Hollywood Blvd.; Tel.: Hollywood 9-2731; Walter H. Bunker, vp., Hollywood radio-tv dir.  
Los Angeles 17-611 Wilshire Blvd.; Tel.: Madison 6-7641; George K. Allison, media dir.; Wickliffe W. Crider, vp., prg. mgr. West Coast operations.  
San Francisco 44-120 Montgomery St.; Tel.: Exbrook 7-1838; George Richardson, vp., mgr.  
London W 1-285 Regent St.; Tel.: Hyde Park 6757; A. O. Buckingham, mgr. dir.; Dan Ingman, dir. tv sta. rel. Mexico City-Ave. Juarez 117; Tel.: MC 10-49-00; James B. Stanton, vp., mgr.  
San Juan, P. R.-1311 Ponce De Leon Ave.; Tel.: Santurce 3-2080; John A. Zerb, mng. dir.  
Montreal-660 St. Catherine St. W.; Tel.: University 6-8941; Ward F. Hagan, vp.; mgr.  
Toronto-44 King St. W.; Tel.: Empire 2-2341; Raymond B. Collett, vp., mgr.  
Radio Accounts: American Home Foods, Borden Co., Boyle-Midway Inc., Bristol-Myers Co., Cannon Mills Inc., Cluett, Peabody Co., Drackett Co., Drake Bakeries, Ford Motor Co., General Cigar Co., General Electric Co., Gulf Oil Corp., International Harvester, Johnson & Johnson, Kaiser Aluminum & Chemical Corp., Life Savers Corp., Lipton Inc., P. Lorillard Co., Metropolitan Life Insurance Co., Parke, Davis Co., Permacel Tape Corp., Piel Bros. Inc., Pine Bros. Inc., Procter & Gamble Co., Remington-Rand Inc., Royal Typewriter Co., Sanforized, Singer Sewing Machine Co., Time Inc., Travelers Insurance Co.

## Z

**ZIMMER, KELLER & CALVERT INC.**  
28 Adams Ave. W., Detroit 26  
Tel.: Woodward 1-9151  
Radio Dept.: A. H. Ritter, vp., radio-tv dir.

**THE ZLOWE CO.**  
65 E. 55th St., New York 22  
Tel.: Plaza 3-1764  
Radio Dept.: Mrs. Pauline Mann, media dir.  
Radio Accounts: Dannon Milk Products, Wyler Watch Corp. (both S).

**S. E. ZUBROW CO.**  
1420 Walnut St., Philadelphia 2  
Tel.: Kingsley 6-4710  
Radio Dept.: William J. Kane, timebuyer.

## 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 Madison Ave., New York 22, N. Y.  
For latest awards, see B.T., Nov 26, 1956.

**ASSOCIATED PRESS MANAGING EDITORS ASSN. AWARDS**, given annually by APMEA (November) to AP radio station and newspaper members "for outstanding news coverage in news and photos." Citations are awarded. For further details, write Vint Jennings, managing editor, Charleston, W. Va. *Daily Mail*, and chairman of the APMEA membership citations committee.  
For latest awards see B.T., Dec. 3, 1956.

**AUDIO ENGINEERING SOCIETY AWARD**, engraved certificate, awarded

annually for "outstanding service to the Audio Engineering Society." Details available from C. J. LeBel, secretary, Audio Engineering Society, P.O. Box 12, Old Chelsea Station, New York 11, 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. 19, 1956.

**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.  
1956.  
For latest awards, see B.T., March 19, 1956.

**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., Nov 26, 1956.

**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 pro-

grams of previous year. For details, contact Ken Wells, exec. vp., Freedoms Foundation, Inc., Valley Forge, Pa.  
For latest awards, see B.T., Feb. 27, 1956.

**EARL GODWIN MEMORIAL AWARD**, a six month NBC foreign correspondence given annually to a local station newsmen demonstrating the "greatest degree of initiative, enterprise, judgment and professionalism in covering a news or feature story" for NBC Radio Network. For details contact Davidson Taylor, vp in charge of public affairs, NBC, 30 Rockefeller Plaza, New York 20, N. Y.

**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., March 19, 1956.

**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.

**RE 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 awards see B.T., Nov. 21, 1955.

**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 awards see B.T., Sept. 3, 1956.

**MORRIS LIEBMANN 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., Nov. 19, 1956.

**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.

**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. publ., McCall's Magazine, 230 Park Ave., New York 17, N. Y. For latest awards, see B.T., April 23, 1956.

**NATIONAL BROTHERHOOD 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 16, N. Y. For latest awards, see B.T., Feb. 27, 1956.

**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. J. Keith Tyler, dir., Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio. For latest awards, see B.T., April 23, 1956.

**OVERSEAS PRESS CLUB OF AMERICA AWARDS** for best consistent radio reporting from abroad of foreign af-

airs; 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., April 9, 1956.

**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 16, 1956.

**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 7, 1956.

**RTNDA AWARDS** for outstanding news operation by a radio station (also tv) and for outstanding news and special event 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. 19, 1956.

**SATURDAY REVIEW 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. 45th St., New York 36, N. Y. For latest awards, see B.T., May 28, 1956.

**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 23, 1956.

**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 21, 1956.

**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 awards, see B.T., March 26, 1956.

U. S. INFORMATION AGENCY, VOICE OF AMERICA BROADCASTS

**U. S. INFORMATION AGENCY**  
Headquarters: 1776 Pennsylvania Ave., N.W., Washington, D. C.  
Tel.: Republic 7-8340  
Director: Arthur Larson  
**BROADCASTING SERVICE (VOICE OF AMERICA)**  
Health, Education & Welfare Bldg., 4th St. & Independence Ave., S.W., Washington, D. C.  
Tel.: Republic 7-7500, Ext. 3363.  
Robert E. Button, Director of Broadcasting; Gordon Ewing, 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 combatting their anti-American slanders and lies.  
Radio is the fastest, most effective day-by-day medium for achieving these objectives; it speaks directly to people abroad, instantaneously surmounting barriers of distance, censorship, illiteracy, foreign exchange, paper shortages and tariffs.  
More than 75 separate programs, ranging up to

one hour and amounting to about 145 program hours are broadcast via shortwave daily in 43 languages as follows:

Voice of America Daily Broadcast		Total Hrs.-mins.	Total Hrs.-mins.
Europe			
Albanian	2:15		
Armenian	2:15		
Bulgarian	5:00		
Czech-Slovak	2:15		
English	2:30		
Estonian	4:00		
French	.....(1)		
Georgian	2:00		
German (to East Germany)	..... 1:00		
Hungarian	4:30		
Italian	.....(1)		
Latvian	2:15		
Rumanian	..... 4:45		
Polish	5:30		
Rumanian	3:00		
Russian	23:15		
Serbo-Croat	1:45		
Slovene	1:00		
Spanish	.....(1)		
Ukrainian	3:00		
Uzbek	1:00		
Latin America			
English	1:00		
Near East, South Asia, Africa			
Arabic	8:30		
English	2:30		
Greek	..... 30		
Indian/Pakistani			
Languages:			
Bengali	(3 times wk.)		
Gujarati	(2 times wk.)		
Malayalam	(2 times wk.)		
Tamil	(4 times wk.)		30
Telugu	(2 times wk.)		
Urdu	(1 time wk.)		
Hindi (daily)		2:30	
Urdu (daily)		1:30	
Persian		3:00	
Turkish		45	
Far East			
Amoy	2:30		
Burmese	1:30		
Cambodian	2:00		
Cantonese	5:00		
English	1:30		
Indonesian	1:00		
Japanese	2:00		
Korean	1:30		
Mandarin	10:30		
Russian	2:00		
Thai	1:30		
Ukrainian	1:00		
Vietnamese	2:30		
Worldwide			
"Music-USA"	19:00		
Total	144:30		

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, VietNam, 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.

**INTERNATIONAL STATIONS IN U. S.**  
(Operating in 6-25 mc band with powers up to 200 kw)  
World Wide Broadcasting System Inc.—WRUL, five installations at Scituate, Mass.  
Other privately-owned international stations are under lease to the Voice of America. These stations are (owners in parentheses):  
WLWO Bethany, Ohio (Crosley);  
WBOY Bound Brook, N. J. (NBC);  
WDSI, three transmitters in Brentwood, N. Y., three in Wayne, N. J. (both CBS);  
WGEO Schenectady, N. Y. (GE);  
KCBR Delano, Calif. (CBS);  
KNBH Dixon, Calif. (NBC).

<sup>1</sup> Programs produced regularly for broadcast over local stations and networks. This report does not include Voice of America "package programs" provided to local networks in many countries.  
<sup>2</sup> Sunday only.  
<sup>3</sup> Four half-hour programs of European Russian are also broadcast to Far East.  
<sup>4</sup> 15 minutes of Near East English beamed simultaneously to Near East and Europe.  
<sup>5</sup> One half-hour program of European Ukrainian is also broadcast to the Far East.

**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

# INDEX TO ADVERTISERS IN 1957 BROADCASTING YEARBOOK-MARKETBOOK

## AGENCIES

Batten, Barton, Durstine & Osborn, Inc. ....	1
McCann-Erickson, Inc. ....	6-7

## EQUIPMENT

Allied Radio .....	310
Califone Corp. ....	312
Collins Radio Co. ....	296-297
Dresser-Ideco Co. ....	303
M. Ducommun Co. ....	312
Electro-Voice, Inc. ....	311
E-Z Way Towers .....	302
Gates Radio Co. ....	305-306-307-308
General Electric Co., Electronic Components Div. ....	299
Craybar Electric Co., Inc. ....	295
Hughes & Phillips, Inc. ....	304
Johns-Manville .....	313
Mycalex Corporation of America .....	301
ORRadio Industries, Inc. ....	Inside Front Cover
Radio Corp. of America .....	Back Cover
RCA Engineering Products .....	48A-48B-48C-48D-48E-48F
Shure Brothers, Inc. ....	309
Stainless, Inc. ....	319

## GENERAL

ASCAP .....	15
The Associated Press 19, 122, 140, 158, 184, 218, 230, 240, 252, 267, 273, 277	
Haskell Bloomberg .....	337
Broadcast Music, Inc. ....	328-329
Paul Chapman .....	337
R. C. Crisler & Co. ....	337
Daytime Broadcasters Association .....	41
Ralph J. Erwin .....	339
French Broadcasting System .....	326
Hamilton, Stubblefield, Twining & Associates .....	13
Allen Kander & Co. ....	338
RCA Recorded Program Services .....	324-325
SESAC, Inc. ....	327
Standard Radio Transcription Services, Inc. ....	331
Howard E. Stark .....	338
United Press .....	3
T. J. Valentino, Inc. ....	332
World Broadcasting System, Inc. 55, 58, 61, 65, 68, 96, 98, 104, 128, 131, 134, 142, 150, 154, 161, 165, 170, 173, 177, 180, 188, 193, 201, 204, 209, 211, 223, 229, 231, 234, 241, 245, 250, 260, 266, 269, 272, 276, 280, 283, 285	
Albert Zugsmith Corp. ....	339

## NETWORKS-GROUPS

ABC Radio Network .....	28-29
Canadian Broadcasting Corp. ....	287
CBS Radio Network .....	32-33
The Vic Diehm Radio Group .....	138, 225
Keystone Broadcasting System .....	35
Don Lee Radio Network .....	63
McClatchy Broadcasting Co. ....	67
Meredith Stations .....	5
NBC Radio Network .....	38-39
Northern Broadcasting, Ltd. ....	290
The Perry Stations .....	83
Rollins Broadcasting, Inc. ....	100, 176, 268
Rounsville Stations .....	84, 91, 124, 205, 243
Storz Stations .....	85, 129, 156, 164, 172
Storer Broadcasting Co. ....	10-11
Texas Quality Network .....	259
United Broadcasting Co. ....	78, 135, 136, 268, 389, 391
The Arthur Wilkerson Stations .....	242

## REPRESENTATIVES

Hil F. Best Co. ....	17
George P. Hollingbery Co. ....	21
H-R Representatives, Inc. ....	23
NBC SPOT SALES 72, 81, 100, 124, 166, 188, 206, 226, 274, 284	
Peters, Griffin, Woodward, Inc. ....	8

## STATIONS

CKLW, Detroit .....	144
KBEE, Modesto .....	67
KBTM-KGHI, Jonesboro-Little Rock .....	57
KCMO, Kansas City .....	5
KCKN, Kansas City .....	119
KENS, San Antonio .....	258
KERN, Bakersfield .....	67
KFBK, Sacramento .....	67
KFMB, San Diego .....	66
KFRC, San Francisco .....	63
KGNC, Amarillo .....	247
KHJ, Los Angeles .....	63
KIRO, Seattle .....	274
KMBC, Kansas City .....	Inside Back Cover
KMJ, Fresno .....	67
KNAK, Salt Lake City .....	264
KNUZ, Houston .....	254
KOA, Denver .....	71
KOH, Reno .....	67
KOLN-TV, Lincoln .....	151
KOWH, Omaha .....	172
KPHO, Phoenix .....	5
KPRC, Houston .....	255, 259
KRLD, Dallas .....	249
KRMG, Tulsa .....	216
KSD, St. Louis .....	167
KVOO, Tulsa .....	217
KWFT-KLYN, Wichita Falls-Amarillo .....	262
KWK, St. Louis .....	89
KXLA, Pasadena .....	64
KXLF-TV, Butte .....	168
KXO, El Centro .....	60
WAAB, Worcester .....	141
WABJ, Adrian .....	142
WAEW, Crossville .....	242
WANT, Richmond .....	389
WARK, Hagerstown .....	135
WAVE, Louisville .....	125
WAYE, Baltimore .....	134
WAZL, Hazleton .....	138, 225
WBAP, Fort Worth .....	253
WBCK-WBCM, Battle Creek-Bay City .....	143
WBEE, Harvey .....	100
WBIG, Greensboro .....	197
WBNY, Buffalo .....	181
WBOC, Salisbury .....	136
WBT, Charlotte .....	195
WCAU, Philadelphia .....	227
WCBM, Baltimore .....	133
WCCO, Minneapolis .....	155
WCIN, Cincinnati .....	84, 91, 124, 205, 243
WCOA, Pensacola .....	83
WCRB, Waltham .....	139
WCVS, Springfield .....	105
WDAY, Fargo .....	203
WDBJ, Roanoke .....	270
WBDO, Orlando .....	86
WDEL, Wilmington .....	Front Cover
WDGY, Minneapolis .....	156
WDLP, Panama City .....	83
WDOK, Cleveland .....	206
WESC, Greenville .....	387
WESH-TV, Daytona Beach .....	83
WEXL, Royal Oak .....	146
WFAA, Dallas .....	251, 259
WFBC, Greenville .....	237
WFBM, Indianapolis .....	157
WFDF, Flint .....	157
WGH, Newport News .....	269
WGMS, Washington, D. C. ....	79
WGN, Chicago .....	101
WGR, Buffalo .....	183
WGTO, Haines City .....	89
WHAS, Louisville .....	121
WHB, Kansas City .....	164
WHEC, Rochester .....	191
WHEN, Syracuse .....	5
WHIZ, Zanesville .....	214
WHLM, Bloomsburg .....	138, 225
WHO, Des Moines .....	115

WHOL, Allentown .....	138, 225
WHOM, New York .....	185
WHOP, Hopkinsville .....	122
WHYL, Carlisle .....	22-
WIBC, Indianapolis .....	10-
WIBW, Topeka .....	119
WICO, Salisbury .....	137
WIDE, Biddeford .....	138, 225
WIKK, Erie .....	223
WINX, Rockville .....	136
WIOK, Tampa .....	84, 91, 124, 205, 243
WIS, Columbia .....	235
WJHP, Jacksonville .....	83
WJLK, Asbury Park .....	175
WJMO, Cleveland .....	391
WJNO, West Palm Beach .....	88
WJR, Detroit .....	145
WKBW, Buffalo .....	179
WKMI, Kalamazoo .....	149
WKZO-WJEF, Kalamazoo-Grand Rapids .....	151
WLAG, LaGrange .....	95
WLEX, Lexington .....	123
WLII, New York .....	186
WLIK, Newport .....	242
WLIL, Lenoir .....	242
WLOU, Louisville .....	84, 91, 124, 205, 243
WMAY, Springfield .....	106
WMBD, Peoria .....	151
WMBM, Miami Beach .....	84, 91, 124, 205, 243
WMIC, Monroe .....	148
WMRN, Marion .....	210
WMT, Cedar Rapids .....	112
WNJR, Newark .....	176
WOAI, San Antonio .....	259
WOBS, Jacksonville .....	84, 91, 124, 205, 243
WOC, Davenport .....	113
WOHO, Toledo .....	211
WOOD, Grand Rapids .....	157
WOOK, Washington, D. C. ....	78
WOW, Omaha .....	5
WPON, Pontiac .....	152
WPOR, Portland .....	132
WPRC, Lincoln .....	103
WPRO, Providence .....	232
WQAM, Miami .....	85
WQXI, Atlanta .....	84, 91, 124, 205, 243
WQXR, New York .....	187
WRAP, Norfolk .....	268
WRC, Washington, D. C. ....	80
WROK, Rockford .....	105
WROV, Roanoke .....	270
WSAI, Cincinnati .....	207
WSAU, Wausau .....	282
WSB, Atlanta .....	93
WSID, Baltimore .....	131
WSOK, Nashville .....	84, 91, 124, 205, 243
WSPD, Toledo .....	213
WSRC, Durham .....	194, 199
WSRS, Cleveland .....	208
WSUN-TV, St. Petersburg .....	87
WSUX, Seaford .....	76
WTAX, Springfield .....	106
WTCN, Minneapolis .....	157
WTIC, Hartford .....	75
WTIX, New Orleans .....	129
WTMC, Ocala .....	83
WVDA, Boston .....	138, 225
WVNA, Tusculumbia .....	53
WVOP, Vidalia .....	97
WWJ, Detroit .....	147
WWRL, New York .....	189
WWST, Wooster .....	212
WWVA, Wheeling .....	204, 228, 278
WYOU, Newport News .....	268
CFCH, North Bay .....	290
CFRB, Toronto .....	291
CHEX, Peterborough .....	290
CJKL, Kirkland Lake .....	290
CKGB, Timmins .....	290
CKWS, Kingston .....	290



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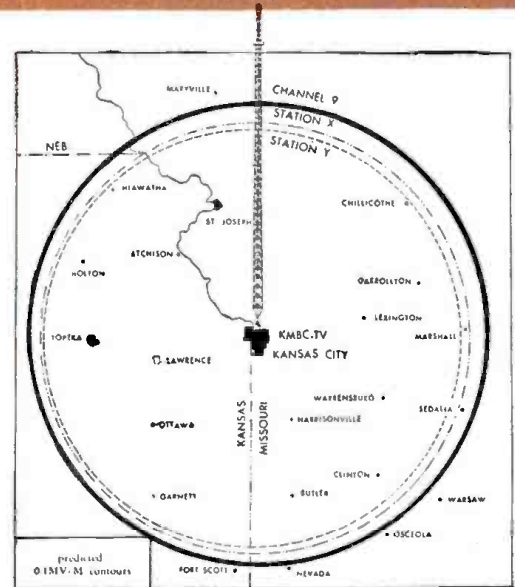
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Serving a Class A area containing 1,674,978 people, KMBC-TV delivers the Heart of America's best-loved programming to more of your prospective customers than any other channel in the area. In fact, Channel 9 gives Class A primary viewing service to 31,943 more families than any competing station.

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For availabilities and complete station, market and rating information, see Peters, Griffin, Woodward, Inc.



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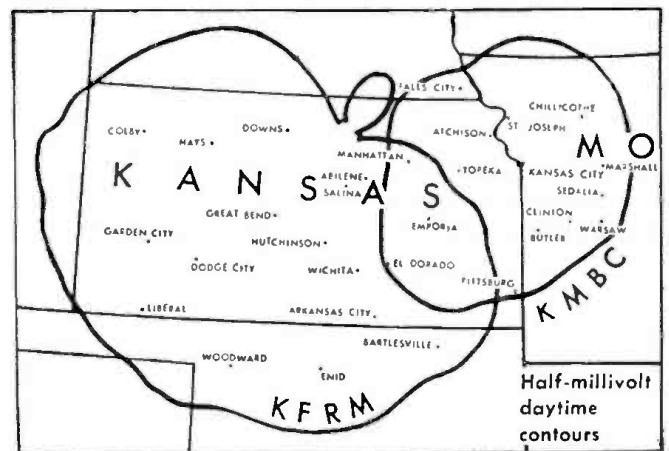
## KMBC - KFRM Radio

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The New Sound of KMBC-KFRM blankets an area with a population of 3,908,611. This rich, big-spending market relies on KMBC-KFRM for radio that's tailored to its taste—a finely balanced schedule of Music, News, Sports, Major League Baseball, Farm Service and Women's Programs skillfully presented by some of the biggest names in the Midwestern broadcasting world.

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Color television will be recorded in the annals of the Twentieth Century as one of the greatest, if not the greatest, of man's triumphs linking science with the arts in the full glory and reality of Nature. Even the sky which Ruskin described as "not blue color merely, but blue fire that could not be painted," now is televised in all the splendor of color.

In the creation of color TV, science has endowed us with a priceless gift. As I watch the pictures on the color screen I often wonder if the scientists also sit back and view with amazement and pride their successful electronic emulation of Nature.

A handwritten signature in black ink, reading "David Sarnoff".

Chairman of the Board

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