

# buyers' guide

to radio and tv station programming

PUBLISHED BY SPONSOR SERVICES INC

INDEX

# PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage*. W-I-T-H reaches 74%\* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit the sales "bull's-eye" for you, too.

\*Cumulative Pulse Audience Survey

Buy

Tom Tinsley  
resident

C. Embry  
ice Pres.

# W I T H

CONFIDENCE

onal Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.  
**Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

## RADIO



SECTION  
**1**

MASTER DIRECTORY  
State-by-State listing of stations showing time each station devotes to the 12 principal types of programming

STARTS PAGE 15



SECTION  
**2**

CATEGORY DIRECTORY  
Stations specializing in Farm, Negro, Concert, other categories of programming. Complete 8 category index-page

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## TELEVISION



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**3**

MASTER DIRECTORY  
Complete state-by-state listing showing total number of hours stations devote to ten program categories

STARTS PAGE 121



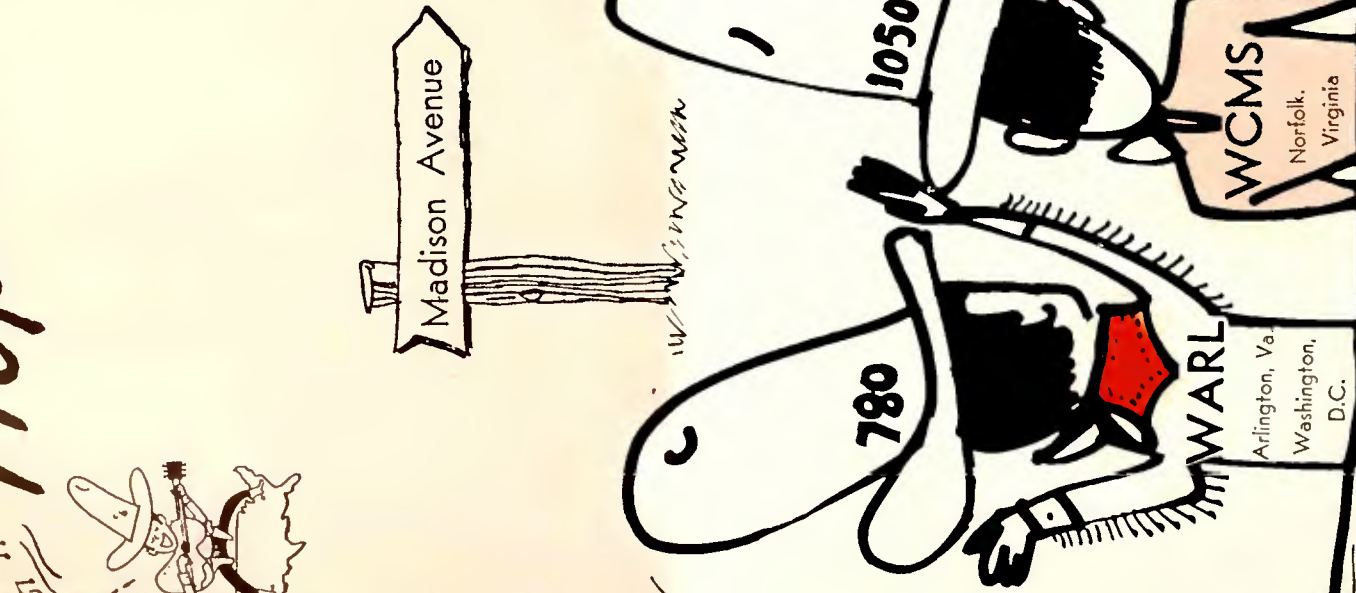
SECTION  
**4**

CATEGORY DIRECTORY  
Seven separate listings of program data on farm Tv, homemaking, feature film, syndicated film, spots, etc.

STARTS PAGE 141



# \* Hop on the "Chuck" Wagon, Partner!



W

W

W

W

Hunter



# 1957 BUYERS' GUIDE

## to radio and tv station programming

### **Key to new opportunities in the tv and radio markets of America**

The 1957 Buyers' Guide serves the exceedingly important function in helping you adapt your advertising and merchandising needs to the programming climate of the radio and tv markets and stations you select. For it catalogues the local programming of 2676 radio stations and 515 television stations and enables you to tell at a glance the programming character, audience interests, facilities and services of the individual stations. In addition, your opportunities for using these media are further enhanced by having complete lists of stations appealing to specific groups or interests, needs and tastes. On page 14 you will find just a few typical ways time-buyers use the BUYERS' GUIDE to take full advantage of the practical information it furnishes. There are many others. Television's fast tempo and radio's new values make the station's programming pattern, as detailed in the BUYERS' GUIDE, of key importance to the advertising man.

**Complete index to Buyers' Guide contents on page 5**

*Published annually by*

**SPONSOR SERVICES INC.**

*President, Bernard Platt*

*Project Coordinator, Catherine Scatt Rase*

*Project Editor, Maximilian Platt*

*Art Director, Phil Franznick*

*Advertising Production, Jean L. Engel*

THE 1957 BUYERS' GUIDE TO STATION PROGRAMING IS  
DISTRIBUTED TO ALL SUBSCRIBERS OF SPONSOR-  
THE WEEKLY MAGAZINE TV RADIO ADVERTISERS USE  
AT THE REGULAR SUBSCRIPTION PRICE OF \$10 PER  
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LOOK! ZIV

NO. 1 NO. 2 NO. 3 NATIONAL

IN TWO CONSECUTIVE

**"HIGHWAY PATROL"**  
Starring BRODERICK CRAWFORD



**NATIONALLY**  
**NO. 1** SYNDICATED PROGRAM  
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

*The Man Called X*  
Starring BARRY SULLIVAN



**NATIONALLY**  
**NO. 2** SYNDICATED PROGRAM  
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

**"I LED 3 LIVES"**  
Starring RICHARD CARLSON



**NATIONALLY**  
**NO. 3** SYNDICATED PROGRAM  
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS



# SHOWS RATE

# ATIONALLY!

## PULSE\* REPORTS!

\*TELEPULSE MULTI-MARKET SURVEYS

**AUG. 1956**  
22 - MARKET AVERAGE

# 17.8

**SEPT. 1956**  
22 - MARKET AVERAGE

# 17.9

**AUG. 1956**  
14 - MARKET AVERAGE

# 16.8

**SEPT. 1956**  
14 - MARKET AVERAGE

# 17.8

**AUG. 1956**  
21 - MARKET AVERAGE

# 16.1

**SEPT. 1956**  
19 - MARKET AVERAGE

# 17.3

**NOW! READY!**  
**ZIV'S NEXT BIG**  
**RATING**  
**WINNER!**

**"MEN OF**  
**Annapolis"**  
STARRING THE U.S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD STARS



**HURRY!**

Write or phone today for a pulse quickening audition of our newest rating winner "MEN OF ANNAPOLIS"!



YOUR

# buyers' guide

FOR THE FASTEST AND BEST NEWS  
PROGRAMMING IS



FOR NEWS OF THE WORLD AND NATION

FOR THE LATEST WEATHER, SPORTS AND MARKETS

FOR FEATURES ON WOMEN, FARMING AND SCIENCE

•

THE ASSOCIATED PRESS

ACCURATE



•

DEPENDABLE





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## RADIO

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# radio trends

1954: 1568 Radio Station Respondents  
 1955: 2172 Radio Station Respondents  
 1956: 2515 Radio Station Respondents  
 1957: 2676 Radio Station Respondents

1954	1955	1956	1957
1568 Respondents	2172 Respondents	2515 Respondents	2676 Respondents
% Respondents	% Respondents	% Respondents	% Respondents

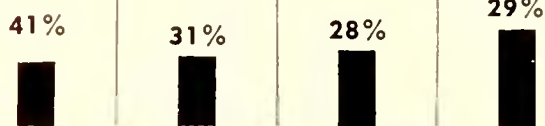
## Country & Western Music

(20 weekly hours or more)



## Farm Specialists

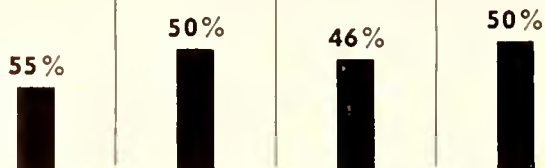
(5 weekly hours or more)



## Programing Past Midnight



## National Network Affiliates



## Concert Music Specialists

(10 weekly hours or more)



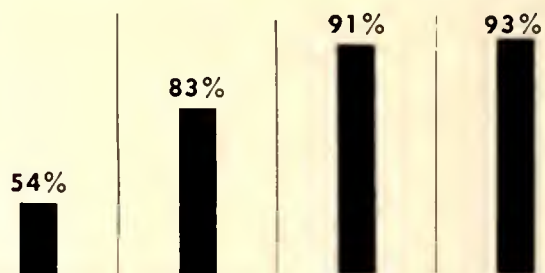
1954	1955	1956	1957
1568 Respondents	2172 Respondents	2515 Respondents	2676 Respondents
% Respondents	% Respondents	% Respondents	% Respondents

## Pop Music Specialists

(75 weekly hours or more)



## Stations scheduling religious programing



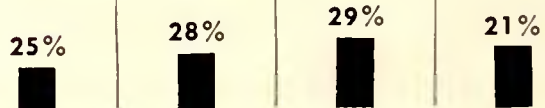
## Latin-American programing



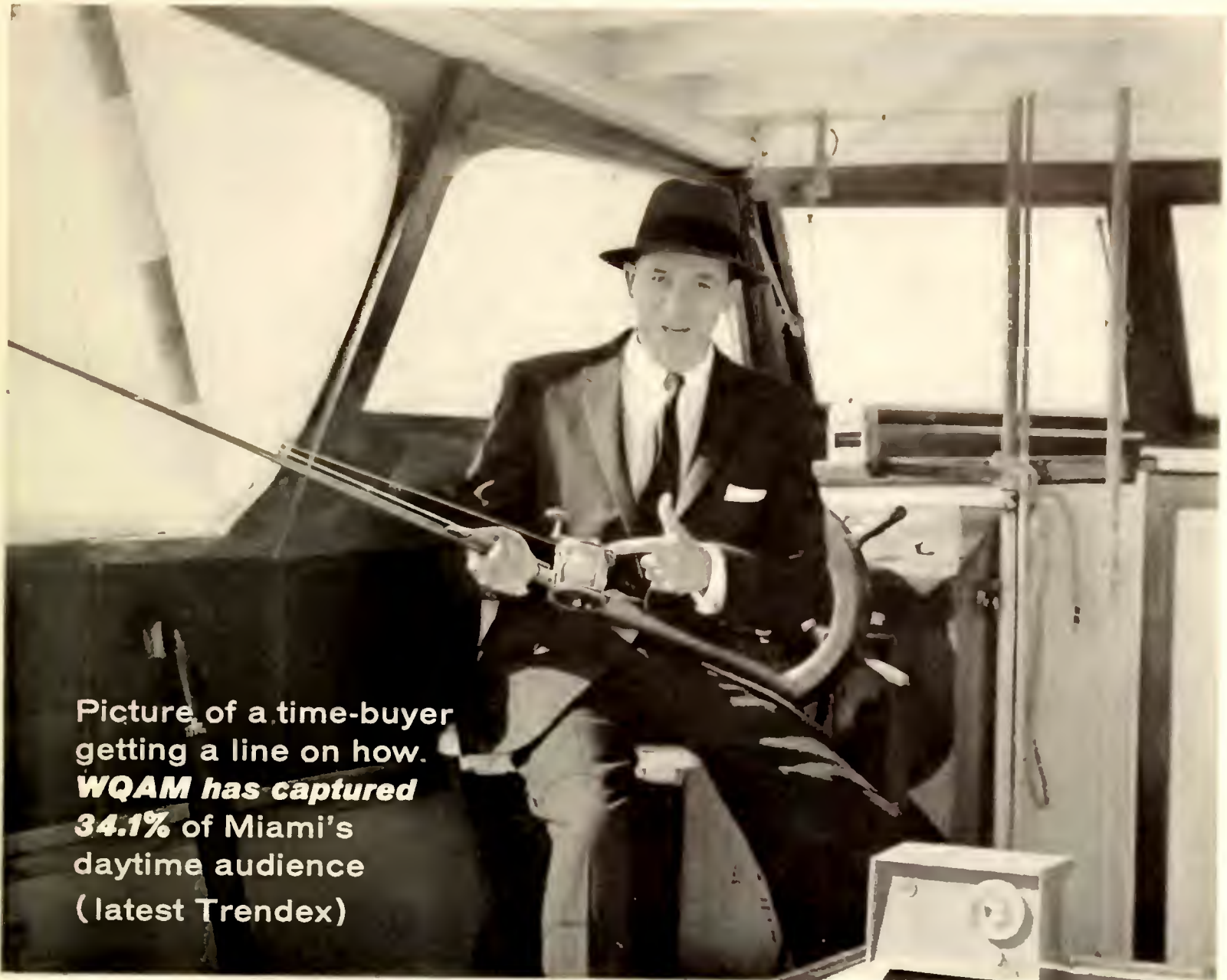
## Other foreign language programing



## Negro audience programing







Picture of a time-buyer getting a line on how **WQAM** has captured **34.1%** of Miami's daytime audience (latest Trendex)

**First Hooper, Now Trendex!**

<b>WQAM</b> . . . . .	<b>34.1%</b>
Station "A" . . . . .	15.0%
Station "B" . . . . .	8.8%
Station "C" . . . . .	8.5%
Station "D" . . . . .	5.6%
Station "E" . . . . .	5.3%
Station "F" . . . . .	4.6%
Station "G" . . . . .	3.5%
Station "H" . . . . .	3.5%
Others . . . . .	10.8%

(Latest Trendex)

7 a.m.-6 p.m.-Monday-Saturday

Each month, each report adds proof upon proof of WQAM's rapid take-over of Miami listening. First it was Hooper—showing WQAM way out front with 30.1% of the audience\*. Now the newest Trendex gives WQAM 35.4% share of audience in the morning, 33.1% in the afternoon—for an all-day average of 34.1%!

All this has been accomplished without so much as a single give-away and without a single contest which required participants to be tuned in in order to win.

Observing these developments, time-buyers, both on the scene, and out-of-town, are fishing in WQAM waters for sales—and landing them. Get your own line on Southern Florida from a BLAIR man . . . or WQAM General Manager JACK SANDLER.

\*Hooper, Jan.-Feb., 1957—7 a.m.-6 p.m., Mon.-Fr

**WQAM**

*Serving all of Southern Florida with 5,000 watts on 560 kc.*

**MIAMI**

**The Storz Stations**  
*Today's Radio for Today's Selling*

TODD STORZ,  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

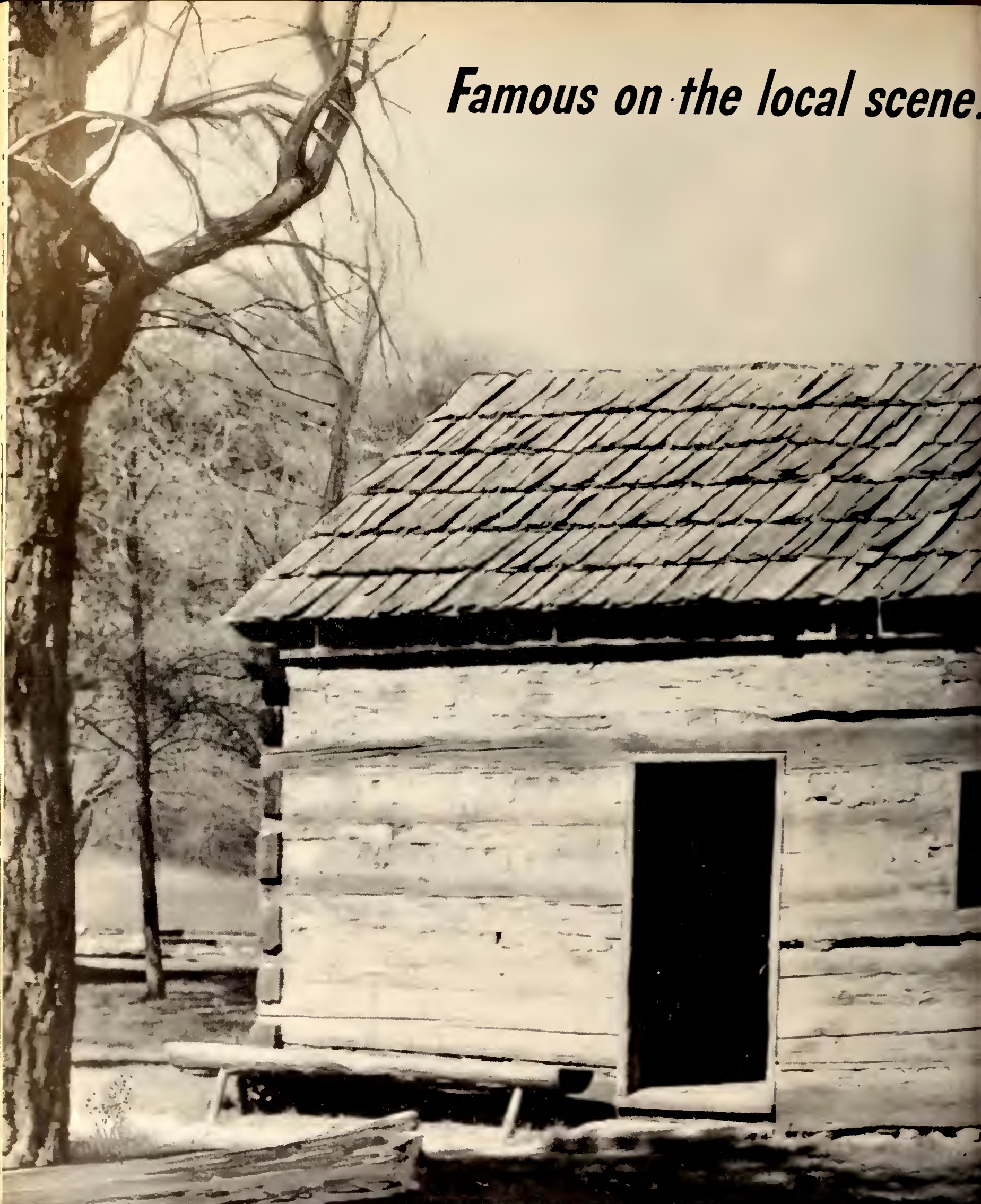
**WTIX**  
New Orleans

*Represented by John Blair & Co.*

*Represented by Adam Young Inc.*



*Famous on the local scene.*



# STORER BROADCASTING COMPANY



**WSPD-TV**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WBRC-TV**  
Birmingham, Ala.

**KPTV**  
Portland, Ore.

**WGBS-TV**  
Miami, Fla.

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Mich.

**WAGA**  
Atlanta, Ga.

**WBRC**  
Birmingham, Ala.

**WWVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.

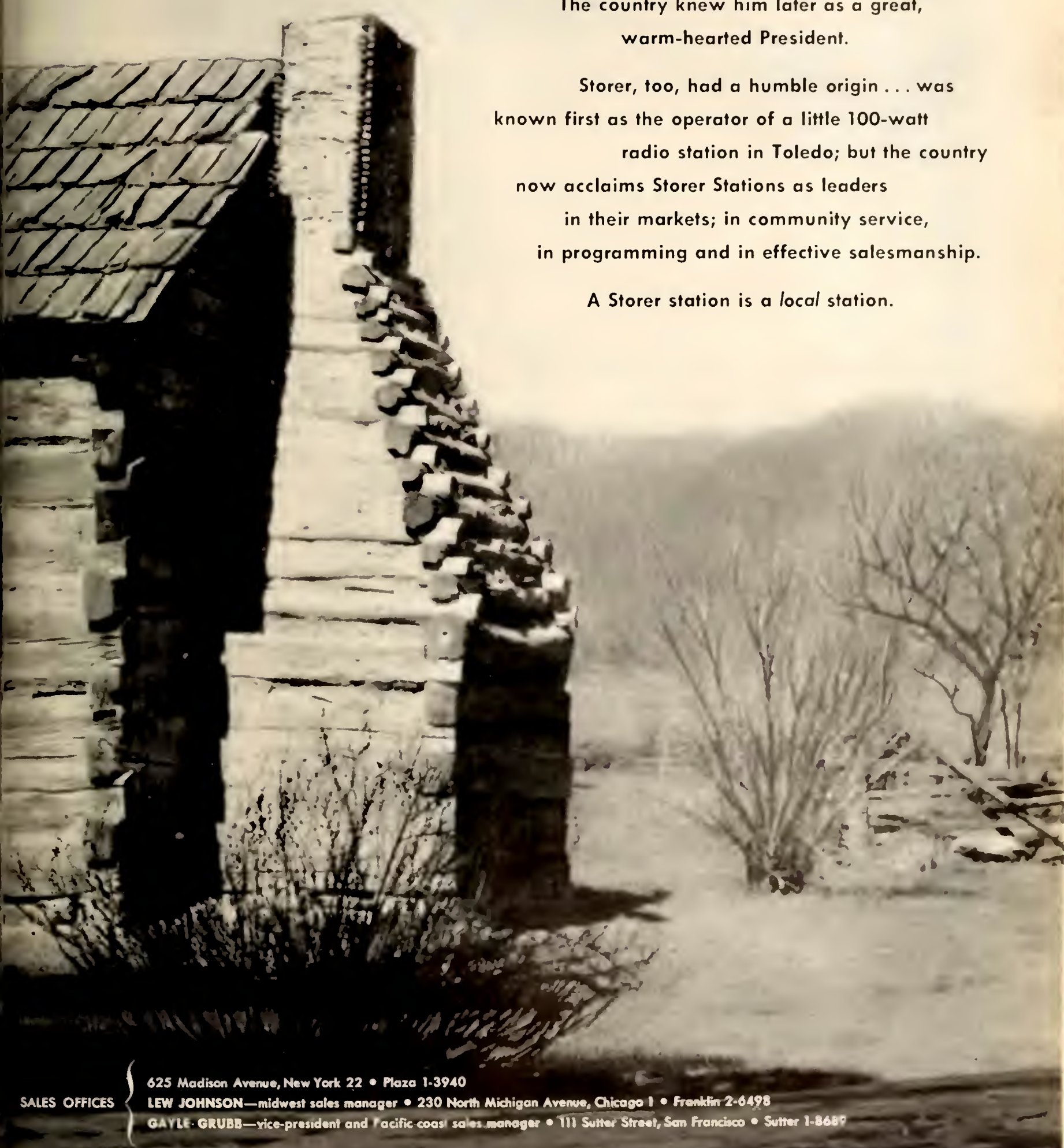


*yet known throughout the nation.*

The folks at Knobs Creek, Ky., first knew  
Lincoln as a boy who lived in this cabin.  
The country knew him later as a great,  
warm-hearted President.

Storer, too, had a humble origin . . . was  
known first as the operator of a little 100-watt  
radio station in Toledo; but the country  
now acclaims Storer Stations as leaders  
in their markets; in community service,  
in programming and in effective salesmanship.

A Storer station is a *local* station.



SALES OFFICES

625 Madison Avenue, New York 22 • Plaza 1-3940

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

GAYLE GRUBB—vice-president and Pacific coast sales manager • 711 Sutter Street, San Francisco • Sutter 1-8687



# The Champ Is Still Champ!



## 4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)



## CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 daytime show. If you want a breakdown. . . .



## 8 OF 10 TOP MORNING SHOWS

and 8 of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.



## 6 WINNERS IN NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.



# WAFB-TV

CBS ABC

First in TV  
in Baton Rouge

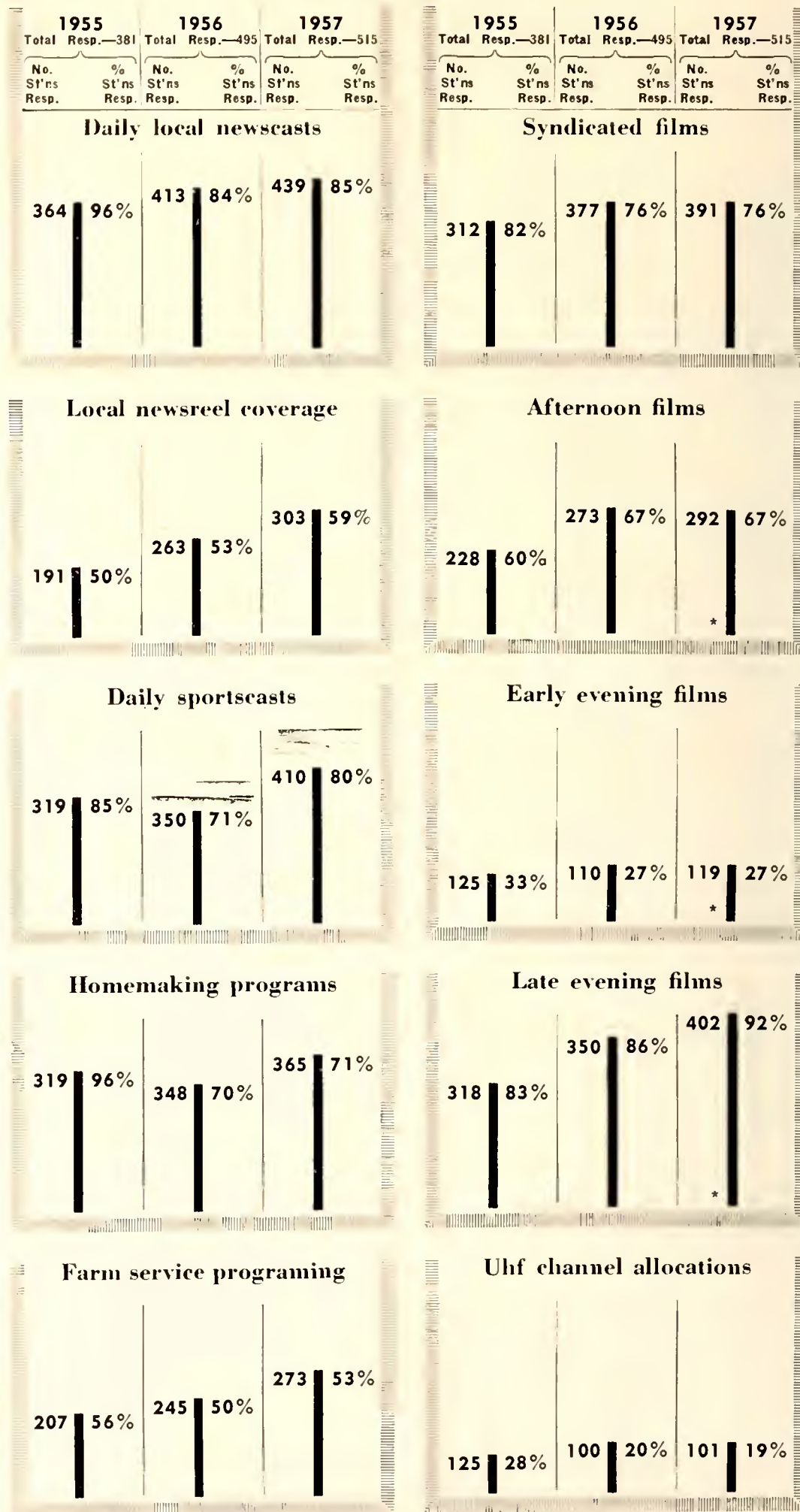
Reps: Blair TV Assoc.

## television trends

1955: Questionnaires totaled 381

1956: Questionnaires totaled 495

1957: Questionnaires totaled 515



\*Based on number of stations reporting feature film.



PHONE 74-5711



# WHEN-TV

MEREDITH  
SYRACUSE  
TELEVISION CORP.

101 COURT STREET, SYRACUSE 8, NEW YORK

MGM Star Theatre made its debut on our station February 8, at 11:15 P. M. This initiated a series that includes nine great films every week; nightly at 11:15, a late show following the Saturday night presentation and every Sunday from 2 until 4:30.

The advance rating by Trendex is now available for the first two performances.

February 8, 1957  
That  
sit  
February 8, 1957  
W.E. TV  
Application

These figures are even more dramatic when you realize that they are averages only and do not show the even higher saturation we must have had during some portions of the two telecasts. Participations in the evening telecasts and full rights of the Sunday afternoon performances are available. Commercial Manager Fred Menzies or the Katz Agency will be pleased to supply you with further information.

Cordially,

*Paul Adanti*

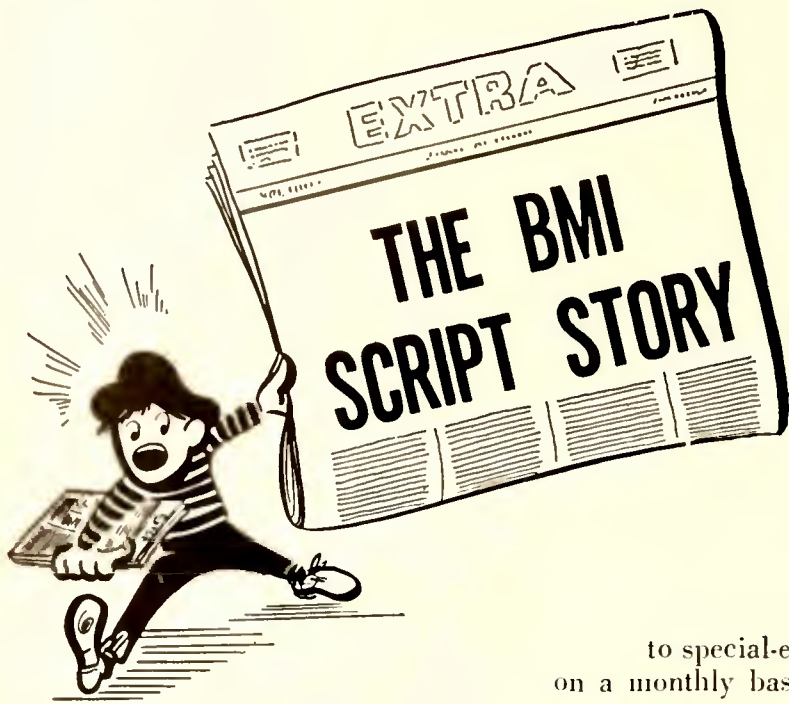
Paul Adanti  
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

### MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix  
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse





## SIX COMPLETE BMI PROGRAM PACKAGES

Broadcasters 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 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 broadcast 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.

### 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.

### 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.

### MILESTONES



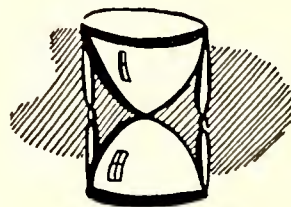
Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

### 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.

### 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.*

### 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.

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.

*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.*

# BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

589 Fifth Avenue  
New York 17, N. Y.

1957 BUYERS' GUIDE



SECTION

1

# RADIO MASTER DIRECTORY

1977 DIVISION OF COMMUNICATIONS BOARD ADMINISTRATION



**JEREMY SPRAGUE** *Media Buyer, Cunningham & Walsh, New York*

"Whenever specialized programming is desired, the BUYERS' GUIDE is a handy central reference which eliminates the need for time-consuming phone calls."

---

**MARGIE THOMAS** *Timebuyer, Doremus & Co.*

"BUYERS' GUIDE is an extremely valuable tool for the busy timebuyer. It's a great asset to me in determining the programming analysis of a station—a 'must' for our Wall Street clients."

---

**JEROME M. SACHS** *Timebuyer, Doyle-Dane-Bernbach, New York*

"I keep my copy of the BUYERS' GUIDE right by my side, along with all my other important reference books. I use my BUYERS' GUIDE as a supplement in solving any problem."

---

HOW  
TIMEBUYERS

# USE THE BUYERS' GUIDE

**TOM HARDY** *Timebuyer, Donahue & Coe, New York*

"The BUYERS' GUIDE is the buyers' handbook—the best available reference book for clear, concise information on specialized programming."

---

**LEE OAKES** *Media Supervisor, Richard K. Manoff, New York*

"I keep the BUYERS' GUIDE handy on my desk at all times. I find it a very handy tool for pre-determining markets to be used for specialized audiences."

---

**GEORGE ANTHONY** *Media Director, Stromberger, Lavene, McKenzie, Los Angeles*

"We use the BUYERS' GUIDE to good advantage—especially when a client is interested in some specialized market such as programming to reach the Spanish-speaking population, western music programming to reach audiences who like that type of music. It serves as a quick-reference guide to the 'editorial climate' of stations and enables us to get a picture of programming in a hurry from one central source."

# ALABAMA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS												
						Network	Post-mid	Pop music	Concert	Country	Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ALBERTVILLE	WAVU*	630	500-D					21	7	13	10	9	5*	1	18				AP, W	
ALEXANDER CITY	WRFS*	1050	1kw-D	KBS	Sears & Ayer			30	6	12	7	13	3*	1	5			10	1 P	
ANDALUSIA	WCTA*	920	5kw	MBS	Best	4		30	1	1	10	70	2*	1	2			3	AP, T	
ANNISTON	WHMA*	1450	250w	ABC	Sears & Ayer	x		20	6	7	9	23	9*	5	1			3	1 P	
	WSPC	1390	5-D, 1-N	MBS	Walker	9		30	10	25	8	21	3*	3	5			5	AP, St	
ATHENS	WJMW	730	1kw-D					15	2	31	5	x	2*	3	3			3	AP	
AUBURN	WAUD	1230	250w	ABC		5		56	7	15	10	13	10*		x			15	AP	
BESSEMER	WBCO	1450	250w		Dora-Clayton			x	x	x	6	10		6				126		
BIRMINGHAM	WAPI*	1070	10-D, 5-N	NBC	Blair	6		54		9	7	10	3*	2	3			2	AP	
	WBRC	960	5kw	CBS	Katz	8		25	2	12	2	19	5*	3	2				AP, St	
	WCRT	1260	1kw-D					70	14			3	1						1 P, St	
	WERD	1220	1kw-D		Pearson						21	8	1	3				84	1 P	
	WJLD	850	10-D, 1-N	MBS	Weed	4		75		26	4	12	14*		1/2					1 P, 1 W
	WJLD*	1400	250w		Rambeau			60				3	x	6				132	1 P	
	WLBS	900	1kw-D					6		24	21	3	1*							1 P
	WSGN	610	5-D, 1-N	ABC	V.R.&McC.	3		90		10	7	10	4*							AP
	WYOK	690	50kw-D		Radio-Tv Reps.			10		70	8	3				2		2		1 P
	BREWTON	WEBJ	1240	250w	K, M	Best	8			5	12		24	3						AP
CULLMAN	WKUL	1340	250w	K, M				21		15	12	17	x*	2	3				1 P	
DECATUR	WAJF	1490	250w					98			3	13	8*		1			18	1 P	
	WHOS*	800	1kw-D		Thos. Clark			36	14	24	8	10	12*	3	2			3	AP, T, W	
	WMSL	1100	250w	K, M	Dora-Clayton	4		24	5	36	12	13	16*	1	3			5	AP	
DOTHAN	WAGF	1320	1kw	NBC	McGillybra	9		52	3	14	8	13	2	3	3				AP	
	WDIG	1450	250w	ABC	Best	9		9				3	1		18			9	T	
	WOOF	560	5kw-D		Thos. Clark			9		17	13	9	2		2			7	AP	
EUFAULA	WULA	1240	250w					44	8	26	12	x	2*		4			7	1 P	
FAYETTE	WWWF	990	1kw-D	KBS	Best			29		20	6	10	8*	5	3			3	1 P	
FLOMATON	WTCB	990	500-D		Best			36	2	32	10	10	8*	3	9			6	1 P	
FLORENCE	WJOI	1340	250w	MBS		9		50		14	6	15	5*		2			7		
	WOWL	1240	250w	ABC	Rambeau	5		36	4	9	15	11	16*	4	1			7	AP	
FOLEY	WHEP	1310	1kw-D					42	3	14	4	15	3*	4	8	2			AP, T	
FORT PAYNE	WFPA	1400	250w		Best					90	36									
	WZOB	1250	1kw-D	KBS				20	4	20	6	12	3	3	2				1 P, T	
GADSDEN	WETO	930	1kw-D	KBS	McGillybra			10		10	21	8	5*	x	10			10	1 P	
	WGAD	1350	5kw	ABC	Rambeau	3		17		24	4	32	3*	1	5			7	AP, W	
GENEVA	WGEA	1150	1kw-D		Continental			39	4	28	10	11	2*	6	5			7	AP, W	
GREENVILLE	WGYV	1380	1kw-D		Best			30	8	30	12	10	1*	6	6			7	1 P	
GUNTERSVILLE	WGSV	1270	1kw-D	KBS				20	4	20	12	13	4*	2	6				1 P	
HALEYVILLE	WJBB	1230	250w	MBS	Dora-Clayton	7		48		16	11	25	27*		11				1 P	
HAMILTON	WERH	970	5kw-D	KBS	Best			11	1/2	34	10	20	2	2	5			4	1 P, Se	
HOMEWOOD	WEZB	1320	1kw-D					84			1	7						10	1 P	
HUNTSVILLE	WBHP	1230	250w	K, M		9			10	8	6	3	2*		2			4	1 P	
	WFUN	1450	250w		Sears & Ayer			76	7	20	5	7	x*	1	2			6	1 P	
	WHBS	1550	5-D, 500-N	ABC		7		28		26		7	4*	3	5				AP	
MARION	WJAM	1310	1kw-D					41	2	23	6	13	3*	1	2			16	AP	
MOBILE	WABB	1480	5kw	ABC	Branham	5		58	15	2		18	2*		2				1 P	
	WKAB	840	1kw-D	MBS	Forjoe	4		20		50	7	14	10					12	AP	
	WKRC*	710	1kw	CBS	Avery-Knodel	8		24	4	8	4	23	2*	3	2				AP	
	WMOZ	960	1kw-D		Pearson			14	6		6	x	2	3				93	1 P	
MONROEVILLE	WMFC	1220	250-D	KBS	Best			41		10	3	1/2	1*		2			6	AP	
MONTGOMERY	WAPX	1600	1kw	A, M	Walker	8		70	3	3	6	9	6*	4	6			3	AP, St, W	
	WBAM	740	50k-D		Radio-Tv Reps			6		38	9	3	1	5	11				1 P	
	WCOV	1170	10kw	CBS	Raymer	9		32	3	7	4	12	8*	1	3			9	1 P	
	WMGY	800	1kw-D					58	2		3	7	1		3				1 P	
	WRMA	950	1kw-D		McGillybra			46			35	3	1	4	3			87	AP	
WSFA	1440	5-D, 1-N	NBC	Headley-Reed	6		36			5	14	3							AP	
MUSCLE SHOALS	WLAY	1450	250w		Best			62	9		7	17	8*	6	4			3	1 P	
ONEONTA	WCRL	1570	250-D	KBS				25		13	20	9	6*	2	6				AP, T, W	
OPELIKA	WJHO	1400	250w	K, M	Indie Sales	6	1/4	45	5	20	7	13	8*		2			5	1 P, W	

radio symbols

\* am station with fm affiliate  
 † fm station  
 D-Daytime power  
 N-Night power  
 • local sports covered

‡ Latin-American programing included in foreign language total  
 X-category claimed, but hours unspecified

category claimed  
 SERVICES: AP—Associated Press, BN—Broadcast News, BUP—British United Press, INS—International News Service,

UP—United Press, A—Associated Program Service, C—Central, LW—Lang-Worth, S—Sesac, St—Standard, T—R. Thesaur., W—World.



# ALABAMA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANNISTON	WAMI	860	1kw-D					25		20	15	7	1	1/2	6		2	UP
PHENIX CITY	WPNX	(See COLUMBUS, GA.)																
RICHARD	WAIP	1270	1kw-D		Walker			24	3	31	5	3	2	3				AP
OSSELLVILLE	WWWR	920	1kw-D	KBS	Best			28		10	x	9	2	2	1			UP
SCOTTSBORO	WCRI	1050	250-D			2		27	4	20	6	8	4*	2	4		4	AP;T
SELMA	WGWC	1340	250w	CBS	Holman	9		60	2	30	5	10	5*	1	1		20	UP
	WHBB	1490	250w	K,N				25	8	10	5	15	4*		2		5	
PRACAUGA	WFEB	1340	250w	MBS		6		53		13	10	5	3*	3	4		3	UP
	WMLS	1290	1kw-D					25		14	6	7	3		2		6	AP
ALLADEGA	WHTB*	1230	250w	MBS	Continental	4		37	9	37	10	10	1*	2	2		60	AP
ALLASSEE	WTLS	1300	1kw-D					24	6	24	7	7	2*	2	2		6	AP
THOMASVILLE	WJDB	630	1kw-D	KBS	Dixie, St.			50	3	30	6	9	3		6		6	UP
JSCALOOSA	WJRD	1150	5kw	NBC	Rambeau	7		60	5	15	6	45	15*	3	2			UP
	WNPT	1280	5kw	ABC	Indie Sales	6		20	10	30	3	14	x*		2		5	AP
JSCUMBIA	WVNA	1590	5kw-D		Devney			66	4	10	6	3	1*	3	3		6	UP;T
JSKEGEE	WTUS	580	500-D	KBS				66				6	2*					UP
WEST POINT	WRLD*	1490	250w	ABC	Thos. Clark	6		20	8	11	7	10	8*		1/4		8	AP;T

INFORMATION: Anniston, WAMI; Atmore, WATM; Birmingham, WAFM, WJLN; Carrollton, WRAG; Clanton, WKLF; Cullman, WFMH; Demopolis, WXAL; Enterprise, WIRB; Gadsden, WGWD; Jackson, WPBB; Jasper, WWWB; Mobile, WALA; Ozark, WOZK; Piedmont, WPID; Roanoke, WELR; Scottsboro, WROS; Troy, WTBE; Tuscumbia, WTBC; Wetumpka, WETU.

AMBOLS: { \* am-fm station  
 ‡ fm station  
 D—daytime power  
 N—night power  
 • local sports covered  
 † Lat. Amer. included  
 x figure unspecified  
 --- category unclaimed

# ARIZONA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
PHOENIX	KSUN	1230	250w	MBS		4		25	6	4	6	13	11*		x			UP;Se,T
TUCUCLAS	KAWT	1450	250w	K,M	Best	6		60	7	5	15	18	12*	3	2			UP;LW,W
AGSTAFF	KCLS	600	5kw	NBC		5		46	12	12	4	10	7*	1	2	10		AP;T
	KVNA	690	1kw	MBS	McGillvra	6	1	78	9	4	4	19	6			4†		AP
ROBE	KWJB	1240	250w	NBC	Raymer	8		3	3	3	3	2	1/2	1/2		4†		
ALBROOK	KDJI	1270	1kw-D	KBS	Best	2		32	2	9	4	6	6*	4	2	12†		UP;LW,Se
INGMAN	KAAA	1230	250w					x	x	x	3	9	3*	3	1	1†		AP
ESA	KTYL*	1310	1-D,500-N					84	2		3	6	1*	1/2	10	2	4	UP;St
OGALES	KNOG	1340	250w	CBS	Best	10		58	5		1	11	2*			10†		
PHOENIX	KIFN	860	1kw-D		Natl Tm: Oakes							2	5		5		70†	UP
	KONI*	1400	250w		Webb			120				x				1		INS
	KOOL	960	5kw	CBS	AM Radio Sales	11	6	113	22	1/2	2		3*	1/2	1			UP
	KOY	550	5kw	MBS	Blair	3	6	73	5	16	4	27	2*	x	2			UP
	KPHO	910	5kw	ABC	Katz	5	6	55	2	1	6	22	3*	3	3			UP;A
	KRIZ	1230	250w		Burn-Smith		6	122	3	22	3	12	x			2†		UP
	KRUX	1340	250w		Young		6	102			1	12	1		2			UP
	KTAR	620	5kw	NBC	Raymer	8		60	2		5	21	2*	10	3			AP;C,St,T
ICSON	KCNA	580	5-D,500-N	ABC	Gill-Perna	5		35	1	60	1	8	1	1				AP
	KEVT	690	250w-D		Natl tm: Oakes			68	6	11	5	4	1	3		85†		Se
	KOPO	1450	250w	CBS	AM Radio Sales	12	1	24	15	12	3	15	5*					AP
	KTKT	1490	250w		Forjoe			112		12	2	3	x					UP
	KTUC	1400	250w	MBS	Blair	5	6	12	18	12	6	22	6*	6	1	1/2		UP;Se,W
	KVOA	1290	1kw	NBC	Raymer	5		86	3	1/2	7	18	2	1/2	1	22†		UP;C
NSLOW	KVNC	1010	1-D,500-N	MBS		7		50	5	7	6	24	3*	2		5†		AP,UP
MA	KOLD	1240	250w	KBS			2	140	35	20	3	15	14*		3	14†		INS
	KYMA	1400	250w	MBS	Radio-Tv Reps	10	1/2	70			4	29	17*	5	2	7†		AP;Se,W

INFORMATION: Clifton, KCLF; Coolidge, KCKY; Prescott, KYCA; Safford, KGLU; Yuma, KYUM.



# ARKANSAS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		Pop music	Concert	Country			News	Sports	Home-making	Farm	Foreign	Negro	Services
						Network	Post-mid			Western	Relig	Relig							
ARKADELPHIA	KVRC	1240	250w	MBS	Best	x		23	1	31	11	11	2*	2	14		21	AP;W	
ATESVILLE	KBFA	1340	250w	K,M	Best	9		30		20	7	13	2*		3			AP;W	
LYTHEVILLE	KLCN*	910	5kw-D		Pearson			40	3	21	x	7	5		12			AP	
CAMDEN	KAMD	1450	250w	MBS		8		10		2	2	x	1*	2	1			AP;W	
ROSSETT	KAGH	1310	250w		Bogner & Martin	10		14	4	25	3	x		3	7		4	AP	
EL DORADO	KDMS	1290	1kw-D		Best; D-C			25	3	19	5	2	2*		2		3	1 P;T	
DAYETTEVILLE	KGRH	1450	250w	MBS	Walker	7		40	3			9	2*	3	2		3	AP	
FORTH SMITH	KXJK	950	5kw-D	KBS	Best			23	6	18	5	9	3	5	2		6	1 P;LW	
FORTH SMITH	KFPW	1230	250w	CBS	Avery-KnodeI	8		25	2	5	1	10	1*				3	AP,UP	
FORTH SMITH	KTCS	1410	500-D					55	5	10	3	8	1		2			1 P	
FORTH SMITH	KWIN	1320	5kw		Rambeau				11	23	13	15	15*	1	2			AP	
HARRISON	KHOZ	1240	250w					36	13	19	10	15	3*	6	5			1 P;T	
HELENA	KFFA	1360	1kw	MBS	Best	8		24	3	10	7	12	x*		6		15	AP;C,T	
MAMMOTH SPRINGS	KBHS	590	1kw-D		Sears & Ayers			49	4	5	10	11		3	2		1	1 P	
MAMMOTH SPRINGS	KBLO	1470	1kw-D		Indie Sales			44		33	10	8	2*	5	2		2	AP	
MAMMOTH SPRINGS	KWFC	1350	1kw	A,M	V,R&McC	6		30	5		6	15	3*	4	1		6	AP	
ONESBORO	KBTM*	1230	250w	K,M	Burn-Smith	4		41	4	10	9	18	9*	2	6		1 1/2	AP;W	
ONESBORO	KNEA	970	1kw-D		Gill-Perna			52	1	16	2	4	3*	x	2			1 P;T	
LITTLE ROCK	KARK	920	5kw	NBC	Petry	6		40	7	17	14	15	2	3	5			AP,UP	
LITTLE ROCK	KGHI	1250	1kw		Burn-Smith		1	112				15	10*					1 P;W	
LITTLE ROCK	KLRA	1010	10-D,5-N	ABC	Raymer	x	x	39	6	17	7	17	1*	1	5			AP;St	
LITTLE ROCK	KTHS	1090	50kw	CBS	Branham	9		23	1	12	4	13	1	1	5		5	AP	
LITTLE ROCK	KVLC	1050	1kw-D		R. O'Connell; Radio-Tv Reps			63	9	12		11	1 1/2					AP	
LITTLE ROCK	KXLR	1150	5-D,1-N		Pearson			88				12	1 1/2		2		18	AP	
MAGNOLIA	KVMA	630	1kw-D	MBS	Pearson	2		44	4	15	5	29	7	3	3		5	AP;W	
MALVERN	KBOK	1420	1kw-D	KBS	Devney			27	5	17	8	7	1*	2	1		3	AP	
MACGEEHEE	KVSA	1220	1kw-D		Best			36	4	18	5	10	x*	1	3		6	AP;C	
MAENA	KENA	1450	250-D	KBS	Best			70		20	1	12	3*	1	2			AP	
MONTICELLO	KIBM	1430	1kw-D		Continental			17	5	27	7	11	4*	4	7			1 P;Se	
MORRILTON	KVOM	800	250-D					24		20	5	7	6*	3	5			AP;C,St	
MOUNTAIN HOME	KTLO	1490	250w	KBS	Best			8	8	18	4	12	3*	1	6			1 P;W	
NEWPORT	KNBY	1280	1kw-D					20		16	10	15	2	1 1/2	1		5		
OSCEOLA	KOSE	860	1kw-D	KBS	Best			46	8	5	5	12	4	5	6			AP;W	
PARAGOULD	KDRS	1490	250w					51	5	6	22	12	1*	2	10			AP	
PINE BLUFF	KCLA	1400	250w		Best			70	2	22	7	10	x*				10	AP	
PINE BLUFF	KOTN	1490	250w	MBS		5		62	13	22	4	16	15		6		18	AP;T,W	
POCAHONTAS	KPOC*	1420	1kw-D	KBS				6		3	6	13	4	6	10			AP;W	
ROGERS	KAMO	1390	1kw-D		Best			56	1	17	5	10	5*	2	4			1 P;C,T	
SEARCY	KWCB	1300	1kw-D	KBS	Best			41		20	14	9	4*		3			AP	
SILOAM SPRINGS	KUOA*	1290	5kw-D	MBS	Dora-Clayton	4		13	11	4	12	17	6*		5			AP;L,W	
SPRINGDALE	KBRS	1340	250w	ABC		6		35	6	10	15	13	8*	5	10			AP	
STUTTGART	KWAK	1240	250w	MBS	Best	4		34		13	8	14	5*	1	12			AP;St,W	
TEXARKANA	KCMC*	1230	250w	ABC	V,R&McC	8		42	1	8	3	29	10*	1	6			AP	
TEXARKANA	KTFS	1400	250w	KBS	Indie Sales			76	2	9	7	11	2*	3	3		3	1 P;W	
WALNUT RIDGE	KRLW	1320	1kw-D					56	2	15	7	3	2		2			1 P;T	
WARREN	KWRF	860	250-D		Best			20	5	12	5	7	x*	4	3		3	AP;W	

NO INFORMATION: Benton, KBBA; Camden, KPLN; Conway, KCON; El Dorado, KELD; Forth Smith, KFSA; Hope, KXAR; Mammoth Spring, KAMS; Russellville, KXJ; Texarkana, KOSY.

# CALIFORNIA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		Pop music	Concert	Country			News	Sports	Home-making	Farm	Foreign	Negro	Services
						Network	Post-mid			Western	Relig	Relig							
ALTURAS	KCNO	570	1kw-D		Best			25	7	19	3	2	x*		1				1 P;C,St
ARCATA	KENL	1340	250w		Grant			90	35		7	12	7*		10				AP;St
AVALON	KBIG	740	10kw-D		Weed			100				7	x	7					AP,UP
BAKERSFIELD	KAFY	550	1kw	MBS		6		62	4	27	10	7	10*	x	4		12		1 P
BAKERSFIELD	KBIS	970	1kw		Young		6	122			1 1/2	17	12		4				1 P;LW
BAKERSFIELD	KERN*	1410	1kw	CBS	Raymer	10		22	2	8	4	17	2	3	3				1 P;C
BAKERSFIELD	KGEE	1230	250w	NBC	Hollingbery	4		65			2	9	6*				9 1/2		1 P
BAKERSFIELD	KMAP	1490	250w		Forjoe			53	2	36	6	7	20*		2	25 1/2	14		1 P
BAKERSFIELD	KPMC	1560	10kw		Burn-Smith;Oakes	9	1	53	2	13	5	24	2		5	7 1/2			1 P
BAKERSFIELD	KWSO	(See W ASCO)																	



CALIFORNIA (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Servless	
ANNING	KPAS	1490	250w	.....	Webb	....	....	100	....	....	....	....	12	4*	2	4	....	....	UP
ARSTOW	KWTC	1230	250w	ABC	....	....	5	....	84	....	7	5	26	x*	....	1	9†	....	UP
BERKELEY	KRE*	1400	250w	....	Grant	....	....	21	35	....	23	7	....	....	....	26	8	....	AP
SHOP	KIBS	1230	250w	KBS	Bdest Tm Sls	....	....	60	5	6	10	10	3	3	1	....	....	UP;C,Se	
YTHE	KYOR	1450	250w	ABC	Pearson	x	....	21	13	8	7	18	....	....	3	6†	4	....	UP
RAWLEY	KROP	1300	1kw	ABC	Pearson	11	....	30	....	9	....	24	2*	....	3	....	....	UP	
BURBANK	KBLA	1490	250w	....	Webb	....	....	150	....	....	25	1	4*	1	....	11†	5	....	UP;C
ALEXICO	KICO	1490	250w	....	Cooke-O'Connell	....	1	21	28	14	4	27	4*	4	7	4†	....	....	AP
CHICO	KHSL	1290	5kw	CBS	Avery-Knodel	8	....	45	....	....	....	16	7*	3	....	....	....	UP	
	KXOC	1060	10kw	MBS	Branham	8	2	56	3	21	9	21	17*	....	6	....	....	UP;St	
DALINGA	KBMX	1470	500-D	....	Webb	....	....	47	1	12	2	7	2*	3	1	....	....	UP	
DRONA	KBUC	1370	1kw	....	....	....	....	80	....	8	10	12	1	x	6	14†	....	UP	
RESCENT CITY	KCRE	1400	250w	....	....	....	....	31	35	17	x	7	1*	x	....	....	....	AP;St,W	
CENTRO	KXO	1230	250w	MBS	Raymer	7	....	78	10	....	7	26	x*	....	4	....	....	UP;St	
REKA	KIUM	1240	250w	CBS	Pearson	8	....	36	4	7	3	11	6*	x	3	....	....	AP;C	
	KIEM*	1480	5kw	MBS	Blair	6	....	64	....	10	7	22	6*	3	3	....	....	UP;McG.	
RT BRAGG	KDAC	1230	250w	KBS	....	1/4	....	42	10	6	4	11	2*	1	2	1	....	AP	
ESNO	KBIF	900	1kw-D	....	Weed	....	....	70	....	....	3	30	....	....	1	....	....	UP	
	KFRE	940	50kw	CBS	Blair	x	....	15	18	....	3	19	3*	1	10	....	....	UP	
	KGST	1600	1kw-D	....	Forjoe	....	....	12	2	31	3	3	....	2	1/2	44†	7	UP	
	KMAK	1340	250w	....	McGavren-Quinn	....	....	117	....	....	....	11	....	....	....	....	....	AP	
	KMJ*	580	5kw	NBC	Raymer	7	6	65	3	3	4	25	3*	2	6	....	....	AP,UP;W	
	KRFM†	93.7	70kw	....	Blair	....	....	....	49	....	....	....	....	....	....	....	....	....	
	KYNO	1300	1kw	MBS	Hollingbery	6	1	35	....	9	9	17	16*	....	....	12†	....	UP:T	
LENDALE	KFMU*	97.1	58kw	....	....	....	6	168	....	....	....	....	....	....	....	....	....	....	
	KUTE†	101.9	12kw	....	....	....	6	84	84	....	....	x	....	....	....	....	....	UP	
ANFORD	KNGS	620	1kw	....	....	....	....	76	4	6	7	12	6*	1	8	17†	....	UP;Se	
INCASTER	KAVL	1340	250w	....	Bdest Tm Sls	....	....	70	17	2	6	18	10*	5	3	....	....	UP;LW	
	KBVM	1380	1kw-D	....	Young	....	....	91	....	....	....	9	5*	....	....	....	....	AP	
DI	KCVR	1570	1kw-D	....	....	....	....	20	7	....	35	6	....	1/2	1/2	3	1/2	UP;St	
NG BEACH	KFOX*	1280	1kw	....	Headley-Reed	....	6	24	....	....	5	....	5*	10	....	....	18	UP	
	KGER	1390	5kw	KBS	....	....	1	10	8	....	70	4	....	x	1	....	9	AP	
	KNOB†	103.1	320w	....	....	....	....	22	19	....	1/4	....	....	....	....	....	....	....	
SES ANGELES	KABC*	790	5kw	ABC	Katz	6	2	64	....	....	9	10	2	1	....	....	....	AP	
	KALI	(See PASADENA)																	
	KBIG	(See AVALON)																	
	KBLA	(See BURBANK)																	
	KCBH†	98.7	75kw	....	....	....	....	39	45	....	....	....	....	....	....	....	....	....	
	KDAY	(See SANTA MONICA)																	
	KFAC*	1330	5kw	....	Bolling	....	6	....	155	2	3	10	....	....	....	....	....	AP	
	KFI	640	50kw	NBC	Christal	7	6	42	8	2	3	21	5	4	5	....	....	AP	
	KFOX*	(See LONG BEACH)																	
	KFWB*	980	5kw	....	Branham	....	6	150	3	....	5	14	8*	....	....	....	....	AP	
	KGER	(See LONG BEACH)																	
	KGfJ	1230	250w	....	....	....	6	85	1	1/2	14	12	2	....	1/2	3†	24	UP	
	KGIL	(See SAN FERNANDO)																	
	KHJ*	930	5kw	MBS	II-R Reps	x	....	41	4	....	10	31	3*	3	1/4	....	....	INS,UP	
	KLAC	570	5-D,1-N	....	Young	....	6	150	....	....	2	14	x	....	....	....	....	UP	
	KMPC	710	50-D,10-N	....	AM Radio Sls	....	6	145	....	....	3	13	2*	....	1/2	1†	....	AP,INS	
	KNOB	(See LONG BEACH)																	
	KNX*	1070	50kw	CBS	CBS Radio Spot	9	6	41	33	1/2	2	17	3*	1/2	2	....	....	AP,UP;LV	
	KPOL	1540	10kw	....	Keller	....	6	....	120	....	16	5	....	....	....	....	13	AP;A,LW	
	KPOP	1020	5kw-D	....	Bdest Tm Sls	....	....	55	....	....	6	4	....	3	....	17†	17	AP	
	KRKD*	1150	5-D,1-N	....	Meeker	....	6	64	2	10	....	x	3	....	....	21†	....	INS;W	
	KUTE†	(See GLENDALE)																	
	KWKW	(See PASADENA)																	
	KWOW	(See POMONA)																	
	KXLA	(See PASADENA)																	
RYSVILLE	KMYC*	1410	5-D,1-N	MBS	Bdest Tm Sls	9	....	30	13	....	2	26	x*	....	7	....	....	AP;W	
	KUBA	(See YUBA CITY)																	
NRCED	KWIP	1580	500-D	....	....	....	....	78	....	....	2	12	....	....	1	1	....	AP;St	
	KYOS	1480	5kw	K,M	Headley-Reed	6	....	39	18	12	5	23	11*	1	4	13†	....	UP	
DESTO	KBEE*	970	1kw	....	Raymer	....	....	71	....	19	11	17	x*	....	x	15†	....	UP	
	KMOD	1360	1kw	ABC	Meeker	4	....	65	3	12	7	27	4*	3	3	5†	....	AP	
	KTRB*	860	10-D,1-N	....	....	....	....	62	5	22	9	16	5*	x	4	....	....	UP;St	



CALIFORNIA (continued)

City	Call letters	Freq.	Power	Natl. network	National rep.	DAILY HOURS					WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Country, Western	Rollie	News	Sports	Home-making	Farm	Foreign	Negro	Services	
MONTEREY	KMBY	1240	250W	CBS	Pearson	10		29	1	3		21	6*			3†		UP	
	KXXL	630	1kw		Burn-Smith			87	22			7	4*	x	1			AP; St, T	
PA	KVON	1440	500w					65			2	5	6*	1	6			AP	
EDLES	KSFE	1314	250w	KBS	Continental			40	12	10	3	12	2			1†		INS; T	
OAKLAND	KLX	910	5kw		Weed			50	20		2	15	x*	1				AP; St, W	
	KROW	960	1kw		Raymer		2	89			8	14	5			3		UP	
	KWBR	1310	1kw		Forjoe		6	15		½	20	2		6		19†	100	UP	
SEASIDE	KSLR	1320	500w					100	13		2	11	8*	1	1			AP	
STANTARIO	KOCS*	1510	250-D		Best			x	x	x	10	5	x			4†		UP	
STANTOVILLE	KMOR	1340	250w	KBS	Continental				10		2	8	4*	x	2			UP	
STANTWARD	KOXR	910	1kw-D					55	1	5	3	7	3*		1	12†		AP	
STANTALM SPRINGS	KCMJ	1340	250w	CBS	Radio-Tv Reps	5	6	84			2	28	7	5				UP; W	
STANTADENA	KALI	1430	5kw-D								20	2		3	½	57†		UP	
	KWKW	1300	1kw		Bdest Tm Sls		2	3	¼		6	10	2	5	¼	136†		AP	
	KXLA	1110	10kw				6			140	8	14			2			AP; W	
STANTALUMA	KAFP	1490	250w		Bdest Tm Sls			70	3	7		15	3*	2	11	3		UP; W	
STANTATSBURG	KECC	990	1kw		W. S. Grant			63	3	18	21	12	x*	18	2	5†	3	UP	
STANTMONA	KWOW	1600	1-D,500-N					117			4	3	½*			6†			
STANTMERTERVILLE	KTIP	1450	250w	A, K		x						x	x*		6	1†		UP	
STANTMID BLUFF	KBLF	1490	250w	ABC				82	14	3	2	14	7*	x	7			UP	
STANTMIDDING	KRDG	1230	250w	MBS	Best	8		56	3	9	7	15	6		½				
	KSDA	1400	250w		W. S. Grant			107			12	3	2	2*	3	½		AP	
	KVCV	600	1kw	CBS	Avery-Knodel	10		15	5	11	6	11	6*	3	8			UP	
STANTMILANDS	KCAL	1410	1kw-D		Continental			82	2		3	8	4*		3	7†			
STANTMIVERSIDE	KPRO	1440	1kw		Pearson	2	6	144				12	10			3†		UP	
STANTMCRAMENTO	KCRA*	1320	5kw	NBC	Petry	7		42	25		4	30	5	5	5			UP	
	KFBK*	1530	50kw	ABC	Raymer	x	6	60	6	17	4	32	7*	2	6				
	KGMS	1380	1kw		Forjoe		6	141	24	3	2	7	4			6†		AP; I, W, W	
	KROY	1240	250w	CBS	Hollingbery	9	½	41	9	6	3	17	5		3	1			
	KXOA*	1470	1kw	MBS	Branham	6	½	82	2	2	2	22	3*		3		½	UP; St, T	
	KSBW	1380	1kw	MBS	Headley-Reed	4		67			3	27	10*	3	6	9†		AP; W	
STANTMERN BERNARDINO	KCBS	1350	500w		W. S. Grant			94		3	2	13	6*		½	8†		UP	
	KFXM	590	1kw	MBS		x		50	5		10	30	11*	1		14†		UP; W	
	KITO	1290	5kw	ABC	Hollingbery	x		46	4	1	12	22	3*	3	1	8†		UP	
	KRNO	1240	250w		Bdest Tm Sls			75	17	15	10	7	1*	x	2	12†	15	UP	
STANTMERN DIEGO	KCBQ	1170	5-D,1-N		Young		6	154			5	11	7					UP	
	KFMB	540	5kw	CBS	Petry	10		51	10		4	31	4	2	2			AP	
	KFSD*	600	5kw	NBC	Katz	7		53	1		½	21	2*	5	3			AP; St	
	KGB	1360	1kw	MBS	H-R Reps	10		13			8	36	3*	1				AP; W	
	KSDO	1130	5-D,1-N		Pearson		1	130			3	3	x*		2			UP	
	KSON*	1240	250w		Forjoe			126				7						AP	
	STANTMERN licensed in Tijuana, Mex.)	NEAC	690	5kw		Oakes					74			6	1		26†	12	UP
XERB	1090	50kw							57	64			9		7	12			
STANTMERN FERNANDO	KGIL	1260	1kw				6	152			3	9						AP	
STANTMERN FRANCISCO	KCBS*	740	50kw	CBS	CBS Radio Spot	8	6	6	40	4	1	19	x	5	3			AP	
	KEAR†	97.3	10kw		Burn-Smith				111	1	3							St	
	KFRC	610	5kw	MBS	H-R Reps	4		42			12	50	10	3				INS; UP; V	
	KGO*	810	50kw	ABC	Blair	6	½	82				40	x	½	2			AP; INS	
	KJBS	1100	1kw		Young		3	154					x					AP; INS	
	KLOK	(See SAN JOSE)																	
	KLX	(See OAKLAND)																	
	KNBC*	680	50kw	NBC	NBC Spot	x	6	66	16	5	4	13	5	5	4				AP; UP; T
	KOBY	1550	10kw		Forjoe		1	119	4		½	10			x				AP
	KROW	(See OAKLAND)																	
	KSAN	1450	250w		Stars National			10			30	10				9†	125		UP
	KSAY	1010	10kw-D		Pearson			55			19	15						93	
	KSFO	560	5kw		Headley-Reed			122			2	6	x		½				UP
	KSJO*	(See SAN JOSE)																	
	KWBR	(See OAKLAND)																	
KYA	1260	5-D,1-N						96		15	½	13	x*					UP	
STANTMERN SAN JOSE	KEEN	1370	1kw		W. S. Grant			35	14	56	14	7	4*	1	2	8†		UP	
	KLOK	1170	5kw		R. O'Connell			31	3	1	8	3	½	½	1	68†		UP; C	
	KSJO*	1590	1-D,500-N		Bdest Tm Sls			123	7			5	3*			24†		UP; St	
	KXRX	1500	1kw					161				7						AP	



# CALIFORNIA (continued)

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
SAN LUIS OBISPO	KATY	1340	250w	.....	Meeker	.....	105	2	4	2	15	7•	.....	5	1/2†	.....	UP;W
	KVEC	920	1-D,500-N	MBS	Headley-Reed	10	37	5	13	21	3•	2	.....	2	.....	.....	AP;St
SAN MATEO	KVSM	1050	1kw-D	.....	Oakes	.....	12	.....	72	3	x	.....	.....	.....	.....	.....	INS
SAN RAFAEL	KTIM	1510	1kw-D	.....	.....	.....	50	10	1/2	10	6	5•	3	1/2	.....	10	UP
SANTA ANA	KWIZ*	1480	1kw	.....	W. S. Grant	.....	91	.....	.....	1	14	10•	.....	1	10†	.....	UP
SANTA BARBARA	KDB	1490	250w	.....	.....	.....	126	.....	.....	.....	7	.....	.....	.....	.....	.....	UP;St
	KIST	1340	250w	NBC	Hollingbery	9	45	8	3	26	5	5	1/2	16†	.....	.....	UP
	KTMS	1250	1kw	ABC	Raymer	.....	40	9	2	6	27	3•	2	2	9†	.....	AP
SANTA CRUZ	KSCO	1080	1-D,500-N	.....	Bdest Tm Sls	.....	66	28	1	3	3	3•	.....	.....	.....	.....	AP;St,T
SANTA MARIA	KCOY	1400	250w	.....	Best	.....	80	5	1	4	14	5•	2	6	4†	.....	AP;W
	KSMA	1240	250w	.....	.....	.....	80	20	1	2	11	4•	6	1/2	1	.....	UP
SANTA MONICA	KDAY	1580	10kw-D	.....	Forjoe; D-C	.....	26	.....	.....	2	4	.....	3	.....	39†	30	UP
SANTA PAULA	KSPA	1400	250w	KBS	.....	17	53	2	3	7	1/2	2•	.....	.....	42†	.....	.....
SANTA ROSA	KSRO	1350	1kw	.....	.....	.....	70	24	.....	3	3	1•	.....	3	.....	.....	UP
SONORA	KROG	1450	250w	.....	W. S. Grant	.....	87	3	6	2	10	2•	2	x	1	.....	UP
STOCKTON	KJOY	1280	1kw	.....	.....	.....	100	.....	.....	2	18	3•	.....	1	12†	.....	UP
	KRAK	1140	5kw	.....	Blair	.....	62	9	29	3	5	1•	.....	3	3†	.....	UP
	KSTN	1420	1kw	.....	Hollingbery	.....	122	7	14	1	21	3•	5	1/2	7†	3	UP
	KWG	1230	250w	ABC	Bolling	6	59	2	5	8	16	4•	.....	.....	1/2	1/2	UP
USANVILLE	KSUE	1240	250w	.....	.....	.....	60	8	7	.....	x	x•	2	2	.....	.....	UP
WFT	KTKR	1310	500-D	.....	.....	.....	55	6	.....	2	5	1•	1/2	.....	.....	.....	UP
WULARE	KCOK	1270	1kw	MBS	Forjoe	6	30	.....	12	7	23	6•	.....	.....	.....	.....	UP
WURLOCK	KTUR	1390	1kw	.....	.....	.....	41	32	.....	9	16	2	.....	4	14	.....	UP
WYKIAH	KUKI	1400	250w	.....	W. S. Grant	.....	57	4	15	2	8	8•	3	2	.....	.....	AP;St
YALLESJO	KGYW	1190	250-D	.....	Bdest Time Sls	.....	89	.....	.....	2	5	x	.....	2	.....	.....	UP
	KVON	(See NAPA)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
VENTURA	KUDU	1590	1kw	.....	Walker; Oakes	.....	13	.....	10	2	110	6•	3	.....	15†	.....	AP;T
	KVEN	1450	250w	MBS	Webb	6	76	4	12	5	23	8•	5	2	15†	.....	C
WISALIA	KONG	1400	250w	.....	Hollingbery	.....	71	1	18	5	20	8•	7	1	6†	.....	UP
WYASCO	KWSO	1050	1kw-D	.....	Bdest Tm Sls	.....	10	64	.....	20	1	1	10	3	1/4	.....	AP
WATSONVILLE	KHUB	1340	250w	KBS	Best	.....	54	10	9	3	10	5•	6	6	12†	.....	UP
WUBA CITY	KAGR	1450	100w	KBS	Best	.....	95	1	7	13	1	.....	1/2	1	3†	.....	UP
	KUBA	1600	1kw	.....	Continental	1	95	3	12	4	20	6•	5	3	18†	.....	AP;T

ADDITIONAL INFORMATION: Apple Valley, KAVR; Calexico, XED; Coachella, KCHV; Delano, KCHJ; Dinuba, KRDU; El Cajon, KRAB; Fresno, KARM; Glendale, KIEV; Inyokern, KIBO; Modesto, KBEE, KTRB; Mount Shasta, KWSD; Palm Springs, KPAL; Palo Alto, KIBE; Paso Robles, KPRL; Salinas, KDON; San Diego, XEGM; San Francisco, KJBS; Victorville, KAUR; Yreka, KSYC.

# COLORADO

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
LAMOSA	KGIW	1450	250w	K,M	Avery-Knodel	8	31	2	8	3	12	2•	.....	4	7†	.....	UP
AURORA	KOSI	1430	5kw-D	.....	Forjoe	.....	80	.....	.....	.....	8	.....	.....	.....	.....	.....	.....
BOULDER	KBOL	1190	250w	.....	Holman	.....	52	33	.....	4	24	11•	.....	2	.....	.....	AP;St,T
BRANSON CITY	KRLN	1400	250w	MBS	Avery-Knodel	9	.....	.....	.....	4	19	12•	3	6	.....	.....	UP
COLORADO SP'NGS	KRDO	1240	250w	.....	Pearson	.....	100	15	.....	3	.....	7	8	.....	.....	.....	LW;St,T
	KVOR	1300	1kw	CBS	Hollingbery	9	45	3	6	3	22	9•	2	3	.....	.....	UP
	KWBY	740	250-D	.....	Radio-TV Reps	.....	84	.....	.....	4	10	4•	.....	2	.....	.....	UP
CORTEZ	KVFC	740	1kw-D	KBS	Best	.....	14	4	14	3	14	3•	4	2	2	.....	UP;W
DENVER	KFML*	1390	1kw	.....	GMB	.....	.....	112	7	.....	.....	.....	.....	.....	.....	.....	.....
	KFSC	1220	1kw-D	.....	Natl Tm Sls; Oakes	.....	24	.....	.....	3	2	.....	.....	.....	43†	12	INS
	KGMC	(See ENGLEWOOD)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	KIMN	950	5kw	MBS	Avery-Knodel	5	6	126	.....	5	16	6•	.....	.....	.....	6	UP
	KLIR	990	1kw-D	KBS	Continental	.....	.....	34	.....	20	3	1/2	.....	2	.....	1/2	INS;LW
	KLZ	560	5kw	CBS	Katz	8	26	2	2	6	10	1•	6	3	.....	.....	AP,INS;St,W
	KMYR	710	5kw	.....	Young	.....	100	.....	.....	.....	67	x	.....	.....	.....	.....	UP
	KOA	850	50kw	NBC	NBC Spot	9	48	11	1	6	22	2•	.....	10	.....	.....	AP,UP;T
	KOSI	(See AURORA)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	KTLN	1280	5kw	.....	Radio-TV Reps	.....	6	153	.....	1/2	14	.....	.....	.....	.....	.....	UP
	KVOD	630	5kw	ABC	Webb	4	90	2	.....	5	8	7•	.....	1/2	.....	.....	UP;T



# COLORADO (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
DURANGO	KIUP	930	5kw	MBS	Holman	2		60	8	12	8	12	3*	6	1	12*	UP;T,W
ENGLEWOOD	KGMC	1150	1kw-D					27	3	12	1	11			1/2		1P
FORT COLLINS	KCOL	1110	1kw					50	20	10	1	20	3*	2	1		AP;T
FORT MORGAN	KFTM	1100	250w					90	1	6	1	8	x*	2	15		1P
GLENWOOD SP'NGS	KGLN	980	1kw-D		Holman			28	8		6	17	1*	1	2		1P
GRAND JUNCTION	KREX	920	5kw		Holman			15	11	4	8	18	3*	6	2		1P;L,W,S
GREENELEE	KFKA	1310	1kw		Holman	1	6	10.5	13	5	5	15	6*	5	18	2†	1P;T
	KYOU	1150	250w		McGillyra			52	7	17	5	16	8*			5†	AP
LA JUNTA	KBNZ	1400	250w	MBS	Indie Sales	1		56	3	8	1	26	6*	2	1		AP;S
LAKEWOOD	KLAK	1580	250-D							36	1	8		1	3		
AMAR	KLMR	920	1-D,500-N	MBS	Continental			10	15	15	7	6	8*	5	15		UP;W
FRONTMONT	KLMO	1050	250-D		Continental			35	8	33	3	8	1*	2	3		1P
LOVELAND	KLOV	1570	250-D	KBS				50		6	3	10	5*	1	2		AP;S;S
MOUNTAIN VIEW SP'NGS	KCMS†	1190	100w					26	70	3	1	3					
MOUNT VISTA	KSLV	1240	250w					20	3	5	1	12	2*	2	7		1P;T
MOUNT ROSE	KUBC	1260	1kw					19	5	3	1	18	6*	1	8		1P;T
NEW PUEBLO	KCSJ	590	1kw		Pearson			60	3	11	5	8	2		2	2†	1P;T
	KGHF	1350	5kw	A,M	Gill-Perna	6		30	1	1	7	25	13*	3	1	3†	1P;S;W
ROCKY FORD	KRFC	1320	1kw-D		Pearson			34		21	3	11	3*	1	1	5†	AP
STERLING	KGEK	1230	250w					54	16	20	3	12	1*	3	8	6†	1P;L,W
	KLOR	1190	250w	MBS	Holman	10	1/2	33	6	15	11	12	7*	7	6	2†	AP;T
SAN JUAN	KCRT	1240	250w	K,M	Indie Sales	7		26	2	8	10	17	2*	x	2	11†	UP;S

NO INFORMATION: Craig, KRAI; Delta, KDTA; Grand Junction, KEXO; Leadville, KLVC; Pueblo, KDZA; Salida, KVRH.

# CONNECTICUT

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BRIDGEPORT	WADS	690	500-D		Indie Sales			75			1		1			7	UP	
	WICC	600	1-D,500-N		Young		6	129	9		3	28	1	1	7		AP;A,T	
	WNAB	1450	250w	A,M	Burke-Stuart	5		80	5	3	2	11	3*	1		8	UP	
DANBURY	WLAD*	800	250-D		Indie Sales			75	6	5	5	10	21*	6	1	2	AP;S;W	
HARTFORD	WCCC	1410	500-D		Walker			45	26			6					UP	
	WDRC	1360	5kw	CBS	Raymer	6		42	3		1/2	24	1	1/2	3		UP;S	
	WFMQ†	93.7	20kw					3	52	1		5					NYT	
	WHAY	910	5kw		R. O'Connell		1/2	70	13	3	5	x	x*	3		28	UP	
	WKNB	840	1kw-D		Bolling			34	1/2	7	1	6	x*	5	1/2	8	AP;UP	
	WPOP	1410	5kw	A,M	H-R Reps	5		30	11		2	5	2	6	1		UP	
	WTIC*	1080	50kw	NBC	Christal	8	1	41	6	x	3	22	7	9	8		AP;INS; L,W,S	
MERIDEN	WMMW*	1170	1kw-D		Rambeau			36	10		1	10	x*	3			UP	
MIDDLETOWN	WCNX	1150	500-D		Devney			79		1/2	1	11	1*		1/2	2	UP;T	
NEW BRITAIN	WHAY	(See HARTFORD)																
	WKNB	(See HARTFORD)																
NEW HAVEN	WAVZ	1300	1kw		Hollingbery		6	108	2		8	25	25				AP	
	WELI	960	1kw	ABC	H-R Reps	1		82	8		5	11	1*	3		1	UP	
	WNHC*	1340	250w		Katz			55	8	5	3	15	5*				AP	
NEW LONDON	WNLC	1190	250w	MBS		1		59	9	8	2	38	1	5	1/2	3	UP	
NORWALK	WNLK	1350	500w		McGillyra			90	10		1	7	x*			12	1	
NORWICH	WICH	1310	1kw		Everett-McK			86	5	2	6	17	3	2	2	5	UP	
PUTNAM	WPCT	1350	1kw-D					36	3	8	3	8	2*	3	1	5	UP	
STAMFORD	WSTC*	1100	250w	ABC	Everett-McK	6		54	13	1	4	21	6*	1		4	2	UP;W
TORRINGTON	WLCR	990	1kw-D		Bogner & Martin			10	9	7	2	7	2*	10	1	8	UP;S	
WATERBURY	WATR	1320	1kw	ABC	Burke-Stuart	7		39	5	7	6	18	5*	6		6	12	
	WBRY	1590	5kw	CBS	Avery-Knodel	10		39	1	2	2	15	3*	5	2		1	AP
	WWCO	1240	250w	MBS	McGillyra	6	6	60	4			6	2*	3		3	AP	

NO INFORMATION: Bristol, WBIS; Torrington, WTOR.



# DELAWARE

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
DOVER	WDOV*	1410	1kw-D	---	Webb	---	---	24	8	9	4	12	3•	3	14	---	---	AP
GEORGETOWN	WJWL	900	1kw-D	---	Zimmer	---	---	35	3	15	8	23	10•	1/2	22	---	---	AP;T
MILFORD	WKSJ	930	500-D	---	---	---	---	23	24	---	4	11	2	6	4	---	---	UP;LW
WILMINGTON	WAMS	1380	1kw	---	Zimmer	---	1/2	105	---	---	2	7	8•	---	---	---	---	AP
	WDEL*	1150	5kw	NBC	Meeker	9	1/2	9	2	2	3	13	2•	2	2	---	---	UP;T
	WILM	1450	250w	ABC	Bolling	3	2	49	6	---	7	14	4•	3	---	---	14	UP
	WTUX	1290	500-D	---	Walker	---	---	66	1	---	3	4	1•	---	---	1	---	AP

# DISTRICT OF COLUMBIA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
WASHINGTON	WARL*	780	1kw-D	---	---	---	---	---	---	77	1	9	---	---	---	2†	---	UP
	WASH‡	97.1	15kw	MBS	---	2	---	50	10	3	3	5	1	1	---	5	---	---
	WEAM	1390	5kw	---	McGillvra	---	---	100	---	6	10	7	2	---	---	---	---	AP
	WGAY	1050	1kw-D	---	Walker	---	---	60	3	13	1	7	1	3	---	1/2	---	AP
	WGMS*	570	5-D,1-N	MBS	Young	x	---	4	85	2	2	9	---	4	---	---	---	AP
	WINX	1600	1kw-D	---	United	1/2	---	35	9	89	---	10	x•	---	2	---	---	UP
	WMAL*	630	5kw	ABC	Il-R Reps	4	1	63	7	---	10	13	3	1	---	---	---	AP
	WOL*	1450	250w	---	Gill-Perna	---	---	98	3	---	3	10	2	2	---	---	6	UP
	WOOK*	1340	250w	---	United	2	6	x	---	---	20	x	---	---	---	---	168	INS
	WPIK	730	1kw-D	---	---	---	---	45	10	---	11	8	x	---	1/2	2	1	AP
	WRC*	980	5kw	NBC	NBC Spot	x	1	25	9	---	2	13	2•	4	1/2	---	---	All;A,St,
	WTOP*	1500	50kw	CBS	CBS Radio Spot	10	6	47	39	1	4	13	x•	5	6	---	---	AP,UP
	WUST*	1120	250-D	---	Forjoe	---	---	60	---	---	22	9	3	18	---	---	84	UP
	WVDC*	1260	5kw	---	Blair	---	6	82	4	---	2	16	2•	1	---	---	13	AP,UP;C

INFORMATION: Washington, WFAN.

# FLORIDA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
MIRACDIA	WAPG	1480	1kw-D	---	---	---	---	40	5	15	4	12	4	6	1	---	3	UP
MILLE GLADE	WSWN	900	1kw-D	---	Stars National	---	---	20	4	14	---	x	---	---	3	---	---	UP;T
MADENTON	WTRL	1490	250w	KBS	Best	---	---	71	7	9	---	x	x•	2	1	---	---	AP;Se,St,
MIPLEY	WBGC	1240	250w	---	---	---	---	56	10	21	30	20	6•	6	7	---	5	AP
NEARWATER	WTAN	1340	250w	---	---	---	---	69	14	---	5	15	10•	1/2	1	---	---	AP
NECOA	WKKO	860	1kw-D	---	Best	---	---	42	14	24	7	14	3•	2	2	---	5	UP;Se,St
NORAL GABLES	WVCG	1070	1kw-D	---	T. Clark; GMB	---	---	---	70	---	4	9	x	3	---	---	1/2	AP;A,Se
NRESTVIEW	WCNU	1010	1kw-D	KBS	---	---	---	20	4	30	10	7	x	---	2	---	---	AP;Se,W
	WJSB	1050	1kw-D	---	---	---	---	30	2	60	5	5	---	1	2	---	---	UP;T
NADE CITY	WDCF	1350	1kw-D	---	---	---	---	56	---	18	11	7	3	---	2	---	---	AP;St
NAYTONA BEACH	WNDB*	1150	1kw	A,M	Perry	4	1/2	72	14	---	1	12	2	5	x	---	---	AP
	WROD	1340	250w	NBC	Rambeau	5	---	84	2	---	1	10	2•	---	---	---	1	T
NELAND	WJBS	1490	250w	NBC	Cooke	6	---	37	15	---	5	19	4•	2	4	---	2	AP;A,T
NELRAY BEACH	WDBF	1420	500-D	---	---	---	---	70	---	1	3	3	1/2•	3	1	---	3	UP;LW
NUGALLIE	WMEG	920	1kw-D	---	---	---	---	48	12	5	3	6	3•	---	---	---	---	UP;Se,T
NRNANDINA BCH.	WFBF	1570	250-D	KBS	---	---	---	55	2	36	3	7	3•	2	---	---	6	UP
NLAUDERDALE	WFTL	1400	250w	---	Sears & Ayer	---	---	70	2	9	4	12	6	---	---	---	20	AP;W
	WWIL	1580	1kw	---	---	---	1	129	---	---	1	5	1	---	2	---	---	AP
NRT MYERS	WINK	1240	250w	C,K	Cooke	x	---	42	5	2	6	24	3•	---	2	---	---	AP
NRT PIERCE	WARN	1330	1kw-D	---	Continental	---	---	50	1/2	11	3	10	1/2	---	3	---	6	AP;St
	WIRA	1400	250w	NBC	---	7	---	40	11	---	6	25	4•	4	2	---	9	AP
NWALTON BCH.	WFTW	1260	1kw-D	---	---	---	---	60	9	---	1	7	2	---	---	---	---	AP;LW,T
NMINESVILLE	WDVH	980	5kw-D	---	Thos. Clark	---	---	10	---	7	4	1	1/2•	---	1/2	---	1/2	UP;C
	WGCG	1230	250w	A,K	Best	9	---	36	12	8	5	15	4•	4	---	---	5	AP;W
	WRUF*	850	5kw	MBS	Burn-Smith	6	---	62	13	3	6	32	7•	1	3	---	3	AP;LW,T
NMINES CITY	MGTO	540	10kw-D	---	Young	---	---	73	---	---	---	7	2	---	2	---	---	UP
NOLLYWOOD	WGMA	1320	1kw-D	---	Best	---	---	64	---	---	3	4	2•	---	---	---	6	AP



FLORIDA (continued)

City	Call letters	Freq.	Power	Hall network	National rep	DAILY HOURS					WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services		
JACKSONVILLE	WJHP*	1320	5kw		Perry			62	47		5	10						UP;LW		
	WMBR*	1460	5kw	CBS	CBS Radio Spot	10		72			4	13	2*	1	1			UP		
	WOBS	1360	5kw-D		Gill-Perna			36				12	5		2			84	UP	
	WPDQ	600	5kw	ABC	V,R&MeC	5		42	4	15	3	8	4	4					UP;W	
	WRHC	1400	250w		Interstate		1	18	4	60	32	19							50	
JACKSONVILLE BCH.	WJVB	1010	1kw-D		Best			65	6		1	14	3	3				AP;UP		
JACKSONVILLE	WRWB	1220	250-D	KBS				29	1	17	5	7						1	UP;St	
JACKSONVILLE	WDSR	1340	250w					37	16	9	13	7	2	18	6			2	UP	
JACKSONVILLE	WLAK	1430	5-D,1-N	NBC	Pearson	5		50	21	12	11	12	1		2				UP;A,St,W	
JACKSONVILLE	WONN	1230	250w	MBS	Cooke	3		80		8	4	15	2*	5	x			3	AP;C	
JACKSONVILLE	WIPC	1280	1kw-D	KBS	Best			30	6	8	4	14	2*	5					AP;Se	
JACKSONVILLE	WLBE	790	1kw	MBS	Best	2		86			5	10	4*						UP;St	
JACKSONVILLE	WNER	1250	1kw-D	KBS	Best			14	2	22	14	9	1/2	2	3			4	UP	
JACKSONVILLE	WTYS	1340	250w	MBS		4		14	1	7	2	7	2						AP	
JACKSONVILLE	WCKR*	610	5kw	NBC	Christal			x	x	x	2	14	4*	3	2				AP;T	
JACKSONVILLE	WFEC	1220	250-D		Rambeau			71				6							77	Se
JACKSONVILLE	WGBS*	710	50-D,10-N	CBS	Katz	x	1	50	6		5	14	5*	3	3			1/2	UP;LW	
JACKSONVILLE	WINZ	940	50kw		Raymer		6	168				6							INS;A,St	
JACKSONVILLE	WMIE	1110	10kw		Stars National			18	5	24	17	5	1	x	1	13	19		INS	
JACKSONVILLE	WQAM	560	5-D,1-N		Blair	7	2	60	9	1	4	19	5*	2	1/2					
JACKSONVILLE	WVCC	(See CORAL GABLES)																		
JACKSONVILLE	WWPB*	1450	250w	KBS	Walker		6	54	5	54	7	2					15	18	AP	
JACKSONVILLE	WAHR*	1490	250w		Indie Sales		6	24				15	11*						UP;St	
JACKSONVILLE	WLRD†	93.9	13kw		Indie Sales		2		119										St,W	
JACKSONVILLE	WMBM	800	1kw-D		Gill-Perna						25	2	x					84		
JACKSONVILLE	WEBY	1330	1kw-D	MBS		x		36	10	15	14	6		1/4	1			2	UP;W	
JACKSONVILLE	WNOG	1270	500-D		Best			51	5	7	6	12	1*	3	1/2			6	UP;W	
JACKSONVILLE	WSBB	1230	250w	KBS				52	25	7	5	9	7*	3	3			6	UP	
JACKSONVILLE	WMOP	900	1kw-D		Dora-Clayton			56	6	24	10	2	4	2	2			7	UP;Se	
JACKSONVILLE	WTMC	1290	5-D,1-N	NBC	Perry	8		36	12	7	5	16	2*	1	7			3	UP;LW	
JACKSONVILLE	WABR	1440	1kw-D		Rambeau			40	2	31	11	7	1					11	UP	
JACKSONVILLE	WDBO*	580	5kw	CBS	Blair	x	1/2	18	12	6	6	18	3*	3	2				AP;UP;T,W	
JACKSONVILLE	WHOO*	990	10kw	ABC	Forjoe	4		52	16	13	6	13	6*	2	2			15	AP	
JACKSONVILLE	WLOF	950	5kw		Gill-Perna		1	112		2	3	16	4*						UP	
JACKSONVILLE	WORZ*	740	5kw	M,N	Hollingbery	16		35	2	24	4	13	4	3	2				INS	
JACKSONVILLE	WWPF	1260	1-D,500-N	MBS		5		40	5	12	6	16	3*	1/4				9	UP	
JACKSONVILLE	WWPG*	1340	250w	ABC	Stars National	6	2	65	9	12	10	12	3*	5	1				UP;LW	
JACKSONVILLE	WDLP*	590	1kw	NBC	Perry	9		10	2	8	8	15	2*	2	1				UP;W	
JACKSONVILLE	WPCF	1130	5kw	MBS	Walker	8		26	2	4	5	18	12*	6	1			2	AP;T	
JACKSONVILLE	WBSR	1450	250w	CBS	V,R&MeC	x		63				18	4*						AP;W	
JACKSONVILLE	WCOA	1370	5kw	NBC	Perry	5		66	12		1	18	12*	9				1	UP;LW	
JACKSONVILLE	WPRY	1400	250w					42	16	19	8	7	2*	3	1			6	AP;C,Se	
JACKSONVILLE	WPLA	910	1kw-D		Best			x	x	x	10	18	6*	3	3			1	UP;St,T	
JACKSONVILLE	WCNH	1230	250w			6		50	2	9	5	17	14*	6	6			8	UP;T	
JACKSONVILLE	WFOY	1240	250w	CBS		8		30	8	2	5	8	4*	x	3					
JACKSONVILLE	WSTN	1420	1kw-D		Indie Sales			35	2	11	5	15	3*	3	3			5	AP;C,T	
JACKSONVILLE	WPIN	680	1kw-D		Walker			70	10		2	7			1/2				AP	
JACKSONVILLE	WSUN	620	5kw	ABC	V,R&MeC	8		41	3		14	13	5*						AP;W	
JACKSONVILLE	WTSP	1380	5kw	MBS	Weed	2	1	85	1/2	2	8	14	2*	4					UP;LW,S	
JACKSONVILLE	WTRR	1400	250w	KBS				56	5	12	4	12	2*	2	2			12	UP	
JACKSONVILLE	WKXY	1540	1kw-D	KBS	Thos. Clark			100				7	x*						AP;W	
JACKSONVILLE	WSPB	1450	250w	CBS	Pearson	8	1/2	28	17		1	18	3*	1					UP;T	
JACKSONVILLE	WSTU	1450	100w	K,M		x		63	2		4	17	2*		1/2			2	AP	
JACKSONVILLE	WMEN	1330	5kw-D		Dora-Clayton			45			24	3	8			9		14	UP	
JACKSONVILLE	WTAL*	1270	5kw	CBS	Meeker	5	1	81	5		5	15	6*	5	2				AP	
JACKSONVILLE	WTNT	1450	250w	A,M	McGillvra	7	1	46	10		15	39	6*	4				1	UP;A	

\* am-fm station  
 † fm station  
 D—daytime power  
 N—night power  
 \* local sports covered  
 † Lat. Amer. included  
 x figure unspecified category unclaimed



FLORIDA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
TAMPA	WALT	1110	1kw-D	-----	Pearson	---	---	35	---	28	5	1	2	---	1/2	18	---	AP	
	WDAE*	1250	5kw	CBS	Katz	6	---	47	7	2	6	12	10*	3	2	---	1/2	AP,UP	
	WEBK	1300	1kw-D	KBS	Devney	---	---	24	4	24	---	---	---	---	1	12	7	AP	
	WFLA*	970	5kw	NBC	Blair	5	---	7	1	---	1	18	2*	3	4	---	---	AP	
	WHBO	1050	250-D	-----	-----	---	---	---	---	67	7	7	---	---	1	---	---	AP	
	WIOK	1150	1kw-D	-----	McGillvra	---	---	---	---	---	20	6	2	2	---	---	---	84	AP
	WPIN	(See ST. PETERSBURG)																	
WSUN	(See ST. PETERSBURG)																		
WTSP	(See ST. PETERSBURG)																		
TARPON SPRINGS	WDCL	1470	5kw-D	-----	-----	---	---	12	24	3	6	14	2	3	2	---	1/2	AP;W	
VERO BEACH	WNTM	1370	1kw-D	-----	Hollingbery	---	---	70	2	---	14	14	8*	5	---	---	4	INS	
M. PALM BEACH	WEAT	850	1kw	NBC	H-R Reps	4	---	84	---	---	4	15	2	3	---	---	---	AP	
	WIRK	1290	5kw	MBS	Thos. Clark	5	1	11	---	4	2	10	2*	2	5	---	18	AP	
	WJNO	1230	250w	CBS	Meeker	9	1	25	6	---	6	13	1	4	1/2	---	---	AP;LW,W	
	WWPG	(See PALM BEACH)																	
WINTER HAVEN	WSIR	1490	250w	MBS	Devney	5	---	48	19	14	9	17	4	---	2	---	2	AP	
WINTER PARK	WABR	(See ORLANDO)																	

FOR INFORMATION: Bartow, WBAR; Daytona Beach, WMFJ; De Funiak Springs, WFNM; Eustis, WLCO; Fort Myers, WMYR; Jacksonville, WIVY, WJAX, WQIK; West, WKWF; Melbourne, WMMB; Miami Beach, WKAT; Pensacola, WEAR, WPPA; Sebring, WJCM; Tampa, WPKM-FM; Vero Beach, WTTB.

GEORGIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
DEL	WAAG	1470	1kw-D	-----	-----	---	---	33	---	31	13	6	3*	---	2	---	5	UP
ALBANY	WGPC	1450	250w	CBS	Hollingbery	11	---	35	11	---	6	16	2*	3	2	---	---	UP
	WJAZ	1050	1kw-D	-----	Thos. Clark	---	---	---	---	6	28	4	1/2	---	1/2	---	31	AP
AMERICUS	WDEC	1290	1kw-D	-----	Indie Sales	---	---	51	6	15	3	5	3*	1	x	---	8	AP
ATHENS	WGAU*	1340	250w	C,K	-----	10	---	29	6	1	8	20	2	4	1	---	---	AP
ATLANTA	WRFC	960	1kw	-----	Forjoe	---	1/2	56	12	11	16	15	10*	1	3	---	12	UP;C,W
	WAGA*	590	5kw	CBS	Katz	10	1	31	6	3	7	23	2*	2	2	---	---	---
	WAKE	1340	250w	-----	Young	---	6	126	---	---	1/2	26	6	---	10	---	---	AP
	WAOK	1380	5kw	-----	Forjoe	---	2	122	---	---	49	x	---	3	---	---	149	UP
	WEAS	1010	50kw-D	-----	Stars National	---	---	---	---	33	23	4	---	1	x	---	---	UP
	WERD	860	1kw-D	-----	Interstate	---	---	13	2	19	23	6	1	1	x	---	86	UP
	WGKA*	1600	1kw-D	-----	-----	---	---	20	96	---	---	4	---	---	---	---	---	UP
	WGST	920	5kw	ABC	Avery-Knodel	5	---	70	---	---	---	x	---	3	---	---	---	AP
	WQXI	790	5kw	-----	Gill-Perna	x	1	89	1	6	---	14	16*	---	---	---	---	UP;St
	WSB*	750	50kw	NBC	Petry	12	6	65	---	10	3	---	1*	---	6	---	---	AP
WTAM	970	1kw-D	KBS	-----	---	---	73	2	---	10	6	1/2	---	1	---	---	UP;St	
WTJH	1260	5kw-D	-----	-----	---	---	---	---	53	23	1/2	---	---	---	---	---	AP	
WYZE	1480	5kw-D	-----	Walker	---	---	72	---	---	3	7	4	---	---	1	---	All;A,Se.	
UGUST	WAUG*	1050	1kw-D	KBS	Rambeau	---	---	32	---	24	34	1	1	---	---	---	45	UP;C
	WBQQ*	1340	250w	MBS	E-McK; Forjoe	2	---	100	---	---	---	10	3	---	---	---	---	AP
	WBIA	1230	250w	NBC	-----	5	---	69	---	8	---	16	x*	---	2	---	---	AP;LW
	WGAC	580	5-D,1-N	ABC	Avery-Knodel	7	---	50	7	17	8	21	4	5	4	1	1	UP;T
WRDW	1480	5kw	CBS	Branham	x	---	20	---	15	3	18	7*	6	2	---	2	AP;W	
WINBRIDGE	WMGR	930	5kw-D	-----	Webb	---	---	32	2	25	15	13	x*	8	8	---	7	UP
WAXLEY	WHAB	1260	5kw-D	-----	Continental	---	---	2	---	13	2	30	1*	12	36	---	7	UP
WUNSWICK	WMOG	1190	250w	K,M	Indie Sales	3	---	50	8	25	9	19	20	1	1/2	---	6	UP;W
WAIRO	WGRA	790	1kw-D	-----	Indie Sales	---	---	40	4	20	12	6	x*	---	5	---	20	UP;St,W
COLUMBUS	WCLS	1580	1kw-D	-----	United; D-C	---	---	12	---	---	37	---	---	5	---	---	91	---
	WDAK	1310	250w	NBC	Headley-Reed	7	1	52	---	30	3	11	4*	1	---	---	18	AP;W
	WGBA	1270	5kw-D	-----	Forjoe	---	---	40	7	29	12	10	6	---	3	---	10	AP;T
	WPNA	1460	1kw	A,M	-----	x	---	7	---	40	20	4	---	1	4	---	21	---
	WRBL*	1420	5kw	CBS	Hollingbery	8	---	47	2	---	3	16	8*	---	2	---	---	UP
WORDELE	WMJM	1490	250w	K,M	Thos. Clark	5	---	42	2	21	15	18	4*	2	2	---	5	AP
WORNELIA	WCON	1450	250w	-----	Indie Sales	3	---	31	7	40	11	4	1*	1	3	---	4	UP
WOVINGTON	WGFS	1130	1kw-D	KBS	Sears & Ayer	---	---	32	---	13	---	7	2*	---	3	---	8	---



GEORGIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ATLANTA	WBLJ	1230	250w	K,M		7	31	2	16	15	17	7*	5				T
	WRCD	1430	1kw-D		Dora-Clayton		10		38	10	2	2	5				UP
CANTON	WEAS	(See ATLANTA)															
	WTAM	(See ATLANTA)															
DUGLAS	WDMG	860	5kw		Dora-Clayton		27		5	3	14	3	1 <sub>2</sub>	2		3	UP
DUBLIN	WHLT	1330	1kw-D	KBS			24	3	26	6	21	5*	2			8	UP
EAST POINT	WTJH	(See ATLANTA)															
FITZGERALD	WBIB	1240	250w	MBS	Dora-Clayton	5	43	3	21	6	10	3*	3			2	AP;W
FORT VALLEY	WFPM	1150	1kw-D	KBS	Indie Sales		4	1	4	9	2	1*		2		9	UP
GAINESVILLE	WDUN*	1240	250w		Thos. Clark		10	11	21	7	10	5*	3	4		3	AP
	WCGA	550	5kw	MBS	Dora-Clayton	3	18	1	24		19	11*	9	6		1 <sub>1</sub>	UP
GRIFFIN	WHIE	1320	1kw-D		Dora-Clayton		30		21	12	10	5	25	2		15	UP;W
HAWKINSVILLE	WCEH	610	500-D	KBS			20	1	14	12	9	1*	9	14		5	UP;W
HUNTSVILLE	WBGR	1370	1kw-D	KBS	Dora-Clayton		35	7	15	8	4	7*	2	4		3	UP;C
JAYNESBORO	WLFA	1590	5kw-D	KBS	Best		29	7	13	10	7	1*	1	1 <sub>2</sub>			UP
KINGSTON	WLAG*	1240	250w	MBS	Indie Sales	4	10	5	14	2	25	6*	2	3		6	UP;W
	WTRP	620	1kw-D		McGillyra		30	11	30	12	12	6	3	4		6	AP;T
LACON	WBML	1240	250w		Forjoe	1	59		20	10	9	1*	5			46	AP
	WIBB	1280	1kw-D		Walker		x		29	13						32	AP
LAWRENCEVILLE	WMAZ	940	10kw	CBS	Avery-Knodel	12	18		5	1	16	1 <sub>2</sub>		4		1	UP
	WNEX	1400	250w	A,M	Branham	6	1	100	2		10	20	3*	1	1 <sub>2</sub>		AP;T
LEWISVILLE	WMGE	1250	1kw-D	KBS			22	4	28	x	x		6	x		6	UP;W
LIBERTY	WMVG	1450	250w	MBS		6	42	5	7	1	9	5				1	UP
LINDSEY	WMRE	1490	250w	KBS			12	12	x	20	10	5*	5	20		16	AP;All
LOUISVILLE	WMGA	1400	250w	ABC	Everett-McK	5	55	6	9	20	14	x	1	4			UP
LOWELL	WCOH*	1400	250w	MBS		5	30	6	11	11	20	12*	1	2		2	AP;T
LYONS	WBBN	980	500-D		Thos. Clark		45		20	8	18	6	x	3		7	AP
MARIETTA	WSFB	1490	250w				16	6	11	7	9	1*	5	4		9	UP;St
	WLAQ	1410	1kw	A,K		7	52	6	5	10	14	3*				14	AP;INS;Se
MCDONOUGH	WRGA	1470	5kw	MBS	Walker	3	60	2	4	8	19	8*	3	8			UP
	WROM	710	1kw-D		McGillyra		20	24	25	5	8	x*		2			UP
MILLEDGEVILLE	WSNT	1490	250w				38	10	19	25	4	6*	6	3		12	UP;C,T
MOUNTAIN VIEW	WCCP	1450	250w	MBS	Walker	6	45		3	10	12	1*		2		12	UP
	WFRP	1230	250w	ABC	Everett-McK	8	53	12	14	3	12	4	1 <sub>2</sub>				AP
MOUNTAIN VIEW	WJIV	900	1kw-D		Stars National				16	10	5		1 <sub>2</sub>	2		42	AP
	WSAV*	630	5kw	NBC	Blair	5	75	5	8	6	18	6	1	2		x	AP
MOUNTAIN VIEW	WTOC*	1290	5kw	CBS	Avery-Knodel	11	15	5	7	6	15	3	1	2			UP
	WGTA	950	1kw-D		Stars National		35	1	21	20	12	3*		3			UP;C,Se
MOUNTAIN VIEW	WJAT*	800	1kw				39	7	38	8	1	x*	5	2		3	UP;W
MOUNTAIN VIEW	WSYL	1490	250w	KBS			45	5	28	9	10	4		6		2	UP;Se
MOUNTAIN VIEW	WKTC	730	1kw-D		Thos. Clark		25	6	12	6	14	x*	1	4			AP;T
	WPAX	1240	250w				51	4	17	12	9	2*		1 <sub>2</sub>		7	UP;C,T
MOUNTAIN VIEW	WTWA	1240	250w	K,M		7	36		18	6	6	3*		5			UP;T
MOUNTAIN VIEW	WWGS	1340	250w	MBS	Thos. Clark	9	30	10			12	3*				5	UP
MOUNTAIN VIEW	WLET*	1420	5kw-D	MBS	Thos. Clark	1	15	3	15	14	13	5*	x	3		1	UP
MOUNTAIN VIEW	WCAF	910	5kw	ABC	Pearson	5	60	7	4		15	2*	1	3			AP;St,T
	WGOV	950	5kw	MBS	Stars National	5	46		25	1	7	1 <sub>2</sub> *	1 <sub>2</sub>	1		12	UP
MOUNTAIN VIEW	WRPB	1350	1kw-D				50	2	9	9	10	6*	10	3		5	AP
MOUNTAIN VIEW	WACL	570	1kw		Thos. Clark		44	6	42	21	13	6*	3	1		9	AP
	WAYX	1230	250w	K,M	Holman	6	43	6	29	10	17	3*	1	2		6	UP;W
MOUNTAIN VIEW	WBRO	1310	1kw-D				36	4	22	8	2	3*	1	1		9	UP;C,T
MOUNTAIN VIEW	WRLD*	1490	250w		Thos. Clark		30		15	11	12	1*		1 <sub>1</sub>			AP;T
MOUNTAIN VIEW	WIMO	1300	1kw-D		Best		26	3	36	12	12	2*	1	2		3	UP;W

ADDITIONAL INFORMATION: Albany, WALB; Brunswick, WGIG; Calhoun, WCGA; Camilla, WCLB; Carrollton, WLBB; Cartersville, WBIF; Cedartown, WGA; Dawson, WDW; Dalton, WSGC; Hartwell, WKLY; Mason, WMAZ; Marietta, WFOM; Moultrie, WMTM; Savannah, WDAR; Statesboro, WWS; Thomaston, WSFT; Valdosta, WJE; Vidalia, WVOP; Washington, WKLE.

SYMBOLS: { \* am-fm station } ‡ fm station D—daytime power N—night power † Lat. Amer. included \* local sports covered x figure unspecified category unclaimed



# IDAHO

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Service
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
BLACKFOOT	KBLI	1490	250w					70	11	12	2	16	4*	3	3			AP
BOISE	KBOI	950	5kw	CBS	PGW	7		42	15	2	3	21	3*		3	1/2		UP;W
	KGEM	1140	10kw		Avery-Knodel		6	98	3	43	2	10	6*		2			UP
BURLEY	KIDO	630	5kw	NBC	Blair	6		70	10	2	4	17	x*		3			AP
	KBAR	1230	250w	A,M		6		48	23	4	8	18	2*					UP
CALDWELL	KCID	1490	250w		Oakes			61	2	46	2	11	4*	1	15			AP;C
GRANGEVILLE	KORT	1230	250w					62	7	18	3	10	3*	6	6			AP;LW
IDAHO FALLS	KID	590	5-D,1-N	CBS	Gill-Perna	9		39	2	1/2	3	9	5*		2			UP;W
	KIFI	1400	250w	A,M	Avery-Knodel	10		21	7	3	4	9	7*	1	3			AP
LEWISTON	KLER	1300	5-D,1-N					50		14		7	x		2			AP
	KOZE	950	500-D		Webb			70			3	35			5			AP
MOSCOW	KRLC	1350	5kw	MBS	Forjoe	9		27	8	3	8	26	11*	4	1			UP;T
	KRPL	1400	250w	KBS	Best			54	9	8	5	13	9*	5	7			AP
NAMPA	KFXD	580	5kw	MBS	Avery-Knodel	3		27	4	27	13	20	7*	2	5	1†		UP;C,L
POCATELLO	KSEI	930	5kw	NBC	Weed	5		50	4	10	3	13	3		8			UP;LW
	KWIK	1240	250w	K,M	Avery-Knodel	4		90				14	x*		1			AP;C,W
PRESTON	KYTE	1290	1kw-D		Best			68				7			2			
	KPST	1340	250w	KBS	Continental			52	15	9	5	1	1*	1	2			UP
REXBURG	KRXK	1230	250w		Bdcast Tm Sls			54	9	13	4	15	5*	5	8			AP
RUPERT	KAYT	970	1kw-D					52	13	6	3	3	3*		4			UP
SAND POINT	KSPT	1400	250w		Continental			65	12	3	4	11	x*	2	3			AP;LW
TWIN FALLS	KEEP	1450	250w		Gill-Perna			38	21		5	x	5*		4			UP;T
	KLIX	1310	1kw	A,M	Avery-Knodel	5	1	80		12	3	20	6*		6			AP;A,C
WEISER	KTFI	1270	5-D,1-N	NBC	Weed	5		84	6	10	3	20	2*	2	3			UP;St
	KWEI	1240	250w					81	12	7	4	13	2*					UP;C

ADDITIONAL INFORMATION: Coeur D'Alene, KVNI; Wallace, KWAL.

# ILLINOIS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
ALTON	WOKZ	1570	1kw-D	KBS	Sears & Ayer			49		10	2	12	4*	5	3			UP	
AURORA	WMRO	1280	250-D					52	3	1	6	8	x*	5	1	1†		INS	
ELLEVILLE	WIBV	1260	1kw-D		Indie Sales			1/4	18	20	9	30	1*	1	1		1	AP	
LOOMINGTON	WJBC*	1230	250w	ABC	Pearson	5		80			6	19	18*		3			UP;T	
MAIRO	WKRO	1490	250w		Pearson			34	1	5	6	19	7*	2	2		1	UP	
ANTON	WBYS	1560	250w					30	6	3	3	8	2	3	4			AP;T	
ARBONDALE	WCIL	1020	1kw-D					40		15	3	14	x*		5			AP	
ARMI	WROY*	1460	1kw-D					24	2	9	4	15	3*	1/2	4			UP;T,W	
ENTRALIA	WCNT	1210	1kw-D		Everett-McK			42	8	2	2	8	x*	5	2			UP;LW	
HAMPAIGN	WDWS*	1400	250w	CBS	Meeker	9		33	16	1	4	14	4*	1	4			UP;W	
HARLESTON	WEIC	1270	1kw-D	KBS	Sears & Ayer			51	3	8	3	5	1*	2	6			INS;LW	
CHICAGO	WAAF	950	1kw-D		Young			72			1	3			1/2		17	UP	
	WAIT	820	5kw-D		Headley-Reed			66			5	6						UP;Se,S	
	WBBM*	780	50kw	CBS	CBS Radio Spot	8	6	29	37		1	20	8*	3	3			All;LW	
	WBEE	(See HARVEY)																	
	WEAW*	(See EVANSTON)																	
	WEDC	1240	250w					36	24		1/2	5				16		UP	
	WFMF†	100.3	33kw					2	140	21		2	1					All	
	WFMT†	98.7	29kw					1		85	3		x					AP	
	WGES	1390	5kw					1	69								22†	69	
	WGN	720	50kw		Petry			1	78	5		2	16	5*	5	2		1	All;St
	WIND	560	5kw		AM Radio Sales			6	140			1	12	13*					AP,UP
	WJOB*	(See HAMMOND, IND.)																	
	WLS	890	50kw	ABC	Blair	8		25	3	35	19	28	2	4	18				AP,UP
	WMAQ*	670	50kw	NBC	NBC Spot Sales	9	1	30	12		2	5	2	7	1				All;T
	WNIB†	97.1	11kw					20	40	1/2									C,T
	WOPA*	(See OAK PARK)																	
	WSBC	1240	250w		Stars National			8				6			3		36	20	Se
	WTAQ	(See LA GRANGE)																	
	WWCA	(See GARY, IND.)																	
LINTON	WIIOW	1520	1kw-D		Holman			3		57	18	7	20*		3				AP



ILLINOIS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Homo-making	Farm	Foreign	Negro	Services
EVILLE	WDAN	1490	250w	CBS	Everett-McK	7		18				9	2*	2	1			AP;T
	WTTY	980	1kw	KBS	Burn-Smith			90		6	3	11	2*	5	x			UP;W
CATUR	WDZ	1050	1kw-D		PGW			80		11	3	8	5*	6	8			UP;T
	WSOY*	1340	250w	CBS	Weed	7		x	x	x	4	17	10	1	x			AP
KALB	WLBK	1360	500-D		Sears & Ayer			27	4	5	1	13	1*	1	8			AP;T
QUOIN	WDQN	1580	250-D		McGillyra			90		12	5	6	2*		1			UP
ST. LOUIS	WTMV	1490	250w		Bogner & Martin			48	29	15	10	6	3		3	15	24	
INGHAM	WCRA	1090	250-D	KBS				16	3	28	7	12	4*	3	10			UP
IN	WRMN	1410	500-D		McGillyra			24	5	9	6	8	4*	1	2			UP
ANSTON	WEAW*	1330	1kw		GMB			9	80		6	10	3*	5				UP;W
	WNMP	1590	1kw-D					26	50		5	x					1/2	INS;C;St
RFIELD	WFIW	1390	500-D	KBS	Webb			26		10	9	13	5*	1	11			AP;Se
LESBURG	WGIL	1400	250w		Rambeau			78	3	11	6	17	5*	1	5			AP;St
RISBURG	WEBQ*	1240	250w	KBS				51	6	8	11	12	4	1	2			UP
RVEY	WBEE	1570	1kw-D									7					98	
RIN	WJPF	1310	250w	MBS	Pearson	5		10	6	16	5	13	7*	x	2			T
CKSONVILLE	WLDS*	1180	1kw-D		Holman			55	2	7	9	5	10*	3	7			AP
DIET	WJOL	1340	250w		Rambeau	6	143	1	24	3	15	3*	3	2	3			UP;T,W
NKAKEE	WKAN	1320	1kw-D		Sears & Ayer			35		8	1	14	4*		7			AP;St
MANEE	WKEI	1450	100w	KBS	Best			71	11	6	3	14	6*	3	3		1	
GRANGE	WTAQ	1300	500w		Gill-Perna	2	68	12	28	5	3	4*					30	
SALLE	WLPO	1220	1kw-D					10	18	6	1	10	3	3	5			AP
COLN	WPRC	1370	500-D					50	6	16	5	26	8*	5	42			AP
CHFIELD	WSMI	1540	1kw-D		Best			x				x		3	9			AP;W
COMB	WKAI	1510	250-D					25	12	6	1	10	2*	1	4			UP;W
RION	WGGH	1150	5kw-D		Sears & Ayers			66		3	4	9			4			AP;LW,W
TOON	WLBH*	1170	250-D		Holman			20		8	4	20	10*	3	6			AP;St
TROPOLIS	WMOK	920	1kw-D		Holman			35	3	19	8	11		6	5			AP;Se
LINE	KSTT	(See DAVENPORT, IOWA)																
	WHBF*	(See ROCK ISLAND)																
	WOC*	(See DAVENPORT, IOWA)																
	WQUA	1230	250w	ABC	Hollingbery	3	6	80	8	9	4	17	10*	2		1/2		AP
CARMEL	WVMC	1360	500-D		Best			35	3	8	7	11	4*	2	6			UP
VERNON	WMIX*	940	1kw		Pearson			35	3	3	4	18	15*	3	18			AP;W
K PARK	WOPA*	1490	250w		Forjoe	6	2			1	5	3	1/2			94†	51	UP
NEY	WVLN*	740	250-D		Holman			20	3	9	9	14	7*	1	2			UP
TAWA	WCMY	1430	500-D		Sears & Ayer			42	14	3	5	8	15*	1/2	3			UP
RIS	WPRS*	1440	500-D					35	20	20	10	3	4*	8	50			AP;C,T
RIN	WSIV	1140	1kw-D		Sears & Ayers			31	3	9	3	9	18		2			AP
RIA	WEEK	1350	1kw	NBC	Headley-Reed	7		52				10	3	1	1			AP
	WIRL	1290	5kw	A.M	H-R Reps	3	1/2	75			2	14	12*	3	5			UP
	WMBD*	1470	5kw	CBS	PGW	8		41		3	3	25	5*	5	11			AP,UP;T
	WPEO	1020	1kw-D		Burke-Stuart			37		19	11	12	x		18			AP
TSFIELD	WBBA	1580	250-D		Continental			42	1	42	2	70	2	3	4			UP
INCY	KHMO	(See HANNIBAL, MO.)																
	WGEM*	1440	1kw	ABC	Young	x		85	6	1/2	4	11	3*		1			UP;W
	WTAD*	930	5-D,1-N	CBS	Weed	x		32	5	3	9	12	x*	4	4			AP,UP
BINSON	WTAY	1570	250-D		Best			80	2	14	8	15	7*	7	14			AP
CKFORD	WBEL	(See BELOIT, WISC.)																
	WROK*	1440	1-D,500-N	ABC	H-R Reps	7		44		1	7	10	4*		2	1		AP;T
	WRRR	1330	1kw-D		Radio-Tv Reps			54		18	5	14	1*	7				UP;W
CK ISLAND	KSTT	(See DAVENPORT, IOWA)																
	WHBF*	1270	5kw	CBS	Avery-Knodel	10		19	10	8	3	22	4*	1	1/2			UP;LW,St,W
	WOC	(See DAVENPORT, IOWA)																
	WQUA	(See MOLINE)																
EM	WJBD	1350	500-D		Webb			30	1	9	5	12	2*	1	9			AP
RTA	WHCO	1230	250w					65	1	20	6	4	7*	1	3		3	UP
INGFIELD	WCVS	1450	250w	ABC	Bogner & Martin													AP,St
	WMAY	970	1-D,500-N	NBC	Pearson	8		18		12			x*					UP
	WTAX*	1240	250w	CBS	Weed	7	1/2	36	12	4	4	19	7*	1	14			AP
RLING	WSDR	1240	100w					42	42	14	10	10	10*	3	14			AP;LW,S

ABOL: { \* am-fm station  
 { ‡ fm station  
 D—daytime power  
 N—night power  
 \* local sports covered  
 † Lat. Amer. included  
 x figure unspecified category unclaim



ILLINOIS (continued)

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS										
				Nati network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
TREATOR	WIZZ	1250	500-D	.....	Best	---	---	35	---	3	6	15	x*	5	7	5	---	UP	
AYLORVILLE	WTIM	1410	1kw-D	.....	Continental	---	---	25	---	12	3	16	6*	5	2	---	---	St,T	
PURBANA	WKID	1580	250-D	.....	Pearson	---	---	58	---	12	6	7	2*	3	---	---	---	4	UP
WEST FRANKFORT	WFRX	1300	1kw-D	.....	Indie Sales	---	---	30	4	14	9	2	1	1	1	---	---	---	UP

FOR INFORMATION: Carthage, WCAZ; Chicago, WCFL, WCRW, WJJD, WSEL; Cicero, WHFC; Effingham, WSEI; Elmwood Park, WLEY; Freeport, WFRL; Harwood Heights, WMCW; Murphysboro, WINI; Waukegan, WKRS; Zion, WCBZ.

INDIANA

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS											
				Nati network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services		
ANDERSON	WCBC	1470	1kw-D	.....	Best	---	---	30	6	12	25	8	5*	---	---	---	---	---	AP;Se,V	
ANDERSON	WHBU	1240	250w	CBS	Bolling	12	---	14	---	---	---	7	2*	---	---	---	---	---	AP;St,T	
EDFORD	KBIW	1340	250w	MBS	McGillvra	6	---	60	6	24	3	22	15*	3	1	---	---	---	AP;INS	
LOOMINGTON	WTTS	1370	5-D,500-N	ABC	Meeker	5	1	26	4	12	1	14	2*	4	2	---	---	---	AP	
COLUMBUS	WCSI	1010	500-D	.....	Rambeau	---	---	32	---	1	6	2	2*	6	1	---	---	---	---	
CONNERSVILLE	WCNB*	1580	250-D	.....	Gill-Perna	---	---	50	6	9	4	2	7*	5	3	---	---	---	UP;T	
LK HART	WCMR	1270	500-D	.....	Best	---	---	8	18	2	12	9	3	3	3	---	---	---	AP;Se,V	
EVANSVILLE	WTRC*	1340	250w	NBC	H-R Reps	6	---	35	1	5	---	8	3*	4	6	---	---	---	UP	
EVANSVILLE	WEOA	1400	250w	CBS	Young	8	---	31	5	7	3	15	14*	---	8	---	---	---	UP	
EVANSVILLE	WGBF	1280	5-D,1-N	NBC	Weed	8	---	50	4	6	7	4	6*	1	8	---	---	---	AP;C	
EVANSVILLE	WIKY*	820	250-D	.....	Pearson	---	---	60	7	6	2	8	---	---	1	---	---	---	AP;C,T	
EVANSVILLE	WJPS	1330	5-D,1-N	ABC	Hollingbery	7	---	49	14	---	3	14	15*	3	5	---	---	---	AP;St,W	
T. WAYNE	WANE	1450	250w	CBS	H-R Reps	7	---	45	7	30	6	9	x*	1	2	---	---	---	AP;St	
T. WAYNE	WGL	1250	1kw	ABC	Headley-Reed	3	---	58	8	4	9	8	6*	3	2	---	---	---	UP	
T. WAYNE	WKJG	1380	5kw	M,N	Raymer	4	---	62	28	2	7	13	10*	---	2	---	---	---	AP,UP	
T. WAYNE	WOWO	1190	50kw	---	PGW	---	1	70	10	3	4	15	9*	8	20	---	---	---	UP;T	
FRANKFORT	WILO	1570	250-D	KBS	Best	---	---	51	5	8	10	8	10*	3	10	---	---	---	UP	
FRANKFORT	WGRY	1370	500-D	.....	Indie Sales	---	---	13	---	13	10	6	---	---	---	10†	22	---	UP	
FRANKFORT	WWCA	1270	1kw	.....	Pearson	---	2	28	20	---	2	14	12*	---	5	3	22	---	AP	
OSHEN	WKAM	1460	500-D	KBS	Holman	---	---	27	---	7	13	10	2*	1	6	---	---	---	AP	
AMMOND	WJOB*	1230	250w	.....	Rambeau	---	6	11	1	11	4	21	10*	12	3	8†	18	---	UP	
INDIANAPOLIS	WFBM	1260	5kw	A,M	Katz	5	---	56	---	---	5	15	6*	3	4	---	---	---	AP,INS; C,W	
INDIANAPOLIS	WIBC	1070	50kw	.....	Blair	---	¼	80	2	9	8	15	5*	5	9	---	1	---	AP,UP; Se,T	
INDIANAPOLIS	WIRE	1430	5kw	NBC	PGW	7	2	75	2	---	3	12	4	3	---	---	---	---	AP;LW	
INDIANAPOLIS	WISH	1310	5-D,1-N	CBS	Bolling	8	---	38	3	5	5	15	18*	---	2	---	---	---	AP,UP;T	
INDIANAPOLIS	WXLW	950	5kw-D	.....	Pearson	---	---	64	---	---	2	10	2	---	2	---	---	---	AP	
ASPER	WITZ*	990	1kw-D	.....	---	---	---	39	15	14	6	13	14	5	13	---	---	---	UP	
OKOMO	WIOU	1350	1kw	CBS	Weed	9	---	30	2	4	4	13	1*	3	8	---	---	---	AP;W	
AFAYETTE	WASK	1450	250w	MBS	Rambeau	6	---	34	3	5	6	8	10	1	2	---	---	---	UP;W	
LA PORTE	WIMS	(See MICHIGAN CITY)			---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
LA PORTE	WLOI	1540	250-D	.....	McGillvra	---	---	33	2	8	5	14	5	5	6	1	---	---	AP;C	
OGANSPORT	WSAL	1230	250w	K,M	---	7	---	60	---	10	---	16	4	---	12	---	---	---	AP	
ADISON	WORX*	1270	1kw-D	KBS	Best	---	---	8	---	1	4	9	2*	---	2	---	---	---	UP;McG	
ARION	WBAT	1400	250w	CBS	Best	6	---	37	7	---	10	x	3*	1	1	---	---	---	AP;Se,St	
ARION	WMRI*	860	250w	.....	Bogner & Martin	---	---	43	6	4	7	12	8*	3	6	---	---	---	UP;C,T	
MICHIGAN CITY	WIMS	1420	1-D,500-N	.....	Rambeau	---	---	83	2	2	2	9	14*	6	3	10	3	---	UP	
UNCIE	WLBC*	1340	250w	CBS	Holman	7	---	---	---	---	---	12	½*	---	x	---	---	---	---	
NEW ALBANY	WLRP	1570	1kw-D	.....	Best	---	---	60	5	---	6	7	3*	2	2	---	---	---	UP;C,St	
NEW CASTLE	WCTW‡	102.5	4kw	.....	---	---	---	25	7	13	10	7	3*	3	7	---	---	---	AP;T,W	
ORTH VERNON	WOCII	1460	500-D	.....	---	---	---	41	4	14	11	7	2*	½	½	---	---	---	AP;A,Se	
PERU	WARU	1600	1kw-D	KBS	---	---	---	20	x	x	20	8	x*	4	6	---	---	---	AP;St,T	
PRINCETON	WRAY	1250	1kw-D	.....	McGillvra	---	---	59	---	12	4	x	---	---	x	---	---	---	AP;T	
SPRINGFIELD	WKBY	1490	250w	ABC	Meeker	8	---	26	4	3	6	22	5*	---	4	---	1	---	UP;T,W	
SPRINGFIELD	WSLM	1220	1kw-D	.....	Best	---	---	21	11	62	9	9	4*	4	11	---	---	---	AP;T,W	
SPRINGFIELD	WJCD	1390	1kw-D	.....	Continental	---	---	13	7	16	4	21	10*	2	2	---	---	---	AP;C,St	
SOUTH BEND	WJVA	1580	250-D	.....	Pearson	---	---	40	6	1	7	2	2*	1	2	8	1	---	---	
SOUTH BEND	WNDU	1490	250w	ABC	Petry	5	---	75	6	4	7	20	8*	4	2	1	---	---	AP;T	
SOUTH BEND	WSBT	960	5kw	CBS	Raymer	9	---	26	½	1	4	15	3*	1	½	2	---	---	INS,UP;T	
SPRINGFIELD	WBOW*	1230	250w	NBC	Weed	4	---	53	---	4	4	3	5*	---	2	---	½	---	AP	
SPRINGFIELD	WTHI*	1480	1kw	CBS	Bolling	9	---	10	---	---	---	12	3*	3	3	---	---	---	UP;W	
SPRINGFIELD	WAOV	1450	250w	MBS	PGW	7	---	52	20	9	8	12	4	1	2	---	---	---	UP	
SPRINGFIELD	WRSW*	1480	500w	.....	---	---	---	73	---	1	2	15	2*	3	5	---	---	---	UP;C,T	
SPRINGFIELD	WAMW*	1580	250w	.....	Best	---	---	56	4	9	6	14	5*	2	6	---	---	---	AP;C,T	

FOR INFORMATION: Boonville, WBNL; Muncie, WMUN; Portland, WPGW; Tell City, WTCJ.





## THEY'RE BLOWING OUR HORN!

Take it, Mr. Pulse!

The latest Pulse Report (Oct.-Nov., 1956) of the Fort Wayne area covers 26 counties.

Pulse surveyed 476 quarter hours—6 A.M. to 11 P.M., Monday through Sunday.

Pulse reports that, for the 3rd straight year, WOWO has . . .

*476 "FIRSTS" out of  
476 quarter hours surveyed*

The reason is no secret: results like these come from WOWO's bright new *music* programming . . . complete on-the-spot *news* reporting . . . plus *service* that keeps WOWO listeners informed on what's going on in their communities.

For hard-selling availabilities call Tom Longworth, WOWO Sales Manager, at Anthony 9436, in Fort Wayne. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, Murray Hill 7-0808, in New York.

In the tri-state Indiana-Ohio-Michigan Market, no selling campaign is complete without the WBC station . . .

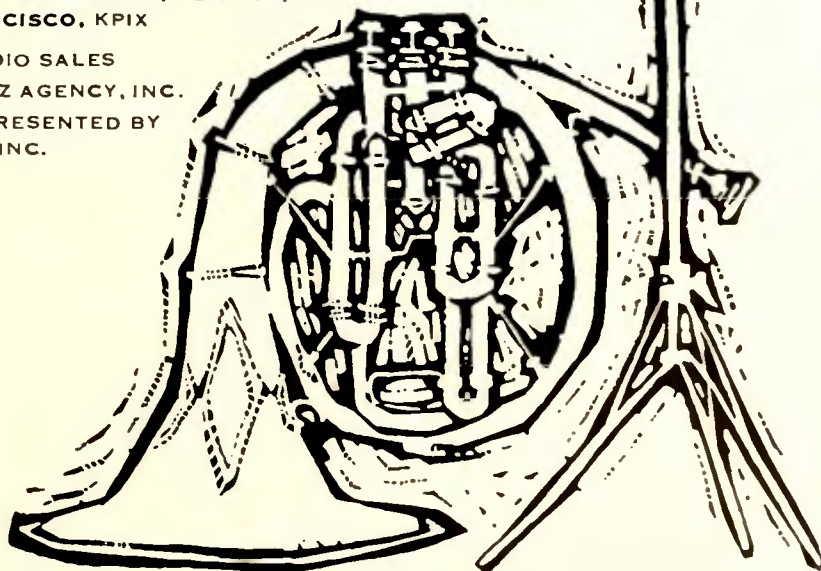
# WOWO FORT WAYNE

## WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA;  
CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND;  
PORTLAND, KEX

TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV;  
CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES  
KPIX REPRESENTED BY THE KATZ AGENCY, INC.  
ALL OTHER WBC STATIONS REPRESENTED BY  
PETERS, GRIFFIN, WOODWARD, INC.





IOWA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Service	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro
PAMES	KASI	1430	1kw-D	KBS	Pearson			26	4	8	3	16	18*		4	6		UP;T
ATLANTIC	KJAN	1220	250-D	KBS	Continental			45		7	6	12	7		7			AP
BURLINGTON	KBUR	1490	250w	ABC	Rambeau	9		35	3		3	20	4*	3	5			AP
CARROLL	KCIM	1380	1kw		Pearson			45	1	6	5	14	3*	3	7			AP;T
CEDAR RAPIDS	KCRG	1600	5kw	MBS	Everett-McK	5		70	1	10	1	16	2		1	3		AP,INS
	KPIG	1450	250w		Burke-Stuart		1	130				x						UP
	KXEL	(See WATERLOO)																
	WMT	600	5kw	CBS	Katz	8	2	35	3	4	3	15	4*	3	15			All;A,T
CENTERVILLE	KCOG	1400	100w	MBS				75		4	8	2*		7				AP;T,W
CHARLES CITY	KCHA	1580	250-D	KBS				59	3	3	12	4	1	3				AP
CLINTON	KROS*	1340	250w	MBS	Pearson	3		67	10	10	4	19	4*	6	6			UP;W
COUNCIL BLUFFS	KSWI	1560	500-D		Hagg			70				10						UP;T
CRESTON	KSIB	1520	1kw-D		Pearson			85	1	3	2	7	3*	1	6			AP;T
DAVENPORT	KFMA	1580	500-D		McGillvra			60	10		1	8	2		2			AP
	KSTT	1170	1kw	MBS	Walker	2		26	10	50	3	12	9*	3	6	1†		UP
	WHBF	(See ROCK ISLAND, ILL.)																
	WOC*	1420	5kw	NBC	PGW	9		40	4		3	21	2*	3	2			UP;T
	WQUA	(See MOLINE, ILL.)																
DECORAH	KDEC	1240	250w	KBS				39		16	4	12	6*		4			AP
DES MOINES	KCBC	1390	1kw				6	148			1/2	20						INS
	KIOA	940	10-D,5-N	ABC	II-R Reps	6		41	3	23	5	10	12	10	22			UP
	KRNT	1350	5kw	CBS	Katz	6		76	4	11	1	15	2*	12	1			AP,UP
	KSO	1460	5kw		Pearson			97	14		3	14	x*		1			INS;C
	KWDM	1150	1kw	MBS	Indie Sales	4		27	20	19	21	14	25*	3	5	6†	6	INS;A,S
	WHIO*	1040	50kw	NBC	PGW	8	6	x	x	x	6	18	6*	4	9			AP,UP,S
DUBUQUE	KDTH	1370	1kw	ABC	Pearson			63	4	3	2	17	6*	2	6			AP
	WDBQ*	1490	250w	MBS	Meeker	8		30	4			16	4*	1/2	1/2			UP
AIRFIELD	KFAD	1570	250-D	KBS				50	6	10	7	9	2*	3	7			AP;T,W
PORT DODGE	KYFD	1400	250w	MBS	Pearson	5		39		7	5	24	2*	4	5			UP,INS
PORT MADISON	KXGI	1360	500-D	KBS				42		9	6	16	13*	2	4	1†		UP;St
IOWA CITY	KNIC	800	1kw-D		Pearson			50	10	2	1	30	4*	1	8			AP;W
LA MARS	KLEM	1410	1kw-D					41		6	4	11	2	2	2			T
MARSHALLTOWN	KFJB	1230	250w		Pearson			37	5	6	6	13	4*	5	5			AP;T
MASON CITY	KGLO*	1300	5kw	CBS	Weed	x		25	4	3	5	20	3*	1	3			AP;UP
	KRIB	1490	250w		Pearson	5		48	4	20	6	21	13†	3	3			AP;T
	KSMN	1010	1kw-D					62	2	2	6	9	1		1			UP;St
MUSCATINE	KWPC*	860	250-D		Pearson	2		29	4	2	5	10	2*	3	3			UP;T
NEWTON	KCOB	1280	500-D					46	2	14	4	12	3	1/2	5			AP;W
SELWEIN	KOEL	950	1-D,500-N		Pearson			37	8	22	5	16	7*	3	5			Up;Se,T
SKALOOSA	KBOE	740	250-D		Pearson			34	3	9	8	11	2	1	3			AP;St
STUMWA	KBIZ	1240	250w	ABC		3		73		2	6	15	8*	4			1	AP;T,W
	KLEE	1480	500-D	KBS	Devney			77			1	20	1/2		x			UP
SHENANDOAH	KMA	960	5kw	ABC	Petry	2		x	x	x	x	x	x	7	22			AP,UP
SIoux CITY	KMNS	620	1kw		Pearson			98		6	7	21*		6				
	KSCJ	1360	5kw	ABC	Hollingbery	x		28	23	4	5	18	2	1	4			AP;LW
	KTRI	1470	5kw		Everett-McK			103		1	20	1/2		1				UP
PENCER	KICD	1240	250w		Pearson			75	13	6	2	18	x*		11			AP;St,T
FORM LAKE	KAYL*	990	250-D					42	16	8	4	x	10*		10	1		AP;St,W
WATERLOO	KXEL	1540	50kw	ABC	Bolling	x	6	56		30	10	14	4*		9		1	INS,UP
WEBSTER CITY	KJFJ	1570	250-D	KBS	Best					5	7	2*		1				AP;C,W

ADDITIONAL INFORMATION: Boone, KWBG; Cherokee, KCHE; Estherville, KLIL; Keokuk, KOKX; Shenandoah, KFNF; Waterloo, KWWL.

KANSAS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro
ARKANSAS CITY	KSOK	1280	1-D,100-N	KBS				25	7	3	3	10	1*	1	5			AP;T
ATCHISON	KARE	1470	1kw		Sears & Ayer			85			4	23	6*		4			AP
OFFEYVILLE	KGGF	690	10kw	ABC	Pearson	4		47	2	12	12	14	7*		5		1/2	AP;W



KANSAS (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
OLBY	KXXX	790	5kw-D		H-R Reps			34	2	10	8	4	2	4	20			UP
CONCORDIA	KFRM	550	5kw-D	ABC	PGW	5		66	3	9	3	12	3*	3	4		2	
	KNCK	1390	500-D	KBS				54	21			2	10	2	3			UP
ODGE CITY	KGNO	1370	5kw	MBS	Hagg	7		21	3	7	8	18	4*	3	6			AP
DORADO	KBTO	1360	500-D		Indie Sales			16		7	4	1	1*	2	2			AP;St
ORT SCOTT	KMDO	1600	500-D		Best			43	3	5	3	10	1					AP;LW
GARDEN CITY	KIUL	1240	250w	NBC	Holman	8		10	9	8	4	16	8*		2			AP;T,W
	KNCO	1050	1kw-D		Continental			33	2	8	15	10	6	6	1			UP;Se
REAT BEND	KVGB	1590	5kw	NBC	Pearson	x		15	9	2	4	19	3*		5			AP;T,W
AYS	KAYS	1400	250w	KBS	Holman			72	8	6	6	18	20*		4			AP;W
BTCHINSON	KWBW	1450	250w	NBC	V.R&McC	14		77	6	3	5	23	4*		3			AP;All
	KWHK	1260	1-D,500-N		Everett-McK		1	100				2	18	8*	3		14	AP
UNCTION CITY	KJCK	1420	1kw-D	KBS	Indie Sales			40			3	32	4*		5			AP;T
ANSAS CITY	KCKN	1340	250w					109	9		2	11	x					LW,St
WRENCE	KLWN	1320	500-D		Indie Sales			19	28		3	12	2*		5		2	UP;T,W
AVENWORTH	KCLO	1410	500-D		Best			6		61		8	2		2	6		UP
BERAL	KSCB	1270	1kw-D		Best			50	7	3	3	12	x*	3	4			AP;LW
ANHATTAN	KMAN	1350	500-D	KBS				48	1/2		2	11	5*	3	2			AP;W
ARYSVILLE	KNDY	1570	250-D	KBS	Best			27	4	6	5	15	5	3	3			AP;T
TAWA	KOFO	1220	250-D					43	10	27	4	8	2	1/2	2			UP;W
RSONS	KLCK	1540	250-D	KBS				44	5		3	9	4		3			AP
ITSBURG	KOAM	860	10-D,5-N	NBC	Pearson	9		38	2	12	12	34	x*		10			AP
	KSEK	1340	250w		Cooke			89	2		2	26	15*		2			AP
ATT	KWSK	1570	250-D					x	x	x	7	14	4*	1	14			UP;LW,T
SELL	KRSL	990	250-D	KBS				61		2	2	10	5*		4			AP
LINA	KSAL	1150	5kw	MBS	Pearson	5		33	14	15	4	22	3*	6	6			AP;LW,St
PEKA	KJAY	1440	5-D,1-N		Walker			85			3	8						UP
	KTOP	1490	250w	MBS		x		100	16		9	20	1			1†		AP;A
	WIBW	580	5kw	CBS		6	3	47	2	14	4	12	9*	1	16			AP;UP;LV
	WREN	1250	5kw	ABC	Pearson	7		60	7	6	6	16	9*	3	3		1/2	AP;T,W
CHITA	KAKE	1240	250w	MBS	McGillvra	4	6	75	2		5	13	8*					AP
	KANS	1480	5-D,1-N	NBC	Simmons	10		15	14	18	4	17	2*	3	2		2	AP
	KFBI	1070	10-D,1-N		Avery-Knodel			100			6	15	3*	1/2	7			AP;LW
	KFII*	1330	5kw	CBS	Blair	8		45	3	5	5	24	5*	1	7			AP
	KWBB	1410	1kw		Hollingbery			76	1	27	6	23	1*	6				AP;T

INFORMATION: Chanute, KCRB; Emporia, KVOE; Goodland, KWGB; Independence, KIND; McPherson, KNEX; Newton, KJRG.

KENTUCKY

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
HLAND	WCMI*	1340	250w	CBS	Hollingbery	10	1	48	3	9	4	17	5*	1	2			UP
	WTCR	1420	5kw-D		Rambeau; D-C					47	24	10			3			AP
RDSTOWN	WBRT	1320	1kw-D					46	6	36	14	14	6*	3	x			T
NTON	WCBL	1290	1kw-D	MBS	Continental	x		40		30	7	13	12*	2	9			UP
WLING GREEN	WKCT	930	1kw	ABC	Pearson	8		47	17	23	6	13	7*	5	9			UP;T
	WLBK	1410	5kw	MBS	Walker	4		54		17	4	19	x*	2	12			AP
MPBELLSVILLE	WTCO	1450	250w		Best			47	1	42	12	x	13*	1	6			UP;Se
NTRAL CITY	WMTA	1380	500-D		Best			18	5	20	4	9	3*	3	6		5	UP;Se
	WNES	1600	500-D					48		20	10	8	x*	2	4			AP;W
LUMBIA	WAIN	1270	1kw-D		Best			29	6	41	15	4	1/4*	1/2	x		1/2	UP;W
RBIN	WCTT	680	1kw	MBS		x		20	8	22	12	11	10*		2			AP;W
VINGTON	WZIP	1050	250-D	KBS				25	5	7	12	x	1*	5	6		12	UP
MBERLAND	WCPM	1490	250w	MBS				67	1	31	5	13	2*	6	1		6	UP;W
NVILLE	WHIR	1230	250w	MBS	Holman	4		48	8	30		3	15*	9	19			AP;T
ZABETHTOWN	WIEL	1400	250w	KBS	Best			50	7	16	10	16	x*	1/2	2			UP;A
ANKFORT	WFKY	1490	250w	K.M	Burn-Smith	3		21	17	21	7	14	12*		2		3	UP;T
LTON	WFUL*	1270	1kw		Best			10		22	11	5	10*	3	x		5	UP;T
ASGOW	WKAY	1490	250w					54	1	27	9	10	2*	3	3			UP;St,W
RLAN	WHLN	1280	1kw-D	MBS	Burn-Smith	x		32	3	22	10	10	2	6	1		1	UP;W



KENTUCKY (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
HAZARD	WKIC	1430	1kw-D	MBS	Best	3	---	10	---	15	10	9	3*	1	---	---	---	UP;W
ENDERSON	WSON*	860	500-D	K,M	Bogner & Martin	2	---	32	---	5	5	11	8*	1/4	6	---	---	UP;W
HOPKINSVILLE	WHOP*	1230	250w	CBS	Bogner & Martin	7	---	13	5	1	x	17	x*	1	6	---	---	UP;W
	WKOA	1480	1kw-D	KBS	Best	---	---	63	---	3	5	11	2	3	6	---	6	AP;A
EBANON	WLBN	1590	1kw-D	KBS	Best	---	---	36	2	22	3	2	4*	1	5	---	---	AP;W
LEXINGTON	WLAP*	630	5-D,1-N	ABC	Pearson	6	---	14	2	5	8	21	12	5	12	---	---	UP;W
	WLEX	1300	1kw	---	Bolling	---	---	60	---	30	---	---	---	4	6	---	5	AP
	WVLK	590	1kw	MBS	Burn-Smith	9	---	50	4	14	1	18	10*	---	6	---	---	AP;T
ONDON	WFTG	1400	250w	---	Best	---	---	20	1/2	60	5	10	3*	3	4	---	---	UP;St
LOUISVILLE	WAVE	970	5kw	NBC	NBC Spot	4	---	13	---	6	2	13	1*	5	3	---	---	AP;St
	WHAS	840	50kw	CBS	Christal	8	---	24	7	10	4	15	3*	2	4	---	---	AP
	WINN	1240	250w	---	Forjoe	---	---	6	154	---	---	---	1	---	---	---	---	UP
	WKLO	1080	50kw	ABC	Blair	3	6	60	2	80	6	5	2	2	3	---	---	UP;St
	WKYW	900	1kw-D	---	Burn-Smith	---	---	75	3	1	1	6	x	---	1/2	---	---	AP;C,S
ADISONVILLE	WLOU	1350	1kw-D	---	Gill-Perna	---	---	x	---	---	14	1/2	2	1	---	---	84	UP
	WFMW*	730	250-D	KBS	---	---	---	30	4	16	5	14	3*	2	5	---	5	AP,UP C,St
AYFIELD	WNGO*	1320	1kw-D	---	Indie Sales	---	---	66	1/2	19	19	14	x*	1	2	---	---	AP;LW
AYSVILLE	WFTM	1240	250w	K,M	---	6	---	46	2	16	8	12	12*	---	10	---	---	UP;W
MIDDLESBORO	WMIK	560	500-D	KBS	McGillvra	---	---	25	7	19	8	7	6	3	4	---	---	UP;W
OREHEAD	WMOR	1330	1kw-D	---	---	---	---	21	1	24	8	9	x*	x	3	---	---	UP
EWPORT	WNOP	740	1kw-D	---	Interstate	---	---	14	16	24	11	7	2	3	---	---	---	UP
EWNSBORO	WOMI*	1490	250w	K,M	Burn-Smith	x	---	25	3	7	9	13	6*	1	3	---	---	AP
	WVJS*	1420	1kw	ABC	Rambeau	5	---	42	5	15	12	11	12*	1/2	3	---	---	UP
ADUCAH	WKYB*	570	1-D,500-N	NBC	Pearson	8	---	62	6	4	7	14	8*	6	3	---	---	AP;W
	WPAD*	1450	250w	CBS	Sears & Ayer	10	---	52	12	5	7	17	x*	2	---	---	---	UP;T
IKEVILLE	WLSI	900	1kw-D	---	---	---	---	28	1/2	37	6	12	3*	4	2	---	---	UP;T
INEVILLE	WMLF	1230	250w	---	---	---	---	52	2	32	7	11	5*	2	2	---	12	AP
RESTONSBURG	WPRT	960	1kw-D	---	---	---	---	40	10	15	6	5	3	2	1	---	---	UP
RINCETON	WPKY	1580	250-D	KBS	Continental	---	---	x	---	x	8	5	x*	1	5	---	---	AP
ADCLIFF	WSAC	1470	1kw-D	---	---	---	---	51	7	6	6	4	---	---	---	---	14	UP;LW
RICHMOND	WEKY	1340	250w	---	---	5	---	56	6	12	5	21	8*	3	6	---	1	UP;T
RUSSELLVILLE	WRUS	800	1kw-D	KBS	Best	---	---	26	---	26	11	8	4*	2	8	---	---	UP;W
OMERSET	WSFC	1240	250w	MBS	---	x	---	60	11	68	14	24	6*	3	---	---	---	UP;T
ANCLEVE	WMTG	730	1kw-D	---	Continental	---	---	---	9	---	18	9	---	2	2	---	---	AP
HITESBURG	WTCW	920	1kw-D	---	---	---	---	6	---	50	6	7	4*	---	1/4	---	---	UP;Se
VINCHESTER	WWKY	1380	1kw-D	---	---	---	---	30	6	20	15	20	x*	10	20	---	---	AP;T

NO INFORMATION: Campbellville, WLCK; Franklin, WFKN; Harrodsburg, WHBN; Louisville, WGRC; Mayfield, KWFM; Monticello, WFLW; Murray, WNBS; Paints  
 NYSIP; Paris, WKLK; Pikeville, WPKE.

LOUISIANA

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABBEVILLE	KROF	960	1kw-D	---	---	---	---	31	3	27	6	1	---	1	2	12	1	AP;W
ALEXANDRIA	KALB*	580	5-D,1-N	ABC	Weed	5	---	48	6	8	10	15	4*	2	5	---	---	AP;W
	KDBS	1410	1kw-D	---	---	---	---	14	x	35	14	x	---	x	2	---	25	UP
	KSYL	970	1kw	NBC	Everett-McK	7	---	66	3	25	4	15	3	3	1	---	23	AP
ATON ROUGE	WIBR	1300	1kw	---	Walker	---	1	95	4	14	3	11	1	---	1	---	1/4	AP
	WJBO*	1150	5kw	NBC	Hollingbery	9	---	28	14	---	5	20	4*	2	4	---	---	AP,INS
	WLCS	910	1kw	---	Rambeau	---	6	156	---	---	2	10	---	---	---	---	---	AP
OGALUSA	WXOK	1260	1kw-D	---	Forjoe	---	---	4	---	14	3	2	1/2	---	1/2	---	75	UP;Se
	WHXY	920	1kw-D	---	Thos. Clark	---	---	40	1	13	9	x	5	2	1/2	---	3	AP
OVINGTON	WIKC	1490	250w	---	---	---	---	57	3	10	10	12	6*	3	2	---	1	AP;C
	WARB	730	250-D	---	---	---	---	21	---	49	6	9	---	---	2	---	---	UP;C,T
ROWLEY	KSIG	1450	250w	---	Thos. Clark	---	---	88	9	12	3	4	8*	2	3	10	8	AP;W
HE RIDDER	KDLA	1010	1kw-D	KBS	---	---	---	38	3	38	10	8	4*	2	x	---	1/2	UP
UNICE	KEUN	1490	250w	MBS	---	3	---	24	3	10	5	10	10*	---	1	5	10	AP
ERRIDAY	KFNV	1600	1kw-D	---	---	---	---	21	---	42	1	7	1	---	1/2	---	21	UP
OLDEN MEADOW	KLFT	1600	500-D	---	Best	---	---	6	---	41	5	5	2*	3	2	13	---	UP;St



LOUISIANA (continued)

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					Services
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
AMMOND	WFPR	1400	250w					63	1	28	1	7	1*		2		4	UP; Se, W	
BOUMA	KCIL	1490	250w	K, N	Indie Sales	7		17	5	31	6	10	2*	5	1/2	7	10	AP; W	
BOFAYETTE	KLFY	1420	1-D, 500-N	ABC	Rambeau	3		96		12	6	12	5*		1			UP	
	KVOL*	1330	1kw	NBC	Meeker	8		13	1	7	1/2	12	2*	2	6	3	2	AP	
BOAKE CHARLES	KAOK	1400	250w	MBS	Forjoe	3		9		3	5	10	10*				15	UP	
	KLOU	1580	1kw		Walker			112	1		1	11	8	1			3	AP; LW, St	
	KPLC	1470	5-D, 1-N	NBC	Weed	x		30	x	x		x	x	x		x	x	AP, UP; W	
BOEESVILLE	KLLA	1400	250-D					14		35	14	x	x	7	x			UP	
BOANSFIELD	KDBC	1360	1kw-D		Best			x	x	x	10	1	2*	3	2		8	UP; St	
BOARKSVILLE	KAPB	1370	1kw-D		Best			12	7	15	10	9	1*	1	2	6	4	AP	
BOINDEN	KAPK	1240	100w					54	5	12	19	15	2*	3	3		2	UP	
BOONROE	KLIC	1230	250w	MBS	Dora-Clayton	8	1	45	3	16	1	15	3*	2			10	UP	
	KMLB*	1440	5-D, 1-N	ABC	Pearson	x		x		x	10	x	7*	5	1		2	UP	
	KNOE	1390	5kw		Il-R Reps			129			2	10	6	1	2		6	AP, UP	
BOORGAN CITY	KMRC	1430	500-D	KBS				81	1	7	2	5	2*				14	UP; T	
BOATCHITOCHE	KNOC	1450	250w	MBS		4		78	15	21	10	19	10*	2	1		10	AP	
BOEW IBERIA	KANE	1240	250w	ABC		3		50	6	1	18	7*	1/2	2				AP; W	
	KVIM	1360	1kw-D					36	4	30	7	6	2	1	2	2	5	UP; C	
BOEW ORLEANS	WBOK	800	1kw-D		Forjoe					7	33	2	2	6	1/2		84	UP	
	WDSU*	1280	5kw	NBC	Blair	8	1	37	15		1	14	5*	1	1/2			AP, UP	
	WJBW	1230	250w		Keller		3	123			3	12	x	1			2	1	AP
	WJMR*	990	250w					25			1	1					1/2†		UP
	WMRY	600	1kw-D		Gill-Perna			x			26		x					84	LW
	WNOE	1060	50kw		Il-R Reps		6	159			2	14	6		14		2		AP
	WSMB	1350	5kw	ABC	Weed	6		71	5		5	15	11	2					AP; W
	WTIX	1450	250w		Young		6	154					11						UP
	WTPS	940	1-D, 500-N	MBS	Branham	x		69	9		6	19	8*	x	6				AP; A
	WWEZ	690	5kw		Webb			x			x	11						6	UP
WWL	870	50kw	CBS	Katz	10	1	77	9	7	4	14	9*	1	5				AP, UP; St, T	
BOAKDALE	KREH	900	250-D	KBS				28		35	4	6	1/2*		1				UP
BOPELOUSAS	KSLO	1230	250w	ABC	Sears & Ayer	5		37	x	13	13	15	x*	1	2	8	10	UP	
BOJSTON	KRUS	1490	250w					70	7	25	6	9	x*		1/2		4	UP	
BOREVEPORT	KANV	1050	250-D		UB; D-C			33	1/2		11	3	3	1	1/2		84		
	KCIJ	980	5kw-D		Gill-Perna					60	12	x			6				INS, UP
	KENT	1550	1-D, 500-N	MBS	Walker	2		94	4		2	15	10*				1/2		AP; Se
	KJOE	1480	1kw		Forjoe			84			3	8	1		x				AP
	KTBS*	710	10-D, 5-N	NBC	Petry	6		80	3		4	26	4*	1	1				UP
	KWKH*	1130	50kw	CBS	Branham	x		x	x	x	4	x	3	1	5			7	AP, UP
BOALPHUR	KSUL	1310	500-D		Best					36	7	6	2	4	1	1			UP; St
BOALLULAH	KTLD	1360	500-D	KBS	Best			30	2	15	6	2	3*	1	8		16	UP; T	
BOBIBODAU	KTIB	630	500-D		Best			16	7	6	4	2	1*	3	1/2	1/2	6	AP	
BOINNFIELD	WVCL	1270	1kw-D		Best			36	5	24	4	8	1*	3	2		3	UP	

INFORMATION: Bastrop, KTRY; Baton Rouge, WAFB; Jennings, KJEF; New Orleans, WRCM; Shreveport, KRMD; Springhill, KBSF; Ville Platte, KVPI

MAINE

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					Services
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
BOUGUSTA	WFAU	1340	250w	MBS	R. O'Connell	7		x	7	x	8	15	x*	1	3	1			UP; St, W
	WRDO	1400	250w	NBC	Weed	7		26	2	2	6	18	1	4	3				UP; T
BOBNGOR	WABI	910	5kw	ABC	Hollingbery	6		80	9	7	18	x	9*	10	6				AP
	WGUY	1230	250w		R. O'Connell		1/4	85	6	14	1/2	8	21*	1	1				UP
	WLBZ	620	5kw	NBC	Weed	6					5	18	x*	2	6				
BOBDEFORD	WIDE	1400	250w	MBS	Hollingbery	6		22	8	5	9	21	2*	1	1/2	8			AP; W
BOBUNSWICK	WCME	900	250-D					60	20		2	7							AP; W
BOBULTON	WABM	1340	250w		Webb						7	11	3*		20				T

SYMBOLS: \* am-fm station, † fm station, D—daytime power, N—night power, • local sports covered, † Lat. Amer. included, x figure unspecified, — category unclaimed



**MAINE** (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
LEWISTON	WCOU*	1240	250w	MBS	R. O'Connell	3	---	33	20	18	4	16	4*	4	2	3	---	AP; Se, St, W
	WLAM	1470	5kw	ABC	Everett-McK	7	---	33	7	1	4	18	4*	3	1/4	3	---	AP; T
PORTLAND	WCSH	970	5kw	NBC	Weed	8	---	46	---	---	2	15	1	3	4	---	---	UP
	WPOR	1190	250w	A.M	Hollingbery	x	1	48	8	---	5	13	18*	1	---	---	---	AP
RESQUE ISLE	WAGM	1450	250w	MBS	Webb	2	---	43	3	8	10	15	15*	3	5	1/2	---	UP; T
ROCKLAND	WRKD	1450	250w	ABC	---	4	---	40	9	5	7	22	13*	3	5	1	---	UP; St
UMFORD	WRUM	790	1kw-D	---	R. O'Connell	---	---	45	8	6	3	6	3*	3	2	---	---	AP; Se, W
KOWHEGAN	WGHM	1150	1kw-D	---	R. O'Connell	---	---	18	---	4	4	10	4*	---	3	---	---	AP; W
OUTH PARIS	WKTO	1450	250w	---	---	---	---	48	13	8	3	5	x*	3	1/4	1/2	---	AP; T
WATERVILLE	WGHM	(See SKOWHEGAN)		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	WTVL	1490	250w	ABC	Hollingbery	10	---	19	6	3	8	18	2*	2	1	1/2	---	UP; C, S

JO INFORMATION: Portland, WGAN.

**MARYLAND**

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ANNAPOLIS	WANN	1190	1kw-D	---	Dora-Clayton	---	---	---	---	---	17	2	2	---	1/2	3	98	UP
	WASL	810	250-D	---	---	---	---	18	5	24	12	9	1	1	3	1	---	AP; W
	WNAV*	1430	1kw	---	Forjoe	---	---	60	20	---	8	16	x*	x	x	---	12	AP; T, W
BALTIMORE	WAYE	860	500-D	---	Best	---	---	8	1	---	1	8	2	9	---	---	---	UP; St
	WBAL	1090	50kw	NBC	Christal	8	6	47	5	---	2	9	2*	2	7	---	12	All; Se, T
	WBMD	750	1kw-D	---	---	---	---	---	---	36	19	6	1	3	1/2	8	---	UP
	WCAO*	600	5kw	---	Radio-Tv Reps	---	---	29	3	---	3	12	2*	5	---	---	---	AP
	WEBB	1360	5kw-D	---	Gill-Perna	---	---	4	---	---	10	4	18	---	1/2	---	84	AP
	WFBR	1300	5kw	ABC	Blair	4	---	52	7	---	5	12	2	3	---	---	---	AP, UP
	WITH*	1230	250w	---	Forjoe	---	6	150	x	---	---	14	---	---	---	---	20	AP; St
	WITH‡	104.3	20kw	---	GMB	---	---	---	---	---	---	11	---	---	---	---	---	AP; St
	WSID	1010	1kw-D	---	United	---	---	x	---	---	6	3	---	---	---	---	54	INS, UP
	WWIN	1400	250w	---	Meeker	---	---	89	---	---	3	4	30	---	---	---	---	---
ETHESDA	WUST*	(See DISTRICT OF COLUMBIA)		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
AMBRIDGE	WCEM	1240	250w	KBS	---	---	90	8	7	4	13	4*	---	5	---	---	---	AP; Se
DUMBERLAND	WCUM*	1230	250w	CBS	Thos. Clark	7	2	56	18	---	4	24	10*	2	1	---	---	AP
	WTBO	1450	250w	NBC	Branham	8	1	51	10	19	2	x	2*	1	---	---	---	AP
DUNDALK	WAYE	(See BALTIMORE)		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	WEBB	(See BALTIMORE)		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
FREDERICK	WFMD	930	1kw	CBS	Gill-Perna	7	---	34	4	22	5	6	7*	1	18	---	---	AP
HAGERSTOWN	WARK	1490	250w	CBS	United	5	---	58	7	2	5	17	19*	2	2	---	---	UP; W
	WJEJ*	1240	250w	A.M	Burn-Smith	8	1	40	18	2	6	20	13*	5	7	---	---	AP; T
HAVRE DE GRACE	WASA	1330	1kw-D	---	---	---	---	60	10	30	6	18	6	2	3	---	3	AP; St
HEONARDTOWN	WKIK	1370	1kw-D	---	---	---	---	24	---	24	3	10	2	---	3	---	---	UP
EXINGTON PARK	WPTX	920	500-D	KBS	---	---	---	68	4	---	3	9	1	5	---	---	2	AP; LW
HORNINGSIDE	WPCC	1580	1kw-D	---	---	---	---	54	---	12	---	7	x*	---	---	---	---	AP
ROCKVILLE	WINX	(See DISTRICT OF COLUMBIA)		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
ALISBURY	WBOC	960	5-D, 1-N	MBS	Burn-Smith	8	1/2	27	8	4	5	11	2*	2	8	---	---	AP; T
SILVER SPRING	WGAY	(See DISTRICT OF COLUMBIA)		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
OWSON	WTOW	1570	1kw-D	---	---	---	---	25	28	---	3	8	1/2	---	2	---	---	AP
WESTMINSTER	WTTR	1470	1kw-D	---	---	---	---	76	2	6	3	6	3*	3	6	---	---	---

JO INFORMATION: Baltimore, WCBM; Pocomoke City, WDVM; Wheaton, WDON.

**MASSACHUSETTS**

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ATTLEBORO	WARA	1320	1kw	---	Walker	---	---	75	14	---	5	21	8*	35	1/2	---	---	UP
BOSTON	WBMS	1090	1kw-D	---	Indie Sales	---	---	14	7	---	7	x	---	5	1	17	15	UP
	WBOS	1600	5kw	---	Rambeau	---	2	69	---	---	5	5	---	---	---	59	---	UP
	WBZ	1030	51kw	W	PGW	---	6	97	37	---	2	15	6*	---	5	---	---	AP, UP
	WCOP*	1150	5kw	---	Radio-Tv Reps	---	6	162	---	---	---	14	---	---	---	---	---	AP, UP



MASSACHUSETTS (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BOSTON (cont.)	WCRB*	1330	5-D,1-N	---	GMB	---	1/2	---	124	2	1	7	---	---	---	---	---	UP
	WEEL*	590	5kw	CBS	CBS Radio Spot	8	1	18	39	---	2	23	2	10	3	---	---	AP,UP
	WHDH*	850	50kw	---	Blair	---	6	119	12	---	3	21	8*	2	3	---	---	AP
	WMEX	1510	5kw	---	---	---	---	79	5	2	10	10	2*	2	1	3	14	---
	WNAC*	680	50kw	M,N	H-R Reps	7	1	10	1	1/2	10	29	3	5	---	---	---	INS,UP
	WORL	950	5kw-D	---	Headley-Reed	---	---	80	---	---	1	5	1/2	---	---	---	---	---
	WTAO*	740	250-D	---	R. O'Connell	---	---	80	---	---	1	7	1	---	---	---	---	IP
	WVDA	1260	5kw	ABC	Raymer	4	1	83	5	5	6	18	5	5	2	---	---	AP
WNHR†	96.9	20kw	---	---	---	1/2	---	126	---	---	3	---	---	---	---	---	IP	
ROCKTON	WBET*	1460	1kw	---	Walker	---	---	11	10	1	5	35	x*	6	1	1/2	---	T
ROOKLINE	WBOS	(See BOSTON)																
AMBRIDGE	WTAO*	(See BOSTON)																
	WNHR†	(See BOSTON)																
HICOPEE	WACE	730	1kw-D	---	Bolling	---	---	50	---	---	1/2	3	18*	5	---	10	---	INS,T
ALL RIVER	WALE	1400	250w	MBS	R. O'Connell	4	---	93	10	6	8	28	12*	4	---	10	---	IP
TCHBURG	WSAR	1180	5kw	ABC	Headley-Reed	x	---	56	16	1	1	11	2*	3	2	6	---	---
	WFGM	1580	1kw-D	---	Walker	---	---	61	5	2	3	11	1	3	1	1/2	---	UP
BAMINGHAM	WKOX	1190	1kw-D	---	Webb	---	---	80	7	5	2	10	1*	---	1	2	---	UP
ARDNER	WGAW	1310	250w	ABC	Webb	x	---	70	27	1	5	8	1*	---	---	1/2	---	UP
REAT																		
BARRINGTON	WSBS	860	250-D	---	---	---	---	21	---	---	19	6	---	---	6	---	---	---
REENFIELD	WHAI*	1240	250w	MBS	Walker	6	---	36	3	---	7	38	3*	6	8	2	---	AP;Sc
AVERHILL	WHAV	1490	250w	---	Stars National	---	6	80	11	---	1	19	2*	---	2	2	---	UP
OLYOKE	WREB	930	500-D	---	---	---	---	84	---	---	---	7	x	---	---	---	---	AP,UP
AWRENCE	WCCM	800	1kw-D	---	---	---	---	70	8	---	1	7	3*	2	1/2	---	---	UP;St
OWELL	WCAP	980	1kw-D	---	Webb	---	---	60	---	---	3	14	7*	2	---	---	---	UP
	WLLH*	1100	250w	MBS	---	x	---	36	14	---	8	15	x*	---	1/2	---	---	UP;A
YNN	WLYN	1360	1kw-D	---	Walker	7	---	36	2	---	3	9	---	---	---	4	---	UP
EDFORD	WHIL	1430	1kw-D	---	Best Tm Sls	---	---	75	---	3	1	8	1*	---	---	5	---	UP
EW BEDFORD	WBSM*	1420	1kw	---	Bolling	---	---	85	3	3	5	17	5*	3	1/2	4	---	UP
	WNBH*	1310	250w	MBS	Walker	7	---	36	2	---	---	20	1*	3	2	4	1/4	AP
ORTH ADAMS	WMNB	1230	250w	---	McGillvra	---	---	67	20	3	6	10	9*	5	2	3	---	AP;T
ORTHAMPTON	WHMP	1100	250w	---	Webb	---	---	91	12	3	5	15	6*	---	1	3	---	UP
RANGE	WCAT	1390	1kw-D	---	---	---	---	55	---	7	3	5	1*	3	3	---	---	UP;T
TTSFIELD	WBEC*	1420	250w	ABC	Everett-McK	6	---	32	12	---	9	19	5*	1	---	1	---	AP;W
	WBRK	1340	250w	MBS	Walker	6	---	50	15	---	5	22	5*	3	1	2	---	UP
UJNCY	WJDA	1300	1kw-D	---	---	---	---	11	8	3	2	11	x*	5	1	---	---	UP;W
ULEM	WESX	1230	250w	---	---	---	---	72	8	---	2	4	3*	3	2	2	---	UP;W
OUTHBRIDGE	WESO	970	500-D	---	Walker	---	---	72	9	6	---	18	x*	3	3	3	---	UP
RINGFIELD	WBZA	1030	1kw	---	PGW	---	6	97	37	---	2	15	6*	---	5	---	---	AP,UP
	WHYN*	560	1kw	CBS	Branham	12	---	56	1	1	3	19	6*	5	1/2	2	---	UP
	WJKO	1600	5kw-D	---	Gill-Perna	---	---	30	12	12	5	5	3	2	6	12	12	UP
	WMAS*	1450	250w	MBS	H-R Reps	5	---	79	7	1	7	21	x	---	---	---	---	UP
	WSPR	1270	1kw	ABC	Hollingbery	2	---	72	5	5	---	11	x	---	---	---	---	AP
	WTXL	1490	250w	---	Walker	---	6	120	24	---	1	16	---	---	---	---	---	UP
UNTON	WPEP	1570	1kw-D	---	Walker	---	---	24	4	2	4	9	3*	1	1	2	---	UP
ARE	WARE	1250	1kw-D	MBS	Webb	2	---	60	8	5	1	10	1*	---	11	12	---	UP
.YARMOUTH	WOCB*	1240	250w	MBS	Walker	5	---	25	28	2	10	17	x*	6	---	---	---	UP
ORCESTER	WAAB	1440	5kw	A.M	Hollingbery	5	---	71	24	6	7	15	7	3	---	2	---	AP
	WNEB	1230	250w	---	Bolling	---	---	53	12	9	3	8	2	2	---	---	---	UP
	WORC	1310	1kw	---	Forioe	---	6	150	---	6	3	9	---	3	1	5	---	AP;All
	WTAG*	580	5kw	CBS	Christal	9	---	32	8	1	3	16	2*	5	3	---	---	AP

INFORMATION: Fitchburg, WEIM.

MICHIGAN

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
IRIAN	WABJ	1490	250w	ABC	---	3	---	58	12	---	6	20	10*	1	5	1+	---	UP
MA	WFYC	1280	1kw-D	---	---	---	---	54	3	---	2	11	2*	1	2	---	---	UP;LW,N
PENA	WATZ	1450	250w	MBS	Helman	9	---	40	---	1	---	12	11*	---	---	---	---	AP
IN ARBOR	WHRV	1600	1kw	ABC	Walker	8	1	30	8	2	3	17	8*	4	---	---	3	AP
	WPAG	1050	1kw-D	---	Everett-McK	---	---	27	6	2	5	8	2*	---	12	5	3	AP;T



MICHIGAN (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mlid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
PATTLE CREEK	WBCK	930	1kw	MBS	Burn-Smith	7	---	40	7	---	5	14	9*	---	---	---	---	UP;W
	WELL	1400	250w	ABC	Meeker	5	---	35	10	5	7	12	1	5	---	---	---	AP;T
AY CITY	WBCM	1440	1kw	ABC	Hollingbery	6	---	40	5	---	10	23	4*	5	10	---	---	UP;W
	WWBC	1250	1kw-D	---	Best	---	---	60	1	1	5	15	2	2	2	---	---	AP
ANTON HARBOR	WHFB*	1060	1kw-D	---	Holman	---	---	36	9	1/4	7	9	3*	3	5	---	1/2	AP;T,W
G RAPIDS	WBRN	1460	1kw-D	---	Best	---	---	26	12	7	8	2	x*	1	4	---	---	AP;Se,T
ADILLAC	WATT	1240	250w	MBS	Holman	7	---	14	1	---	---	13	11*	---	2	---	---	AP
HEBOYGAN	WCBY	1240	250w	---	Best	---	---	52	2	3	4	16	15*	2	2	1	---	AP;T
OLDWATER	WTVB*	1590	5-D,500-N	---	Best	---	---	65	10	5	15	15	7*	---	9	---	---	AP;W
EARBORN	WKMH*	(See DETROIT)			---	---	---	---	---	---	---	---	---	---	---	---	---	---
ETROIT	CKLW*	800	50kw	MBS	Young	5	6	86	4	6	15	19	5	6	6	---	2	INS,UP;T,W
	WCIB	(See INKSTER)			---	---	---	---	---	---	---	---	---	---	---	---	---	---
	WJBK*	1500	10-D,1-N	---	Katz	---	6	120	35	7	8	11	3	---	3	---	6	AP,INS
	WJLB*	1400	250w	---	Forjoe	---	6	40	3	2	13	10	1/2	1	1	53†	53	AP
	WKMH*	1310	5kw	---	Headley-Reed	x	6	121	12	---	3	---	8*	---	1	---	---	AP,UP
	WLDM†	95.5	20kw	---	GMB	---	2	90	50	---	---	4	---	---	---	---	---	AP;All
	WWJ*	950	5kw	NBC	PGW	7	6	42	47	---	4	14	1*	1	---	---	---	AP,UP;T
	WXYZ*	1270	5kw	ABC	Blair	x	1	65	9	---	5	12	7*	2	---	---	16	INS,UP;T
CANABA	WDBC	680	1kw	---	---	---	---	5	5	10	5	22	x*	3	5	---	---	AP
INT	WAMM	1420	500-D	---	Rambeau	---	---	86	---	---	1/2	7	---	---	---	---	25	UP
	WBBC	1330	1kw	MBS	Weed	4	---	40	20	---	6	11	5*	---	---	2	10	AP
	WFDF	910	5kw	NBC	Katz	6	1/2	60	2	6	3	21	10	2	4	---	1/2	AP;St,T
	WKMF	1470	1kw	---	Headley-Reed	---	6	103	5	---	2	11	8*	5	5	---	---	AP
	WMRP	1570	1kw-D	KBS	Best	---	---	10	9	12	20	7	---	---	---	---	7	UP
	WTAC	600	1kw	ABC	Hollingbery	4	6	142	1	1/2	5	20	2	---	3	---	---	UP;W
REMONT	WBFC	1490	250w	---	Best	---	---	18	13	20	15	10	3*	5	6	---	---	AP
AYLORD	WATC	900	1kw-D	MBS	Holman	x	---	21	9	11	11	6	2*	2	2	---	---	---
RAND HAVEN	WGHN	1370	500-D	---	---	---	---	68	11	1	3	8	5*	4	1	---	---	UP;T
RAND RAPIDS	WFUR	1570	1kw-D	---	---	---	---	---	20	---	26	10	4	2	1	---	---	UP
	WGRD	1410	1kw-D	---	Gill-Perna	---	---	46	---	8	2	6	x	2	2	7	---	AP;St
	WJEF*	1230	250w	CBS	Avery-Knodel	8	1	48	6	---	4	16	2*	2	1/2	---	---	AP;T
	WLAV*	1340	250w	A,M	Burke-Stuart	8	1	35	6	6	10	13	2*	3	---	---	3	UP
	WMAX	1480	1kw-D	---	---	---	---	75	---	---	2	9	1	---	---	2†	---	UP
	WOOD	1300	5kw	NBC	Katz	6	---	58	6	8	6	16	10*	5	2	---	---	AP
ILLSDALE	WBSE*	1340	100w	---	Best	---	---	25	35	2	3	1	3*	---	1/2	---	---	AP;T
OLLAND	WHTC	1450	250w	---	Best	---	---	45	19	2	12	14	x*	5	2	---	---	AP;W
OUGHTON LAKE	WHGR	1290	1kw-D	---	Best	---	---	x	x	x	7	7	3*	2	8	---	---	AP
INKSTER	WCHB	1440	500-D	---	Pearson	---	---	13	1	5	22	5	6	6	---	---	82	AP;T
ONIA	WION	1430	500-D	---	Best	---	---	60	---	9	8	11	4	5	5	---	---	AP;T
ON RIVER	WIKB	1230	250w	KBS	Best	---	---	57	14	14	4	19	x*	---	1/2	---	---	AP;T
ONWOOD	WJMS	630	1kw	---	Best	---	---	48	12	9	5	11	10*	4	2	---	---	---
HPEMING	WJPD	1240	250w	---	---	---	---	76	19	23	10	15	15*	6	---	2	---	AP;W
ACKSON	WIBM*	1450	250w	ABC	Weed	7	6	107	5	3	8	22	12*	5	3	3	---	---
	WKHM	970	1kw	MBS	Headley-Reed	3	1	80	---	---	3	14	3*	---	3	---	---	---
ALAMAZOO	WKLZ	1470	500-D	---	Gill-Perna	---	---	61	3	3	5	7	x	3	2	---	---	UP
	WKMI	1360	5kw	---	Bdcast Time Sls	---	3	125	---	---	5	12	2	---	1	---	---	UP
	WKZO	590	5kw	CBS	Avery-Knodel	7	1/2	35	7	5	7	16	4*	3	9	---	---	AP;T
ANSING	WILS	1320	5-D,1-N	---	V,R&McC	---	6	132	---	12	7	14	x*	---	1	---	---	AP
ADINGTON	WKLA	1450	250w	ABC	Best	7	---	40	---	---	11	11	10*	3	3	3†	---	UP
ANISTEE	WMTE	1340	250w	---	Best	---	---	x	x	x	6	15	3*	3	6	---	---	AP;T
ARINE CITY	WDOG	1590	1kw-D	---	---	---	---	80	---	4	2	7	2	1	2	1	---	UP
ARQUETTE	WDMJ	1320	1kw	MBS	---	6	---	35	8	7	10	19	11*	1	3	---	---	---
IDLAND	WMDN	1490	250w	---	Best	---	---	50	28	14	9	8	4	5	2	7	---	AP;T
ONROE	WMIC	560	500-D	---	---	---	---	34	3	7	6	10	2	4	7	2	---	UP
OUNT PLEASANT	WCEN	1150	1-D,500-N	---	Best	---	---	94	11	1	7	28	4*	3	9	---	---	AP;LW,Se,T
USKEGON	WKBZ*	850	1kw	ABC	Meeker	x	---	16	8	2	9	18	3*	3	3	---	---	AP;LW,T
	WMUS	1090	1kw-D	---	McGillvra	---	---	6	15	3	35	7	6	3	5	---	2	AP
ILES	WNIL	1290	500-D	---	---	---	---	41	11	4	5	12	3	3	3	---	---	AP
AK PARK	WLDM†	(See DETROIT)			---	---	---	---	---	---	---	---	---	---	---	---	---	---
OSSO	WOAP	1080	250-D	KBS	McGillvra	---	---	45	1	2	10	7	3	---	2	---	---	AP
TOSKEY	WMBN	1340	250w	MBS	Holman	12	---	22	1	---	---	15	11*	---	1/2	---	---	AP
ONTIAC	WCAR	1130	10kw	---	---	---	---	45	---	6	7	x	3	---	---	---	---	All
	WPON	1460	500w	---	---	---	---	101	1	3	x	15	5	---	1	3†	---	AP;T





### Beaver

*Castor Canadensis Michiganensis*  
 Engineer of the wilds, the Beaver boasts a trowel-like tail and strong teeth for gnawing down trees. His chief occupation is building dams and providing pelts for milady's fur coat.

Original sketch  
 by conservationist  
 Charles E. Schafer

## Put your money where the people are

Broadcasting to beavers gets you nowhere—but pleasing people makes cash registers sing with joy.

WWJ's new Hi-Fi signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Bow to beavers when you're on a holiday. Use WWJ when you're bidding for sales.

*Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1½ million cars and spend over \$5 billion annually for retail goods.*



# WWJ RADIO

AM AND FM

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



# MICHIGAN (continued)

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
PORT HURON	WHLS	1450	250w	.....	Gill-Perna	---	1	24	2	1	1	15	3*	..	x	..	2	AP,INS LW,St,T
	WTTH	1380	1kw	ABC	.....	8	---	50	10	2	3	26	6*	3	2	..	..	AP;St
RODGERS CITY	WHAK	960	5kw-D	.....	.....	---	---	36	10	16	11	14	3	¼	2	..	..	UP;T
SAGINAW	WKNX	1210	1kw-D	.....	Gill-Perna	---	---	78	2	5	2	9	x	..	..	..	..	UP;W
	WSAM*	1400	250w	NBC	Headley-Reed	6	½	70	4	..	4	30	18*	..	7	..	..	AP
	WSGW	790	1kw	MBS	Pearson	x	---	53	6	10	4	11	12*	1	5	3†	5	AP
SULT STE. MARIE	WSOO	1230	350w	.....	.....	---	---	30	12	4	7	17	14*	2	2	..	..	AP;Se,T
TURGIS	WSTR*	1230	250w	.....	Best	---	---	15	23	9	8	4	3*	1	7	..	..	AP
TRAVERSE CITY	WTCM	1400	250w	MBS	Holman	9	---	27	3	..	..	14	13*	..	2	..	..	AP

ADDITIONAL INFORMATION: Albion, WALM; Bad Axe, WLEW; Detroit, WJR; Houghton, WHDF; Iron Mountain, WMIQ; Lansing, WJIM; Menominee, WMAW; Muskegon, WKMG; Royal Oak, WEXL.

# MINNESOTA

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALBERT LEA	KATE	1450	250w	ABC	Meeker	6	---	65	5	5	10	15	x*	5	10	..	..	UP;St
ALEXANDRIA	KXRA	1490	250w	ABC	.....	8	---	38	10	20	5	14	4*	3	2	..	..	UP
AUSTIN	KAUS	1480	1kw	MBS	.....	x	---	52	1	17	12	x	x*	10	12	..	..	---
BEMIDJI	KBUN	1450	250w	MBS	.....	6	---	15	8	8	8	24	11*	2	2	¼	..	UP;W
BRAINERD	KLIZ	1380	1kw-D	.....	Walker	---	---	22	12	10	1	7	3*	3	1	..	..	UP;A,W
BOQUET	WKLK	1230	250w	.....	.....	---	---	48	30	25	3	8	6*	..	1	4	..	UP
BOOKSTON	KROX	1260	1-D,500-N	.....	Cooke	---	---	50	1	70	12	13	6*	..	7	1	..	UP;T,W
DETROIT LAKES	KDLM	1340	250w	.....	Continental	---	1	70	..	9	8	26	x*	3	10	..	..	UP;W
DULUTH-SUPERIOR, WIS.	KDAL	610	5kw	CBS	Avery-Knodel	8	6	85	4	5	5	20	1	5	¼	..	..	UP;LW
	WDSM	(See SUPERIOR, WIS.)		.....	.....	---	---	---	---	---	---	---	---	---	---	---	---	---
	WEBC	560	5kw	NBC	Hollingbery	4	---	108	20	..	2	11	2	..	2	..	..	UP
ELY	WELY	1450	250w	KBS	Rambeau	---	---	81	3	..	2	11	8	6	..	..	..	UP;W
FIRMONT	KSUM	1370	1kw	MBS	Rambeau	7	---	18	6	2	5	19	3*	5	4	..	..	UP;T
GRAND MARAIS	KDHL	920	1kw	.....	.....	---	---	50	..	18	2	14	10*	6	36	..	..	UP;C,S
GRAND MARAIS	KCDE	1250	1-D,500-N	MBS	.....	x	---	50	18	6	7	23	4*	1	4	½	..	AP
HIBBING	WMFC	1240	250w	NBC	Hollingbery	7	---	45	5	3	9	16	3*	..	1	..	..	UP
HUTCHINSON	KDUZ	1260	1kw-D	.....	Best	---	---	58	3	15	3	9	3	..	5	½	..	UP
ITTLE FALLS	KLTF	960	500-D	.....	.....	---	---	26	3	15	10	8	5*	3	7	..	..	UP;C,W
KANABO	KTOE	1420	5kw	ABC	Pearson	2	---	70	2	..	2	14	5*	4	20	11	..	Co
	KYSM*	1230	250w	NBC	Meeker	9	½	50	8	6	5	24	6*	3	6	..	..	---
MINNEAPOLIS-	KEVE	1440	5kw-D	.....	Gill-Perna	---	---	43	11	9	12	7	2	..	2	..	..	AP;St
ST. PAUL	KSTP	1500	50kw	NBC	Petry	8	1	48	8	3	3	12	2	2	2	..	..	Se,T

Larry Bentson says . . .

## WLOL SOUNDS GOOD... LIKE A GOOD RADIO STATION SHOULD...\*

\*like any pipe-smoker knows.



And Twin Citians listen good to WLOL. It's their kind of station . . . top music format, top newscasts, and top lineup of advertisers. The five famous song chefs who serve this million-and-a-half market its favorite entertainment dish are WLOL's Big 5 disc jockeys. What they play, Twin Citians sing. What they sell, Twin Citians buy!

# WLOL

MINNEAPOLIS • ST. PAUL  
1330 on the dial • 5000 watts  
LARRY BENTSON, President  
Wayne "Red" Williams, Mgr.  
Joe Floyd, V.P.

Represented by AM RADIO SALES



# MINNESOTA (continued)

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
MINNEAPOLIS-ST. PAUL (cont.)	WCCO	830	50kw	CBS	CBS Radio Spot	6	1	49	15		2	26	4*	3	7			AP,UP,S
	WDGY	1130	50kw		Blair			1	115			5	11		2			UP
	WISK	1590	5kw-D		Rambeau				14			1	9	x			1	UP
	WLWL	1330	5kw		AM Radio Sales			6	118			2	28	17*				AP,UP
	WMIN	1400	250w		Headley-Reed				130			2	10					AP
	WPBC	980	1kw-D		Sears & Ayer					78		2	7		3	3		UP
	WTCN*	1280	5-D,1-N	ABC	Katz		3	1	120			5	3	2*		1		AP,UP
MOORHEAD	KVOX	(See FARGO, N. D.)																
NEW ULM	KNUJ	860	1kw-D	KBS					x		70		7	4	1	3		AP;LW
WATONNA	KRFO	1390	500-D						50		27	6	8	9*	2	5		UP;St
RED WING	KCUE	1250	1kw-D		Rambeau				70			5	2	4		3		AP;BMI
ROCHESTER	KROC	1340	250w	NBC	Mecker		8	15	7	6	1	21	2*	3	11			
T. CLOUD	KFAM*	1450	250w	NBC	Pearson		8	19	2	12	6	25	6*	6	9	1		AP
	WJON	1240	250w	ABC	Rambeau		3	96		4	4	8	1		2			
TILLWATER	WAVN	1220	250-D	KBS					70	10	4	3	14	3*	5	2		UP
TRIEF RIVER FALLS	KTRF	1230	250w						56	6	20	15	16	4*	3	12		UP
VERGINIA	WHLB	1400	250w	NBC	Hollingbery		7	20	4	5	5	18	3*	2	2	3		UP;W
VADENA	KWAD	920	1kw	MBS			5	42		30	14	18	x*		8	x		UP
VILLMAR	KWLM	1340	250w	ABC	Pearson		5	43	14	12	11	23	5*	1	9	1/2		UP;St
VINONA	KWNO*	1230	250w	ABC	Pearson		7	40	10	10	5	14	10*		5	1		AP;St,W
VORTHINGTON	KWOA	730	1kw-D						50	20	2	10	12	2	10	12		UP;CLV

FOR INFORMATION: Albany, KASM; Breckenridge, KBMW; Eveleth, WEVE; Grand Rapids, KOZY; Marshall, KMHL; Montevideo, KDMA; Pipestone, KLOH; Redwood Falls, KLR.

# MISSISSIPPI

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS										
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
BERDEEN	WMPA	1240	250w		Best				56	1	12	7	6					6	UP
BRIDGEMOOR	WAMY	1580	5kw-D						32	3	37	5	7	2*	1	x		4	AP;C
CLARKSVILLE	WBLE	1290	1kw-D	KBS	Best				40	2	16	4	10	5*	3	3		4	AP;T
BILOXI	WDEB	1390	1kw-D		Thos. Clark				12		24	6	7	2	6	2		3	UP;St
	WLOX	1490	250w	MBS	Holman; D-C		x	6	100	1		10	21	x*	3	x	1/2		UP;LW
	WVMI	570	1kw-D		McGillvra				26	5	28	14	7	1		3			UP
COONEVILLE	WBIP	1400	250w	KBS	Best				67	6	32	8	7	2*	3	2		6	UP;W
COOKHAVEN	WCHJ	1470	1kw-D		Best				36		35	7	7	3*	2	4			AP
COVINGTON	WDOB	1370	1kw-D	KBS	Indie Sales				24		30	2	2	1		2		10	UP;T
DELRIVER	WGLC	1580	250-D	KBS	Continental				48	2	4	6	14	2*	2	6		2	UP;C
LARKSDALE	WKDL	1600	1kw-D						65		12	1	9	2	2	2		10	UP
	WROX	1450	250w	MBS	McGillvra		3		52	5	7	9	12	14*	5	7		28	AP
LEVELAND	WCLD	1490	250w		Best						27			2*		10		18	AP
LOUISIANA	WCJU	1450	250w	K,M			6		15		8	6	11	5*		1		1	
LOUISIANA	WACR	1050	1kw-D		Best				21	6	12	6	8	5*		1/2		7	UP;St
	WCBI	550	1kw	K,M	McGillvra		3		47		8	5	31	4*	5	6		7	AP
LONGVIEW	WCMA	1230	250w	MBS	Headley-Reed		2		50		47	5	6	4	1	2		1/2	UP;C,T
LONGVIEW	WGVM	1260	1kw-D		Devney				50			6	x	3*		1		10	UP
LONGVIEW	WNAG	1400	250w	MBS	McGillvra		3		62	7	24		20	12*				6	
LONGVIEW	WDEB	(See BILOXI)																	
	WCCM*	1240	250w	ABC	Bogner & Martin		9		24	7	3	6	14	4*		1/2		4	
	WVMI	(See BILOXI)																	
LONGVIEW	WBKH	950	5kw-D		McGillvra				53		30		9	3	1	3		10	UP;C,T
	WFOR	1400	250w	NBC	Rambeau		6		40	12	25	4	27	8*	2	2			UP
	WHSY	1230	250w	A.M	Thos. Clark		10		23	4	16	5	14	15*		3		5	AP
LONGVIEW	WMDC	1220	250-D	KBS	McGillvra				37	3	18	2	11	2*	3	2		9	UP
LONGVIEW	WCPC	1320	1kw-D						21		36	18	10	2		3		7	AP
LONGVIEW	WNLA	1380	500-D						50	4	6	5	8	1*	3	1			UP
LONGVIEW	WJDX*	620	5-D,1-N	NBC	Hollingbery		9		5	2	4	3	11	1	2	5			
	WJXN	1450	250w		Webb				6	154				14					
	WOKJ	1590	1kw-D		McGillvra							35	7	1*	3	1/2		84	
	WRBC	1300	5kw	MBS	Rambeau		4		85	1	10	5	18	20*					AP
	WSLI	930	5kw	ABC	Weed		2		15	4		4	15	x*					AP;W
LONGVIEW	WAML	1340	250w	NBC	Hollingbery		7		56		2	2	7	6*		2			AP;W
	WLAU	1490	250w	A.M	McGillvra		6		40	4	23	10	16	9*	3	3		5	UP

SYMBOLS: \* am-fm station; † fm station; D—daytime power; N—night power; • local sports covered; † Lat. Amer. included; x figure unspecified; — category unclassified



MISSISSIPPI (continued)

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
LOUISVILLE	WLSM	1270	1kw-D	---	Best	---	---	20	---	30	8	6	4*	4	6	---	10	AP
MERIDIAN	WMOX	1240	250w	---	McGillvra	---	---	84	2	14	5	15	20*	10	2	---	15	AP;T
	WTOK	1450	250w	ABC	Walker	3	---	98	---	---	---	x	---	---	---	---	14	AP
NATCHEZ	WMIS	1240	250w	NBC	---	---	---	79	2	9	3	25	10*	½	3	---	8	UP;W
NEW ALBANY	WNAU	1470	500-D	KBS	---	---	---	24	18	9	10	9	4*	2	3	---	---	AP;W
EWTON	WEGA	1410	1kw-D	---	Best	---	---	60	3	12	10	---	1*	3	3	---	6	---
XFORD	WSUH	1420	1kw-D	---	Best	---	---	57	4	4	3	9	5*	1	4	---	5	UP;W
ASCAGOULA	WPMP	1580	1kw-D	A,K	Best	4	---	31	5	---	8	18	6*	1	3	---	2	UP;C,T
PHILADELPHIA	WHOC	1490	250w	KBS	Best	---	---	56	½	21	7	10	2	2	2	---	4	UP;C
CAYUNE	WRJW	1320	5kw-D	---	McGillvra	---	---	12	1	24	9	5	½	2	¼	---	½	AP
MARKVILLE	WSSO	1230	250w	KBS	---	---	---	53	4	19	16	14	6*	6	10	---	15	AP;C
TUPELO	WELO	580	1kw	MBS	McGillvra	4	---	41	---	15	7	22	15*	1	2	---	3	AP;C,T
TICKSBURG	WQBC	1420	1-D,500-N	K,M	Bogner & Martin	x	---	42	14	2	7	12	2	---	---	---	---	AP;C
	WVIM	1190	250w	---	Thos. Clark; D-C	---	---	70	---	24	---	12	1*	6	---	---	6	W
WAYNESBORO	WABO	990	250-D	---	Best	---	---	36	6	10	3	7	3*	1	2	---	3	AP
WEST POINT	WROB	1450	250w	MBS	McGillvra	7	---	30	2	15	7	22	6*	4	1	---	4	AP;T

ADDITIONAL INFORMATION: Brookhaven, WJMB; Forrest, WMAG; Greenville, WJPR; Greenwood, WABG, WGRM; Jackson, WJQS; Kosciusko, WKOZ; Macon, WMBC; McComb, WAPF, WHNY; Meridian, WCOO; Natchez, WNAT; Tupelo, WTUP; Yazoo City, WAZF.

MISSOURI

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
BRONVILLE	KWRT	1370	1kw-D	---	Indie Sales	---	---	28	9	8	1	7	6*	1	5	---	---	AP;St	
BOOKFIELD	KGHM	1470	500-D	---	Indie Sales	---	---	8	---	1	3	1	1*	1	8	---	---	AP	
CARTHAGE	KDMO	1490	250w	KBS	Continental	x	---	45	3	12	6	9	2	---	8	---	---	AP	
CARTHAGESVILLE	KCRV	1370	1kw-D	---	---	---	---	44	---	9	7	8	3*	3	2	---	---	UP;T	
CHARLESTON	KCHR	1350	1kw-D	KBS	Continental	---	---	30	4	21	7	7	x	---	2	---	4	AP;T	
CHILLICOTHE	KCHH	1010	250-D	---	Best	---	---	40	4	2	2	9	3*	4	5	---	---	AP	
CLINTON	KDKD	1280	1kw-D	---	Indie Sales	---	---	40	---	15	---	8	---	2	10	---	---	UP;St	
COLUMBIA	KBIA	1580	250-D	---	Best	---	---	66	2	2	---	10	---	---	½	---	---	AP	
	KFRU	1400	250w	ABC	Webb	6	1	56	15	2	4	12	3*	1	9	---	---	AP;LW, T,W	
ARMINGTON	KREI	800	1kw-D	---	Best	---	---	50	---	5	10	8	x*	---	5	---	---	AP	
STUS	KJCF	1010	250-D	---	---	---	---	64	6	14	7	12	x*	2	1	---	---	UP	
CAT RIVER	KFMO	1240	250w	MBS	---	x	---	25	---	10	10	20	x*	2	3	---	---	UP	
CLINTON	KFAL	900	1kw-D	---	Indie Sales	---	---	29	½	18	10	10	2	---	18	---	---	UP;St	
CANNIBAL	KHMO	1070	5-D,1-N	MBS	Webb	3	---	50	6	10	6	17	5*	3	15	---	---	AP	
DEPENDENCE	KIMO	1510	1kw-D	---	Best	---	---	20	---	50	3	4	1*	---	1	---	---	AP	
FERGUSON CITY	KLIK	950	5kw-D	---	Walker	---	---	53	---	2	---	17	x*	9	16	---	---	UP;St,W	
	KWOS*	1240	250w	K,M	Bogner & Martin	x	---	16	9	10	7	15	11*	2	10	---	---	AP	
FLIN	KFSB	1310	5-D,1-N	---	Meeker	---	---	90	6	---	3	15	10*	---	6	---	---	UP;W	
	KOAM	(See PITTSBURG, KANS.)			---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	WMBH*	1450	250w	MBS	Sears & Ayer	6	---	56	30	14	9	26	21*	5	3	---	---	AP;T	
KANSAS CITY	KCKN	(See KANSAS CITY, KAN.)			---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	KCMO*	810	50-D,10-N	CBS	Katz	8	6	52	---	16	5	17	2*	1	9	---	---	AP	
	KMBC	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
	KFRM	980	5kw	ABC	PGW	5	---	66	3	9	3	12	3*	3	4	---	2	AP,UP;W	
	KPRS	1590	1kw-D	---	Pearson	---	---	7	---	---	16	5	1	---	---	1	84	AP	
	KUDL	1380	1kw-D	---	Weed	---	---	84	---	12	---	7	½	---	---	---	---	UP	
WDAF	610	5kw	NBC	Christal	9	---	28	17	2	7	9	2*	---	13	---	---	AP;St,T		
	WHB	710	10-D,5-N	---	Blair	---	6	156	---	---	3	12	1	---	1	---	---	All	
NETT	KBOA*	830	1kw-D	---	---	---	---	37	3	30	6	8	3*	---	4	---	---	AP;LW	
ARKSVILLE	KIRX	1450	250w	ABC	Bogner & Martin	5	---	13	2	10	9	26	12*	---	8	---	---	AP;T	
BRINGTON	KLEX	1570	250-D	---	---	---	---	60	½	---	2	8	4*	1	3	---	---	UP	
ALDEN	KTCB	1470	1kw-D	KBS	---	---	---	40	---	23	6	3	1	2	1	---	---	UP;T	
MARSHALL	KMMO	1300	1kw-D	---	Pearson	---	---	12	1	7	6	7	2*	1	5	---	---	UP;W	
MARYVILLE	KNIM	1280	250-D	---	---	---	---	56	---	12	2	14	2*	3	6	---	---	UP;W	
BERLY	KNCM	1230	250w	---	---	---	---	65	2	2	5	7	2*	7	3	---	10	AP;LW	
MOUNTAIN GROVE	KLRS	1360	1kw-D	---	Best	---	---	40	---	12	10	14	4*	4	12	---	---	UP;LW	
OSHO	KBTN	1420	500-D	---	---	---	---	56	---	42	8	13	6*	1	4	---	---	AP;T	
VADA	KNEM	1240	250w	KBS	Best	---	---	70	8	6	8	18	10*	---	5	---	---	UP	
AGE BEACH	KRMS	1150	1kw-D	---	---	---	---	43	½	18	6	8	2*	2	2	---	---	AP	



The kids have left  
for school . . .

Now  
what station  
will she listen to?



*All-new surveys show again:*

## When the youngsters are away . . . Kansas City radios stay . . . with WHB

Let's look between 9 a.m. and 4 p.m. Monday through Friday—and see what happens to Kansas City radio listening when "all those teen-agers" are at school.

WHB continues its domination! According to every major survey, everyone of the 140 quarter hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are *no* teen-agers available. No wonder WHB carries regular schedules for virtually every major Kansas City food chain—including A & P, Milgram's, Thriftway, A & G, Wolferman's and Kroger. Let the Blair man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager George W. Armstrong. And while you're at it, get the *whole* day and night picture!

**WHB** 10,000 watts, 710 kc.  
KANSAS CITY

**WHB—FIRST 140 OUT OF 140  
1/4 HOURS BETWEEN 9 and 4!**

**AREA NIELSEN.** WHB in first place 140 out of 140 quarter-hours.

**HOOPER.** WHB in first place 140 out of 140 quarter-hours.

**PULSE.** WHB in first place 140 out of 140 quarter-hours.

WHB's share of Area Nielsen Total Station Audience: 46%.

**The Storz Stations**  
*Today's Radio for Today's Selling*

TODD STORZ,  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

*Represented by John Blair & Co.*

*Represented by Adam Young Inc.*



MISSOURI (continued)

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
POPLAR BLUFF	KWOC*	930	1kw	---	Pearson	---	---	70	3	17	13	12	4*	---	3	---	---	UP; Se, T
ROLLA	KTTR	1490	250w	---	---	---	---	81	9	10	6	18	2*	3	10	---	---	AP; C, T
ST. JOSEPH	KFEQ	680	5kw	MBS	Simmons	3	---	44	1	11	9	11	11*	1	12	---	---	AP
	KRES	1550	5kw	KBS	Thos. Clark	---	---	60	---	25	5	x	4*	6	2	---	---	AP
	KUSN	1270	1kw-D	---	---	---	---	54	6	4	6	7	2	1	12	---	---	UP; BM
ST. LOUIS	KATZ	1600	1kw	---	Forjoe	---	1	---	---	---	60	9	---	---	---	---	131	AP
	KMOX	1120	50kw	CBS	CBS Radio Spot	x	6	63	9	7	2	17	4*	6	7	---	---	AP, UP
	KSD	550	5kw	NBC	NBC Spot	10	---	46	18	9	5	25	5*	x	4	---	---	AP; T, W
	KSTL	690	1kw-D	---	Everett-McK	---	---	13	---	17	18	2	---	---	9	3	10	UP
	KWK	1380	5kw	---	Katz	---	---	85	2	2	---	7	3*	---	---	---	---	---
	KXLW	1320	1kw-D	---	Pearson	---	---	x	---	x	7	3	---	---	---	---	84	UP
	KXOK	630	5kw	ABC	Blair	3	---	101	9	---	6	6	2	---	1/2	---	---	UP
	WEW	770	1kw-D	---	Bolling	---	---	---	1	83	7	7	---	---	---	1/2	---	UP
	WIBV	(See BELLEVILLE, ILL.)																
	WIL	1430	5kw	---	---	---	2	112	13	6	3	4	1	---	1	---	6	AP
LEM	KSMO	1340	250w	---	---	---	---	41	---	9	8	22	13*	2	3	---	---	AP
DALIA	KDRO	1490	250w	MBS	Pearson	6	---	56	7	17	7	14	16*	1/2	7	---	---	AP
	KSIS	1050	1kw-D	---	---	---	---	41	---	17	1	13	2	2	3	---	---	AP; LW,
KESTON	KSIM	1400	250w	---	---	---	---	77	7	15	6	13	10*	1	5	---	80	AP
RINGFIELD	KGBX	1260	5kw	NBC	V, R & McC	10	---	23	3	3	6	15	1*	1	1	---	---	---
	KICK	1340	250w	MBS	Best	1	---	97	---	---	2	15	8*	---	4	---	---	UP; St
	KTTS*	1400	250w	CBS	Sears & Ayer	8	---	30	24	2	3	30	10*	---	2	---	---	AP; W
	KWTO	560	5kw	ABC	Pearson	4	---	18	5	28	13	18	2*	3	7	---	---	UP
HAYER	KALM	1290	1kw-D	---	Best	---	---	31	4	27	8	8	4*	2	4	---	---	AP
RENTON	KTTN	1600	500-D	---	Bogner & Martin	---	---	38	4	8	3	10	8*	2	3	---	---	AP; W
UNION	KLPW	1220	250-D	KBS	Indie Sales	---	---	52	8	40	10	12	2*	10	6	---	---	AP
ARRENSBURG	KOKO	1450	250w	---	Forjoe	---	---	65	3	9	3	6	5*	6	6	---	---	AP; T
ARRENTON	KWRE	730	500-D	KBS	Continental	---	---	13	14	22	18	12	6*	2	12	---	---	AP; Se
EAST PLAINS	KWPM*	1450	250w	---	Best	---	---	20	3	20	10	15	14*	---	7	---	---	AP; St

INFORMATION: Cape Girardeau, KGMO; Joplin, KSWM; Lebanon, KLWT; Mexico, KXEO; Monett, KRMO; St. Genevieve, KSGM.

MONTANA

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NACONDA	KANA	1230	250w	---	Gill-Perna	---	---	50	10	15	3	8	6*	3	1	1	---	UP
ELLINGS	KBMY	1240	250w	MBS	Avery-Knodel	6	1	60	10	1	4	3	12*	5	1	---	---	AP; LW
	KGHL	790	5kw	NBC	Katz	6	---	13	2	4	8	19	6*	1/4	6	---	---	UP
	KOOK	970	5kw	CBS	Webb	7	---	40	5	5	2	10	6*	3	3	---	---	UP; W
	KOYN	910	1kw-D	---	Webb	---	---	77	---	---	---	7	---	---	---	---	---	UP
JEZEMAN	KBMN	1230	250w	---	Gill-Perna	---	---	56	15	7	8	7	10	2	2	---	---	UP; W
	KXLQ	1450	250w	NBC	Walker	7	---	26	1	6	3	14	8*	---	1	---	---	UP
JTTE	KOPR	550	1kw	A, M	Avery-Knodel	2	---	51	5	1	6	18	6*	---	---	---	---	UP
	KXLF	1370	5kw	NBC	Walker	7	---	55	3	16	4	26	3	8	1	---	---	UP; C
MASGOW	KLTZ	1240	250w	---	---	---	---	36	7	15	7	13	7*	3	4	1/2	---	AP; T
MENDIVE	KXGN	1400	250w	---	---	---	---	80	3	10	4	12	7*	5	5	---	---	AP, UP; St, W
CREAT FALLS	KBGF	1450	250w	KBS	Webb	---	1	118	15	---	1	6	2	6	---	---	---	UP
	KFBB	1310	5kw	CBS	Bolling	x	---	93	1	2	5	9	5*	2	9	---	---	UP; T
	KMON	560	5kw	A, M	Avery-Knodel	8	---	20	2	13	14	14	14*	1/4	13	---	---	AP; LW
	KXLK	1400	250w	NBC	Walker	15	---	25	---	---	---	22	4	4	7	---	---	---
AVRE	KOJM	610	1kw	K, M	Avery-K; Cooke	8	---	28	21	3	12	27	34*	3	7	---	---	UP; A
ALISPELL	KGEZ	600	1kw	MBS	Cooke	2	---	65	1	18	5	16	3*	1/2	2	---	---	UP; Se, St
WISTOWN	KXLO	1230	250w	MBS	Webb	8	---	35	15	---	5	16	3*	---	6	---	---	UP
BBY	KLCB	1230	250w	KBS	---	---	---	30	15	7	6	10	5*	3	5	---	---	UP; LW
ILES CITY	KATL	1340	250w	MBS	Avery-Knodel	6	---	25	5	7	4	16	4	2	5	---	---	UP; T
ISSOULA	KBTK	1340	250w	MBS	Avery-Knodel	6	1	38	7	13	4	16	25*	---	14	---	---	---
	KGVO	1290	5kw	CBS	Gill-Perna	8	---	23	7	2	4	18	6*	1	1	---	---	UP
	KXLL	1450	250w	NBC	Walker	7	---	40	2	1	2	20	3*	5	2	---	---	UP
DNEY	KGCX	1480	5kw	MBS	Gill-Perna	x	---	30	---	7	10	16	x*	---	10	1/2	---	UP

INFORMATION: Butte, KBOW; Helena, KCAP, KXLJ; Livingston, KPRK; Shelby, KIYI.



# NEBRASKA

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALLIANCE	KCOW	1100	250w		McGillyra			53	11	1	5	17	4*	1	8			UP; Co, W
BEATRICE	KWBE	1150	250w	KBS				11	15	7	10	13	6*	3	6			AP; T
BROKEN BOW	KCNI	1280	1kw-D					x	1	x	1	6	3	3	1			AP; C
CHADRON	KCSR	1150	250w					20	10		8	11	1*	10	5			AP
COLUMBUS	KJSK	900	1kw-D		Continental			16	2	17	20	10	1	1	1	11		AP; T
CREMONT	KECT	1310	100-D					51	15	x	2	12	x*	1	1			AP; C
GRAND ISLAND	KMMJ	750	1kw-D	ABC	H-R Repts	3		21		11	5	10	3	1	18			UP
	KRCI	1130	1kw		Bogner & Martin		6	51	9	11	3	2	1*	2	1	1/2†		AP; C, W
HARNEY	KGFV	1310	250w	MBS	Holman	1		106	3	1	3	5	2*	2	1			UP
HUNTINGTON	KRVN	1010	25kw-D		Raymer			20	15	9	9	6	1*	6	16			AP
HUNTERDOLN	KFOR	1210	250w	ABC	Raymer	2		81	5		9	21	1*	3				AP; St, T
	KLIN	1100	250w	MBS	Rambeau	2		68	17		3	17	6*	1				AP
	KLMS	1180	1kw	KBS	McGillyra			91	9	5	1	15	3	3	2	9		UP; St, W
LEWIS & CLARK	KBRL	1300	1kw-D	MBS	McGillyra	1		30		6	1	21	1*	2	10			AP
NORFOLK	WJAG	780	1kw-D		Walker			30	1	14	8	21	4*	6	19			AP; St, W
NORTH PLATTE	KODY	1210	250w	K.N	Meeker	1		25	3	7	3	28	1*	2	1			AP; T
PALLAS	KOGA	930	500-D	KBS	Indie Sales			30	2	15	8	10	1*	3	1			UP; Se, T
PERMIA	KBON	1190	250w	A.M	Pearson	5		10	6	6	8	22	3*	2				AP; T
	KFAB	1110	50kw	NBC	PGW	5	6	85	3		7	17	2*	3	13			AP; Se
	KOIL	1290	5kw		Avery-Knodel		6	115			2	28	21*					AP; INS
	KOWH	660	500-D		Young			75			2	7	1/2		1/2			All; A, St, T
	WOW	590	5kw	CBS	Blair	8	6	65	1	6	1	25	3*	3	7			UP; C, St
NEILL	KVHC	1400	250w	MBS		x		38	2	6	6	19	16*	1	3			AP; T
OTTOSBLUFF	KNEB	960	1-D, 500-N	MBS	Holman	5	1/2	15	8	6	8	25	15*	2	10	3†		AP; C, T
	KOLT	1230	5-D, 1-N	CBS	Gill-Perna	8		10	2	11	2	41	2*	9	3			UP
PLATON	KSID	1310	250w	ABC	McGillyra	9		47	1	2	6	16	3*		2			UP
ROCKWELL	KAWL	1370	500-D					60	1		2	8	1	1/2	5			AP

INFORMATION: Hastings, KHAS; North Platte, KNBR

# NEVADA

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SPRINGFIELD	KPTL	1400	250w	KBS				51	25	18	5	9	7*	3	5			UP
TOLEDO	KELK	1240	250w	MBS			6	18	6	4	3	11	2*		3			UP
YERGEN	KBMI	1400	250w		Forjoe		6	162				x	x					AP
LAS VEGAS	KLAS	1230	250w	CBS	Weed	9		10	16	5	2	18	5	3	1/2		1	UP; St, W
	KORK	1340	250w	NBC	Pearson	8		67				15	3*				2	UP
	KRAM	920	1-D, 500-N		Bdest Tm Sales		6	60	6	1	5	13	x*					
RENO	KNEV‡	95.5	10.5kw					15	61	6	2							
	KOLO	920	1kw	CBS	Pearson	8	6	96	6	6	3	12	10		1			UP
	KONE	1450	250w				6	154				14						AP

INFORMATION: Ely, KELY; Las Vegas, KENO; Reno, KATO, KOH; Winnemucca, KWNA.

# NEW HAMPSHIRE

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CONCORD	WMOU*	1230	250w	KBS				70	7		4	16	14*	3	2	1		UP; W
CONCORD	WKXL	1450	250w	CBS	Webb	8		54	11	3	3	22	6*	5	2			UP
CONWAY	WJWG	1050	1kw-D		Stars National			x				60						UP; W
KEENE	WKNE	1290	5kw	CBS	Meeker	10		25	3		6	19	2*	2	6			AP
LEWIS & CLARK	WLNH	1350	1kw-D					45	10		5	9	1	4	1			UP; T
MANCHESTER	WFEA	1370	5kw	CBS	Weed	5		90		2	1	19	3*	5	2	2		
	WGIR	610	5-D, 1-N		R. O'Connell			65	1	6	7	25	5	4	3	2		UP
	WKBK*	1240	250w		Young		6	110			1	18	2	3		13		UP; C, T
SHUA	WOTW*	900	1kw-D		Walker			49			1	16	2*	5	1			UP
MANCHESTER	WWNH	930	5kw-D		R. O'Connell			48	12	8	3	15		3		3		UP

INFORMATION: Claremont, WTSV; Lebanon, WTSL; Portsmouth, WHEB.



## NEW JERSEY

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
HASBURY PARK	WJLK*	1310	250w					52	23		8	34	4	3			2	AP;LW
ATLANTIC CITY	WFPG	1450	250w	CBS	Walker	11	2	46	5	1/2	2	19	23*	3	1	2	7	UP
	WLDB	1490	250w	MBS	Bdcast Tm. Sls.	6		56		14	20	32					10	UP;Se,S
	WMID	1340	250w	ABC	Stars National	4	2	90	11	6	11	14	4*	3	6	1	9	AP;A
BRIDGETON	WSNJ*	1240	250w		T. Clark; GMB			70	19		9	10	2*	2	10	2	1	UP;T
CAMDEN	WCAM	1310	250w				6	138			4	14	6			2	71	UP
	WKDN	800	1kw-D		Rambeau			32	6	12	5	8	1	2	2	14†	6	AP
MILLVILLE	WMLV	1440	1kw-D		Bdcast Tm Sls			52	9	10	8	7	5*	3	5	1/2		UP;LW
MORRISTOWN	WMTR	1250	1kw-D					14	10	1/2	x	12	x*		1/2			AP;T
NEWARK	WAAT*	970	5-D,1-N		Forjoe		1	80	4	30		12	2				10	AP;Se
	WIIBI	1280	3-D,1-N				4	4			18	1/2					22	
	WNJR	1430	5kw		Bolling		1	100			18	2	1				131	UP
	WVNJ	620	5kw		Bdcast Tm Sls			106			3	11	1/2*					UP
NEW BRUNSWICK	WTCT	1450	250w					70	10	4	5	18	7*		3	4		
NEWTON	WNNJ	1360	500-D					54	5	6	6	7	2*	2	9			AP
PATERSON	WPAT	930	5kw				2	100	34		3	3						UP
PLEASANTVILLE	WOND	1400	250w		Forjoe		2	100	40		7	10	x*		3			AP;St,T
RENTON	WBUD	1260	5-D,1-N		United			89				7	2*	2		13	16	AP;W
	WTNJ	1300	250-D		Webb			67		1/2	2	7	2			3		UP
	WTTM	920	1kw	NBC	Forjoe	6		77	4	3	6	10	4*	5	1	2	1/2	AP
VINELAND	WWBZ	1360	1kw		Gill-Perna			60			5	20	6		6	2		W
WASHINGTON	WCRV	1580	250-D		Best			49	2		5	5	2*		1			AP
WILDWOOD	WCMC	1230	100w	KBS				100			5	12	x*		2	1/2		AP

## NEW MEXICO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
ALAMOGORDO	KALG	1230	250w	K,M		6		73	5	30	5	24	7*	3	4		1/4	AP	
ALBUQUERQUE	KABQ	1340	250-D		R. O'Connell			x			2	x	2*	6		91†		UP;Se	
	KDEF	1150	1kw-D		McGillvra			54	7	9	3	7	1	2					
	KGGM	610	5kw	CBS	Weed	8		30	6	8	2	15	3*	1	1	6†		AP;W	
	KHAM	1580	1kw-D	ABC		3		20	30		5	20	2		1				UP;T
	KHFM‡	96.3	1800w		GMB			6	50	5	1	2							C
	KOB	770	50-D,25-N	NBC	Branham	6		60	2	16	12	11	7*	3	2				INS,UP;LW
	KQUE	920	1-D,500-N		Everett-McK		6	28	8	64	6	16	3*		2	12†		AP	
ARTESIA	KSVP	990	1-D,250-N	K,M		5		x	14	17	11	29	9*	16	14	6†		AP;C,St	
CARLSBAD	KAVE	1240	250w	CBS	Branham	8		54	3	5		17	4*	3	1/2			AP	
	KPBM	740	1kw-D		McGillvra			31	7	10	3	8	2*		1	3†		AP;T	
CLAYTON	KLMX	1450	250w	KBS				22	6	18	9	2	4*	2	4			UP;T	
CLOVIS	KCLV	1240	250w					84	6	15	3	10	3*		2	3†	3	UP;LW	
DEMING	KOTS	1230	250-D					42	4	6	4	11	1*	2	2	6†		UP;W	
FARMINGTON	KVBC	1240	250w	MBS		5		28	9	24	2	11	2*		2	6			
GALLUP	KGAK	1330	5-D,1-N	ABC		6		35	2	9	7	18	5*		1/2	16		AP;Se,V	
HOBBS	KHOB	1280	1kw-D					45	3	20	8	x	4*		4			AP	
	KWEW	1480	1kw	MBS	Branham	8		37	2	25	9	14	12*	1		2†	10		
LA CRUCES	KOBE	1450	250w	MBS	Best	2		68			4	9	10	3		18†		UP;LW	
LAS VEGAS	KFUN	1230	250w	ABC		x		x	x	x						14†		UP;LW	
LOS ALAMOS	KRSN*	1490	250w	MBS	Pearson	6		39	32	3	4	19	2*	1		1/4†		A	
LOVINGTON	KLEA	630	500-D					43		40	12	12			12	1†		UP;St	
PORTALES	KENM	1450	250w					x	36	19	8	x	6*	1	15			UP;LW	
RATON	KRTN	1490	250w	ABC		5		49	3		5	16	4*		1			UP;W	
ROSWELL	KBIM	910	5kw-D		Thos. Clark			30	4	22	3	9	3	1	3			AP	
	KGFL	1400	250w	MBS	Branham	5		36	5	37	5	12	14*	3	7	5†	1	UP;LW	
	KSWS	1230	250w	NBC	Meeker	9		27	9	4	2	19	9*		8				
SANTA FE	KTRC	1400	250w	ABC	McGillvra	5		20	20	2	9	12	5*	3		15†		UP	
SILVER CITY	KSIL	1340	250w	CBS	Branham	8		18	3	6		14	3*	2	2	7†		AP	
FRUTH OR CONSO.	KCHS	1400	250-D	KBS	Continental			50	15	10	4	7	3*	2				AP;T	
FUCUMCARI	KTNM	1400	250w	MBS		5		30	1	7	5	15	4*		1	5†		UP	

NO INFORMATION: Clovis, KICA; Santa Fe, KVSE.



# NEW YORK

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS						Services	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro
ALBANY	WABY	1100	250w		Forjoe		1	105	2	5	5	4	1			3	AP,UP	
	WOKO	1160	5kw	A,M	Webb	1	1	16	16		8	11	5*		2	1 <sub>1</sub>	AP	
	WPTR	1510	50kw	ABC	Weed	18		50	5	6	7	18	20*	1	1	1	AP;W	
	WROW	590	5kw	CBS	Avery-Knodel	6	1	80	2		2	17	5				UP	
AMSTERDAM	WCSS	1190	250w		McGillvra			92	6	12	12	3	2	3	2	24	UP	
AUBURN	WAIBO*	1310	250w	MBS	Thos. Clark	6		38	15	3	12	30	15*		5	1	AP	
BATAVIA	WBTA	1490	250w	MBS		3		43	11	12	1	47	2*	5	2		AP	
BINGHAMTON	WENE	(See ENDICOTT)																
	WTNR	680	1-D,500-N	NBC	Hollingbery	8	6	48	1	1	5	15	2				UP	
	WKOP	1360	5-D,500-N	MBS	Bolling	1		93	3	4	5	21	35	x	1	7	AP;W	
	WNBF*	1290	5kw	CBS	Blair	11		27			6	16	3	1	2	1 <sub>2</sub>	AP,INS	
BOONVILLE	WBRV	900	500-D	KBS				12	8	18	3	7	2*		18	3	AP	
BUFFALO	WBEN*	930	5kw	CBS	Christal	20	1	10	4		3	18	5*	3	3		AP,UP;I	
	WBNY*	1400	250w		Burke-Stuart			92	18	8	5	28	2			1	AP,UP	
	WEBR	970	5kw	MBS	Katz	1	2	87	5	2	1	15	7*	2			AP,UP;St,T	
	WGR	550	5kw	ABC	PGW	x	1	50	4	2	12	18	7*	1	2		UP	
	WKBW	1520	50kw		Avery-Knodel		6	114		7	4	7	7	2	12	12	15	UP
	WWOL*	1120	1kw-D		Forjoe			37			2	5		1		21	UP	
	WXRA*	(See KENMORE)																
BORNING	WCLI*	1450	250w	ABC	Cooke	7		24	24	4	5	19	16*	2	1		AP	
BORTLAND	WKRT*	920	1kw		Gill-Perna			75	6	19	6	2	1*		3		UP;LW	
BUNKIRK	WFCB	1410	500w		Walker			60	11	5	7	7	8*		2	6	AP;T	
BIRMINGHAM	WEHI	1590	500-D		McGillvra			42	7	6	5	7	2	5	4		UP;LW	
	WELM	1400	250w	A,C	Burn-Smith	7	2	84		1	5	39	3*	4	1		1	AP
	WENY	1230	250w	NBC	Everett-McK	9	1	36	8		4	18	14*	7	4		AP;W	
ENDICOTT	WENE	1430	5kw	ABC	Radio-Tv Reps	7		66	15	8	6	12	8*	2			UP	
FREEPORT	WGBB	1240	250w					70	15	1/4	7	16	3	1			AP;T,W	
FULTON	WOSC	1300	1kw-D		Best			53	6	12	5	8	2*	3	5	2	UP;T	
GENEVA	WGVA	1240	250w	ABC	Cooke	8		51	13	2	2	18	5*		2		AP	
GLENS FALLS	WWSC	1450	250w	ABC	R. O'Connell	5		57	21	3	7	16	6*	1/2	1/4	1	AP;Se,W	
GLOVERSVILLE	WENT	1310	250w	CBS	Gill-Perna	8		22	15		3	60	1*	x		2	UP	
HEMPSTEAD	WHLI*	1100	250-D		Gill-Perna			57	28		3	13	2	1/2	1/2		UP;T,W	
HORNELL	WLEA	1480	1kw-D	MBS	Gill-Perna	3		35	11	3	7	25	10*	3	9		UP;W	
	WWIG*	1320	1kw		McGillvra			30	11	11	6	13	4*	3	5		UP;T	
HUDSON	WHUC	1230	250w		McGillvra			51	5	11	8	4	2	4	9			
HUNTINGTON	KGSM	740	1kw-D		Rambeau			64	1		4	11			1/2		UP	
ITHACA	WHCU*	870	1kw-D	CBS		4		29	1	6	1	16	2*	6	2		UP;A,W	
JAMESTOWN	WJOC	1340	250w	MBS	Thos. Clark	6	1/4	16	8		x	x	2*		2	3	AP	
	WJTN*	1240	250w	ABC	V.R&McC	6		51	14	8	7	19	5*	3	11	3	UP;A	
KENMORE	WXRA*	1080	1kw-D		Best			47		10	7	9	3	10		8	3	UP;W
KINGSTON	WKNY	1490	250w	MBS	Meeker	6		70	2	2	8	28	2*	5	1/2	1/4	AP	
LITTLE FALLS	WLFH	1230	250w		McGillvra			85	8	4	5	11		3		2		
LOCKPORT	WUSJ	1340	250w		Gill-Perna			71	4	5	3	2	2	2	4		AP;W	
MASSENA	WMSA*	1340	250w	ABC	Weed	6		36	11	10	2	6	2*		2		UP;T	
MIDDLETOWN	WALL	1340	250w					50	17	5	3	14	2	1	3	2	AP	
NEWBURGH	WGNY	1220	1kw-D					45	22		3	17	2		2	x	AP	
NEW ROCHELLE	WNRC*	1460	500-D					42	20	4	7	6	2	3		5	14	AP
NEW YORK	WAAT*	(See NEWARK, N. J.)																
	WABC*	770	50kw	ABC	Blair	7	1	69	1		10	10	5		2		AP	
	WBAI‡	99.5	18kw					65	28	2		5					AP	
	WBFB‡	101.9	20kw					3	112		2							
	WBNX	1380	5kw		King			x			7	1	1			52	AP;Se	
	WCBS*	880	50kw	CBS	CBS Radio Spot	x	6	48	3	1	3	16	1		1/2		All	
	WEVD*	1330	5kw				1	2	8			12				57	5	
	WHOM*	1480	5kw				2	20								125‡		
	WINS	1010	50kw		Young		6	145			4	27	x*	5			UP	
	WLIB	1190	1kw-D		Forjoe				1/2		20	3		3		26	65	
	WMCA	570	5kw		AM Radio Sales		6	134				16	9*				AP	
	WMGM	1050	50kw		Hollingbery		3				4	24	21*	5			AP,UP	
	WNEW	1130	50kw		Simmons		6	144	6		2	11			3		AP, NY New	

**SYMBOLS:** { \* am-fm station      D—daytime power      • local sports covered      x figure unspecified  
                   { ‡ fm station                    N—night power                    † Lat. Amer. included            \_\_\_ category unclear



## NEW YORK (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services		
NEW YORK (cont.)	WNJR	(See NEWARK, N. J.)																	
	WOR*	710	50kw	MBS	11-R	Reps	4	6	54	6		5	27	3	10			INS,UP	
	WVOV	1280	5kw		Pearson			6	78	4		18	18		6		63	81	AP;St
	WPAT	(See PATERSON, N. J.)																	
	WQXR*	1560	50kw		Raymer			1	11	106		2	9		3				NYT;Se
	WRCA*	660	5kw	NBC	NBC Spot Sales			9	6	15	30	1/2	4	21	5		3		All;T
	WVNJ	(See NEWARK, N. J.)																	
NIAGARA FALLS	WILD*	1270	5kw-D		Headley-Reed				25	92	20	8	10	2	3	2	25	3	UP;St,T
	WJL	1440	1kw-D		Pearson				50	1	20	5	7	2	1	x		3	UP;W
ROCHESTER	WCHN	970	500-D		McGillvra				36	7	14	4	9	2*	3	3			UP;T,W
ROCHESTER	WSLB	1400	250w	MBS			4		36	3	5	12	24	8	3	2			
ROCHESTER	WHDL*	1450	250w	ABC	Everett-McK		7		36	2	1	5	15	10*		1			AP;W
ROCHESTER	WDOS	730	500-D		Radio-Tv Reps				46	5		4	10	6*	5	3			UP;A
ROCHESTER	WALK*	1370	500-D		Webb				80	25		3	14	3*	1/2	2		2	AP;A,C
ROCHESTER	WPAC*	1580	5kw-D		Keller				92	4	4	4	20	4	2	3			UP
ROCHESTER	WLNA	1420	1kw-D		Rambeau				40	11		3	10	1	3		1	1	UP;W
ROCHESTER	WEAV	960	5kw	ABC	Thos. Clark		10		13	7	6	5	22	7*	1/4	1/4			UP;W
ROCHESTER	WIRY	1340	250w	MBS			x	3	24	10	5	5	31	3*	3	3	1/2		AP;LW
ROCHESTER	WDLC	1490	250w						27	9	1	3	13	2*		1			AP;W
ROCHESTER	WPDM	1470	1kw-D		Forjoe				45		12	5	9	5*	6	6			AP;A
ROCHESTER	WEOK	1390	1kw-D		Everett-McK				x	5	1	2	5	1		6	1		UP;LW,W
ROCHESTER	WKIP*	1450	250w	ABC			4		36	5			12	2*		1			AP
ROCHESTER	WRIV	1390	500-D		Webb				21	20	4	2	11	2*	1	4			
ROCHESTER	WBBF	950	1kw	MBS	V.R&McC		3		84	8		4	14	4*			1/2		AP;T
ROCHESTER	WHAM*	1180	50kw	NBC	Christal		x	1	60	7	9	10	15	3	6	10			UP
ROCHESTER	WHEC	1460	5kw	CBS	Everett-McK		9		31	3	2	3	x	5	2	1			AP
ROCHESTER	WHFM‡	98.9	20kw		Christal				12	3	1	1	6	2	3	12			UP
ROCHESTER	WRNY*	680	250-D		Forjoe				30	75		1			5		2		A,St,T
ROCHESTER	WSAY	1370	5kw		Walker			1/2	83	1	11	8	15	1			6	2	INS
ROCHESTER	WVET	1280	5kw	ABC	Bolling		8		66	9	3	6	19	6*			4		AP;A
ROCHESTER	WNBZ	1240	250w	ABC	Rambeau		9		62	14		5	13	2					AP;W
ROCHESTER	WSPN	900	250-D		R. O'Connell				49	11	4	2	2	2*	2	1			AP;W
ROCHESTER	WGY*	810	50kw	NBC	Christal		8	6	36	4	6	7	17	3	4	5			AP,UP;C
ROCHESTER	WSNY	1240	250w		Forjoe				104	12			10	3*			7		AP,UP
ROCHESTER	WFBL	1390	5kw	ABC	Hollingbery		x		29	12		1	20	3*	3	3			UP
ROCHESTER	WHEN	620	5-D,1-N	CBS	Katz		3		50	17	1/2	8	20	2	3	2	1/2		AP
ROCHESTER	WNDR	1260	5kw	MBS	Forjoe		2	6	112	6	10	2	12	15*	1	6	1	1/2	AP;A,Se
ROCHESTER	WOLF	1490	250w		Walker			2	103	3	17	4	12	3		6			AP;St
ROCHESTER	WSYR*	570	5kw	NBC	Christal		6		29	1	2	3	14	2*	3	15			UP;LW
ROCHESTER	WTRY	980	5kw		Blair			2	30	6		6	12	x*	6	6	7		
ROCHESTER	WGAT	1310	1-D,500-N		Stars National				86	8	13	2	9	5			3		AP
ROCHESTER	WIBX	950	5kw	CBS	Walker		x		41	9	17	2	20	3*	1	17	6		UP
ROCHESTER	WRUN*	1150	5-D,1-N	ABC	Avery-Knodel		x		50	5	17	3	9	2*	3	4	16		AP
ROCHESTER	WDLA	1270	1kw-D		Rambeau				28		6	2	6	2		14			UP
ROCHESTER	WATN	1240	250w		Devney			1/4	10	11	5	8	x	7*	x	7			Se,St
ROCHESTER	WWNY*	790	1kw	CBS	Weed		8		60	10	3	4	24	6*	3	4			UP;T,W
ROCHESTER	WLSV	790	500-D						43	7	7	5	11	2*	3	1			AP
ROCHESTER	WFAS*	1230	250w		Headley-Reed				17	49			14	2					LW,Se
ROCHESTER	RRN	(16 am & 12 fm stations)			Avery-Knodel				10	50	3	2	6	1		18			

These fm stations program 11 hours from WQXR and 6 hours of RRN daily: WILD-FM Niagara Falls, WRRE Bristol Center, WHDL-FM Olean, WRRR Ithaca, WRRR De Ruyter, WRUN-FM Utica-Rome, WWNY-FM Watertown, WMSA-FM Massena, WRRR Cherry Valley, WFLY Troy, WRRL Wethersfield-Bliss, WEJL Scranton, PA. These am affiliates program partly from the network: WHLD Niagara Falls, WKBW Buffalo, WHAM Rochester, WJTN Jamestown, WHCU Ithaca, WHEN Syracuse, WRUN Ithaca-Rome, WWNY Watertown, WMSA Massena, WELM Elmira, WGY Schenectady, WKIP Poughkeepsie, WGNV Newburgh, WDLA Walton, WNBZ Binghamton, WQA Bantam, Pa.

INFORMATION: Bristol Center, WRRE; Cherry Valley, WRRR; Corning, WCBA; De Ruyter, WRRD; Ithaca, WRRR; Liberty, WVOS; Malone, WICY; Mineola, WKBS; Rome, WKAL; Ticonderoga, WIPS; Troy, WFLY; Wethersfield, WRRL.



**NORTH CAROLINA**

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network		Network		Pop music	Concert	Country		News	Sports	Home-making	Farm	Foreign	Negro	Services	
				National rep	Network	Post-mid	Western			Relig									
ALBEMARLE	WABZ	1010	1kw-D					50	5	20	10	7	1/2	5	12			AP;W	
SHEBORO	WGWR*	1260	1kw-D	KBS				50	10	16	7	11	2*	5	3			1 P;T	
SHEVILLE	WISE	1310	5-D,1-N	NBC	Bolling	9		12				9			5				
	WLOS*	1380	5-D,1-N	A.M.	V,R&McC	10		30	6	6	1	15	1	1	6			1 P;W	
	WSKY	1230	150w		Pearson			90	5	24		12	1*					AP;LW	
	WWNC	570	5kw	CBS	H-R Reps	10		32	4	10	3	14	2	1	3			1 P;T	
EAUFORT	WBVA	1400	250w					76	16	20	21	2	10*	6	3		6	AP;W	
ELMONT	WCGC	1270	500-D		Best			19		20	4	7	5*	3	2		10	1 P;S	
REYARD	WPNF	1210	250w					38	23	22	6	12	1*	3	5			AP	
URLINGTON	WBBB*	920	5kw-D	K,M	Interstate	x		23	2	6	8	6	8*	2	6		5	AP	
	WFNS*	1150	1kw-D		Bogner & Martin			30	6	30	10	1	1*	4	2		1	1 P;LW	
ANTON	WWIT	970	1kw-D					30	4	19	9	14	5*	3	3		6	1 P	
HAPPEL HILL	WCHL	1360	1kw-D		Indie Sales			38	22	6	2	5	3					AP;C,T	
HARLOTTE	WAYS	610	5-D,1-N	ABC	Bolling	3		50	10	14	15		1*						
	WBT	1110	50kw	CBS	CBS Radio Spot	7	1/2	54	6	12	5	18	10	5	1			AP;L P;A	
	WGIV	1600	1kw-D		Forjoe			22		10	8	6	2	12	6		54	AP;C	
	WIST	930	5-D,1-N		PGW			80	1	1	1	7	1*		3		1	AP	
	WMIT†	106.9	36kw		Webb			53	64	6	3								
	WSOC*	1240	250w	NBC	H-R Reps	9		30				4	7	1		3			AP
	WWOK	1480	1kw-D		Dora-Clayton			77					7						1 P;LW
UNN	WCKB	780	1kw-D	KBS				16	2	13	7	3	1/2	1	2		2	1 P;W	
URHAM	WDNC*	620	5kw	CBS	Raymer	7		60		9	7	13	8*	3	3			1 P	
	WSRC	1410	1kw-D		Rambeau; D-C			x		x	x	x					91		
	WSSB	1190	250w		Gill-Perna			64		14	4	12	x					AP	
	WTIK	1310	1-D,500-N	ABC	McGillvra	6		70	9	11		15	8*	2	8		7	AP	
	WCDJ	1260	1kw-D	KBS	Best			25	7	14	3	7	2*	2	4		2	AP	
LIZABETH CITY	WCNC	1210	250w	KBS	Bogner & Martin			56	6	14	12	13	6*	3	4		7	1 P;T	
	WGAI	560	1kw					80	3	2	6	12	x*	1	2		5	AP	
LKIN	WIFM*	1540	250-D					28	4	26	5	7	x*	4	7			1 P	
AIRMONT	WFMO	860	1kw-D					42	1/2	21	12	10	8	1	3		13	1 P;T	
AYETTEVILLE	WFAI	1230	250w	CBS	Thos. Clark	8		67	3	5	6	10	6*	8	5		15	AP;T	
	WFLB	1490	250w	ABC	Burn-Smith	10		10	2	8	10	23	x		2		15	AP;W	
	WFNC*	1390	5-D,1-N	MBS	Walker	6	1	19	3	12	18	17	15*	1	6		14	1 P	
QUAY SP'NGS	WFVG	1460	1kw-D		Continental			30	6	41	8	7	1	3	5		8	1 P;W	
OLDSBORO	WFMC	730	1kw-D	KBS				23	4	21	10	6	4	3	1		10	1 P;LW	
	WGBR	1150	5-D,1-N	ABC		4		50	1	13	3	17	8*		3		1	1 P;T	
RENSBORO	WBIG	1470	5kw	CBS	Hollingbery	9		54	3	12	5	15	9*	1	6			1 P;C	
	WCOG	1320	1kw	ABC	Bolling	7		64	10	10	10	24	1	2	2			1 P	
	WGBG	1400	250w	MBS	Burn-Smith	4	1/2	55	8	30	6	11	3*	3	15		17	1 P	
REENVILLE	WGTC	1590	5-D,1-N	MBS	Devney; Forjoe	4		60	2	22	6	14	3	1	5		5	1 P;W	

**SELL The tremendous NEGRO Market of DURHAM-RALEIGH**  
**and Eastern North Carolina with WSRC DURHAM, N. C.**  
 "Only station in Eastern North Carolina Programming to this tremendous Market"

**TOP PULSE RATED IN BOTH DURHAM AND RALEIGH**  
 Serving over 250,000 Negroes with extremely high incomes. 1950 Census.

**42% of DURHAM is NEGRO**  
**38% of all Eastern North Carolina is NEGRO**  
 1950 Census & local govt. info.

The only possible way to reach this great Market is through

Call **RAMBEAU** or Southeastern—**DORA-CLAYTON**  
 for a look at our amazing PULSE ratings among this great NEGRO market,  
 also the overall market.

**WSRC**  
 Facts and figures prove  
**WSRC**  
 the South's greatest  
 advertising buy.



**NORTH CAROLINA** (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANDERSON	WHNC	890	1kw-D	K,M		1		40	2	44	6	8	4*		6		11	
	WHVH	1450	250w		Best			64	6	29	5	4	6*	3	4		20	UP;Se
ANDERSONVILLE	WHKP	1450	250w	A,K	Cooke	9		35	9	12	12	12	6*	x	9		5	UP;St
ANDKORY	WHKY	1290	5-D,1-N	ABC	Dora-Clayton	x		41	7	14	12	12	3*	1	12		8	
	WIRC	630	1kw-D					36	8	18	3	4	x	2	3			
ANDGH POINT	WHPE*	1070	1kw-D	KBS				40	7	16	6	11	2*	5	3		7	AP;W
	WMFR*	1230	250w	ABC	Burn-Smith	x		x			10	19	3	2	3		3	UP;LW
	WNOS*	1590	1kw-D		Continental			61	1	12	13	8	5*	5	3		5	AP;T
ANDCKSONVILLE	WJNC	1240	250w	K,M	Burke-Stuart	4		46	5	6	3	18	6*	4	1/2			AP;C
ANDNGS MOUNTAIN	WKMT	1220	1kw-D					18	2	8	5	3	3*	3	3		6	UP;C,T
ANDNSTON	WELS	1010	1kw-D	KBS	Bogner & Martin			30	7	20	3	6	3	1	6		12	UP;Se,T
	WFTC	960	5-D,1-N	A,K	Best	6		60	6	15	7	15	6*		x		10	AP
	WISP	1230	100w					66	1	18	5	2	7*	2	4		13	AP;W
ANDURINBURG	WEWO*	1080	1kw-D	KBS	Dora-Clayton			43	11	17	6	7	x	6	3		7	AP,UP;T
ANDAKSVILLE	WLOE*	1490	250w	KBS		8		22	3	23	6	14	2*		4		1	AP;T
ANDXINGTON	WBUY*	1440	5kw-D		Continental			63		15	10	10	x*	6	6		3	AP;LW,T
ANDCOLNTON	WLON	1050	1kw-D					30	12	18	7	1	3*	1/2	2		1	AP
ANDMBERTON	WAGR	1480	1kw		Walker			39	1	22	9	10	5*		3		1/2	UP
	WTSB	1340	250w	MBS	Continental	7		70	5		6	4	6*	2	4		3	AP;W
ANDARION	WBRM	1250	1kw-D					49	3	21	10	7	x	2	3			UP
ANDORGANTON	WMNC	1430	5kw-D					40		20	7	11	1	3	1			AP;St
ANDOUNT AIRY	WPAQ	740	10kw-D	KBS	Thos. Clark			13	2	23	22	9	1		3			AP
	WSYD	1300	5-D,1-N	MBS		9		42	2	9	5	3	2*	1/4	2		4	
ANDW BERN	WHIT	1450	250w	MBS	Pearson	8		18	2	9	5	13	3*	2	3		5	UP;LW
	WOOW	1490	250w	KBS	Interstate			35		35	x	3	3	3	5		35	AP;T
ANDWILKESBORO	WKBC	810	1kw-D					34	6	37	3	10	x*	2	4		3	AP;W
ANDLEIGH	WKIX	850	10kw	A,M	Forjoe	3	1/2	98	3	10	9	x	x*	5	9			AP
	WMSN	570	500-D	KBS				40		47	25	14			3			AP
	WPTF*	680	50kw	NBC	PGW	8		17	1	12	5	12	5*	3	5			UP;T
	WRAL*	1340	250w		Forjoe			64	30	1/4	4	21	6*	1	2		10	
ANDDSVILLE	WFRC	1600	1kw	A,K	Bogner & Martin	10		x		12		8			3		6	AP;T
	WREV*	1220	250-D					57	12	20	7	10	2*	3	3		14	UP
ANDANOKE RAPIDS	WCBT	1230	250w	K,M	Continental	8		42		8		11	2*		2		7	UP
ANDCKINGHAM	WAYN	900	1kw-D					37	1	8	5	7	3		6		2	UP;W
ANDCKY MOUNT	WCEC	810	1kw-D	KBS	Continental	1		21	2	18	12	7	10*	4	6		8	AP
	WEED*	1390	5-D,1-N	ABC	Burn-Smith	7		35				14		4	12			
ANDXBORO	WRXO	1430	1kw-D					23		21		6		1	6		4	UP;W
ANDLISBURY	WSAT	1280	1kw	ABC	McGillvra	5	6	60	5	30	12	9	6*	6	5		19	UP
ANDNFORD	WWGP*	1050	1kw-D					35	4	4	2	7	7	1	x		6	UP;W
ANDVER CITY	WNCA	1570	1kw-D		Best	11		64		6	7	5	2	3	6		4	UP;Se
ANDITHFIELD	WMPM	1270	1kw-D					35	2	42	7	9	1/2	1	8		4	UP;C
ANDUTHERN PINES	WEEB	990	1kw-D	ABC	Holman	3		21	4	3	6	10	x*	2	2		9	AP;A
ANDRUCE PINE	WTOE	1470	1kw-D					35	8	31	10	1	2*	2	x			UP
ANDATESVILLE	WSIC*	1400	250w	MBS		5		20	3	20	3	5	3		5			AP;W
ANDBOR CITY	WTAB	1370	5kw-D					31	1	24	21	7	1/2		2			AP;W
ANDRBORO	WCPS*	760	1kw-D		Dora-Clayton			31	7	17	5	13	7*	1	4		10	UP;W
ANDOMASVILLE	WTNC*	790	1kw-D					24	12	24	10	10		6				UP
ANDYON	WTYN	1580	250-D					28	4	28	2	7	1*	1/2	2		7	UP
ANDADESBORO	WADE	1210	1kw-D					28	1	14	2	6	1*		4		9	UP;T
ANDALLACE	WLSE	1400	250w					43		20	20	10	3*	6	13		7	AP;LW
ANDASHINGTON	WHED	1340	250w	KBS	Continental			70	2	24	6	1	8*		2			UP
	WRRF	930	5-D,1-N	ABC	Headley-Reed	8		37	5	9	7	22	2		2		6	
ANDAYNESVILLE	WHCC	1400	250w	KBS				60	20	24	10	x	3*	10	4			UP;T
ANDHITEVILLE	WENC	1220	1kw-D	MBS	Thos. Clark	3		21	3	21	17	11	2*	2	2		5	AP
ANDLLIAMSTON	WIAM	900	1kw-D	KBS				41	6	16	11	8	14*	2	2		11	UP
ANDLMINGTON	WGNI	1340	250w	MBS	Walker	4		60	5	6	6	9	2*				15	UP;T
	WMFD	630	1kw	ABC	Burn-Smith	12		56	3	14	9	21	9*	6	12			UP
ANDLSON	WGTM	590	5kw	CBS	Pearson	6		59	2	21	8	17	15*	2	13		12	UP
	WVOT	1420	1-D,500-N	MBS	Forjoe: D-C	4		21		7		6	5*		24		14	AP
ANDNSTON-SALEM	WAAA	980	1kw-D		Stars National			49			5	1	1	3	1		82	AP
	WAIR*	1340	250w	ABC	Burn-Smith	4	1/4	49	26	7	5	13	3*	3	1/2		6	AP;W
	WSJS*	600	5kw	NBC	Headley-Reed	9		29	5	10	5	14	2	3	4			
	WTOB	1380	5-D,1-N	C,M	V.R.&McC	8	1/2	38	3	5	4	13	10*		1			AP

INFORMATION: Ahoskie, WRCS; Boone, WATA; Clinton, WRRZ; Concord, WEGO; Forest City, WBBO; Gastonia, WCNC, WLTC; Goldsboro, WEQR; Greensboro, WET; Jacksonville, WLAS; Kannapolis, WGTL; Lenoir, WJRI; Monroe, WMAP; Mooresville, WHIP; Morehead City, WMBL; Newton, WNNC; Oxford, WOXF; Rocky Mt, WFMA; Salisbury, WSTP; Sanford, WEYE; Shelby, WOHS.



# NORTH DAKOTA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
SMARCK	KFYR	550	5kw	NBC	Blair	11	9	6	20	7	14	3*		10				UP;T
VILS LAKE	KDLR	1240	250w	MBS	Holman	7		27	14	9	12	1*	x	13				UP;Se,W
CKINSON	KDIX	1230	250w	KBS	Holman			37	3	24	11	20	5*	5	8	1/2		AP;Se,St,W
RGO	KFGO	790	5kw	ABC	Gill-Perna	2		80		20	25	18	2	2	36	2		AP;St,W
	KVOX	1280	1-D,500-N	MBS	McGillvra	3		58	5	5	3	17	13*	1	3			UP
	WDAY	970	5kw	NBC	PGW	8		17	5	9	2	22	3*	2	6			AP;UP;T
AND FORKS	KILO	1440	1-D,500-N	CBS	Everett-McK	8		27	10	5	5	20	3	1	2			AP
	KNOX	1310	5kw		Rambeau			52	6	7	5	16	13*	1	4	1+		UP
TINGER	KNDC	1490	250w					70	4	22	10	20	3	3	6			UP;T
MESTOWN	KEYJ	1400	250w	K,M		8		40	6	2	5	18	10*	1/2	3	1/2		
	KSJB	600	5kw	CBS	Weed	9		21	10	16	5	14	1*	1	4			AP
ANDAN	KBOM	1270	1-D,250-N		Gill-Perna			22	3	8	7	6	18*		2			AP;W
NOT	KCJB	910	1kw	CBS	Weed	5		28	11	44	6	11	8*	1	3			AP;UP
	KLPM	1390	5-D,1-N	MBS	Walker	2		31	4	5	11	21	6*	2	3	1/2		AP;Co,W
ALLEY CITY	KOVC	1490	250w	MBS		3		52	8	16	15	30	12		8			UP
ILLISTON	KEYZ	1450	250w					50	7	10	5	2	4*	2	6			UP;St

# OHIO

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
RON	WADC	1350	5kw	CBS	Hollingbery	11	6	83	9	3	12	23	6	3		1	2	UP;St,W
	WAKR*	1590	5kw	ABC	Burke-Stuart	2	6	10	2		10	20	7*		3			AP,UP
	WCUE	1150	1kw-D		Pearson			100		9	5	15	2*	x			1	UP
	WHKK	640	1kw-D	MBS	Bolling	4		45	2	16	10	12	1	x	2		8	
LIANCE	WFAH*	1310	1kw-D		Rambeau			30	17		6	14	3*	3	2			AP;LW
HLAND	WATG*	1340	250w		McGillvra			62	13		7	x	13*	5	1	1/2		UP;T
HTABULA	WICA*	970	5-D,1-N		Everett-McK			50	8	13	5	16	19*	3	4	4		UP;T
HENS	WATH	970	1kw-D		Continental			55	1	16	8	18	2*	2	1			UP
LLAIRE	WTRX*	1290	1kw-D	MBS	Burn-Smith	3		62	1	1	4	16	9*	3	4	3		UP;W
LLEFONTAINE	WOHP	1390	500-D	KBS				55			7	4	2		2			UP
WLING GREEN	WWBG	730	250-D					40	52	4	x	x	1	1	2			AP
MBRIDGE	WILE	1270	1kw-D					29	4	5	7	10	x	1	1			AP;St
NTON	WAND	900	500-D		Best			40	10			6	2					AP;C
	WCMW	1060	1kw-D		Burke-Stuart			36	1	18	19	8			1			UP;W
	WIIBC*	1480	5kw	ABC	V.R&McC	4	1	58	13	3	5	17	15*	4	4			AP
ILLICOTHE	WBEX	1490	250w	A.M		x		58	21	3	4	6	19*	5	2		10	UP;St
	WCHI	1350	500-D		McGillvra			36	2	30	8	15	9*	2	6			UP
NCINNATI	WCIN	1480	1kw-D		Gill-Perna			x		x	10	x	8	3			91	UP
	WCPO*	1230	250w		Blair			93	10	5	2	10	4*	3				UP
	WKRC*	550	5-D,1-N	CBS	Katz	x	1	49	7		3	14	7	5	5			AP
	WLW	700	50kw	NBC		x	4	8	35	10	11	18	x	5	x			INS;UP;Se,T
	WSAI*	1360	5kw		Weed	2	1	85	2		5	17	x*	1				AP;W
	WZIP	(See COVINGTON, KY.)																
EVELAND	KYW*	1100	50kw		PGW		6	125	20		6	30	2	3	3			AP,UP;C
	WDOK*	1260	5kw		H-R Repts		2	50	22	12	7	6	11*	3		9		UP;Se
	WERE*	1300	5kw		V.R&McC		6	131	4	4	3	12	11*	3	3			All
	WGAR*	1220	50kw	CBS	Christal	7	1	75	14		1	14	2*	3	1/2			INS;UP;Se
	WHK*	1420	5kw	NBC	NBC Spot Sales	4	1	75	7	1/2	9	6	4*	3	7			
	WJMO	1540	1kw-D		United			60			14	6	2			9	75	UP
	WJW*	850	5kw	ABC	Katz	4	2	45	6	5	8	18	3	5		2	17	
WSRS*	1490	250w		Pearson		6	x	x	x	x	x	x	x		x	x	AP,INS;A	
LUMBUS	WBNS	1460	5-D,1-N	CBS	Blair	9	1	53	2		3	13	2*	4	2			AP
	WCOL*	1230	250w	ABC	H-R Repts	3	6	95	8	3	15	17	9*		2		12	AP
	WRFD	(See WORTHINGTON)																
	WTVN	610	5kw		Katz		6	105	3	x	5	12	5*	5	1			
WVKO*	1580	1kw-D		Forjoe			100				3	8	4				25	UP



**OHIO** (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
COSHOCTON	WTNS	1560	1kw-D					38	3	12	5	2	2*	3	3			UP;W
DAYTON	WAVI	1210	250-D		Forjoe			48	3	26	2	9	1/2		2		3	UP
	WJNG	1410	5kw	ABC	H-R Repts	3	6	112		8	14	11	3*	2			30	AP
	WONE	980	5kw		Headley-Reed		1	101	2	24	5	18	3*	6	2	1/2	2	AP;C
DEFIANCE	WONW	1280	500w		Devney			50	3	13	2	18	x*	4	5			UP;A
DOVER	WJER	1450	250w					41	23	8	10	14	14*	10	4			UP;W
EAST LIVERPOOL	WOHI	1490	250w	ABC		x		x	x	20	21	14*	6	6				AP
LYRIA	WEOL*	930	1kw		Walker			118	28	10		10	2*					UP;T
INDLAY	WFIN	1330	1kw-D		McGillvra			80	7		3	10	2*	2	1/2			AP,INS
OSTORIA	WFOB*	1430	1kw		Rambeau			91	4	17	9	8	4*	2	3			AP;C,S
REMONT	WFRO*	900	500-D		Best			31	3	6	3	6	2*	2	2			UP
SALLIPOLIS	WJEH	990	250-D					22	2	9	6	5	1*	3	x		3	UP
JAMILTON	WMOH*	1450	250w					70	9	5	8	17	2*	2	5		1/2	UP;LW
FRONTON	WIRO	1230	250w	K,M	McGillvra	7		49	3	8	20	21	6*	1	1			UP
JACKSON	WLMJ	1280	1kw-D	KBS				20	6	8	10	4	x*	2	2			UP
JANCASTER	WHOK	1320	500-D					51	1	17	6	4	1/2*	5	3			UP;T
JIMA	WIMA*	1150	1kw	ABC	H-R Repts	2		70	10		4	20	7*	5	2			UP
MARIETTA	WMOA	1490	250w	MBS	McGillvra	x		47	2	3	12	15	6	2	5			
MARION	WMRN*	1490	250w	ABC		4		23	16	3	4	15	8*	6	9			UP;T
MIDDLETOWN	WPFB	910	1kw		Webb		2	45	5	12	29	14	2*	3	3		1/2	AP;T
MT. VERNON	WMVO*	1300	500-D	ABC				32	8	10	5	10	11*	3	3			UP;T
NEWARK	WCLT*	1430	500w		Meeker			41	31	1	5	10	5*	5	4			AP
AINESVILLE	WPVL	1460	500-D		Devney			70	20	3	3	15	2*	3	4	1		AP
LIQUA	WPTW	1570	250-D	KBS	Best			35	10		5	8	2*	1	1			AP;W
PORTSMOUTH	WNXT	1260	5-D,1-N	ABC	Everett-McK	4	1/2	56	8		4	16	3*	5	1			UP
	WPAY*	1400	250w	CBS	Webb	10	1	30	3	1	3	29	4*	4	1			AP
ANDUSKY	WLEC	1450	250w	K,M	Holman	2		59	4	1/2	6	25	10*	1	1		1	UP;T
SPRINGFIELD	WBLE	1600	1kw-D		Thos. Clark			45			3	7	3		3			UP
	WIZE	1340	250w	ABC	H-R Repts	4	1	50	1	4	3	9	3*		2		3	AP;W
TEUBENVILLE	WSTV*	1340	250w	MBS	Avery-Knodel	5	1	63	3		7	25	16*		2	2	1/2	
TOLEDO	WOHO	1470	1kw		Pearson		1/2	101	6	24	2	x	5*	9	5			AP;T,W
	WSPD*	1370	5kw	NBC	Katz	6	1/2	25	4	1	8	20	9*	8	3	1		INS,UP;LW,T
	WTOD	1560	1kw-D		Forjoe			61	6	5	3	3	2	3	2	3+	4	AP;LW
WARREN	WHHH	1440	5kw	MBS	Rambeau	2	1	75	13	2	14	28	8*	10	2	1	5	AP;A,T
WASHINGTON C.H.	WCIO	1250	500-D	KBS	Best			15	4	25	10	5	4*	3	10			UP;Se
FAVERLY	WPKO	1380	1kw-D					51	7	16	5	8	3	3	3			AP;W
WORTHINGTON	WRFD	880	5kw-D		Gill-Perna			36	10	5	6	13	3*	4	10			AP,INS;
YOUNGSTOWN	WBBW	1240	250w	ABC	Weed	3	1	75	6	6	6	19	x	2			2	AP;LW
	WFMJ	1390	5kw	NBC	Headley-Reed	4		51	7		7	21	3*	2	3			AP
	WHHH	(See WARREN)																
	WHOT	1570	250-D		Pearson			70			4	6	1/2				1	UP
	WKBN*	570	5kw	CBS	Raymer	9		41	3		10	16	4*		3			AP,UP;
AINESVILLE	WHIZ	1240	250w	NBC	Pearson	6		60	9	5	9	15	6*	3	2			UP;St

INFORMATION: Cincinnati, WCKY; Dayton, WHIO; Mansfield, WMAN; Toledo, WTOL; Wellston, WKOV; Wooster, WWST.

**OKLAHOMA**

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
TULSA	KWHW	1450	250w	MBS	Pearson	5		50	2	15		11	2*	2	2			UP
AVA	KALV	1430	500w		Best			67	24	26	6	12	3*	2	x			AP
ARDMORE	KVSO	1240	250w	ABC	V,R&McC	x		50	2	4	8	13	5*	2	4	1/2†		AP
ACKWELL	KLTR	1580	250-D		Best			24	6	14	5	2						AP;T
HICKASHA	KWCO	1560	1-D,250-N	KBS	Best			65	4	33	4	2	4*		4			AP
ASHING	KUSH	1600	1kw-D	KBS	Best			60	1	4	6	9	5*		2			AP;Se,W
JNCAN	KRHD	1350	250-D, 100-N	K,M	V,R&McC	4		72		6	7	10	9*	5	1		1/4	



# OKLAHOMA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Country Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
MID	KCRC	1390	1kw	ABC	Pearson	5		50	7	7	3	10	9*	2	2		AP;W
	KGWA	960	1kw		V.R&McC.			70		17	6	21	x*				UP;St
FREDERICK	KTAT	1570	250-D	KBS	Best			21	2	8	3	7	1*	1	1	1	UP
UTHRIE	KWRW	1490	100w					50		15	3	3	x			12	AP
WYMON	KGYN	1220	1kw-D	KBS	Best			11	4	10	5	13	1*	1	6		UP;T,W
WAGO	KHIN	1340	250w	KBS				58		30	5	11	1		5	5	AP;T
WATSON	KSWO	1380	1kw	ABC	Pearson	5		18	6	6	6	20	5*	1	1		UP
WALISTER	KNED	1150	1-D,500-N		Pearson			64		11	6	13	3*	6	7		UP;W
	KTMC	1100	250w	ABC	V.R&McC.	x		75		11	5	20	1*	1/2	1		AP
MIAMI	KGJC	910	1kw	KBS				71		28	15	15	15*	x	6		AP
MUSKOGEE	KBIN	1190	250w	ABC	V.R&McC.	7		15	1	7	12	x	1*	1	6	8	UP
	KMUS	1380	1-D,500-N		Pearson			71	27	20	8	10	15*	8	15	10	
OKLAHOMA CITY	KBYE	890	1kw-D		Dora-Clayton			7		10	18	5		2		70	
	KLPR	1110	1kw-D					x	x	x	18	x			6	6	AP
	KOCY	1340	250w	MBS	Pearson	3	6	102	10		5	15	8*				AP
	KOMA	1520	50kw	CBS	Avery-Knodel	8	2	32		25	5	6	x	1	2		UP;W
	KTOK	1000	5kw	ABC	Raymer	2		104			6	15	x*		6		AP
	KTOW	800	250-D		Gill-Perna			x			1	10	x				AP
	WKY	930	5kw	NBC	Katz	7		11	3	1	3	17	2*		5		AP;UP
MULGEE	KHBC	1240	250w		Best			39	3	12	9	12	8*		2	12	AP;T
MULS VALLEY	KVLH	1470	250-D	KBS	Best			70		10	1	7	8*	2	2		UP;T
MUNCA CITY	WBBZ	1230	250w	MBS	Pearson	x		60	5	4	6	21	18*	3	6		AP
MURKOR	KOLS	1570	1kw-D	KBS	Best			24	9	36	21	11	x		1		AP;C,St
MURKOR	KGFF	1150	250w	MBS	Best	3		50	9	10	5	15	x*	2	5		AP;LW
MILLWATER	KSPI*	780	250w	MBS	Thos. Clark			35	1	2	5	5	2*		9		UP;St,W
MURKOR	KWSH	1260	1kw	A,K	V.R&McC	8		23	2	16	1	15	7*	1	2		AP;St
MILSA	KFMJ	1050	1kw-D		Burke-Stuart			60		12		7					
	KOME	1300	5-D,1-N	A,M	Gill-Perna	3			60		18	22	10*	7	2		UP
	KRMG	740	50-D,25-N		Blair			84		12	8	11	1*	1/2	2		AP
	KTUL	1430	5kw	CBS	Avery-Knodel	6	3	101		1	3	21	1*		1/2	12	UP;W
	KVOO	1170	50kw	NBC	Petry	8	2	46	5	10	16	18	2*	2	10		INS;UP;St,W
MURKOR	KVIN	1470	500-D	KBS				54	1/2	9	3	9	5*	2	2		UP
MURKOR	KWSH	(See TRI-CITY)															
MURKOR	KSIW	1450	250w		Pearson			42	13	17	6	16	6*		5		AP;LW

INFORMATION: Ada, KADA; Bartlesville, KWON; Clinton, KWOE; Durant, KSEO; Elk City, KASA; Hobart, KTJS; Idabel, KBEL; Norman, KNOR; Poteau, KLCO; Tulsa, KAKC.

# OREGON

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Country Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
BANY	KWIL	790	1kw	MBS	Best	7		51		5	10	27	x*	1	2		AP;W
BLAND	KWIN	1400	250w	MBS	W. S. Grant	6		38	4	20	11	18	13*		3		UP
BENTON	KVAS	1230	250w		Holman			101	7	6	1	7	3*	2			UP
BENTON	KBND	1110	1kw	MBS	W. S. Grant	5		50	3	17	3	14	5*	2	3		UP;W
BENTON	KCOV	1240	250w		Everett-McK			65	8	5	2	x	x*		2		UP
	KRUL	1340	250w		McGillvra			94	3	6	2	12	3*	2	2		AP
BENTON GROVE	KOMB	1400	250w					86			2	15	3*	6			UP
BENTON	KPLK	1460	500-D					67			3	10	1/2		2		AP
BENTON	KASH	1600	1kw		Cooke			41	11	17	6	12	4	1	2		
	KEED	(See SPRINGFIELD)															
	KERG	1280	5-D,1-N	CBS	Weed	12		25	16	1/4	6	16	5*	2	2		AP;W
	KORE	1450	250w	MBS	Everett-McK	x		43	3	3	14	24	20*	10	1		UP;LW,W
	KUGN	590	5-D,1-N	NBC	Meeker	7	6	40	9	8	4	19	10*	2	1		AP
BENTON GROVE	KRWC	1570	1kw-D					60		20	1/2	3		1	1		Se,St
BENTON PASS	KUIN	1340	250w	MBS	W. S. Grant	10		16	7	15	7	17	3	2	2		W
BENTON	KRTV	1360	1kw-D	KBS				46		5	3	7	1	2	6		AP;LW
BENTON RIVER	KIHR	1340	250w		Meeker			62	15	12	4	12	8*	5	2		AP



**OREGON** (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
KLAMATH FALLS	KFJI	1150	5-D,1-N	MBS	W. S. Grant	6	...	48	2	12	4	25	8*	2	3	...	...	UP	
	KFLW	1450	250w	A,C	Everett-McK	11	...	18	2	...	1	17	4*	4	1	...	...	AP; S	
	KLAD	900	1kw-D	KBS	Headley-Reed	...	...	50	5	15	...	7	...	...	...	...	...	AP,UP	
LEBANON	KGAL	920	1kw	...	Holman	...	...	98	...	...	...	14	...	...	...	...	...	INS	
McMINNVILLE	KMCM	1260	1kw	KBS	Continental	...	...	68	10	7	3	9	14*	1/2	1	...	...	UP;LV	
MEDFORD	KBOY	730	1kw-D	KBS	Headley-Reed	...	...	63	1	3	1	6	...	...	...	...	...	AP,UP	
	KMED	1440	5-D,1-N	NBC	Meeker	x	...	28	6	21	4	14	5*	3	3	...	...	UP	
	KYJC	1230	250w	A,C	Webb	8	...	32	16	7	4	29	14*	...	3	...	...	UP	
NEWPORT	KNPT	1310	1kw	...	Continental	...	...	43	9	28	8	11	6*	2	1/2	...	...	UP	
NORTH BEND	KFIR	1340	250w	CBS	W. S. Grant	12	...	39	6	8	...	21	5*	3	...	...	...	UP	
OCEANLAKE	KBCH	1400	250w	...	...	...	...	67	10	13	12	x	6*	3	1/4	...	...	UP	
ONTARIO	KSRV	1380	1kw	KBS	W. S. Grant	...	...	66	2	22	3	21	4	...	3	...	...	...	
OREGON CITY	KGON	1520	10kw	...	Weed	...	...	38	15	...	5	10	7*	...	...	...	...	UP;St	
PENDLETON	KWRC	1240	250w	ABC	...	6	...	33	2	3	7	20	6*	1/4	3	...	...	UP	
PORTLAND	KEX*	1190	50kw	...	PGW	...	6	105	7	6	7	16	5	1	4	...	...	INS,UP	
	KGON	(See OREGON CITY)																	
	KGW	620	5kw	ABC	Blair	3	1	67	15	5	5	19	5	4	1	...	...	...	UP
	KOIN*	970	5kw	CBS	CBS Radio Spot	x	...	13	7	1	2	24	2	2	2	...	...	...	AP,UP St,W
	KPAM*	1410	1kw-D	...	...	...	...	50	66	...	1/4	8	...	...	...	...	...	...	AP;Se
	KPDQ	800	1kw-D	...	Forjoe	...	...	64	...	2	11	4	...	...	...	...	...	...	...
	KPOJ*	1330	5kw	MBS	Avery-Knodel	7	1	57	5	8	4	28	6	4	...	...	...	...	UP
	KVAN	(See VANCOUVER, WASH.)																	
	KWJJ	1080	10kw	...	Burn-Smith	...	...	98	1	...	22	9	...	...	...	1	6	...	...
	KXL	750	10kw-D	...	Branham	...	...	80	...	...	...	4	...	...	x	...	...	...	UP
PRINEVILLE	KRCO	690	1kw-D	...	Best	...	...	34	2	12	3	14	6*	1/2	4	...	...	UP;T	
REDMOND	KJUN	1240	250w	ABC	McGillvra	14	...	20	...	...	...	14	5	2	...	...	...	AP;LW	
ROSEBURG	KRRR	1490	250w	CBS	W. S. Grant	9	...	25	5	6	2	13	5*	2	1/4	...	...	AP;St	
SALEM	KGAY	1430	5kw-D	...	Holman	...	...	48	6	9	2	7	...	...	9	...	...	...	
	KOCO	1490	250w	...	...	...	...	76	21	1	3	4	...	3	2	...	...	UP;A,S	
	KSLM	1390	1kw	MBS	Everett-McK	7	...	20	43	6	20	22	6*	7	7	...	...	LW,W	
SPRINGFIELD	KEED	1050	1kw-D	...	Holman	...	...	75	...	...	...	8	1	x	...	...	...	UP	
THE DALLES	KRMW	1300	1kw-D	...	Best	...	...	40	3	5	2	7	...	12	3	...	...	UP	
TILLAMOOK	KTIL	1590	250w	...	Continental	...	...	61	6	20	9	3	12*	6	6	...	...	UP	

NO INFORMATION: Astoria, KAST; Baker, KBKR; Coos Bay, KOOS; Coquille, KWRO; La Grande, KLBM; Pendleton, KUMA; Roseburg, KRXL, KYES; The Dalles, KO

**PENNSYLVANIA**

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ALLENTOWN	WAEB	790	500-D,1-N	...	Radio-Tv Reps	...	...	90	6	18	4	12	12*	...	2	4	...	...	
	WFMZ‡	100.7	48kw	...	GMB	6	...	1/2	63	...	1	6	...	...	...	...	...	A,Se	
	WHOL	1600	500-D	...	Raymer	...	...	60	2	...	2	8	4	...	...	1/2	...	AP	
	WKAP	1320	1kw	...	Weed	...	...	94	3	4	12	9	1*	3	1	1/2	...	...	AP
ALTOONA	WFBG	1340	250w	NBC	H-R Reps	3	...	59	...	...	3	12	1/2	...	1/4	...	...	AP;W	
	WRTA	1240	250w	A,M	Everett-McK	5	...	37	3	...	13	11	5*	1	2	1	...	...	UP;T
	WVAM	1430	1kw	CBS	Weed	6	1/4	39	1	2	10	10	2*	3	10	1/2	1/4	UP;St	
BEAVER FALLS	WBVP	1230	250w	...	...	...	...	9	8	26	6	19	10*	2	1/2	4	2	AP,UP	
BETHLEHEM	WGPA*	1100	250-D	...	...	...	...	42	8	1	3	5	1*	5	...	...	...	UP;T	
BLOOMSBURG	WHLM	550	500w	...	...	...	1/2	70	12	2	10	3	14	3	10	...	...	AP;A	
BRADDOCK	WLOA	(See PITTSBURGH)																	
BRADFORD	WESB	1490	250w	MBS	Burn-Smith	5	...	48	18	2	15	20	25*	2	1/2	...	...	...	AP
BUTLER	WBUT*	1050	250-D	...	Gill-Perna	...	...	50	7	...	3	20	6	x	3	...	...	...	AP
	WISR	680	250-D	...	...	...	...	x	6	...	9	31	2*	1/4	3	...	...	...	
CARBONDALE	WCDL	1440	5kw-D	KBS	Cooke	...	...	61	2	7	3	18	2*	2	6	7	...	...	UP;W
CARLISLE	WHYL	960	1kw-D	...	...	...	...	60	...	12	x	10	2	...	x	...	...	...	UP
CHARLEROI	WESA	940	250-D	KBS	Thos. Clark	...	...	40	2	7	3	2	2	7	2	3	...	...	AP;T
CHESTER	WDRF	1590	1kw	...	...	...	2	42	6	8	2	8	6*	5	...	1	18	...	St
	WVCI	740	1kw-D	...	Webb	...	...	28	20	9	22	7	x	1	1/4	...	...	...	UP
CLEARFIELD	WCPA	900	1kw-D	...	...	...	...	71	4	1	8	2	3	2	1	...	...	...	UP;LW
COATESVILLE	WCOJ	1420	5kw	...	...	...	...	86	2	15	6	15	x*	...	3	...	...	...	UP
CONNELLSVILLE	WCVI	1340	250w	...	...	...	...	73	19	7	7	10	4	1	2	2	4	...	UP;T,W



PENNSYLVANIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Country	Western	Relig	News	Sports	Home-making	Farm	Foreign	
ALTOONA	WOTR	1370	500-D	KBS				10	1	7	11	13	3*	1	1			AP;St
ALTOONA	WFRM*	600	1kw-D					12		11	9	20	8*	5	1			AP;W
ALTOONA	WBUX	1570	250-D		Indie Sales			23	5	6	5	6	1	8				AP;W
ALTOONA	WCED*	1420	5-D,500-N	CBS	McGillyvra	9	1 <sub>1</sub>	28	1	1	12	16	12*	2		1		
ALTOONA	WEEX*	1230	250w		Headley-Reed			1	100			16	x		5			AP;T
ALTOONA	WGSA	1310	1kw-D	KBS	Bdest Time Sls			60	1	8	6	7	5		1			UP
ALTOONA	WERC*	1260	5kw	ABC	Weed	6	2	42	16	3	9	17	4*	3	1		1 <sub>2</sub>	UP;C,L,W
ALTOONA	WIKK	1330	5kw	NBC	Petry	x		26			3	11	10		x			AP;LW
ALTOONA	WJET	1400	250w		Forjoe		2	100	12	6	5	11	1			1		AP;St
ALTOONA	WLEU	1450	250w	MBS	Rambean	5	2	100	5	6						2		AP
ALTOONA	WFAR	1470	1kw-D	KBS				62	1	6	1	6	3			1	1	AP
ALTOONA	WGET	1450	250w					10	10	8	6	14	8*		6			AP;W
ALTOONA	WHYR	1280	1kw					75	5	16	8	14	6*		4			UP;St
ALTOONA	WCMB	1160	5kw	MBS	Gill-Perna	10	1	60	1	2	7	14	x*		1			AP;T
ALTOONA	WHGB	1400	250w	ABC		x	1	72	1	4	1	15	4*	1	1			
ALTOONA	WHIP*	580	5kw	CBS	Bolling	11	1	13	5	2	2	16	3	2	3			
ALTOONA	WAZL*	1490	250w	M,N	Raymer	8		33	2	1	5	19	10*	2	1 <sub>2</sub>			AP;W
ALTOONA	WAMO	860	250-D		Forjoe				3	18	3	7			5	27	16	UP
ALTOONA	WDAD	1450	250w	CBS		9		38	2			14	5*		2			UP;W
ALTOONA	WARD*	1490	250w	CBS	Weed	9		50	12	5	8	22	10*	2	1	1	2	UP;W
ALTOONA	WCRO	1230	250w	A,M	Forjoe	1	1	106	5	8	9	20	6*	5	1			
ALTOONA	WJAC*	1400	250w	NBC	Young	3	1	42	7		6	18	6*	x	2			AP
ALTOONA	WADP	950	500-D					32	21	1	1	9	7*					AP;T
ALTOONA	WACB	1380	1kw-D	KBS	Rambeau			63	8	5	8	14	4*	7	1			AP;T
ALTOONA	WLAN*	1390	1kw	A,M	Headley-Reed	5	1 <sub>2</sub>	40	17	4	9	21	12*	3	7	1 <sub>2</sub>		AP;C
ALTOONA	WLSH	1410	1kw-D					81		7	5	x	3*		10	3		UP;T
ALTOONA	WAKU	1570	1kw-D					29	2	2	3	7	9*					AP;T,W
ALTOONA	WLBR*	1270	1kw		Burn-Smith		1	1	8	25	15	4	11*	3	2			UP;W
ALTOONA	WKVA	920	1kw-D		Gill-Perna			60		15	8	3	x*	6	12			UP
ALTOONA	WMRF	1490	250w	NBC	Burn-Smith	1		35	5	2	12	24	6	6	10			AP
ALTOONA	WPZ	1230	250w	MBS	McGillyvra	8		40	15	11		24	12*		3			AP,UP; LW,W
ALTOONA	WEDO	810	1kw-D		Rambeau			55	1	4	3	7	2*	1	1	1		AP;T
ALTOONA	WNGW*	1490	250w	ABC		6		70	1	2	2	14	2*	2	2			AP;W
ALTOONA	WJUN	1220	250-D		Burn-Smith			20		20	8	10	6*	8	20			AP
ALTOONA	WHWL	730	1kw-D		Forjoe			40	3	4	7	7	1	3	1	4		Se,W
ALTOONA	WKST	1280	1kw	MBS	Everett-McK	9		46	2	4	6	16	3*	2	3			UP
ALTOONA	WNAR	1110	500-D		Weed			41	2	3	6	5	2*	6	2			AP
ALTOONA	WCAU*	1210	50kw	CBS	CBS Radio Spot	8	6	72	8		1	19	3*	3	5			AP;LW
ALTOONA	WDAS	1480	1kw		Pearson		3	117	13		10	8	2	12		10	127	AP
ALTOONA	WFIL*	560	5kw	ABC	Blair	3	1	80	5		6	22	2	3	1		1 <sub>2</sub>	
ALTOONA	WFLN‡	95.7	20kw		GMB			1	105	1		7						UP
ALTOONA	WHAT*	1340	250w		Stars National		3	42	1		11	19	1*	3		1	161	AP
ALTOONA	WIBG*	990	10kw		Radio-Tv Reps		2	85	2	6	23	15	1*		1			UP
ALTOONA	WIP*	610	5kw	MBS	Petry	3	6	110	8			1	x*	2				AP,UP;

**RESULTS UNLIMITED!**

**WIBG IS PENNA'S MOST POWERFUL INDEPENDENT**

SUBURBAN STATION BLDG.  
 PHILA. 3, PA. • RI 6-2300  
 or  
 RADIO-TV Representatives



PENNSYLVANIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
PHILADELPHIA (cont.)	WJMJ	1540	1kw-D		Indie Sales			10	5	18	8	3	2*		1/2	42	6		
	WKDN	(See CAMDEN, N. J.)																	
	WNAR	(See NORRISTOWN)																	
	WPEN*	950	5kw		Gill-Perna		6	102	7		3	16	1						AP,UP
	WRCV	1060	50kw		NBC	NBC Spot	7	1	84	2		7	14	6		2			AP,UP;
PITTSBURGH	WTEL	860	250-D					18	4	1/2	7	x				29			
	KDKA*	1020	50kw		PGW		6	71	8		4	40	6*	3	6			AP,UP	
	KQV	1110	5kw		CBS	Raymer	6	1/2	42	10	2	4	15	5*	1/2			UP	
	WAMO	(See HOMESTEAD)																	
	WCAE	1250	5kw		Katz		1	86	16	3	4	12	1	3				1/4	AP
	WEDO	(See McKEESPORT)																	
	WILY	1080	1kw-D		Stars National				52		4	18	3	1				84	AP
	WJAS*	1320	5kw		A.M	H-R Reps	5	1/2	70		1	6	21	4	1				UP
	WKJF†	93.7	10kw				1	112	3				x	x					UP;St,T
	WLOA	1550	1kw-D						84			3	3		2		4		UP
PITTSBURGH	WPIT	730	1kw-D					10		11	42	3			2	3		UP	
	WWSW*	970	5kw		Blair		6	11	14	5	1	14	3		2			UP	
	WPTS	1540	1kw-D		Indie Sales			62	31	8	3	4	1*	2		15		UP;W	
	WPAM	1450	250w		Everitt-McK			105			4	10	10*	3	3			UP;W	
	WPPA*	1360	1-D,500-N					60	14	6	3	7	2	3	2	1		AP	
	WPME	1540	1kw		KBS			50	3	2	12	2	3*	2	2			AP;T	
	WEUU	850	1kw		ABC	Headley-Reed	4	96		3	3	14	2*		5	1		UP	
	WHUM	1240	250w		CBS	Weed	10	22	2	1	3	9	2		6	1/2		AP	
	WRAW	1340	250w		NBC	Wecker	8	25	2		2	14	2	5				AP	
	WED LION	WGSB	1440	1kw-D					20		x	30	6	2*	1	6			UP;C,Se
T. MARYS	WKBI	1400	250w		MBS		4	26	8	7	8	12	8*	2	3	1		AP;St	
AYRE	WATS	960	1kw-D		Indie Sales			32	3	13	10	10	x*	2	15			UP	

Nothing —  
but nothing  
outsells  
good old radio!



OUR ADVERTISERS HAVE KNOWN IT FOR YEARS



PENNSYLVANIA (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALANTON	WARM	590	5kw	ABC	Bolling	7	1	100	10	7	1	16	5*	2	1		1/2	LP;T
	WEJL	630	500-D		Mecker			56	16			2	15	2*	3	1		AP;LP;LW;St
	WGBI*	910	1-D,500-N	CBS	II-R Reps	9	1	32	6		3	11	6	5				AP
AMOKIN	WISL	1180	1kw	MBS	Forjue	8		23	7	3	3	12	2	1				
AMERSET	WASC	990	250-D		Indie Sales			38	6	5	5	11	8	1	1			UP;St
ANDREWSBURG	WVPO	840	250-D		Radio-Tv Reps			61	5	2	8	1	9*	1	2			UP
ANDREWSBURG	WKOK*	1210	250w	CBS		9		20	11	2	6	15	2*		2			AP
ANDREWSVILLE	WTV	1290	500-D					52	8	10	5	9	4*	2	2			AP;W
ANDREWSVILLE	WTRN	1290	1kw-D					26	12	15	8	3	8*	2	3			UP;W
ANDREWSVILLE	WVBS	590	1kw	CBS	Mecker	9		30	3	10	1	18	1*		1	2		
ANDREWSVILLE	WNAE*	1310	1kw-D					13	12		7	13	8*	2				AP;T
ANDREWSVILLE	WJPA*	1150	250w	MBS	McGillyra	1		70	10		3	20	10*	5	1			UP;T
ANDREWSVILLE	WAZL*	(See HAZLETON)																
ANDREWSVILLE	WBAX	1240	250w	MBS	Burn-Smith	8		50	10	1	7	20	7*		1			UP
ANDREWSVILLE	WBRE*	1340	250w	NBC	Headley-Reed	9	1	31	3	7	1	13	2			7		AP;CT
ANDREWSVILLE	WILK	980	5-D,1-N	ABC	Avery-Knodel	7	1	51	12	1/2	11	16	5*	1	3	1		T
ANDREWSVILLE	WLYC*	1050	1kw	KBS	Cooke			21	21		20	20	x*	3	1	1/2		AP;St
ANDREWSVILLE	WRAK*	1100	250w	NBC	Everett-McK	8		39	6	2	1	15	2*	3	2			
ANDREWSVILLE	WWPA	1340	250w	CBS	Burn-Smith	9		33	2		3	16	1*	3	2			UP;W
ANDREWSVILLE	WGCB	(See RED LION)																
ANDREWSVILLE	WNOW	1250	1kw-D					36	9	10	6	9	2*	1	5			AP;LW
ANDREWSVILLE	WSBA	910	1kw	A,M	Young	5	1/2	68			1	25	10	5	3			AP;W

INFORMATION: Allentown, WSAN; Apollo, WAVL; Barnesboro, WNCC; Bedford, WBFJ; Bloomsburg, WCNB; Chambersburg, WCIA; Emporium, WEMR; Greensburg, WGB; Harrisburg, WKBO; Huntingdon, WHUN; Lancaster, WGAL; McKeesport, WMCK; New Kensington, WKPA; Oil City, WKRZ; Pottstown, WPAZ; Roaring Spring, WKMC; Scranton, WICK, WSCR; Sharon, WPIC; State College, WMAJ; Warren, WRRN; Waynesboro, WAYZ; Wellsboro, WNBT; York, WORK.

RHODE ISLAND

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANDREWSVILLE	WADK	1540	1kw-D		Walker			43	4	3	5	15	2*	4		3		AP;W
ANDREWSVILLE	WPAW	550	1kw-D					36		14	5	7	3			16		UP
ANDREWSVILLE	WEAN*	790	5kw	A,M	V,R&McC	x						20	8*	2				AP;UP
ANDREWSVILLE	WHIM	1110	1kw		Headley-Reed			65	5		3	2	1*		1/2			UP
ANDREWSVILLE	WICE	1290	500-D					91			3	14	x*					AP
ANDREWSVILLE	WJAR	920	5kw	NBC	Weed	9		38	3		7	17	2	4				AP;INS
ANDREWSVILLE	WPAW	(See PAWTUCKET)																
ANDREWSVILLE	WPRO*	630	5kw	CBS	Blair	11		24	4			15	1		1			AP;UP
ANDREWSVILLE	WRIB	1220	1kw-D		Indie Sales			21	6	3		8				26		INS;A,Se
ANDREWSVILLE	WTMH‡	101.5	20kw			18	1		120		2	4						INS
ANDREWSVILLE	WERI	1230	250w		Walker			70	1	1	3	12	5*		1	1		UP
ANDREWSVILLE	WWRI	1450	250w				6	75	3	3	17	17	6*	3	3	6		AP;T
ANDREWSVILLE	WNRI	1380	1kw-D					52	6	5	1/2	11	2			1		UP
ANDREWSVILLE	WWON*	1240	250w		Webb			100	5		2	2	1*	3		5		AP;W

SOUTH CAROLINA

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANDREWSVILLE	WAKN	990	1kw-D	KBS				20	7	6	6	10	1*	5	3		1	AP;C,W
ANDREWSVILLE	WAIM*	1230	250w	CBS	Headley-Reed	8		x	x	x				3	2		3	INS;LW
ANDREWSVILLE	WANS	1280	1kw	MBS	Devney	7		32	12	15	5	18	3*		2		3	UP;St
ANDREWSVILLE	WBAW	740	500-D		Best			30	4	12	2	7	2*	3	5		8	UP;W
ANDREWSVILLE	WBEU	960	1kw-D	KBS				63	9		3	x	2*		2		7	UP;W
ANDREWSVILLE	WBSC	1550	10-D,5-N	MBS	Indie Sales	6		15		18	3	15	1*	3	3		14	
ANDREWSVILLE	WAGS	1380	1kw-D	KBS	Interstate			40		27	1	1	1*		6		6	AP;W
ANDREWSVILLE	WACA	1590	1kw-D					14	4	18	7	7	1*	3	1		5	UP;T

SYMBOLS: \* am-fm station; ‡ fm station; D—daytime power; N—night power; \* local sports covered; † Lat. Amer. included; x figure unspecified category unclaimed



**SOUTH CAROLINA** (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CHARLESTON	WCSC*	1390	5kw	CBS	PGW	x	¼	32	8	8	5	9	2*	1	1	x	1	UP;W	
	WHAN	1340	250w	A,K,M		12	1		7	15	16	x	3*		1			UP	
	WPAL	730	1kw-D		Forjoe				35									40	
	WQSN	1450	250w		Pearson		1		39	2	30	28	13	2*				35	UP
	WTMA*	1250	5kw	NBC	Hollingbery	6		80		25	6	10	x*	3	2			AP	
CHERAW	WCRE	1420	1kw-D	KBS	Best			18	4	6	22	10	4*	1	1			4	UP
COLUMBIA	WCOS*	1400	250w	ABC	Headley-Reed	6		31	30		8	15	5*		5			13	AP;W
	WIS*	560	5kw	NBC	PGW	6		72	8	3	5	13	5*	5	3				AP;UP;
	WMSC	1320	1kw	CBS	H-R Reps	7	1	75			2	18	2	5					UP;Se,
	WOIC	1470	5kw-D		Forjoe			16	1		33	3	2*	½	½			85	
DARLINGTON	WPFD	1350	500-D		Best			39	8	15	6	10	x	1	4			4	UP;LW
DILLON	WDSC*	800	1kw-D	ABC	Gill-Perna	3		18	1	12	12	19	5*		x			6	UP
ASLEY	WELP	1360	1kw-D	KBS	Indie Sales			25	2	4	25	7	3*	½	1			7	UP;A,St
LORENCE	WJMX	970	5-D,1-N	ABC	Walker	5		13	8	15	3	18	9*	1	10				UP;T
	WOLS	1230	250w					69	4	10	10	6	2*		¼			9	Se
HAFFNEY	WFGN	1570	250-D					22	2	13	5	6	4*	2	2				UP
GREENVILLE	WESC*	660	5kw-D		Rambeau			14		16	7	3	2*	2	2			12	AP;LW
	WFBC*	1330	5kw	NBC	Avery-Knodel	10		22	3	6		4	2	3	7			4	AP
	WMRB	1490	250w	A,M	Cooke	9		63	8	1	2	10	5		x				AP
	WMUU	1260	1kw-D		Continental				45		33	15		3	1				AP;LW
	WQOK	1440	5kw	CBS	Walker	7		37	6	27	3	12	4*	2	1			6	UP
GREENWOOD	WCRS*	1450	250w	NBC	Thos. Clark	8		30	2	18	8	11	x*		2			3	AP;T
	WGSW	1350	1kw-D	K,M	Indie Sales; D-C	x		18		30	6	7	1					10	UP
REER	WCKI	1300	1kw-D		Best			27		27	17	4	x						AP
	WEAB	800	250-D	KBS				18	4	13	12	6	3*	3	½			3	UP;W
ARTSVILLE	WHSC	1450	250w	MBS		x		22	16	12	7	13	2*		1			3	AP
AURENS	WLBG	860	250-D		Indie Sales			44		18	6	8	x*		2			9	UP
MULLINS	WJAY	1280	1kw-D	KBS				45	2	27	4	5	3*	2	3			10	UP;LW,
MYRTLE BEACH	WMYB	1450	250w	KBS	Cooke			46	10	2	5	18	4*		½			5	UP
NEWBERRY	WKDK	1240	250w	MBS	Interstate	8		33	7	20	7	10	3*	3	2			12	AP;T
RANGEBURG	WDIX	1150	5-D,5-N	A,M	Devney; Holman	5		46	1	7	1	5	6*		2			6	AP
	WTND*	920	1kw-D	KBS	Thos. Clark			40	14	12	4	10		½	7			11	UP
ROCK HILL	WRHI*	1340	250w	K,M	McGillvra	x		48	2	23	6	10	15*	1	7			2	AP
	WTYC	1150	1kw-D		Indie Sales			45		21	15	7	4	1	3			6	UP
WENEGA	WSNW	1150	1kw-D		Best			28	7	21	7	10	4	4	7				
SPARTANBURG	WJAN	1400	250w	A,M		5		64	25	24	9	x	12*	12	7			12	AP;W
	WORD*	910	1kw	NBC	Raymer	6		48		25	5	13	4	1	2			1	AP;T
	WSPA*	950	5kw	CBS	Hollingbery	7		25	3	13	9	17	3*	6	3				UP;St
SUMTER	WSSC	1340	250w	ABC	Best	7		30	12	18	12		3*		3			30	
UNION	WBCU	1460	1kw	MBS	Interstate	5		26		18	7	11	15*	3	2			4	UP;W
WALTERBORO	WALD*	1220	1kw-D	MBS		5		32	1	18	2	12	12*		3			6	AP

INFORMATION: Chester, WGCD; Columbia, WNOK; Conway, WLAT; Georgetown, WGTN; Kingstree, WDKR; Lake City, WJOT; Lancaster, WLCM; Spartanburg, WDX; Sumter, WFIG.

**SOUTH DAKOTA**

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services		
ABERDEEN	KSDN	930	1kw	ABC	Weed	7		76	20	9	8	30	15*	6	7					AP
BLACKBROOKINGS	KBRK	1430	500-D	KBS				45	13	7	4	10	2*	2	1					AP;W
BRON	KIJV	1340	250w	NBC		7		16	8	6	5	13	x*	6	6	1				UP;T
MITCHELL	KORN	1490	250w	MBS		7		45		1	6	15	6*		5					UP;LW
ROBRIDGE	KOLY	1300	1kw-D					6	1	3	6	56	1	1	8					UP;W
VERRE	KGFX	630	200-D									10			¼					UP
RAPID CITY	KOTA	1380	5kw	CBS	Headley-Reed	7		32	3	5	6	15	6*	4	5					AP;UP;C
SIOUX FALLS	KELO	1320	5kw	NBC	H-R Reps	6	1	60	3	10	8	19	5*	2	6					AP;UP;C,St
	KISD	1230	250w	KBS	Cooke			77	16	15	5	13	2*	1	2					AP
	KSOO	1140	10-D,5-N	ABC	Avery-Knodel		½	51	11	1	11	14	6*	3	12					AP
WATERTOWN	KWAT	950	1kw	MBS		6		46	13	8	12	19	10*		8					AP;St,W
WINKTON	KYNT	1450	250w					63	16		1	15	x*		9					UP;T
	WNAX	570	5kw	CBS	Katz	6		28	3	11	11	14	2*	4	12	½				AP;UP;CLW

INFORMATION: Aberdeen, KABR; Dearwood, KDSJ; Rapid City, KRSD; Sioux Falls, KIHO.



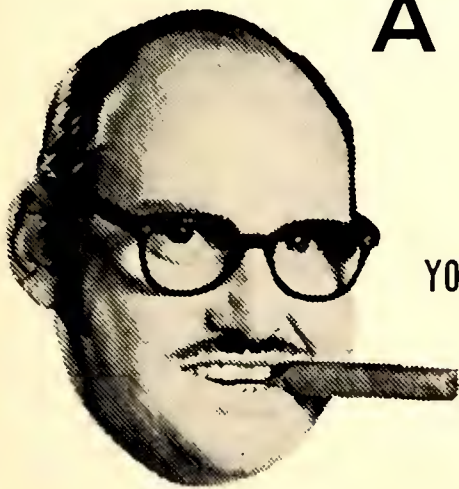
# TENNESSEE

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Country	Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ASTOL	WOPI*	1490	250w	NBC	Burn-Smith	8		32	2	3	12	15	1*	1 <sub>1</sub>	2			AP;LW
ANTERVILLE	WHLP	1570	1kw-D					33	9	16	1	3	2*		3			1 P
ATTANOOGA	WAGC	1150	250w	MBS		2					10	17	11	1	2			AP
	WAPO	1150	5kw	ABC	H-R Repts	2		40		15	10	8	30*	3	2			1 P
	WDEF	1370	5kw	NBC	Branham	5		52	3	2	9	23	1*	5	3			1 P;C
	WDOD*	1310	5kw	CBS	Rayner	x		46	2	5	5	11	8*	3	1			AP;St,W
	WDXB	1490	250w		Forjoe		1	10	2	50	25	5	3					12 AP
	WMFS	1260	1kw-D		Pearson			23			x							91
ARKSVILLE	WJZM	1100	250w	MBS	Rambeau	5		34	15	14	6	16	15*	2	5		8	AP;T
EVELAND	WBAC	1340	250w	MBS	Gill-Perna; D-C	6		64	1	8	10	18	9*	6	2		3	1 P
LUMBIA	WKRM	1340	250w	K,M	Walker; D-C	5		50		23	x	19	x*	1	8		2	AP;T,W
KEVILLE	WHUB	1400	250w	CBS	Continental	7		42	1	25	10	17	6*	1	5			1 P
KINGTON	WKBL	1250	1kw-D					26	2	25	13	9	1*	1	1		2	AP
LOSSVILLE	WAEW	1330	1kw-D	KBS				11		30	8	8	2	5	2			1 P
CKSON	WDKN	1260	1kw-D	KBS				30	6	20	1	1	6*	1	3		3	AP
ZABETHTON	WBEJ	1240	250w	MBS	Gill-Perna	3		24		9	1	12	5*	1 <sub>2</sub>	1 <sub>2</sub>			1 P
YETTEVILLE	WEKR	1240	250w	K,M		4		38		15	1	55	8*	3	3		5	AP;T
ANKLIN	WAGG	950	1kw-D					36		25	2	10	x		2		7	AP
LLATIN	WHIN	1010	1kw-D					19		51	9	1	2*		1		3	1 P;C
MBOLDT	WIRJ	740	250-D	KBS				60		3	8	7	1*		2		3	AP
CKSON	WDXI	1310	5-D,1-N	MBS	Headley-Reed	7	6	30	3	24	2	6	2*	3	2			1 P;W
	WJAK	1460	1kw-D		Best; D-C			76			21	7	3*	5	6		97	1 P
	WTJS*	1390	1kw	ABC	Branham	5		60	2	8	16	16	12*	5	1			AP;T
INSON CITY	WETB	790	1kw-D		McGillyra			21	8	4	x	x	2*	2	2		1	AP;W
	WJHL*	910	5-D,1-N	CBS	Pearson	7		51	9	8	10	14	10*	2	4			AP;1 P
IGSPORT	WKIN	1320	5kw-D		Walker			53	6	18	12	12	8	2	3		6	1 P;W
	WKPT*	1400	250w	NBC	Burn-Smith	9		50	6	2	1	13	3*	5	1			AP;T
OXVILLE	WATE	620	5kw	NBC	Avery-Knodel	6		40		10	6	12	3*	3	2			1 P
	WBIR*	1240	250w	ABC	Gill-Perna	4		75	4			39	9*	3				1 P;T
	WIVK	860	1kw-D		Forjoe			12		52	20							12
	WKGK	1340	250w	MBS	Rambeau	5	6	86	5		3	13	15*		1		10	AP
	WNOX	990	10kw	CBS	Blair	8		46	5	22	3	14	5		3		1/2	1 P;T
FOLLETTE	WLAF	1450	100w	KBS				62	6	21	10	8	10*	2	3			AP;W
VRENCEBURG	WDXE	1370	1kw-D	KBS	Headley-Reed			47	3	15	5	15	1*	3				1 P;W
ANON	WCOR	900	250-D					32	5	24	6	7	2*	5	2			AP
IOIR CITY	WLIL*	730	1kw-D	KBS				9		29	19	x	2	5	1			1 P
VISBURG	WJJM	1490	250w	K,M	Best	7		25	2	15	1	16	2	1	4		3	AP;W
INGTON	WDXL	1490	250w	KBS	Headley-Reed			77		28	12	14	x*	1	22			1 P
RYVILLE	WGAP	1400	250w		Best			40	26	11	8	25	x*	13	3			AP;T,W

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YOUR ONE GREAT RADIO DOORWAY TO A VAST NEW REGIONAL MARKET!



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# 1,032 FT. TOWER

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One of the Midwest's Leading Radio Stations Affiliated with NBC

JOE FLOYD, President  
Evans Nord, Gen. Mgr. Larry Bentson, V.P.



# TENNESSEE (continued)

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS									
				Nat. network	National rep	Network	Post-mid	Pop music	Concert	Country. Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
McKENZIE	WIIDM	1440	500-D		Best			20	7	14	3	6	3	x	2			AP;Se	
McMINNVILLE	WBMC	960	500-D					15	3	18	10	18	2*	8	3		8	AP;T	
	WMMT	1230	250w	K.M			x	40	13	26		14	4*	4	4		2	UP;W	
MEMPHIS	KWEM	990	1kw-D		Stars National					40	28	5		1/2	1		26		
	WDIA	1070	50kw		Pearson			70			70	10	7*	5	4		140	UP	
	WHBQ	560	5-D,1-N	A,M	H-R Reps	4		100			9	8	1*		1			UP	
	WHER	1430	1kw-D					80	4		2	7	1	25				UP	
	WHHM	1340	250w		Young			63	2	30	14	3	2*				22	UP	
	WLOK	1480	5kw-D		Forjoe; D-C							x						94	
	WMC*	790	5kw		NBC Blair	10		26	10	8	5	15	3*	3	3				AP,UP
	WMPS	680	10-D,5-N		Radio-Tv Reps		6	150			2	11	3*		3				UP;St,
MILAN	WKBJ	1600	1kw-D					29		16	12		12*					AP	
MORRISTOWN	WCRK	1450	250w	MBS	Holman	3		57	2	24	4	10	8*	3	5			AP;T	
MURFREESBORO	WGNS	1450	250w		Holman			84	26	48	10	20	5*	2	6		7	AP;LW T,W	
	WMTS	860	250-D					43		12	6	8	8*	3	3		1	UP;St,	
NASHVILLE	WKDA	1240	250w		Stars National		1	138				2						AP;C,S	
	WLAC	1510	50kw	CBS	Katz	9	6	29	3	22	4	16	2	9			33	UP;T	
	WMAK	1300	5kw		Bdest Time Sls			120			2	4						UP	
	WNAH	1360	1kw-D	MBS	Continental	4		56			29	27	x*	3				UP	
	WSIX	980	5kw		Hollingbery			70		12	6	19	12*	1	1				AP
	WSM	650	50kw	NBC	Blair	9		50	2	61	7	20	1*	1	6				AP,UP
	WSOK*	1470	1kw-D		Gill-Perna			13		x	10				4			84	AP
NEWPORT	WLIK	1270	5kw-D	KBS				24		23	8	7	5	2	2			UP	
OAK RIDGE	WATO	1490	250w	MBS		3		56	4		2	26	4*	10				AP	
	WOKE	1290	1-D,500-N	KBS	Best			45	7	17	1	10	5*	1	1			AP	
PARIS	WTPR*	710	250-D	KBS	Headley-Reed			37	6	28	3	6	5*	2	6		3	UP;W	
PULASKI	WKSJ	1420	1kw	ABC	Thos. Clark	6		15	2	12	1	8	2	1	3			UP;T	
RIPLEY	WTRB	1570	250-D		Best			35	1	40	4	9	4*	2	3		15	UP	
ROGERSVILLE	WRGS	1370	1kw-D		Best			27	4	23	14	7	3*	x	4		3	UP;T	
SEVIERVILLE	WSEV	930	1kw-D	KBS	Rambeau			65	3	36	3	15	5	6	10			UP	
SOUTH PITTSBURG	WEPG	910	500-D					25	8	20	7	8	4		2			UP;W	
SPARTA	WSMT	1050	1kw-D					22	2	15	6	6	2*	4	6			UP;W	
SPRINGFIELD	WDBL	1430	1kw-D	KBS				36		25	3	1	2*		3		8	AP;W	
SWEETWATER	WDEH	800	500-D	KBS				24		24	18	6	3	1/2	3			UP;T	
UNION CITY	WENK	1240	250w	MBS	Headley-Reed	4		28		5	3	16	2	1/4	1			UP;W	
WINCHESTER	WCDT	1340	250w	ABC		6		42		13	6	16	3*		2			UP;C,W	

(NO INFORMATION: Athens, WLAR; Church Hill, WMCH; Clarksville, WDXN; Dyersburg, WDSG; Greenville, WGRV; Harriman, WHBT; Knoxville, WKXV; Memphis, WREC; Shelbyville, WHAL; South Pittsburg, WEPG; Tullahoma, WJIG.

# TEXAS

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Nat. network	National rep	Network	Post-mid	Pop music	Concert	Country. Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABILENE	KRBC	1470	5-D,1-N	ABC	Pearson	3		40		11	8	13	2*	1	2	3†		AP
	KWKC	1340	250w	MBS	V,R&McC	8		35	10	2	6	17	5*	6	2	1/4†	1	AP,UP;
ALICE	KBKI	1070	1kw		Pearson		1	77		9	5	12	1*		1	25†		AP;W
ALPINE	KVLF	1240	250w	MBS	Best	8		20	6	6	10	21	7*	6	4	14†		UP;T
AMARILLO	KFDA	1440	5-D,1-N	A,M	H-R Reps	3		91			3	14	6*		3			AP
	KGNC	710	10kw	NBC	Katz	8		21	6	8	3	20	6*	x	20			AP,UP; St,W
	KLYN	940	1kw	CBS	Blair	8		80			11	14	2*	2	2			UP
	KRAY	1360	500-D					84			1/2	7						AP
ANDREWS	KACT	1360	500-D					60	1	8	1	8	3*	2	1			AP;W
ATHENS	KBUD	1410	250-D					36		19	6	8	2*		1		1	UP
ATLANTA	KALT	900	1kw-D		Best			54	12	6	6	2	1*	3	2		2	AP;W
AUSTIN	KTBC	590	5-D,1-N	CBS	Raymer	7	1	54	6	3	7	21	2	1	2			UP
	KTXN	1370	1kw-D		Nat'l Tm; Oakes			9		1	3	7		5		60†	20	
BALLINGER	KRUN	1400	250w	KBS	Best			42	6	15	2	21	4*		3	3†		AP;W

SYMBOLS: { \* am-fm station } † fm station D—daytime power N—night power • local sports covered † Lat. Amer. included x figure unspecified ... category unclassified



TEXAS (continued)

City	Call letters	Freq	Power	DAILY HOURS				WEEKLY HOURS											
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country Western	Relig	News	Sports	Home-making	Form	Foreign	Negro	Services	
AY CITY	KION	1270	1kw	MBS	Best	4		56			6	2	14	7*	x	1	14	5	1P
AYTOWN	KRCT	650	250-D	KBS	Best					54	21	35				x			AP
	KREL*	1360	1kw		Best			70	10		21	11	x*	5			24+	63	1P
AUMONT	KFDM	560	5kw	ABC	PGW	9		26	22	4	3	16	7	1	4				UP;LW
	KJET	1380	1kw-D		Forjoe			42			38	12			x			91	UP
	KRIC*	1150	250w		Branham			93	1		5	8	2*					12	AP;W
	KTRM	990	1kw		Young			62		52	7	4	2*		2			6	
AVILLE	KIBL	1190	250w					11	1/2	11	2	17	5*		3		21+	1	AP;W
SPRING	KBST	1190	250w	ABC	Pearson	7		19	4	2	5	19	4						AP
	KTXC	1100	100w	MBS	Best	8		27	1	18	14	20	16*	6	1		6+	9	AP;W
ANHAM	KFYN	1120	250w					11		28	8	9	x	2	3				1P
ARGER	KHYZ	1190	250w	MBS		8		41	1	5	7	10	8*		1/2				UP;Se
ADY	KNEL	1190	250w	KBS	Best			52	12	10	1	6			2		1+		
CKENRIDGE	KSTB	1130	1kw-D		Best			30	1	24	8	12	3*		6			1/2	1P;W
ANHAM	KWHI	1280	1kw-D					25	5	21	1	10	3	5	2				UP
OWNFIELD	KTFY	1300	1kw-D		Best			70	1	20	5	6	1/2*		1		21+		AP;St,T
OWNSVILLE	KBOR	1600	1kw	ABC	Best	6		19	2	3	3	16	7*		7		23+		UP;T,W
(in Matamoros, Mex.)	NEO	970	1kw		Natl Tm; Oakes			100				11		8			126+		AP
OWNWOOD	KBWD	1380	1kw	MBS	Avery-Knodel	3		67		1	10	28	12*		1				AP;W
AN	KORA	1210	250w	MBS	Best	8		80	6	11	1	16	6*	2	2				INS;SeW
ERON	KMIL	1330	500-D		Best			42	9	23	5	8	1*	5	2		6+		AP;W
THAGE	KGAS	1590	1kw-D		Best			26	3	20	6	8	5*	3	2			1/2	AP
ITER	KDET	930	1kw-D		Gill-Perna			42		20	8	11	10*	6	12				UP;W
BURNE	KCLE*	1120	250-D		Best			58	3	11	5	9	3*	3	2				AP
VELAND	KVLB	1110	500w					51	3	23	6	12	1*		1/2		6		AP;C
EMAN	KSTA	1000	250-D	KBS				22	2	21	2	12	3*	2	1				UP;W
LEGE STATION	WTAW	1150	1kw-D	KBS				23	5	19	5	7	2*		2		8+	5	AP
ORADO CITY	KVMC	1320	1kw-D		Best			50	6	8	10	4	2*		3		2+		AP;W
ROE	KMCO	900	500-D		Best			11	7	16	6	1	2*		2			5	AP;St,T
RPIUS CHRISTI	KANN	(See SINTON)																	
	KATR	1030	50-D		Branham			32	1	7	10	9	3*	3	15		28+	6	
	KCCT*	1150	1kw-D		R. O'Connell			61			2	5	2		2		77+	7	AP
	KEYS	1110	1-D,500-N	CBS	Raymer	7		56	8		3	20	1	3					UP
	KRIS	1360	1kw	NBC	PGW	9		32	1	2	1	16	4	4	5				St
	KSIX	1230	250w	ABC	Forjoe	7	1	76	6	11	1	16	8*		3				AP
	KUNO	1400	250w		Everett-McK			x	x		3	35		10			123+	11	AP
RSICANA	KAND	1340	250w	MBS	Branham	5		70		12	5	14	1*		5			3	AP
CKETT	KIVY	1290	500-D	KBS				18	2	21	7	8			4			7	AP
HART	KXIT	1110	500-D	KBS	Best			12		12	8	11	1	6	3				UP;W

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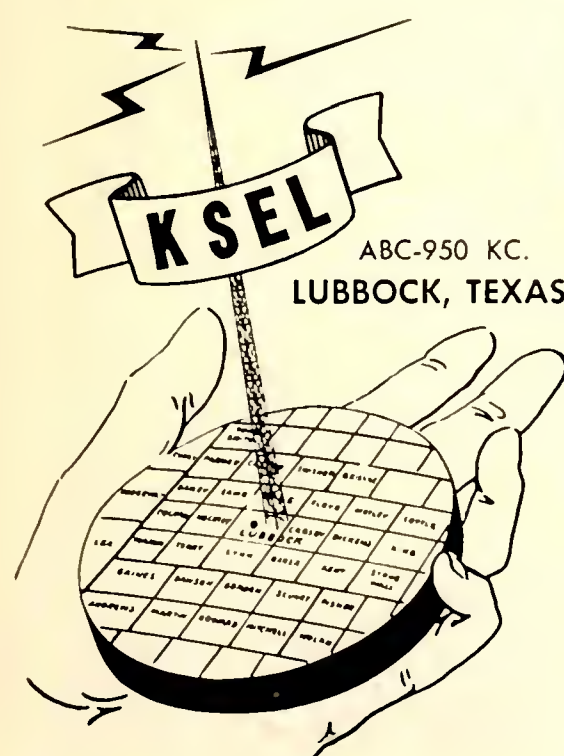
TEXAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
DALLAS	KGKO	1480	5-D,500-N	-----	Avery-Knodel	---	1	115	---	---	3	14	x*	---	---	---	16	UP	
	KIXL*	1040	1kw-D	-----	GMB; Pearson; Webb	---	---	10	55	---	2	x	---	12	---	---	---	AP;St,	
	KLIF	1190	5-D,1-N	-----	H-R Reps	---	6	168	---	---	1	14	---	---	---	6	---	INS,UP	
	<b>KNOK</b>	(See FORT WORTH)																	
	KRLD*	1080	50kw	CBS	Branham	8	6	27	20	8	6	19	3*	x	4	---	---	---	UP;Se,
	KSKY	660	1kw-D	-----	Radio-Tv Reps	---	---	34	---	12	18	7	---	---	3	1	14	UP	
	<b>WBAP*</b>	(See FORT WORTH)																	
WFAA	820-570	50 & 5kw	A,N	Petry	8	---	28	9	---	12	20	3*	4	5	---	---	---	AP,UP	
WRR*	1310	5kw	MBS	Blair	2	1/4	87	---	---	4	5	6*	---	---	---	---	---	UP	
DENISON	KDSX	950	500w	-----	-----	---	---	121	---	---	5	10	4*	---	1	---	6	AP	
DUMAS	KDDD	580	250-D	KBS	Best	---	---	33	10	28	2	7	5*	2	2	---	---	AP	
EAGLE PASS (Mex.)	XEMU	580	5kw-D	-----	Natl Tm; Oakes	---	---	x	2	x	---	x	x	---	---	98†	---	---	
EASTLAND	KERC	1590	500-D	-----	Best	---	---	52	20	22	4	12	5*	4	5	---	---	AP;C,T	
EDINBURG	KURV	710	250w	-----	Rambeau	---	---	47	6	7	5	14	6*	---	---	30†	---	UP;Mc	
EL CAMPO	KULP	1390	500-D	-----	-----	---	---	14	5	29	10	10	8*	3	4	16†	3	UP;T	
EL PASO	KELP	920	1-D,500-N	-----	Young	---	6	141	---	---	5	12	x	x	---	---	---	UP	
	KEPO	690	10kw	A,M	Pearson	x	---	84	---	---	3	9	3*	1	1	28†	---	UP	
	KROD	600	5kw	CBS	Branham	x	---	55	7	5	2	15	2*	3	2	---	---	---	
	KSET	1340	250w	-----	-----	---	6	150	---	---	3	1	14	3*	---	---	---	AP;C,V	
	KTSM	1380	1-D,500-N	NBC	Hollingbery	12	---	15	4	---	2	7	7*	3	3	---	---	---	UP;T
	Licensed in Juarez, Mex.)	XEJ	970	10kw	-----	Natl Tm; Oakes	---	---	---	---	---	10	6*	3	---	126†	---	---	
	<b>XELO</b>	<b>800</b>	<b>150kw</b>	-----	R. O'Connell	---	---	21	---	14	7	4	2	7	---	84†	---	---	
FALFURRIAS	KPSO	1260	500-D	-----	-----	---	---	40	1	10	2	12	2*	6	12	20†	2	AP	
FLOYDADA	KFLD	900	250-D	-----	Continental	---	---	20	5	23	5	9	2	2	2	7†	---	UP;St	
FORT STOCKTON	KFST	860	250-D	KBS	Best	---	---	48	8	12	4	3	4*	3	1	7†	---	AP;Se	
FORT WORTH	KCNC	870	250-D	-----	-----	---	---	42	6	42	---	4	---	---	---	---	11	INS	
	KCUL	1540	10kw	-----	Best	---	---	44	---	44	26	2	1	2	2	6†	---	AP;T	
	KFJZ	1270	5kw	MBS	Blair	4	1	50	---	---	---	12	3	---	---	---	---	---	
	<b>KNOK</b>	<b>970</b>	<b>1kw-D</b>	-----	Pearson	---	---	60	---	---	8	7	---	3	---	---	84	UP	
	KXOL	1360	5-D,1-N	-----	Avery-Knodel	---	6	150	---	---	3	15	2*	---	1	---	---	AP	
	<b>WBAP*</b>	820-570	50 & 5kw	A,N	PGW	x	---	31	---	8	3	18	5*	---	4	---	---	AP,UP	
	WFAA	(See DALLAS)																	
FREEPORT	KBRZ	1460	500-D	-----	Best	---	---	40	2	24	2	9	3*	2	1	---	---	AP	
GAINESVILLE	KGAF	1580	250-D	KBS	-----	---	---	40	---	3	6	12	---	3	5	---	---	AP	
GALVESTON	KGBC	1540	1-D,250-N	-----	Pearson	---	---	67	2	6	3	11	7*	5	---	3†	23	AP	
	KLUF	1400	250w	-----	-----	---	---	---	3	3	5	11	3*	2	1/4	1/4†	5	UP	
GLADEWATER	KSIJ	1430	1kw-D	-----	Best	---	---	36	---	38	11	9	3	---	2	---	---	AP;C	
GONZALES	KCTI	1450	250w	KBS	Cooke	---	---	45	1	16	3	8	4*	---	9	16†	1	AP;Se	
GREENVILLE	KGVL	1400	250w	MBS	Pearson	3	---	77	---	7	---	28	x*	4	6	---	7	AP	
HAMILTON	KCLW	900	250-D	KBS	-----	---	---	23	4	27	16	16	6*	1	3	---	---	UP;W	
HARLINGEN	KGBT	1530	50-D,10-N	CBS	H-R Reps	5	---	34	4	3	3	15	3*	1	7	42†	---	---	
HEREFORD	KPAN	860	250-D	-----	Best	---	---	37	6	14	2	9	x*	1	3	5†	---	UP	
HILLSBORO	KHBR	1560	250-D	KBS	Best	---	---	35	---	24	2	7	1*	---	3	7	---	UP;W	
HOUSTON	KCOH	1430	1kw-D	-----	Pearson	---	---	52	---	---	36	x	---	---	---	---	90	UP	
	KLBS	610	5kw	KBS	Webb	---	1	107	---	---	10	11	2	---	2	---	---	UP	
	KNUZ	1230	250w	KBS	Forjoe	---	6	130	---	9	2	28	1/2	---	---	---	---	UP;Se	
	KPRC	950	5kw	NBC	Petry	x	---	31	---	15	8	12	3	---	5	---	6	---	
	KTRH*	740	50kw	CBS	Blair	8	---	41	5	3	5	20	3	---	11	---	---	AP,INS	
	KXYZ	1320	5kw	ABC	Avery-Knodel	5	6	75	13	---	3	18	11*	5	1	---	---	AP,UP	
	KYOK	1590	5kw	-----	Stars Natl; C-D	---	---	x	---	---	7	3	---	6	1	---	128	UP	
HUNTSVILLE	KSAM	1490	250w	K,M	-----	7	---	31	2	6	10	17	6*	---	2	---	3	AP;C	
JACKSONVILLE	KEBE	1400	250w	KBS	-----	1	---	62	5	19	7	10	5*	---	10	---	3	UP;W	
JASPER	KTXJ	1350	1kw-D	-----	-----	---	---	22	4	19	5	3	5*	---	3	---	2	AP	
KENEDY	KENN	990	250-D	-----	-----	---	---	52	6	12	1	7	1*	2	2	14†	---	AP	
KERRVILLE	KERV	1230	250w	-----	Best	---	---	40	13	30	6	12	x*	---	1	---	---	AP;W	
KILLEEN	KLEN	1050	250-D	MBS	-----	3	---	55	---	3	1/2	6	7	---	---	3	1/2	AP;T	
LAREDO	KVOZ	1490	250w	K,M	Pearson	6	---	65	2	6	7	18	5*	---	1	7†	---	AP	
	Licensed in N. Laredo, Mex.)	XEAS	1410	1-D,250-N	-----	-----	---	---	60	6	18	---	2	---	---	126†	---	C,T	
XEDF	960	5-D,1-N	-----	R. O'Connell	---	---	62	7	37	---	2	x	---	---	102†	---	---	UP	
LONGVIEW	KFRO	1370	1kw	ABC	Cooke	6	---	30	2	10	4	14	9*	---	---	---	---	AP;W	
	KLTI	1280	1kw-D	-----	Pearson	---	---	68	2	---	8	14	2	---	1	---	---	AP	
LUBBOCK	KDAV	580	500-D	-----	Bdestg Tm SlS	---	---	5	---	54	17	9	---	---	3	---	4	UP	
	KDUB	1340	250w	-----	Branham	---	6	167	---	---	---	x	x*	---	---	---	---	AP,INS	



TEXAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
LUBBOCK (cont.)	KFYO	790	5-D,1-N	CBS	Katz	8		38	3		4	20	x*	6	7			AP,LP; St,T
	KLLL	1460	1kw-D		Indie Sales			75			9	7	1*			10†		LP
	KSEL	950	1-D,500-N	ABC	Rambeau	3		50	2	21	8	25	2*	8	7			AP;W
FAKIN	KTRE	1120	1kw	MBS	V,R&McC	8		52	17	22	20	15	12*	3	6		1	AP;W
FARLIN	KMLW	1010	250-D		Best			50		18	4	10	3*		1		4	AP
FAIRHALL	KMIT	1450	250w	KBS	Continental	1/2		101	15	1	6	9	7*	3	3		12	AP
FALEN	KRIO	910	1kw	MBS	Everett-MeK	8		105			5	10	5*		7			AP
FA in Reynosa, Mex.)	XEOR	1390	1kw		Natl Tm; Oakes			85		15		10		8		126†		LP
FA MEY	KCMR	1450	250w	MBS	Best	4		28		21	7	10	6*	2	3		4	LP
FA XIA	KBUS	1590	500-D					10		40	2	6	1*				1	LP
FA LAND	KCRS	550	5kw	ABC	Rambeau	7		59	12		1	15	8*		1/4			LP
	KJBC	1150	1kw-D	KBS	Best			28	4	42	6	9				6†	1	LP;St
FA NERAL WELLS	KORC	1140	250-D		Continental			20		20	7	9	1*	1	1/2			W
FA NAHANS	KVKM	1310	250w	K,M	Best	x		41	2	10	2	11	6*	2		7†	1/2	
FA , PLEASANT	KIMP	960	1kw-D	KBS				x	x	x	15	4	x				1/4	AP;LW
FA COGDOCHES	KSFA	860	1kw-D					58	9	4	8	18	1*	1	4		1/2	AP;T
FA W BRAUNFELS	KGNB	1120	1kw-D	KBS				29	2	25	1	8	5*	1/2	1/2	32†		AP;T
FA ESSA	KECK	920	1-D,500-N		Forjoe			105		5	3	14	6*		1/2	5†		AP;St
	KOSA	1230	250w	CBS	Pearson	8		48	9		6	17	1*	1	7			AP;C,W
	KRIG	1410	1kw	MBS	Best	3		98			5	11	6*					LP
FA ANGE	KOGT	1600	1kw	KBS	Best			105		3	3	7	8	9				LP;LW,W
FA LESTINE	KNET	1450	250w	MBS		7		36	9	7	11	19	3*	6	2		1	LP;W
FA MPA	KPAT	1230	250w		Continental			49		37	12	3	2*					AP
	KPDN	1310	250w	MBS	Best	4		40	1	21	8	25	8*	2	10			LP
FA RIS	KPLT	1490	250w	ABC	Pearson	11		49	1/2		x	26	x	3	3			AP
FA SADENA	KLVL	1480	1-D,500-N		Natl Tm; Oakes			100	2		1	2	x			105†	21	
FA COS	KIUN	1400	250-D	MBS	Best	4		35	6	28	3	23	9*	3	6	7†		LP
FA MAINVIEW	KVOP	1400	250w	K,M		x		70	6	15	3	21	3*	1/4	6	6†		AP
FA EASANTON	KBOP	1380	1kw-D		Best			26		32	10	8	1	1	6	36†		AP
FA ST	KRWS	1370	500-D	KBS				5		6	5	6	8*	2	5	7†	1	LP
FA SENBERG	KFRD	980	1kw-D					19	3	10	6	11	12*		4	22†		LP
FA N ANGELO	KPEP	1420	1kw-D		Bdcast Tm Sls			23		46	10	14	2*		1			LP
	KTXL	1340	250w	K,M	V,R&McC		1/2	60	8	24	2	10	3	3	x	9†	6	LP;T
	KWFR	1260	1kw-D		Thos. Clark			58	5			11	1			4†		AP
FA N ANTONIO	KCOR	1350	5-D,1-N		R. O'Connell			78			5	7		3	1/2	110†	15	LP;Se
	KENS	680	50-D,10-N	CBS	PGW	8		50	2	6	2	14	2*		12			AP
	KEXX	1250	500-D					91			3	3				91†		
	KISS†	99.5	15-D		Walker			80		32	15	x	x				12	
	KITE*	930	1kw-D		Avery-Knodel			91	28		2	14	1		6			AP,LP;All



**NIELSEN LATEST SHOWS NO. 1 IN LUBBOCK MARKET**

Sales Management's City Retail Sales forecast for February  
**\$12,890,000**  
 Lubbock Bank Deposits, December 31, 1956  
**\$206,641,209.03**

National Representative  
 WM. G. RAMBEAU CO.  
 New York, Chicago, Minneapolis,  
 Los Angeles and San Francisco

Southwestern Representative  
 CLYDE MELVILLE CO.  
 Dallas, Texas

"MOST LISTENED-TO STATION ON THE SOUTH PLAINS" OF TEXAS





TEXAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SAN ANTONIO (cont.)	KIWW	1540	250-D		Natl Tm Sls			7				5		6		84†		UP
	KMAC*	630	5kw	MBS		2		57		23	18	6	3				13	
	KONO*	860	5kw		H-R Reps		6	69	37	33	5	10	4		6			AP
	KTSA	550	5kw		Raymer		6	5'8	4	1	8	19	x*	3	9		5	AP,UP
	WOAI	1200	50kw	NBC	Petry	10		20	2	5	7	x	5		7			AP,INS
SAN MARCOS	KCNY	1470	250-D	KBS	Best			24		14	4	7	2*	1	1	25†		AP
SEGUIN	KWED	1580	1kw-D		Best			24	14	8	4	x	2*	3	2	18†		UP
SHAMROCK	KEVA	1580	250-D	KBS	Best			35	1	14	4	24	2					UP
SHERMAN	KDSX	(See DENISON)																
	KRRV	910	1kw	MBS	Pearson	7		41	15	14	5	16	x*	3	3		1/2	
	KTAN	1500	250-D	KBS	Best			40	20	18	7	3	2*		1/2		1/4	AP
SINTON	KANN	1590	1kw-D					69		12	4	6	x	2	6	12†	1	AP
SNYDER	KSNY	1450	250w	MBS	Continental	3		x		x	5	7	x*	1/4	x	1/2†		AP
STAMFORD	KDWT	1400	250w	MBS		5		35		14	6	16	3*		1			UP
STEPHENVILLE	KSTV	1510	250-D	KBS				32		19	5	11	8*	2	3			UP
SULPHUR SPRINGS	KSST	1230	250w	MBS		3		58	4	32	5	16	x*	6	15		3	AP
SWEETWATER	KXOX	1240	250w	KBS	Best			50	3	18	3	x		1/4	18†		AP	
TAYLOR	KTAE	1260	1kw-D	KBS				35		50	10	14	1	6	7	3†	6	UP
TEMPLE	KTEM	1400	250w					83		27	3	15	x*		1	4		UP;LW
TERREL	KTER	1570	250-D					22	1	35	7	4	3*	1/2	4		3	AP;T
TEXARKANA	KCMC*	1230	250w	ABC	V.R&McC	8		42	1	8	3	29	10*	1	6			
	KTFS	1400	250w		Indie Sales			75	2	6	6	27	2*	5	2		3	UP;W
TEXAS CITY	KTLW	920	1kw-D	KBS	Best			56		12		2	2				30	UP
TULIA	KTUE	1260	1kw-D	KBS	Best			45	3	9	7	5	4		9	7†	1/4	UP
TYLER	KDOK	1330	500-D					83			1	x	1		1/2		3	AP;All
	KGKB	1490	250w	MBS	R. O'Connell	6		49	1	15	10	18	2*				1/2	
	KTBB	600	500-D,1-N	ABC	V.R&McC	5		90	2	1	5	18	x*	x	3		1/2	UP
UVALDE	KVOU	1400	250w					28	9	33	5	14	5*		3	18†		UP
VERNON	KVWC	1490	250w		Thos. Clark			37	3	12	9	10	8*		2		15	AP
VICTORIA	KNAL	1410	500w		Best		1/2	75		31	2	11	4*		3	11†	1/4	UP
	KVIC	1340	250w	MBS		10	1/2	52		8	4	21	12*	2	2	14†		UP
WACO	WACO	1460	1kw	ABC	Weed	2		14	1/2	3	4	x	14*	8	2		1	
WESLACO	KRGV	1290	5kw	NBC	Pearson	9		34	4		5	20	7*	3	7			AP;Se
WICHITA FALLS	KSYD	990	10-D,1-N	ABC	V.R&McC	10		18	1	14	7	14	3	4	7			UP;Se
	KTRN	1290	5kw		Burke-Stuart			63		14	2	15	x*		3		2	AP
	KWFT	620	5kw	CBS	Blair	9		70	5	17	8	11	2*		4			AP,UP;LW,S

NO INFORMATION: Amarillo, KAMQ, KZIP; Austin, KNOW, KVET; Brownwood, KEAN; Carrizo Springs, KBEN; Childress, KCTX; Clarksville, KCAR; Cuero, KCU; Del Rio, KDLK, XERP; Denton, KDNT; Fredericksburg, KNAF; Graham, KSWA; Henderson, KGRI; Houston, KTHT; Junction, KMBL; Kermit, KERB; Kilgore, KO; Kingsville, KINE; Lamesa, KPET; Lampasas, KCYL; Levelland, KLVT; Littlefield, KVOW; Lubbock, KCBD; Lufkin, KRBA; McKinney, KMAE; Monahans, KVI; Nacogdoches, KOSE; Paris, KFTV; Perryton, KEYE; Port Arthur, KOLE, KPAC; Quanah, KOLJ; San Angelo, KGKL; Seminole, KSML; Seymour, KSEY; Texarkana, KOSY; Waco, KWTX; Weslaco, XEFD.

UTAH

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CEDAR CITY	KSUB	590	1kw	CBS		10		30	14	3	2	17	4*	2	8			UP
COLOGAN	KLGN	1390	1kw-D					52	25	3	1	8	4*	3	2			AP
	KVNU	610	1kw	K,M	Avery-Knodel	5		41	18	1	5	12	31*	1	3			UP;W
MURRAY	KMUR	1230	250w					89	45			6	x*	3				UP;LW
MCGDEN	KKOG	730	1kw-D					62	3	9	1	5	1		1/2	2†		UP
	KLO	1430	5kw	MBS	Avery-Knodel	10	1	47				19	3*					UP;W
	KVOG	1490	250w		Webb		1/2	115	7	4	2	7	4*		1	2†		AP;T
PROVO	KEYY	1450	250w	KBS			1	105	15		2	14	2					AP
	KIXX	1400	250w	ABC	Hollingbery; Webb	10		82	11	2	3	18	3*	2	1			UP;C,S
	KOVO	960	5-D,1-N	MBS	Avery-Knodel	5		32	15		6	17	8*	1	3			UP;W
RICHFIELD	KSVC	980	1kw		Avery-Knodel			70	11	17	5	18	x	3	3			UP;W
SALT LAKE CITY	KALL	910	1kw	MBS	Avery-Knodel	5	1	12	3		2	22	10*	2	8			AP
	KDYL*	1320	5kw	NBC	Katz	6	1	35			2	4	3					UP
	KLUB	570	5kw		Hollingbery		6	154				14						UP;T
	KNAK	1280	5kw		Forjoe		6	140		10		12			2			UP
	KSL*	1160	50kw	CBS	CBS Radio Spot	9	6	44	38	25	3	19	3*	1	6	1/2		AP,UP;
	KSOP	1370	1kw-D		Gill-Perna					98	5	9			6			UP;Se

NO INFORMATION: Brigham City, KBUH; Price, KOAL; Vernal, KVLE.



# VERMONT

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl. network	National rep.	Network	Post-mid	Pop music	Concert	Country, Western	Relig.	News	Sports	Home-making	Farm	Foreign	Negro	Services
BRANDENBURGH	WBTV	1370	500-D		McGillyvra			23	14	6	3	10	2*	6	2			UP
BRATTLEBORO	WTSA	1450	250w	ABC	Walker	7		44	5	1	3	11	6*	2	1	1		UP
BRANDENBURGH	WCAX	620	5kw	CBS	Webb	11		15	2	1	1	20	4*	4	12			UP
	WDOT	1400	250w		Walker			82	28			7	5	2*	5	1/2		
	WJOY	1230	250w	ABC	Averett-McK	8		51				3	16	10*	3	6	1/2	AP;W
BRANDENBURGH	WSKI	1240	250w					x	7	3		20			2			UP;Se
BRANDENBURGH	WIKR	1190	250w		McGillyvra			35	3	7	5	7	7*	2	4			UP
BRANDENBURGH	WHWB	1000	1kw-D		Gill-Perna			24	6	7	8	11	2*	3	8	3		
BRANDENBURGH	WWSR	1420	1kw-D		Walker			21	5	5		13	2	3	4			
BRANDENBURGH	WTWN	1340	250w		McGillyvra			54	14	6	5	13	10*	3	2			UP;W
BRANDENBURGH	WNIN	1480	1kw-D		McGillyvra			67	5			6	6	7*	3	3		UP;T,W
BRANDENBURGH	WDEV	550	1kw	MBS	Everett-McK	4		36	15	3	5	21	11*	9	6			UP

INFORMATION: Rutland, WSYB.

# VIRGINIA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS										
				Natl. network	National rep.	Network	Post-mid	Pop music	Concert	Country, Western	Relig.	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ALEXANDRIA	WPIK	(See DISTRICT OF COLUMBIA)																	
ARLINGTON	WARL	(See DISTRICT OF COLUMBIA)																	
ARLINGTON	WEAM	(See DISTRICT OF COLUMBIA)																	
ROANOKE	WBLT	1350	1kw-D					18	5	19	8	5	2	3	5		3		AP;T
STONE GAP	WLSB	1220	1kw-D					37		12	9	8	6*		1/2				AP;W
BLACKSTONE	WKLW	1490	250w	MBS		5		32		4	4	12	2*		2			9	AP;T

**IN SALT LAKE CITY IT'S RADIO**  
**... AND KNAK IS 1 st.\***  
**POPULAR MUSIC & NEWS--24 HOURS A DAY**

You get more listeners per dollar on KNAK in Salt Lake City, heart of the booming Intermountain market. KNAK offers coverage to 7 out of 10 Utah families at lowest cost per listener.

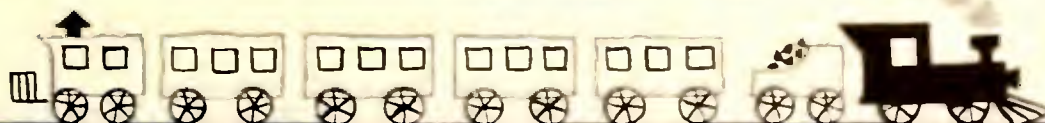
**LOWEST COST PER LISTENER!**

See your FORJOE representative or write to Will Wright, General Manager, KNAK, 1042 South 6th West, Salt Lake City 10, Utah.

**5,000 WATTS**

**K N A K**

**\*PULSE HOOPER CONLAN**



**GET ON THE RIGHT TRACK WITH KAY-NAK**



VIRGINIA (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Service	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro
BRISTOL	WCYB	690	10kw-D	ABC	Weed	x	---	25	---	15	4	8	4	5	4	---	---	AP;W
	WFHG	980	5-D,1-N	MBS	Walker; D-C	5	1	27	5	47	15	7	x*	---	---	---	---	UP;S
	WOPI*	(See BRISTOL, TENN.)																
CHARLOTTESVILLE	WCHV	1260	5-D,1-N	ABC	Thos. Clark	4	---	80	17	2	5	13	4*	4	5	---	---	AP
	WINA*	1100	250w	K,M	Walker	4	---	5	5	2	8	20	3*	1	1	---	5	UP;L
CHRISTIANBURG	WBCR	1260	1kw-D	KBS	Indie Sales	---	---	35	6	18	3	10	3	3	2	---	3	AP;L
CLIFTON FORGE	WCFV	1230	250w	---	---	---	---	50	10	10	3	13	5*	2	2	---	2	AP;S
CREWE	WSVS*	800	1kw-D	---	Interstate	---	---	22	5	20	4	8	2	---	---	---	---	AP
CULPEPER	WCVA	1490	250w	K,M	Indie Sales	5	---	21	10	4	---	8	2*	1	3	---	1/2	UP;L
DANVILLE	WBTM	1330	5-D,1-N	ABC	Gill-Perna	3	1/2	69	4	12	5	12	2	4	1	---	9	AP
	WDVA	1250	5kw	MBS	Keller	3	---	42	2	19	1	12	4*	3	15	---	20	UP;T
FARMVILLE	WFLO	870	1kw-D	---	Thos. Clark	---	---	36	5	16	1	10	4*	1	6	---	6	UP;T
FRANKLIN	WYSR	1570	250-D	---	---	---	---	42	6	13	3	7	1	5	2	---	4	AP
FREDERICKSBURG	WFVA	1230	250w	ABC	---	6	---	56	10	9	6	7	28*	1/2	1	---	---	UP;A
FRONT ROYAL	WFTR	1450	250w	K,M	---	x	---	72	5	10	4	23	3*	3	2	---	2	AP;W
HAMPTON	WVEC	1490	250w	NBC	Avery-Knodel	3	---	96	15	---	5	19	8*	5	---	---	---	AP;S
HARRISONBURG	WSVA*	550	5-D,1-N	NBC	PGW	8	---	57	2	11	8	20	7*	5	9	---	1	UP
HOPEWELL	WHAP	1340	250w	---	Indie Sales	---	---	75	21	1/2	8	15	3*	3	---	---	14	AP;S
LYNCHBURG	WLVA	590	1kw	ABC	Hollingbery	9	---	45	6	10	---	10	2	---	6	---	---	AP
	WWOD*	1390	5-D,1-N	NBC	Walker	2	---	65	2	3	6	8	12	3	6	---	---	UP
MARION	WMEV	1010	1kw-D	ABC	Indie Sales	4	---	26	4	12	7	8	2*	3	6	---	---	AP;W
MARTINSVILLE	WHIEE	1370	1kw-D	---	Stars National	---	---	41	1/2	14	7	11	1	1/2	2	---	7	UP
	WMVA*	1450	250w	NBC	W. S. Grant	6	---	28	12	22	14	11	5*	3	3	---	10	AP
MT. JACKSON	WSIG	790	1kw-D	---	---	---	---	60	2	25	5	4	17*	---	3	---	---	UP
NARROWS	WNRV	990	1kw-D	---	---	---	---	27	13	25	6	12	5	2	2	---	---	AP;W
NEWPORT NEWS	WGH*	1310	5kw	ABC	Forjoe	3	6	132	4	---	4	4	4	---	---	---	---	AP
	WTAR	(See NORFOLK)																
	WYOU	1270	1kw-D	---	---	2	---	25	---	---	21	3	x*	5	x	---	77	AP;C
NORFOLK	WAVY	(See PORTSMOUTH)																
	WCMS	1050	1kw-D	---	---	---	---	2	---	82	13	6	1	---	---	---	---	UP
	WGH*	(See NEWPORT NEWS)																
	WLOW	1400	250w	MBS	V,R&McC	2	6	162	---	---	3	11	8*	---	---	---	42	UP
	WNOR	1230	250w	---	Weed	---	6	150	---	---	4	13	3	---	1	---	---	AP
	WRAP	850	5-D,1-N	---	Pearson	---	---	63	---	---	6	---	---	---	---	---	126	---
	WRVC†	102.5	8.5kw	---	---	---	---	25	62	---	2	x	---	---	---	---	---	AP
WTAR	790	5kw	CBS	Petry	8	---	52	3	1	6	15	5*	2	2	---	---	AP;S	
WVEC	(See HAMPTON)																	
NORTON	WNVA	1350	5kw-D	MBS	---	---	---	40	2	29	10	8	7	---	1/2	---	---	UP
ORANGE	WJMA	1340	250w	MBS	---	---	---	78	10	5	3	8	8*	2	8	---	---	UP;W
PETERSBURG	WSSV	1240	250w	MBS	---	5	---	75	2	1	3	18	3*	2	6	---	14	AP
PORTSMOUTH	WAVY	1350	5kw	NBC	H-R Reps	6	6	130	5	---	4	18	1	---	1	---	---	AP
	WLOW	(See NORFOLK)																
PULASKI	WPUV	1580	5kw-D	---	Dora-Clayton	---	---	12	2	35	13	7	1*	x	3	---	---	AP;W
RADFORD	WRAD	1460	5kw	---	Keller	---	1	82	14	10	3	14	3*	---	2	---	20	AP;T
RICHLANDS	WRIC	540	1kw-D	---	---	---	---	21	5	18	9	10	1*	1	2	---	6	AP;T
RICHMOND	WANT	990	1kw-D	---	United; Oakes	---	---	---	---	9	7	7	2*	---	---	---	84	UP
	WLEE*	1480	5kw	NBC	---	6	1/2	42	---	16	---	14	9*	5	4	---	18	AP
	WLLY	1320	1kw-D	---	Pearson	---	---	75	---	---	1	7	x*	---	---	---	---	AP
	WMBC*	1380	5kw	ABC	Bolling	19	1/2	57	7	---	4	7	5	---	---	---	1/2	UP
	WRNL*	910	5kw	MBS	Petry	4	---	66	5	1	7	19	8*	---	2	---	---	AP;Se
	WRVA*	1140	50kw	CBS	CBS Radio Spot	7	6	19	8	39	15	20	2	5	6	---	---	AP,UP
	WXGI	950	1kw-D	---	Burn-Smith	---	---	---	---	79	13	2	2	---	1/2	---	3	UP
ROANOKE	WDBJ*	960	5kw	CBS	PGW	8	---	29	3	7	3	16	4*	7	4	---	---	AP;W
	WRIS	1410	5kw-D	---	Walker	---	---	36	2	12	9	9	1*	6	2	---	6	AP
	WROV*	1240	250w	ABC	Burn-Smith	3	---	93	3	---	2	21	10*	1	---	---	22	UP;St
	WLSL*	610	5kw	NBC	Avery-Knodel	11	---	16	1	13	13	16	6	1	5	---	1/4	T
SOUTH BOSTON	WHLF	1400	250w	ABC	---	5	---	36	5	5	10	10	x*	2	2	---	6	AP;W
SOUTH HILL	WJWS	1370	1kw-D	---	---	---	---	24	---	30	4	6	2	---	2	---	5	AP;LW
STAUNTON	WAFC	900	1kw-D	---	Thos. Clark	---	---	53	1	15	13	8	1*	2	x	---	3	UP;Se
	WTON	1400	250w	ABC	---	---	---	78	7	---	7	16	5*	---	7	---	1	AP;LW
VIRGINIA BEACH	WBOF	1600	1kw-D	---	Best	---	---	79	5	---	2	6	1	x	1	---	---	AP
WAYNESBORO	WAYB	1490	250w	K,M	Cooke	9	---	27	13	---	2	23	4*	---	---	---	---	AP;W
WINCHESTER	WINC*	1400	250w	A,K	---	5	1	60	---	---	---	14	---	---	---	---	---	---
WYTHEVILLE	WYVE	1280	1kw-D	---	---	---	---	21	3	16	18	7	2	5	7	---	1	UP;LW

ADDITIONAL INFORMATION: Covington, WKEY; Emporia, WEVA; Falls Church, WFAX; Galax, WBOB; Lexington, WREL; Petersburg, WCLA; Suffolk, WLPM; Warsaw, WNCN; Winchester, WRFL.







# WEST VIRGINIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ECKLEY	WJLS*	560	5kw	CBS	Weed	9	---	41	8	21	5	14	5	2	2	4	UP	
	WWNR	620	1-D,500-N	---	Everett-McK	---	---	75	3	14	8	13	5•	4	2	2	AP	
BLUEFIELD	WHIS	1440	5-D,500-N	NBC	Katz	7	---	49	6	24	---	15	x•	1	1/2	---	AP	
CHARLESTON	WCAW	1400	250w	---	Headley-Reed	---	2	118	---	---	1	10	5•	---	---	---	UP	
	WCHS	580	5kw	CBS	Branham	10	1	41	5	8	3	12	15•	2	2	2	AP,UP	
	WGKV	1490	250w	NBC	Katz	8	---	63	10	2	3	13	5•	2	2	---	AP	
	WKNA*	950	5-D,1-N	ABC	Weed	6	1	42	6	10	17	17	7•	10	2	7	UP	
	WTIP	1240	250w	MBS	Forjoe; D-C	3	2	37	1	42	14	17	2•	3	---	12	UP	
CLARKSBURG	WBLK	1400	250w	NBC	Branham	5	1	54	60	---	5	9	2•	6	3	---	---	
	WPDJ	750	1kw-D	---	---	---	---	30	6	24	2	7	2	---	4	---	AP	
CLARKSBURG	WDNE	1240	250w	---	---	---	---	50	1	4	2	16	8•	3	1	---	UP;W	
FAIRMONT	WMMN	920	5kw	CBS	H-R Reps	8	---	41	1	1	5	16	3•	1	2	---	AP;St	
	WTCS	1190	250w	A,K	Gill-Perna	7	---	40	---	48	4	12	2•	---	---	---	AP;Se,S	
HUNTINGTON	WCMI	(See ASHLAND, KY.)																
	WHTN*	800	1kw-D	MBS	Indie Sales	x	---	22	4	12	5	8	1	---	1/2	---	UP;T	
	WPLH	1470	5kw-D	---	Walker	---	---	50	1	7	10	10	x•	7	2	8	AP	
	WSAZ	930	5-D,1-N	A,N	Katz	8	1	60	9	2	1	20	11•	3	4	---	AP	
KEYSER	WKYR	1270	5kw-D	---	Burn-Smith	---	---	33	1/2	27	10	2	25•	1/2	8	---	UP;W	
LOGAN	WVOW	1290	5-D,1-N	---	---	---	---	41	3	17	15	x	x•	1	1/2	5	UP	
MARTINSBURG	WEPM*	1340	250w	MBS	McGillvra	4	---	16	6	6	10	20	x•	x	6	---	AP	
MATEWAN	WIJC	1360	1kw-D	---	Continental	---	---	10	10	17	12	8	2•	3	---	1/4	UP;Se,S	
MONTGOMERY	WMON	1340	250w	MBS	---	9	---	37	4	13	7	15	2•	4	---	---	AP;T,W	
MORGANTOWN	WAJR*	1230	250w	MBS	Thos. Clark	6	---	45	---	---	15	14	2•	---	---	---	UP;W	
	WCLG	1300	1kw-D	---	McGillvra	---	---	60	2	8	6	8	x	---	4	---	AP;LW	
MOUNDSVILLE	WMOD	1370	1kw-D	KBS	Thos. Clark	---	---	42	14	14	8	7	4	1/2	3	---	UP;T	
N. MARTINSVILLE	WETZ	1330	1kw-D	MBS	Gill-Perna	5	---	50	---	3	8	15	x•	---	---	---	AP;Se,S	
PAK HILL	WOAY*	860	10kw-D	---	Pearson	---	---	35	2	20	8	7	2•	2	2	2	AP;C,T	
PARKERSBURG	WCEF	1050	1kw-D	---	Thos. Clark	---	---	35	3	6	8	4	3	3	1/4	---	AP;St	
	WCOM	1230	250w	ABC	McGillvra	7	---	45	1	---	8	17	10•	1	2	---	AP;W	
	WPAR*	1450	250w	CBS	Branham	7	---	42	2	3	4	14	6	---	1	---	UP;T	
PRINCETON	WLOH	1490	250w	ABC	---	3	---	50	14	6	2	10	7•	2	x	---	AP;LW	
ST. ALBANS	WKLC	1300	1kw-D	---	---	---	---	25	---	25	10	5	4	---	2	---	AP	
WEIRTON	WEIR	1430	1kw	---	Rambeau	---	---	105	---	1/2	4	7	x•	1	1	3	AP	
WELCH	WELC	1150	1kw-D	---	McGillvra	---	---	30	6	23	12	15	5•	---	---	3	UP;W	
WESTON	WHAW	1450	250w	K,M	---	6	---	28	6	---	3	30	20•	1	4	---	UP;A	
WHEELING	WHLL	1600	5kw-D	---	Gill-Perna	---	---	70	---	---	3	10	2•	---	---	1	UP;St	
	WKWK*	1400	250w	ABC	Weed	2	---	55	11	---	7	11	5•	5	---	2	1	AP
	WTRX	(See BELLAIRE, OHIO)																
	WWVA*	1170	50kw	CBS	Blair	7	6	28	2	19	10	14	1•	---	4	---	AP:LW	

NO INFORMATION: Bluefield, WKOY; Clarksburg, WHAR; Logan, WLOG; Pineville, WWYO; Ronceverte, WELC; WRON; Williamson, WBTH.

# WISCONSIN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
APPLETON	WAPL	1570	1kw-D	---	Young	---	---	76	---	---	---	7	---	---	---	---	UP
	WHBY	1230	250w	MBS	Meeker	7	---	70	7	6	8	22	5•	4	5	---	AP
ASHLAND	WATW	1400	250w	---	Thos. Clark	---	---	59	9	12	4	12	16•	---	10	---	UP;T
BELOIT	WBEL	1380	5kw-D	---	Gill-Perna	---	---	36	10	5	5	8	6•	2	18	2	UP
	WGEZ	1490	250w	MBS	Everett-McK	3	---	90	18	---	3	5	8•	7	2	---	AP
CHIPPEWA FALLS	WCHF	1150	1kw-D	KBS	Thos. Clark	---	---	60	2	8	2	7	4	3	1	---	UP;W
EAU CLAIRE	WBIZ	1400	250w	MBS	Pearson	4	---	62	---	---	4	35	20•	---	5	---	UP
	WEAU	790	5kw	NBC	Hollingbery	7	---	12	---	1	---	7	1	---	4	---	UP;T
	WRFW	1050	1kw-D	---	Sears & Ayer	---	---	26	4	28	6	7	4	6	4	---	AP;C,S
FOND DU LAC	WFIZ	1450	250w	MBS	Holman	3	---	27	6	5	6	57	6•	3	2	---	UP



WISCONSIN (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services		
						Network	Post-mid	Pop music	Concert	Country Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro	
GREEN BAY	WBAY	1360	5kw	CBS	Weed	8		27	4	12	3	11	x	7	14			UP;St	
	WJPG	1440	5-D,500-N	MBS	Burn-Smith	5		35					20	7*	2	14			AP;St,W
EVANSVILLE	WCLO*	1230	250w	MBS	Everett-McK	3		58	3		2	21	8*		12			AP	
GENOSHA	WLIP	1050	250-D		Everett-McK			12	5		5	9	1	2	1/2			AP;T	
LA CROSSE	WKTY	580	1kw	ABC	Everett-McK	8		10		11		18	x*		20				
	WLDL	1490	250w	K,M		3	2	90	1	3	10	18	2	1				UP;W	
ADYSMITH	WLDY	1340	250w	MBS	Thos. Clark	7		80	14		5	14	15*		4			AP	
MADISON	WIBA*	1310	5kw	NBC	Avery-Knode-l	8		55	7	4	4	20	x*	4	3			AP	
	WISC*	1180	1kw	A,M	PGW	7		80	11		5	16	10*		6			UP	
MADISON	WKOW	1070	10-D,5-N	CBS	Headley-Reed	1		55	3		3	51	3*	3	15			UP	
	WMFM‡	104.1	7.5kw		Continental			60	29	10	4	2	10*					UP	
	WOMT	1240	250w	MBS	Holman	7		35	16	8	6	23	5*	2	4			UP	
MADISON	WWOC	980	1kw-D		McGillyra			60			4	7	15	4	7			AP	
	WMAM	570	250-D,100-N	NBC	Burn-Smith	6		82	12	10	5	28	7*	4	11				
MARSHFIELD	WDLB*	1450	250w		McGillyra			54	6	10	6	20	6*	3	7			UP;W	
MENOMONIE	WMNE	1360	1kw-D					20	3	20	2	15	3	2	3	1		UP;LW,W	
MILWAUKEE	WEMP	1250	5kw		Headley-Reed		6	120			3	20	20*		2			UP	
	WFOX	860	250-D		Webb			28	2	24	1	10	3	3		10	1/2	AP	
	WISN	1160	5kw	CBS	Petry	3		75	35		3	12	2*	3				AP,INS;T	
	WMIL	1290	1kw-D		Forjoe			19		44	6	3				1	8	15	UP
	WOKY	920	1kw		Katz		6	165					2	x					UP
	WRIT	1340	250w		H-R Reps		6	144				3	14			1/2			AP,INS
	WTMJ	620	5kw	NBC	Christal	6		32	9	6	4	15	x*	3	7				AP
MONROE	WEKZ	1260	1kw-D					48	9	6	3	8	2*	5	4	3		AP	
OSHAH	WNAM	1280	1kw		Pearson			105			2	16	x*		8	1		UP	
OSKOSH	WOSH	1190	250w	A,K	Pearson	3		85			2	12	5*		1/2			UP;W	
OSHKOSH	WPFM	1450	250w		Thos. Clark			101	7	35	12	2	8*	1	8			UP;LW	
OSHTONVILLE	WSWW	1590	1kw-D					40	10	12	7	10	10*	6	15			AP	
OSHTONVILLE	WPLY	1420	500-D	KBS				x		x		7	2					AP	
OSHTONVILLE	WPDR	1350	1kw-D					35	8	2	3	10	3	5	4			UP	
OSHTONVILLE	WPRE	1280	500-D		Holman			30	2	13	5	x	1*	1	6			UP;C,W	
OSHTONVILLE	WRAC	1460	500-D		Sears & Ayer			41	1	5	4	13	4*			1		UP;W	
OSHTONVILLE	WRJN*	1400	250w	ABC	Walker	6		28	15	6	3	18	5*	3		12		AP	
OSHTONVILLE	WOBT	1240	250w		McGillyra			79	30	2	5	7	x*	1				UP;T	
OSHTONVILLE	WJMC	1240	250w	MBS	Hollingbery	4		61	12	20	5	26	4*	5	14			UP;Se,W	
OSHTONVILLE	WRCO	1450	250w					39	32	17	5	13	8*	2	11			UP;T,W	
OSHTONVILLE	WTCH	960	1kw	KBS	Best			37	10	13	8	23	10*	5	14	2		UP;W	
OSHTONVILLE	WHBL	1330	1-D,250-N	ABC	Burn-Smith	6		55	14	8	9	17	2*	1	1			AP	
	WSHE	950	500-D		Sears & Ayer			77			7	x	7					UP	
OSHTONVILLE	WCOW	1290	1kw-D		Rambeau			28	1	5	4	10	7*		5			UP	
OSHTONVILLE	WSPT	1010	250-D		Holman			56			4	7	1					UP;W	
OSHTONVILLE	WDOR	910	500-D		McGillyra			x	1		3	5	1	1	7			AP	
OSHTONVILLE	KDAL	(See DULUTH, MINN.)																	
DULUTH, MINN.	WDSM	710	5kw	A,M	PGW	4	1	75	5	15	6	11	10*	1	3			AP;St	
	WEBC	(See DULUTH, MINN.)																	
OSHTONVILLE	WTRW	1590	1kw-D	KBS				43	2	2	1	7	2*	1	3			UP	
OSHTONVILLE	WTTN	1580	250-D	KBS				60	4	1	4	6	6*	3	3			AP;T	
OSHTONVILLE	WAUX	1510	250-D	KBS	Holman			20	2	12		7			5	12		AP;LW	
OSHTONVILLE	WDUX	800	1kw-D		Forjoe			50		14		11	3*		13			UP	
OSHTONVILLE	WOSA*	550	5kw	A,M	Rambeau	4	2	35	28	21	9	28	14*	5	14	1		AP,UP;All	
	WSAU	1400	250w	NBC	Meeker	9		38	7	5	3	11	3*	1/2	1			UP;T	
OSHTONVILLE	WFHR*	1340	250w	MBS	Devney	3		60	6	24	8	x	2*	1	6			AP;T	

ADDITIONAL INFORMATION: Antigo, WTAK; Beaver Dam, WBEV; Green Bay, WDUZ; Hartford, WTKM; La Crosse, WKBH; Medford, WIGM; Poynette, WIBU; Reedsburg, WDP; Sturgeon Bay, WOKW; Wausau, WHVF; West Bend, WBKV.

SYMBOLS: \* am-fm station; ‡ fm station; D—daytime power; N—night power; \* local sports covered; † Lat. Amer. included; x figure unspecified; category unclaimed



# WYOMING

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ASPER	KSPR	1470	5kw	CBS	Walker	9	---	---	---	---	5	3	7*	3	1	---	---	UP;A,T
	KVOC	1230	250w	A,M	McGillvra	x	---	18	7	3	6	17	5*	3	3	---	---	AP
HEYENNE	KFBC	1240	250w	ABC	Avery-Knodel	8	---	30	4	---	2	16	8*	2	1	---	---	---
	KVWO	1370	1kw-D	MBS	McGillvra	2	---	56	3	12	2	20	5	3	3	1†	---	AP
ODDY	KODI	1400	250w	---	McGillvra	---	---	65	½	16	5	19	3*	1	2	---	---	UP;W
ANDER	KOVE	1330	1kw	K,M	Continental	4	---	50	11	5	6	18	6*	3	2	---	---	AP
ARAMIE	KOWB	1340	250w	K,M	Avery-Knodel	x	---	70	5	5	4	20	6*	1	2	---	---	UP;W
EWCASTLE	KASL	1240	250w	ABC	McGillvra	x	---	11	8	7	6	14	6*	6	6	---	---	AP
AWLINS	KRAL	1240	250w	MBS	McGillvra	8	---	63	7	3	5	13	4*	3	2	1†	---	AP
IVERTON	KWRL	1450	250w	KBS	---	---	---	22	10	4	9	10	10*	2	2	---	---	---
HERMOPOLIS	KRTR	1490	250w	K,M	---	6	---	21	11	14	6	19	8*	5	x	---	---	AP
	KTHE	1240	250w	---	---	---	---	36	9	24	6	12	3*	2	3	---	---	UP;W
ORRINGTON	KGOS	1490	250w	ABC	---	---	---	14	2	1	5	14	8*	2	6	1†	---	UP;LW;

ADDITIONAL INFORMATION: Evanston, KLUK; Powell, KPOW; Rock Springs, KVRS; Sheridan, KWYO; Worland, KWOR.

# ALASKA

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANCHORAGE	KFQD	730	10kw	CBS	Alaska Sales	6	---	17	15	13	6	14	3*	3	¼	---	---	AP;LW;
CORDOVA	KLAM	1450	250w	---	Fletcher	---	---	16	6	5	4	5	3*	2	---	---	---	AP
FAIRBANKS	KFRB	900	10kw	CBS	Alaska Sales	6	---	17	15	13	6	14	3*	3	¼	---	---	AP
JUNEAU	KINY	800	5kw	CBS	Alaska Sales	6	---	17	15	13	6	14	3*	3	¼	---	---	AP;LW;
	KJNO	630	1-D,500-N	N,A,M	Fletcher	10	---	18	6	---	4	10	4*	3	½	¼	---	AP
METCHIKAN	KABI	580	1-D,500-N	N,A,M	Fletcher	9	---	30	5	1	4	10	4*	4	---	---	---	AP
	KTKN	930	1kw	CBS	Alaska Sales	6	---	17	15	13	6	14	3*	3	¼	---	---	AP;LW
SEWARD	KIBH	1340	250w	CBS	Alaska Sales	6	---	17	15	13	6	14	3*	3	¼	---	---	AP;LW;
SITKA	KIFW	1230	250w	CBS	Alaska Sales	6	---	17	15	13	6	14	3*	3	¼	---	---	AP;LW;

ADDITIONAL INFORMATION: Anchorage, KBYR, KENI; Fairbanks, KFAR; Sitka, KSEW.

# GUAM, M. I.

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
AGANA	KUAM	610	1kw	All	Young	6	---	80	3	14	1	7	1	5	2	8	---	---

# HAWAII

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
HILO	KHBC	970	1kw	CBS	PGW	---	---	11	40	2	5	7	x	---	---	25	---	UP;A,C	
	KILA	850	1kw	MBS	Hollingbery	x	1	45	7	2	½	2	2	4	---	79	---	UP;W	
HONOLULU	KAHU	920	1kw	---	Rambeau	---	---	48	12	12	½	5	---	---	¼	52	---	AP	
	KAIM*	870	1kw	---	---	---	---	20	64	---	27	6	---	---	---	1	---	UP	
	KGMB	590	5kw	CBS	PGW	---	---	11	40	2	5	7	x	---	---	25	---	UP;A,C	
	KGU	760	10kw	NBC	NBC Spot	10	1	33	6	6	2	16	15*	15	---	12	---	UP;St,T	
	KIKI	830	250w	---	W. S. Grant	---	6	80	27	20	1	---	x	---	---	45	---	---	
	KPOA	630	5kw	MBS	Hollingbery	2	1	70	---	3	2	5	12*	8	½	37	---	UP	
	KULA	690	10kw	ABC	Young	---	---	43	---	---	4	6	x	---	---	25	---	AP	
KAHUE	KTOH	1490	250w	---	---	---	---	28	4	5	2	11	8	1	½	12	---	UP	
KAILUKEA	KMVI	550	1kw	NBC	Thos. Clark	6	---	20	---	---	---	7	x*	---	---	14	---	UP;T	
KAIAPAHU	KAHU	(See HONOLULU)																	

ADDITIONAL INFORMATION: Hilo, KIPA; Honolulu, KHON; Kaneohe, KANI.



# PUERTO RICO

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
AGUADILLA	WABA	850	500w					28		16	5	15	1	x	1	3	
AGUAS	WNEL	1450	250w					57	11	6	5	x	2	2			
	WVJP	1110	250w					62	8	7	6	3	2*	3		3	
MAYAGUEZ	WAEL	600	1kw					94	7	12	8	18	4*				
	WORA	1150	1kw		Young	3		72	9		1						AP
	WTIL	1300	1kw		Continental			40	4		1	11	7*				
PONCE	WISO	1260	1kw		Continental	1		x				x	x				
SAN JUAN	WAPA	680	10kw	A,M	Caribbean	x		80			4	2	5*	1	5		
	WKAQ	580	5kw	CBS	Inter-American	x				3	3	16	3				UP;A

INFORMATION: Arecibo, WCMN; Bayamon, WENA; Fajardo, WMDD; Guaxama, WNRJ; Mayaguez, WKJB, WPRJ; Ponce, WPAB, WPRP; Rio Piedras, WRIO; San Juan, WHOA, WIAC, WITA, WKVM.

# VIRGIN ISLANDS

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
THOMAS	WSTA	1340	250w		Young			62	11	4	17	10	2*	2	1/2	1	AP

INFORMATION: Christiansted-Frederiksted, WIVI.

# CANADA

## ALBERTA

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
CALGARY	CFAC	960	5kw	T-C	Weed; All-Can	2		57	3	1/2	6	13	12*	3	4		BN,BUP; A,T,W
	CFCN	1060	10kw	Dom	CSR; Radio Reps	1	1	80	8	10	5	10	1	2	4		BN,BUP; LW,Se,S
	CKXL	1140	1kw		Forjoe; Stovin		6	73	5	11	6	19	10*	2			BUP
EDMONTON	CFCW	1230	250w		Potts			17	16	40	10	30	10*	4	7	4	BN
EDMONTON	CFRN*	1260	5kw	Dom	CSR; Radio Reps	2	6	86	3	14	8	21	9*	2	3	1/2	BN,BUP; LW
	CHED	1080	1kw		Forjoe; S&T		6	147	55	21	6	17	6*				BUP
	CHFA	680	5kw	Fr	McGilly; Renaud	5		39	67	11	7	14	3	3	5	3	BN
GRAND PRAIRIE	CFGP	1050	5kw	T-C	Weed; All-Can	4		41	19	8	9	10	5*	13	2		BN
HEMPHRIE	CJOC	1220	10-D,5-N	T-C	Weed; All-Can	4	1	35	4	3	4	15	7	6	3		BN;A,T,W
MEDICINE HAT	CHAT	1270	1kw	Dom	Weed; All-Can	1		40	8	39	7	13	8*	3	2		BN;Se,W
ROCKY MOUNTAIN	CKYL	630	1kw		Hunt; Potts			65	16	11	6	9	x*	3	2	1/4	BN;Se
WINDY MOUNTAIN	CKRD	850	1kw	Dom	Radio Reps			94	9	15	8	13	6	3	2		BN;C

INFORMATION: Edmonton, CJCA, CKUA.

## BRITISH COLUMBIA

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ALBERTA	CHWK	1270	1kw	Dom	Weed; All-Can	4		45	23	10	9	15	6	2	3	1/2	BN
ALBERTA	CJDC	1350	1kw	T-C	Cooke; Radio Reps			60	12	45	10	25	x*	12	6		BN;W
ALBERTA	CFCJ	910	1kw	T-C	Weed; All-Can	6		31	17	10	6	8	4*	2	3		BN;T
ALBERTA	CKOV	630	1kw	T-C	Weed; All-Can	x		24	8	3	6	15	5*	3	3	1	BN;W
ALBERTA	CHUB	1570	1kw		Cooke; S&T			101	10	7	5	19	3*	18	2		BUP
ALBERTA	CKLN	1240	250w	T-C	CSR; Stovin	9		36	30	7	5	10	6*	5	4		
ALBERTA	CKNW	1320	5kw		Reps Ltd.		6	150			2	26	x*			1	BN,BUP; A,St
ALBERTA	CKOK	800	1kw	Dom	Forjoe; Mul		1	101	8	3	3	14	4*	6	1/2	1/2	BN,PUB;S
ALBERTA	CJAV	1240	250w		Cooke; S&T			11	6	3	4	10	5*	10		2	BN;C,LW,W
ALBERTA	CKPG	550	250w	T-C	Stovin	x	1	48	5	14	10	14	2*	6	7		
ALBERTA	CFPR	1240	250w	T-C	Stovin	12		9	36	5	4	10	1	8	3		BN,BUP; W



**CANADA** (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign		Negro
TRAIL	CJAT	610	1kw	T-C	Weed; All-Can	4	1	81	28	5	6	13	4*	5				BN;W
VANCOUVER	CBU*	105.7	1.4kw		CBC			9	36	5	4	10	4	8	3			
	C-FUN	1410	1kw		NBS		6	151	6		2	3	1	1/2		2		BUP
	CJOR	600	5kw	Dom	CSR; Stovin	1		97	16	2	10	10	2	6				BN;T
	CKLG	1070	1kw		Potts			35	54		14	10	3	12				BN;A,
	CKWX	980	5kw		MBS	Weed; All-Can	x	6	60	46	12	8	20	3*	3	6		
VERNON	CJIB	940	1kw	Dom	Forjoe; Radio Reps			x	7	x		13	3*	2	x	x		BN;Se
VICTORIA	CJVI	900	5kw	Dom	Weed	1/2	6	96	30	15	2	9	3*	x				BN;A,
	CKDA*	1280	5kw	CBS	Forjoe; Radio Reps		6	70	12	10	1	17	3*	x		1/2		BUP;S

**MANITOBA**

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro
DAUPHIN	CKDM	1050	1kw		CSR			78	3	28	3	14	4*	6	2			BN;Se
FLIN FLON	CFAR	590	1kw	T-C	CSR; Stovin	4	1/4	36	16	10	4	9	5*	3				Se
ST. BONIFACE	CKSB	1250	1kw	Fr	McGilly; Renaud	4		32	25	7	7	13	2	12	3	7		BN;Se
WINNIPEG	CBW	990	50kw		CBC		16	1	9	36	5	4	10	4	8	3		
	CJOB*	1340	250w		CSR; Radio Reps		6	100	8	20	4	24	2	12				BN,BU
	CKRC	630	5kw	Dom	Weed; All-Can	3	1	79	9	2	2	16	2	4	3			BN,BU LW,S
CKY	580	5kw	Dom	Forjoe; Stovin		6	107		36	7	16	5*	2	1				BN,BU A,C

**NEW BRUNSWICK**

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro
BATHURST	CKBC	1400	250w		Potts			73	3	9	2	13	2*	4				LW,Se
CAMPBELLTON	CKNB	950	1kw	Dom	Weed; Hardy	5	1/4	10	14	12	8	6	5*					
EDMUNDSTON	CJEM	570	1kw	Fr.	Stovin	5	1	23	35	2	12	12	2	1/2	4			BN;Se
FREDERICTON	CFNB	550	5kw	T-C	Weed; All-Can	7	1/4	13	8	9	4	27	3*	6				BN;St,T
MONCTON	CKCW	1220	10kw	Dom	Young; Stovin	2	1	61	20	10	8	15	3*	5				BN,BU LW
NEWCASTLE	CKMR	790	1kw	T-C	Renaud	6		35	6	41	8	14	3*	3	1			BUP
SACKVILLE	CBA	1070	50kw					9	36	5	4	10	4	8	3			
ST. JOHN	CFBC	930	5kw	Dom	Young; NBS	3	1	61	4	15	9	12	3*	2	3	1/2	x	BUP;T

NO INFORMATION: Moncton, CBAF; Saint John, CHSJ.

**NEWFOUNDLAND**

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro
CORNER BROOK	CBY	790	1kw		CBC		16	9	36	5	4	10	4	8	3			
GANDER	CBG	1450	250w		CBC		16	9	36	5	4	10	4	8	3			
GRAND FALLS	CBT	990	1kw		CBC		16	9	36	5	4	10	4	8	3			
ST. JOHN'S	CBN	640	10kw		CBC		16	9	36	5	4	10	4	8	3			
	CJON	930	5kw		Weed; All-Can	x	1	45	7	9	5	20	5*	7	2			BN;LW

NO INFORMATION: St. John's, VOAR, VOWR, VOWR.

**NOVA SCOTIA**

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign		Negro
ANTIGONISH	CJFX	580	5kw	Dom	CSR; Mulv	6	1/4	33	9	21	6	13	5*		2			BUP
BRIDGEWATER	CKBW	1000	1kw	T-C	Cooke; Radio Reps	6	1/2	24	14	20	8	16	3*	6	4			BN
HALIFAX	CBH	1330	100w					9	36	5	4	10	4	8	3			
	CHNS*	960	5kw	Dom	Weed; All-Can	3	1/2	42	4	10	2	11	2*	1/2				BN;BUP LW,T
	CJCH	920	5kw		CSR; Mulv		1	84	5	6	7	12	4*	3				BN;Se,W



# CANADA (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mld	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
OTTAWA	CKEN	1350	1kw		Potts			25	15	8	7	9	x*	1	2			W
QUEBEC	CBI	1110	5kw	T-C			16	9	36	5	4	10	4	8	3			
	CJCB*	1270	5-D,1-N	Dom	Weed; All-Can	1		80	14	40	6	16	5	10				BN;LW,T
SHAWANIGAN	CKCL	600	1kw		RTS		1/2	60	7	20	6	16	3*		3	1/2		BUP;Se,W
WINDSOR	CFAB	1450	250w		Potts		1/1	25	15	8	7	9	x*	3	2			

INFORMATION: New Glasgow, CKEC; Yarmouth, CJLS.

# ONTARIO

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mld	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BARRIE	CKBB	1230	250w		CRS; Mul			90	7	8	5	12	12*	2	2	1/2		BN
BELLEVILLE	CJBQ	800	1kw	Dom	Stovin			55	7	6	8	10	3*	6	4	1/2		BN;Se,W
BURLINGTON	CFJB	1090	250-D		RTS			18	6	8	2	11	2	6	1			BUP;LW,Se,W
CAWTON	CKPC*	1380	1kw	Dom	Potts	x	1	67	2	6	10	18	7	7	3	1		C,W
CHATHAM	CFJR	1150	250w	Dom	CSR; Stovin	6		23	26	20	9	9	5*	3	3			BN
CHATHAM	CFCO	630	1kw	Dom		6		28	6	13	13	11	2	2	3			BUP;LW
CHATHAM	CFOB	800	1kw	Dom	Cooke; Radio Reps	8		58	1	28	1	11	2	2	3			BN;LW,W
CHATHAM	CKPR*	580	1kw	T-C	CSR; All-Can	8		27	4	3	6	12	1	3	1			BN;T
CHATHAM	CKGR	1110	250-D		RTS			49	17	13	5	7	3*	2	1	2		BN
CHATHAM	CJOY	1450	250w		Cooke; Radio Reps		1/2	70	7	8	2	13	x*		3	3		BN
CHATHAM	CHML	900	5kw	Dom	CSR; S&T	x	1/2	96	15	2	8	12	6*	5		11		BN
CHATHAM	CKOC	1150	5kw	T-C	Weed; All-Can	x	1	70	15	18	2	22	3	5		1		BN;W
CHATHAM	CJRL	1220	1kw	Dom	Cooke; Stovin	6	1	70	3	3	2	10	5*					BN
CHATHAM	CKLC*	1380	1kw	Dom	Forjoe; Stovin	2	2	68	7	10	5	21	10*	6	2	1/2		BN,BUP;W
CHATHAM	CKWS*	960	5kw	T-C	Weed; NBC	5	1	15	24	12	5	17	6*	4	1			BN
CHATHAM	CJKL	560	5kw	T-C	NBS	6	1/1	34	3	14	6	12	3*	12	2			BN;W
CHATHAM	CKCR*	1490	250w		McGilly; Hunt		1/1	86	10	14	10	13	10*	3	2	4		BN;Se,W
CHATHAM	CJSP	710	250-D		Best; R&T Sls			15	10	1	2	10	1*	4	2	3		BN;LW
CHATHAM	CKLY	910	1kw	T-C	Potts			80	26	6	2	12	1*	6	5			BN;LW
CHATHAM	CFPL*	980	5kw	Dom	Weed; All-Can	1/2	2	105	3	4	4	17	1*	5	3			BN;LW,W
CHATHAM	CKSL	1290	5kw		CSR; NBS; Stovin		6	135	15	3	2	18	3*					BN
CHATHAM	CHVC	1600	5kw		Cooke; Potts			76	4	14	10	9	4*	2	1/2	21		BUP
CHATHAM	CFOR	1570	5-D,1-N	Dom	Young; S&T	4	1/4	10	4	20	12	10	4*	5	2			BN
CHATHAM	CKLB	1350	5kw		McGillyvra		1	98	4	9	5	15	5*	10	1	3		BN;W
CHATHAM	CBO*	910	5kw	T-C			16	9	36	5	4	10	4	8	3			
CHATHAM	CFRA*	560	5kw		Weed; S&T		6	85	5	20	3	19	6*	3	6			C,LW
CHATHAM	CKOY	1310	5-D,1-N	Dom	NBS	3	6	100	3	3	6	16	6*	6				BN,BUP;C,T
CHATHAM	CFOS	1470	1kw	Dom	CSR; Stovin	1		42	4	7	9	3	4*	4	10		1/2	
CHATHAM	CHEX	1430	1kw	Dom	Weed; NBS	4		39	11	14	6	14	6*	9	2			BN;LW
CHATHAM	CFPA	1230	250w	Dom	Weed; Potts	3		10	3	4	2	7	3*					BN;Se,St
CHATHAM	CKTB*	620	1kw	Dom	McGillyvra	2		36	9		5	18	3*	8	1	8		BN,BUP;V
CHATHAM	CHLO	680	1kw	T-C	Cooke; S&T		6	81	9	14	11	16	5*	5	3	3		BUP
CHATHAM	CHOK	1070	5kw	T-C	Cooke; Mul	5		25	8	7	10	12	9*	7	7			BN;LW
CHATHAM	CJIC	1490	250w	T-C	McGilly; Potts	7	1	41	8	9	4	12	7*	3	x	2		BN
CHATHAM	CFRS	1560	250-D		R&T Sls			28	16	15	4	9	2*	10	4			BN
CHATHAM	CJET	1070	1kw-D					51	1/2	7	4	12	2	6	1			BN
CHATHAM	CJCS	1240	250w	Dom	Weed; All-Can			114	3	4	3	11	4*	5	1/2			BN
CHATHAM	CHNO	900	1kw	D-F	CSR; Renaud	19	1	43	9	9	7	11	11*	5		12		BN;Se
CHATHAM	CKSO	790	5kw	CBC	Weed; All-Can	8	1	19	3	3	5	12	4*	3				
CHATHAM	CKOT	1510	250-D		Radio Reps			38	10	17	3	10	2	3	2	3		BN
CHATHAM	CFCL	580	1kw	Fr	Renaud	3	1	13	6	62	4	11	3*	3	2	4		BN
CHATHAM	CBL*	740	50kw					9	36	5	4	10	4	8	3			
CHATHAM	CFRB*	1010	50kw	CBS	CSR; All-Can		1					6	2	3				BN,BUP;T,W
CHATHAM	CHUM	1050	1kw-D		McGillyvra			x			6	x	2	3		6		BN
CHATHAM	CKEY	580	5-D,1-N		Cooke; NBS		6	99	2	4	5	20	3*	1/2				All
CHATHAM	CKFH	1400	250w		Weed; S&T		6	1	15	13	6	12	7*			8		BN;A,Se

INFORMATION: Cornwall, CKSF; North Bay, CFCH; Pembroke, CHOV; Sault Ste. Marie, CKCY; Timmins, CKGB; Toronto, CJBC.

SYMBOLS: { \* am-fm station } ‡ fm station D—daytime power N—night power \* local sports covered † Lat. Amer. included x figure unspecified category unclaimed



CANADA (continued)

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
WINDSOR	CBE	1550	10kw					9	36	5	4	10	4	8	3			
	CKLW*	800	50kw	MBS	CSR; All-Can	5	3	86	4	6	15	19	5	6	6		2	BUP;IN T,W
WINGHAM	CKNX	920	1kw	Dom	CSR; Potts			32	19	28	9	9	3*	3	13			BN;T
WOODSTOCK	CKOX	1340	250w		Renaud			35	13	13	9	9	2*	8	6	2		BUP;LWS

PRINCE EDWARD ISLAND

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CHARLOTTETOWN	CFCY	630	5kw	Dom	Weed; All-Can	3	1/4	60	7	14	8	11	2	3	4			BN,BUP
SUMMERSIDE	CJRW	1240	250w					41	7	17	11	9	4*	2	1			BUP;W

QUEBEC

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALMA	CFGT	1270	1kw		Renaud			80	18	5	5	10	4*	3	1			BN;Se
AMOS	CHAD	1340	250w		Weed			15	18	8	8	6	7*	2	3	3		
CHICOUTIMI	CJMT	1450	250w		McGilly; Renaud	2	2	75	23		4	11	6*	3				BUP;Se
GRANBY	CHEF	1450	250w		Renaud			50	25	15	4	8	6*	1	1/2			BUP
HULL	CKCH	970	5kw	Fr	McGilly; Renaud	5	1	22	28	6	4	13	3	2	3	1/2		BN;Se
IONQUIERE	CKRS	590	1kw		CSR; Hardy			63	11	8	10	14	4*	6	2			BN
LA SARRE	CKLS	1240	250w		Weed; Renaud			15	18	8	8	6	7*	2	3	3		BUP
MATANE	CKBL	1250	5kw	Fr	Hardy	3		41	8	5	2		3*	4				BN
MONTMAGNY	CKBM	1490	250w	Fr	R&T Sales	x		140	14	23	2	9	2*	3	6			BN
MONTREAL	CBM*	940	50kw	NBC; T-C		16		9	36	5	4	10	4	8	3			
	CFCF*	600	5kw	ABC; Dom	Weed; All-Can	2	2	95	5	13	2	15	4*	1		1		BN,BUP
	CHLP	1410	1kw		Renaud			57	18	3	7	13	3*	5		37		BN;A
	CKAC	730	10-D,5-N	CBS	CSR; Renaud		1/2	43	6	4	8	20	5*	7	3	4		BN;A, LW,W
QUEBEC	CKVL*	850	10kw	Fr	Cooke; R&T Sls	x	6	110	4	13	6	16	x	1	3			BN,BUP LW
	CHRC*	800	5kw		CSR; Hardy			29	19	4	9	13	5*	4				BN,BUP
	CJQC	1340	250w	T-C	R&T Sales	5	3	60	12	2	5	18	5	4				BN;LW
	CKCV	1280	1kw	Dom; Fr	Weed; Renaud	x		21	26	29	4	12	2	6	1/2	1/2		BN
RIMOUSKI	CJBR*	900	10kw	Fr	CSR; Stovin	x	1/2	11	10	6	6	9	2*	2	3			Se
ROUYN	CKRN	1400	250w		Weed; Renaud			15	18	8	8	6	7*	2	3	3		BUP
SHERBROOKE	CHLT	900	1kw	Fr	CSR; Hardy	6		40	6	4	9	10	3*	5	3			BN;LW
	CKTS	1240	250w	Dom	CSR; Hardy	12		30	40	23	4	22	6*		1			BN;LW
SOREL	CJSO	1320	1kw		Hardy			66	11	12	3	11	5*	2	2			BN
THETFORD MINES	CKLD	1230	250w	Fr	Hardy	6		50	7	13	4	2	2	2	3			BN
TROIS-RIVIERES	CHLN	550	5kw		CSR; Renaud			27	18	25	5	14	7	3	3			BUP
VAL D'OR	CKVD	1230	250w		Weed; Renaud			15	18	8	8	6	7*	2	3	3		
VICTORIANVILLE	CFDA	1380	1kw	Fr	CSR; R&T Sls			45	10	12	10	9	2*	5	2			BN
VILLE-MARIE	CKYM	710	1kw	Fr	CSR; Hardy	6		4	7	3	8	x	4*	3	7			BUP

NO INFORMATION: Chicoutimi, CBJ: Drummondville, CHR: Montreal, CBE, CJAD, CJMS: New Carlisle, CHNC: Quebec, CBV: Riviere-Du-Loup, CJFP: Robert Charron; Ste. Anne De La Pointe, CHBG: St. Georges De Beauce, CKRB: Shawingan Falls, CKSM: Trois Rivieres, CKTR.

SASKATCHEWAN

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
GRAVELBOURG	CFRG	1230	250w	Fr	Renaud	6		4	5	2	3	8	1*	1	3			BUP
MOOSE JAW	CHAB	800	5kw	Dom	Weed; Stovin	1		51	1	14	18	17	7*	7	7			BUP;LW
N. BATTLEFORD	CJNB	1460	1kw		Stovin		1	48	5	16	8	14	11*	3	3			BN;St
PRINCE ALBERT	CKBI	900	5kw	Dom	Weed; All-Can	x	1	60	2	25	10	16	4*	4	2	2		BN;T
REGINA	CKCK	620	5kw	T-C	All-Can	1	1		5	3	6	12	10*	2				BN,BUP;W
	CKRM	980	5kw	Dom	CSR; Radio Reps	1	1	105	6	11	7	14	12	4	7			BN,BUP;LW,Se
SASKATOON	CFNS	1170	1kw	Fr	McGilly; Hunt	x		15	12	17	4	7	2*	2	2	2		
	CKOM	1420	5kw		Weed; Stovin		1	71	22	12	3	10	x*	3		1/2		BN;C,St
YORKTON	CJGX	940	1kw	Dom	Young; Stovin	2		73	8	23	7	14	4*	1/2	19	4		BN;LW

NO INFORMATION: Saskatoon, CFQC



# radio station representatives

**ALASKA RADIO-TV SALES, INC.**  
Seattle 1—830 Securities Bldg.  
Tel: Seneca 6333  
New York 16—280 Madison Ave.  
Tel: Murray Hill 4-1241  
Los Angeles 5—2978 Wilshire Blvd.  
Tel: Dunkirk 8-4151  
San Francisco 4—Mills Bldg.  
Tel: Garfield 1-7950  
Chicago-Midwest—ML 4-1214 collect

**ALEXANDER, JAMES L., LTD.**  
Toronto—100 Adelaide St., West  
Tel: Empire 3-9591  
Montreal—1117 St. Catherine St. W.  
Tel: Harbour 6448

**ALL-CANADA RADIO FACILITIES**  
Toronto—702 Victory Building  
Montreal—922 Dominion Square Bldg  
Winnipeg—706 Electric Railway  
Chambers Building  
Calgary—Taylor Peason and Carson  
Building  
Vancouver—1161 Melville St.

**AM RADIO SALES CO.**  
New York 17—415 Madison Ave.  
Tel: Plaza 3-9630  
Chicago 11—400 N. Michigan  
Tel: Mohawk 4-4555  
Los Angeles 24—5939 Sunset Blvd.  
Tel: Hollywood 5-0695  
San Francisco 9—950 California St.  
Tel: Garfield 1-0718

**AVERY-KNOEL, INC.**  
New York 19—720 Fifth Ave.  
Tel: Judson 6-5536  
Chicago 1—75 E. Wacker Drive  
Tel: Andover 3-4710  
San Francisco 4—235 Montgomery St.  
Tel: Yukon 2-2053  
Los Angeles 5—3325 Wilshire Blvd.  
Tel: Webster 3-9583; Dunkirk 5-8394  
Atlanta 3—41 Marietta St., N. W.  
Tel: Jackson 3-2545  
Dallas 1—Suite 320, Fidelity Union  
Life Bldg.  
Tel: Prospect 7-7330  
Detroit 26—Suite 1446, Nat'l. Bank  
Bldg.  
Tel: Woodward 1-9607

**AYERS, JAMES S.**  
Atlanta 3—414 Glenn Bldg.  
Tel: Jackson 5-0450, 5-0459  
Charlotte—205 So. Church St. Bldg.  
Tel: Franklin 5-6146  
Los Angeles 12—517 North Ave. 64

**BEST, HIL, F., COMPANY**  
Detroit 26—Park Avenue Bldg.  
Tel: Woodward 2-7293  
Chicago 1—Room 1333,  
228 N. LaSalle St.  
Tel: State 2-5096  
New York 17—101 Park Ave.  
Tel: Lexington 2-3783  
Beverly Hills  
111 N. La Cienega Blvd.  
Tel: Oleander 5-8326  
San Francisco 5—Phone L. A.  
Tel: Exbrook 7-0544  
Atlanta 3—1123-B Mortgage  
Guarantee Bldg.  
Tel: Alpine 5081

**BLAIR, JOHN, & COMPANY**  
New York 17—415 Madison Ave.  
Tel: Plaza 3-4250  
Chicago 11—520 N. Michigan Avenue  
Tel: Superior 7-8659  
Detroit 26—417 Bank Bldg.  
Tel: Woodward 1-6030-31-32  
Boston 16—5 St. James Ave.  
Tel: Hubbard 2-3163  
Los Angeles 5—3460 Wilshire Blvd.  
Tel: Dunkirk 7-1333  
San Francisco 4—2502 Russ Bldg.  
Tel: Douglas 2-3188-9  
St. Louis 1—1037 Paul Brown Bldg.  
Tel: Chestnut 1-5683  
Atlanta—101 Marietta St.  
Tel: Jackson 5-8482  
Dallas 3—Rio Grande National Bldg.  
Tel: Riverside 4-228  
Seattle—White-Henry-Stuart Bldg.  
Tel: Elliot 6270-1

**BOGNER & MARTIN**  
New York 17—295 Madison Ave.  
Tel: Murray Hill 9-2586-87-88  
Chicago 11—435 Michigan Ave.  
Tel: Superior 7-6048  
Atlanta—708 Glenn Bldg.  
Tel: Murray 8-3988

**BOLLING COMPANY, INC., THE**  
New York 17—247 Park Ave.  
Tel: Plaza 9-8150  
Chicago 11—435 N. Michigan Ave.  
Tel: Whitehall 3-2040  
Boston 16—80 Boylston St.  
Tel: Hubbard 2-0346  
Los Angeles—204 S. Beverly Dr.  
Tel: Bradshaw 2-0544  
San Francisco—5 Third St.  
Tel: Garfield 1-6740

**BRANHAM COMPANY, THE**  
Chicago 1—360 N. Michigan Ave.  
Tel: Central 6-5726-7-8-9

New York 16—99 Park Ave.  
Tel: Murray Hill 2-4606  
Detroit 6—235 Gen'l Motors Bldg.  
Tel: Trinity 1-0410  
Dallas 1—1005 Fidelity Union  
Life Bldg.  
Tel: Sterling 5831  
Atlanta—Rhodes Haverty Bldg.  
Tel: Walnut 3025  
St. Louis 1—Titlo Guaranty Bldg., 706  
Chestnut St.  
Tel: Chestnut 1-6192  
Memphis 3—1028 Sterick Bldg.  
Tel: 8-2344  
Charlotte 2—2001 Liberty-Life Bldg.  
Tel: 2-8839  
Miami—408 N.E. 29th Terrace  
Tel: 9-4685  
San Francisco 3—703 Market St.  
Tel: Yukon 2-1582  
Los Angeles 48—4399 Wilshire Blvd.  
Tel: Webster 1-1551

**BROADCAST TIME SALES**  
New York 17—527 Fifth Ave.  
Tel: Oxford 7-1698  
Chicago 1—333 N. Michigan Ave.  
Tel: State 2-1405  
San Francisco 11—681 Market St.  
Tel: Sutter 1-8556  
Los Angeles 24—  
1540 N. Highland Ave.  
Tel: Hollywood 5-1755, 5-5884  
Dallas—Rm. 415, 2920 Live Oak St.  
Tel: Sterling 4671  
Detroit 26—286 Penobscot Bldg.  
Tel: Woodward 5-7618  
St. Louis 3—812 Olive St.  
Tel: Main 1-5019

**BURKE STUART CO.**  
New York 17—270 Park Ave.  
Tel: Plaza 3-0542  
Chicago 1—75 E. Wacker Drive  
Tel: Dearborn 2-0826  
Beverly Hills—  
111 N. La Cienega Blvd.  
Tel: Crestview 5-2022  
San Francisco—233 Sansome St.  
Tel: Yukon 6-2981  
Los Angeles 28—6636 Hollywood Blvd.  
Tel: Hollywood 4-0388

**BURN-SMITH COMPANY, INCORPORATED**  
New York 36—19 W. 44th St.  
Tel: Murray Hill 2-3124  
Chicago 1—307 N. Michigan Ave.  
Tel: Central 6-4437  
San Francisco 4—110 Sutter St.  
Tel: Sutter 1-7971  
Los Angeles 57—672 South Lafayette  
Park Place  
Tel: Dunkirk 2-3200

**CANADIAN STATION REPRESENTATIVES, LTD.**  
(See Young, Adam, Inc.)

**CAPPER PUBLICATIONS, INC.**  
New York 17—420 Lexington Ave.  
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Tel: Franklin 2-7200  
San Francisco 4—1207 Russ Bldg.  
Tel: Douglas 5-220  
Kansas City—300 Wallowater Bldg.  
Tel: Victor 2-3864  
Topeka—Topeka Blvd. at 11th St.  
Tel: 3-2377  
Cleveland 14—  
609 Union Commerce Bldg.  
Tel: Main 1-6774

**CARRIBAN NETWORKS, INC.**  
New York 19—200 W. 57th St.  
Tel: Circle 5-8224

**CHRISTAL, HENRY I., CO., INC.**  
New York 17—579 Fifth Ave.  
Tel: Murray Hill 8-4414  
Chicago 11—333 N. Michigan Ave.  
Tel: Central 6-6357  
San Francisco 4—Russ Bldg.  
Tel: Yukon 2-1294  
Detroit 26—2107 Book Bldg.  
Tel: Woodward 3-2365  
Boston 16—581 Boylston St.  
Tel: Copley 7-1180

**CLARK, THOMAS F., COMPANY**  
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Tel: Plaza 5-0376  
Chicago 1—35 E. Wacker Drive  
Tel: State 2-1663  
Detroit 2—780 Penobscot Bldg.  
Tel: Woodward 1-6036  
Atlanta 3—1021 William Oliver Bldg.  
Tel: Jackson 4-7088  
Milwaukee 3—744 N. 4th St.  
Tel: Broadway 6-5766

**CLARK-WANDLESS-MANN, INC.**  
New York 17—205 E. 42nd St.  
Tel: Oregon 9-1575

**CBS RADIO SPOT SALES**  
New York 22—485 Madison Ave.  
Tel: Plaza 1-2345  
Chicago 11—410 N. Michigan Ave.  
Tel: Whitehall 4-6000  
Atlanta—805 Peachtree St., N. E.

Tel: Trinity 6-0727  
Detroit 2—902 Fisher Bldg.  
Tel: Trinity 2-5500  
San Francisco 4—Palace Hotel  
Tel: Yukon 2-7000  
Hollywood 24—4121 Sunset Blvd.  
Tel: Hollywood 9-1212

**CONTINENTAL RADIO SALES**  
Philadelphia 3—21st and Panama St.  
Tel: Rittenhouse 6-8139  
New York 17—545 Fifth Ave.  
Tel: Murray Hill 7-6865  
Chicago 1—228 N. LaSalle St.  
Tel: Franklin 2-2095

**COOKE, DONALD, INC.**  
New York 17—331 Madison Ave.  
Tel: Murray Hill 2-7270  
Chicago 2—228 N. LaSalle St.  
Tel: State 2-5096  
Beverly Hills—  
111 N. La Cienega Blvd.  
Tel: Crestview 5-2022  
San Francisco 4—233 Sansome St.  
Tel: Yukon 6-2981

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Miami 36—3001 S. W. Fourth Ave.  
Tel: Miami 2-4772  
Detroit 26—1165 Penobscot Bldg.  
Tel: Woodward 1-1610  
Hollywood 23—Sunset and Vine  
Tel: Hollywood 9-6161  
San Francisco 2—NBC Bldg.  
Tel: Greystone 4-8700  
Cincinnati 2—  
Crosley Sq., 140 W. 9th St.  
Tel: Cherry 1-1822  
Dayton 9—4595 S. Dixie Hwy.  
Tel: Walnut 2101  
Columbus 2—  
3165 Olentangy River Rd.  
Tel: Amherst 3-5441

**OAY, DEL**  
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304 White-Henry-Stuart Bldg.  
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**DEVNEY & COMPANY**  
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Los Angeles 57—Lee F. O'Connell,  
111 N. La Cienega Blvd.  
Tel: Olympia 2-1313  
San Francisco 3—Wm. A. Ayres,  
233 Sansome St.  
Tel: Yukon 6-2981

**DOUGLASS-CLAYTON AGENCY, INC.**  
Atlanta 3—  
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Tel: Jackson 5-7841

**EVERETT-MCKINNEY, INC.**  
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Tel: Superior 7-9952  
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111 N. La Cienega Blvd.  
Tel: Olympia 2-1313  
San Francisco 4—William A. Ayres,  
233 Sansome St.  
Tel: Yukon 6-2981

**FLETCHER, JR., JAMES C.**  
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**FORJIE & COMPANY, INC.**  
New York 36—590 Fifth Ave.  
Tel: Judson 6-3100  
Chicago 11—435 N. Michigan Ave.  
Tel: Delaware 7-1874  
Los Angeles 48—  
451 N. La Cienega Blvd.  
Tel: Oleander 5-7755  
San Francisco 5—593 Market St.  
Tel: Sutter 1-7569  
Atlanta 3—120 Marietta St.  
Tel: Jackson 3-0518  
Seattle—414 Times Sq. Bldg.  
Tel: Seneca 2377

**GILL-PERNA, INC.**  
New York 21—654 Madison Ave.  
Tel: Templeton 8-4740  
Chicago 1—75 E. Wacker Drive  
Tel: Franklin 2-8665  
Los Angeles—2330 W. Third St.  
Tel: Dunkirk 7-4388  
San Francisco—57 Post St.  
Tel: Sutter 1-5568

**GOOD MUSIC BROADCASTERS**  
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Tel: Murray Hill 3-2295  
Philadelphia—8200 Ridge Ave.  
Tel: Ivy Ridge 2-6000

**GRANT, W. S., COMPANY, INC.**  
San Francisco 3—703 Market St.  
Tel: Exbrook 2-6685, 2-7247  
Chicago 1—35 E. Wacker Drive  
Tel: Dearborn 2-0826

Hollywood 24—606 Selma Ave.  
Tel: Hollywood 3-7191  
New York 25—60 E. 50th St.  
Tel: Plaza 1-2178

**GUZMAN, MELCHOR, CO., INC.**  
New York 20—45 Rockefeller Plaza  
Tel: Circle 7-0621

**HAGG, ARTHUR H., & ASSOCIATES, INC.**  
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Tel: Murray Hill 2-8865  
Omaha 5—3222 Center St.  
Tel: Jackson 2620  
Kansas City 41—P. O. Box 182  
Tel: End 5669  
Minneapolis 9-4748 Harriet Ave.  
Tel: 1-10251  
St. Louis 1—818 Olive St.  
Tel: Ch 1-7408

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Toronto—19 Richmond Street West  
Tel: Empire 3-6009

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Tel: Murray Hill 5-8701  
Chicago 1—230 N. Michigan Ave.  
Tel: Franklin 2-4686  
Atlanta 3—Marietta & Forsythe Sts.  
Tel: Cypress 4311  
San Francisco 4—110 Sutter St.  
Tel: Yukon 2-4912  
Hollywood 24—  
Tuft Bldg., Hollywood at Vine  
Tel: Hollywood 4-7733  
Philadelphia 7—Philadelphia Nat'l  
Bank Bldg.  
Tel: Locust 4-6027  
Seattle 1—605 Jones Bldg.  
Tel: Elliot 2566

**HOLLINGBERY, GEORGE P., COMPANY**  
Chicago 1—307 N. Michigan Ave.  
Tel: Dearborn 2-6060  
New York 36—500 5th Ave.  
Tel: Oxford 5-5560  
Atlanta 3—134 Peachtree St.  
Tel: Jackson 1-5719  
Los Angeles—3325 Wilshire Blvd.  
Tel: Dunkirk 5-2071  
San Francisco 4—417 Montgomery St.  
Tel: Douglas 2-2541  
Detroit 26—1967 Guardian Bldg., 500  
Griswold St.  
Tel: Woodward 1-3555  
Minneapolis—720 Ryanke Bldg.  
Tel: Federal 3-0519  
Seattle 1—Tower Bldg.  
Tel: Elliot 1868

**HOLMAN, HAL, COMPANY**  
Chicago 1—Room 1021, 64 E. Lake St.  
Tel: Franklin 2-0016  
New York 17—535 Fifth Ave.  
Tel: Murray Hill 7-5365  
Los Angeles 28—6381 Hollywood Blvd.  
Tel: Hollywood 2-2351  
San Francisco 5—260 Kearney St.  
Tel: Exbrook 2-6144

**H-R REPRESENTATIVES, INC.**  
New York 17—380 Madison Ave.  
Tel: Oxford 7-3120  
Chicago 1—Suite 3320-36,  
35 E. Wacker Drive  
Tel: Randolph 6-6131  
Dallas—416 Rio Grande Nat'l Bldg.  
Tel: Riverside 2-7115  
Houston—Room 1D, 520 Lovett Blvd.  
Tel: Jackson 8-1601  
Atlanta—101 Marietta St. Bldg.  
Tel: Jackson 3-7757  
San Francisco 4—175 Montgomery St.  
Tel: Yukon 2-7857  
Hollywood 2—Suite 316,  
Equitable Bldg.  
Tel: Hollywood 2-6453  
New Orleans—910 Royal St.  
Tel: Canal 8417

**HUNT, JOHN N., & ASSOCIATES**  
Vancouver 3—B. C.—  
198 West Hastings  
Tel: Taylor 2-77 6275, 6279

**INOIE SALES, INC.**  
New York 17—60 E. 42nd St.  
Tel: Murray Hill 2-4813  
Detroit 26—Park Avenue Bldg.  
Tel: Woodward 2-7293  
Chicago 1—228 N. LaSalle St.  
Tel: State 2-5096  
Los Angeles—  
111 N. La Cienega Blvd.  
Tel: Oleander 5-8326  
Atlanta—P. O. Box 6102  
Tel: Exchange 1490

**INTER-AMERICAN PUBLICATIONS, INC.**  
New York 17—41 E. 42nd St.  
Tel: Murray Hill 2-0884

(CONTINUED ON PAGE 90)



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is for



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**P**ress  
U.P. NEWS PRODUCES



SECTION

2

# Radio Category Directory



## **concert music** PAGE 77

593 stations with 10 weekly hours or more of orchestral music.



## **country & western music**

PAGE 83

455 stations programing 20 hours or more per week in this category.



## **farm radio** PAGE 87

601 stations reporting special programming beamed to rural America.



## **foreign language** PAGE 93

307 stations programing in 57 languages with tables of hours per week



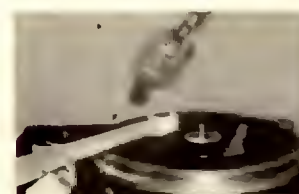
## **latin-american** PAGE 97

126 stations with Spanish language programing for this audience.



## **negro radio** PAGE 101

567 stations regularly scheduling programs appealing to Negro audiences.



## **popular music** PAGE 111

385 stations with a total of 75 hours or more per week each in this category.



## **religious & gospel** PAGE 117

372 stations scheduling 10 or more hours per week in this category.





**GOOD music is ringing up sales  
in Los Angeles...**



**KfAC**

*The Music Station for Southern California...*

1330 on your radio... 92.3 on your FM set

**PRUDENTIAL SQUARE • LOS ANGELES**

*Represented Nationally by The Bolling Company*



# concert music



symbol

† station features classical music  
Figures represent hours per week

● 2009 stations regularly schedule light orchestral or classical music. This represents 75% of all 1957 questionnaire respondents. Last year Buyers' Guide showed a total of 1959 stations in that category. Concert music continues to be exceedingly popular with a large share of the stations. 593 or 29% of the 1957 respondents schedule 10 or more hours of good music per week. Most of these same stations devote the bulk of their programming to popular music and other forms of entertainment. Most of the stations devoting a substantial portion of their programming to classical or light orchestral music are located in the larger metropolitan areas. 110 of them or 18% appear also in the Farm Radio category (see page 87). 125 or 41% of the foreign language stations also feature this type of programming.

CITY	CALL LETTERS	HOURS
<b>ALABAMA</b>		
ANNISTON	WSPC	10
BIRMINGHAM	WCRT	14
DECATUR	WHOS	14
HUNTSVILLE	WBHP	10
MOBILE	WABB	15
TUSCALOOSA	WNPT	10
<b>ARIZONA</b>		
FLAGSTAFF	KCLS	12
PHOENIX	KOOL	22
TUCSON	KOPO	15
	KTUC	18
YUMA	KOLD	35
<b>ARKANSAS</b>		
FORT SMITH	KWHN	11
HARRISON	KHOZ	13
PINE BLUFF	KOTN	13
SILOAM SPRINGS	KUOA	11
<b>CALIFORNIA</b>		
ARCATA	KENL	35
BERKELEY	KRE	35†
BLYTHE	KYOR	13
CALEXICO	KICO	28
CRESCENT CITY	KCRE	35
EL CENTRO	KXO	10
FORT BRAGG	KDAC	10
FRESNO	KFRE	18
	KRFM (fm)	49†
	KUTE (fm)	84
GLENDALE	KAVL	17
LANCASTER	KNOB (fm)	19
LOS ANGELES	KCBH (fm)	45†
	KFAC	171
	KNX	33
	KPOL	120
MARYSVILLE	KMYC	13
MERCED	KYOS	18

CITY	CALL LETTERS	HOURS
MONTEREY	KXXL	22
NEEDLES	KSFE	12
OAKLAND	KLY	20
OCEANSIDE	KSLR	13
OROVILLE	KMOR	10
RED BLUFF	KBLF	14
SACRAMENTO	KCRA	25
	KGMS	24
SAN BERNARDINO	KRNO	17
SAN DIEGO	KFMB	10
SAN FRANCISCO	KCBS	40†
	KEAR (fm)	111
	KNBC	16
SAN JOSE	KEEN	14
SAN RAFAEL	KTIM	10†
SANTA CRUZ	KSCO	28
SANTA MARIA	KSMA	20
SANTA ROSA	KSRO	24
TURLOCK	KTUR	32
VASCO	KWSO	64
WATSONVILLE	KHUB	10
<b>COLORADO</b>		
BOULDER	KBOL	33
COLORADO SPRINGS	KRDO	15
DENVER	KFML	112
	KLIR	34
	KOA	11
FORT COLLINS	KCOL	20
GRAND JUNCTION	KREX	11
GREELEY	KFKA	13
LAMAR	KLMR	15
MANITOU SPRINGS	KCMS (fm)	70
STERLING	KGEK	16
<b>CONNECTICUT</b>		
HARTFORD	WCCC	26
	WFMQ (fm)	52
	WHAY	13
MERIDEN	WMMW	10
NORWALK	WNLK	10†
STAMFORD	WSTC	13

CITY	CALL LETTERS	HOURS
<b>DELAWARE</b>		
MILFORD	WKSB	24
<b>DISTRICT OF COLUMBIA</b>		
WASHINGTON	WASH (fm)	10
	WGMS	85
	WPIK	10
	WTOP	39
<b>FLORIDA</b>		
CHIPLEY	WBGC	10
CLEARWATER	WTAN	14
COCOA	WKKO	14
CORAL GABLES	WICG	70*
DAYTONA BEACH	WNDB	14
DE LAND	WJBS	15
EAU GALLIE	WMEG	12
FORT PIERCE	WIRA	11
GAINESVILLE	WGGG	12
	WRUF	13
JACKSONVILLE	WJHP	47
LAKE CITY	WDSR	16
LAKELAND	WLAK	21
MIAMI BEACH	WLRD (fm)	119
MILTON	WEBY	10
NEW SMYRNA BEACH	WSBB	25
OCALA	WTMC	12
ORLANDO	WDBO	12
	WHOO	16
PENSACOLA	WCOA	12
PERRY	WPRY	16
ST. PETERSBURG	WPIV	10
SARASOTA	WSPB	17
TALLAHASSEE	WTNT	10
TARPON SPRINGS	WDCL	24
WINTER HAVEN	WSIR	19

(CONTINUED)



CITY	CALL LETTERS	HOURS	CITY	CALL LETTERS	HOURS	CITY	CALL LETTERS	HOURS
<b>GEORGIA</b>			<b>EAST ST. LOUIS</b>			<b>KANSAS</b>		
ALBANY	WGPC	11	EVANSTON	WTMV	29	CONCORDIA	KNCK	21
ATHENS	WRFC	12		WEAW	80	LAWRENCE	KLWN	28
ATLANTA	WGKA	96	KEWANEE	WNMP	50	OTTAWA	KOFO	12
GAINESVILLE	WDUN	11	LA GRANGE	WKEI	11	SALINA	KSAL	14
LA GRANGE	WTRP	11	LA SALLE	WTAQ	12	TOPEKA	KTOP	16
MONROE	WMRE	12	MACOMB	WLPO	18	WICHITA	KANS	14
ROME	WROM	24	OTTAWA	WKAI	12	<b>KENTUCKY</b>		
SANDERSVILLE	WSNT	10	PARIS	WCMY	14	BOWLING GREEN	WKCT	17
SAVANNAH	WFRP	12	ROCK ISLAND	WPRS	20	FRANKFORT	WFKY	17
TIFTON	WFGS	10	SPRINGFIELD	WHBF	10	NEWPORT	WNOP	16
			STERLING	WTAX	12	PADUCAH	WPAD	12
						PRESTONSBURG	WPRT	10
						SOMERSET	WSFC	11
						<b>LOUISIANA</b>		
<b>IDAHO</b>			<b>INDIANA</b>			BATON ROUGE	WJBO	14
BLACKFOOT	KBLI	11	ELKHART	WCMR	18	NATCHITOCHEES	KNOC	15
BOISE	KBOI	15	EVANSVILLE	WJPS	14	NEW ORLEANS	WDSU	15
	KIDO	10	FORT WAYNE	WKJG	28	<b>MAINE</b>		
BURLEY	KBAR	23	GARY	WOWO	10	BRUNSWICK	WCME	20
PRESTON	KPST	15	JASPER	WWCA	20	LEWISTON	WCOU	20
RUPERT	KAYT	13	SALEM	WITZ	15	SOUTH PARIS	WKTQ	13
SANDPOINT	KSPT	12	VINCENNES	WSLM	11	<b>MARYLAND</b>		
TWIN POINTS	KEEP	21				ANNAPOLIS	WNAV	20
WEISER	KWEI	12				BALTIMORE	WITH (fm)	91
						CUMBERLAND	WCUM	18
<b>ILLINOIS</b>			<b>IOWA</b>			HAGERSTOWN	WTBO	10
BELLEVILLE	WIBV	18	CLINTON	KROS	10	HAVRE DE GRACE	WASA	10
CHAMPAIGN	WDVS	16†	DAVENPORT	KFMA	10	TOWSON	WTOW	28
CHICAGO	WBBM	37†	DES MOINES	KSTT	10†			
	WEDC	24		KSO	14			
	WFME (fm)	21		KWDM	20			
	WFMT (fm)	85†		KXIC	10			
	WMAQ	12		KSCJ	23			
	WNIB (fm)	40		KICD	13			
				KAYL	16			

For over a million families  
in New York, nothing takes  
the place of Good Music

Nothing takes the place of

**WQXR**

Radio Station of The New York Times 50,000 watts

WQXR's weekly audience - 1,001,100 radio homes. WQXR's daily audience - 639,000 radio homes.\*

\* Pulse, CPA, Dec 1956 - 17-county area only



**MASSACHUSETTS**

CITY	CALL LETTERS	HOURS
ATTLEBORO	WARA	14
BOSTON	WBZ	37
	WCRB	124
	WEEI	39
	WHDH	12
CAMBRIDGE	WXHR (fm)	126†
BROCKTON	WBET	10
FALL RIVER	WALE	10
	WSAR	16
GARDNER	WGAW	27
HAVERHILL	WHAV	11
LOWELL	WLLH	14
NORTH ADAMS	WMNB	20
NORTHAMPTON	WHMP	12
PITTSFIELD	WBEC	12
	WBRK	15
SPRINGFIELD	WBZA	37
	WJKO	12
	WTXL	24
W. YARMOUTH	WOCB	28
WORCESTER	WAAB	24
	WNEB	12

**MICHIGAN**

ADRIAN	WABI	12
BATTLE CREEK	WELL	10
BIG RAPIDS	WBRN	12
COLDWATER	WTUB	10
DETROIT	WJBK	35
	WKMH	12
	WLDM (fm)	50
	WVJ	47
FLINT	WBBC	20
FREMONT	WBFC	13
GRAND HAVEN	WGHN	11
GRAND RAPIDS	WFUR	20
HILLSDALE	WBSE	35
HOLLAND	WHTC	19
IRON RIVER	WIKB	14
IRONWOOD	WJMS	12
ISHPEMING	WJPO	19
MIDLAND	WMDN	28
MT. PLEASANT	WCEN	11
MUSKEGON	WMUS	15
NILES	WNIL	11
PORT HURON	WTHH	10
ROGERS CITY	WHAK	10
SAULT STE. MARIE	WSSO	12
STURGIS	WSTR	23

**MINNESOTA**

ALEXANDRIA	KXRA	10
BRAINERD	KLIZ	12
CLOQUET	WKLK	30
DULUTH-SUPERIOR	WEBC	20
FERGUS FALLS	KGDE	18
MINNEAPOLIS		
ST. PAUL	KEVE	11
	WCCO	15
	WPBC	78
STILLWATER	WAVN	10
WILLMAR	WVLM	14
WINONA	WVNO	10
WORTHINGTON	WVOA	20

**MISSISSIPPI**

HATTIESBURG	WFOR	12
NEW ALBANY	WNAU	18
VICKSBURG	WQBC	14

**MISSOURI**

COLUMBIA	KFRU	15
JOPLIN	WMBH	30
KANSAS CITY	WDAF	17
ST. LOUIS	KSD	18
	WIL	13
SPRINGFIELD	KTTS	24
WARRENTON	KWRE	14

**MONTANA**

CITY	CALL LETTERS	HOURS
ANACONDA	KANA	10
BILLINGS	KBY	10
BOZEMAN	KBMN	15
GREAT FALLS	KBGF	14
HAIRE	KOJM	21
LEWISTOWN	KALO	15
LIBBY	KLCB	15

**NEBRASKA**

ALLIANCE	KCOW	11
BEATRICE	KWBE	15
CHADRON	KCSR	10
FREMONT	KFGT	15
LINCOLN	KRVN	15†
	KLIN	17

**NEVADA**

CARSON CITY	KPTL	25
LAS VEGAS	KLAS	16
RENO	KNEV (fm)	61

**NEW HAMPSHIRE**

CONCORD	WKXL	11
LACONIA	WLNH	10
ROCHESTER	WVNH	12

**NEW JERSEY**

ASBURY PARK	WJLK	23
ATLANTIC CITY	WMID	11
BRIDGETON	WSNJ	19
MORRISTOWN	WMTR	10
NEW BRUNSWICK	WTCT	10
PATERSON	WPAT	34
PLEASANTVILLE	WOND	40

**NEW MEXICO**

ALBUQUERQUE	KHAM	30
	KHEM (fm)	50
ARTESIA	KSP	14
LOS ALAMOS	KRSN	32
PORTALES	KENM	36
SANTA FE	KTRC	20
TRUTH OR CONSEQUENCES	KCHS	15

**NEW YORK**

ALBANY	WOKO	16
AUBURN	WMBO	15
BATAVIA	WBTA	11
BUFFALO	WBNY	18
CORNING	WCLI	24
DUNKIRK	WFCB	11
ENDICOTT	WENE	15
FREEMONT	WGBB	15
GENEVA	WGA	13
GLENS FALLS	WWS	21
GLOVERSVILLE	WENT	15
HEMPSTEAD	WILI	28†
HORNELL	WLEA	14
	WFIG	11
JAMESTOWN	WJTN	14
MASSENA	WMSA	44
MIDDLETOWN	WALL	17
NEWBURGH	WGN	22
NEW ROCHELLE	WNRC	20
NEW YORK	WBAI (fm)	28
	WBNY	17
	WQXR	106
	WRCA	30
NAGARA FALLS	WILD (fm)	92
PATCHOGUE	WALK	25
PEEKSKILL	WLV	11
PLATTSBURG	WTRY	10†
RIVERHEAD	WRH	20

CITY	CALL LETTERS	HOURS
ROCHESTER	WRNY	75
SARANAC LAKE	WNBZ	14
SARATOGA SPRINGS	WSPN	11
SCHENECTADY	WSNY	12
SYRACUSE	WFBL	12
	WHEN	17
WATERTOWN	WATN	11†
	WVNY	10
WHITE PLAINS	WEAS	19
RURAL RADIO NET	16 AM & 12	
	FM Stations	50

**NORTH CAROLINA**

ASHEBORO	WGR	10
BEAUFORT	WBMA	16
BREVARD	WPNE	23
CHAPEL HILL	WCHL	22
CHARLOTTE	WAYS	10
	WMIT (fm)	64
GREENSBORO	WCOG	10
LARIBURG	WVVO	11
LINCOLNTON	WLON	12
RALEIGH	WRAL	30
REIDSVILLE	WREY	12
THOMASVILLE	WTNC	12
WAYNESVILLE	WHCC	20
WINSTON-SALEM	WAIR	26

**NORTH DAKOTA**

DEVILS LAKE	KDLR	14
GRAND FORKS	KHLO	10
JAMESTOWN	KSJB	10
MINOT	KCJB	11

**OHIO**

ALLIANCE	WFAH	17
ASHLAND	WATG	13
BOWLING GREEN	WFBG	52
CANTON	WAND	10
	WHBC	13
CHILlicothe	WBEX	21
CINCINNATI	WCPO	10
	WLV	35
CLEVELAND	KYW	20
	WDOK	22
	WGAR	14†
DOVER	WJER	23
ELYRIA	WEOL	28
LIMA	WIMA	10
MARION	WVRN	16
NEWARK	WCLT	31
PAINESVILLE	WPFL	20
PIQUA	WPTW	10
WARREN	WIIIH	13
WORTHINGTON	WRFD	10

**OKLAHOMA**

ALVA	KALV	24
MUSKOGEE	KMUS	27
OKLAHOMA CITY	KOCY	10
TULSA	KOME	60
WOODWARD	KSIW	13

**OREGON**

EUGENE	KASH	11
	KERG	16
HOOD RIVER	KHIR	15
McMinnville	KMCM	10
MEDFORD	KYJC	16
OCEAN LAKE	KBCH	10
OREGON CITY	KGOV	15
PORTLAND	KGW	15
	KPAM	66
SALEM	KOCO	21
	KSLM	43

(CONTINUED)



## PENNSYLVANIA

CITY	CALL LETTERS	HOURS
ALLENTOWN	WFMZ (fm)	63
BLOOMSBURG	WHLM	12
BRADDOCK	WLOA	68
BRADFORD	WESB	18
CHESTER	WVCH	20
CONNELLSVILLE	WCVI	19
EASTON	WEEX	10
ERIE	WERC	16
	WJET	12
GETTYSBURG	WGET	10
JOHNSTOWN	WARD	12
KANE	WADP	21
LANCASTER	WLAN	17
LOCK HAVEN	WBPZ	15
PHILADELPHIA	WDAS	13
	WFLN (fm)	105†
PITTSBURGH	KOV	10
	WCAE	16
	WLOA	84
	WWSW	14
PITTSTON	WPTS	31
POTTSVILLE	WPPA	14
SCRANTON	WARM	10
	WEJL	16
SUNBURY	WKOK	11
TYRONE	WTRN	12
WARREN	WNAE	12
WASHINGTON	WJPA	10
WILKES-BARRE	WBAX	10
	WILK	12
WILLIAMSPORT	WLYC	21†

## RHODE ISLAND

PROVIDENCE	WTMH (fm)	120†
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## SOUTH CAROLINA

ANDERSON	WANS	12
COLUMBIA	WCOS	30
GREENVILLE	WMUU	45

## CITY CALL LETTERS HOURS

HARTSVILLE	WHSC	16
MYRTLE BEACH	WMYB	10
ORANGEBURG	WTND	14
SPARTANBURG	WJAN	25
SUMTER	WSSC	12

## SOUTH DAKOTA

ABERDEEN	KSDN	20
BROOKINGS	KBRK	13
SIOUX FALLS	KISD	16
	KSOO	11
WATERTOWN	KWAT	13
YANKTON	KYNT	16

## TENNESSEE

CLARKSVILLE	WJZM	15
MARYVILLE	WGAP	26
McMINNVILLE	WMMT	13
MEMPHIS	WMC	10
MURFREESBORO	WGNS	26

## TEXAS

ABILENE	KWKC	10
ATLANTA	KALT	12
BAYTOWN	KREL	10
BEAUMONT	KFDM	22
BRADY	KNEL	12
DALLAS	KIXL	55
	KRLD	20
DUMAS	KDDD	10
EASTLAND	KERC	20
HOUSTON	KXYZ	13
KERRVILLE	KERV	13
LUFKIN	KTRE	17
MARSHALL	KMHT	15
MIDLAND	KCRS	12
SAN ANTONIO	KITE	28
	KONO	37
SEGUIN	KWED	14
SHERMAN	KRRV	15
	KTAN	20

## UTAH

CITY	CALL LETTERS	HOURS
CEDAR CITY	KSUB	14
LOGAN	KLGN	25
	KVNU	18
MURRAY	KMUR	45
PROVO	KEYY	15
	KIXX	11
	KOVO	15
RICHFIELD	KSVC	11
SALT LAKE CITY	KSL	38

## VERMONT

BENNINGTON	WBTV	14
BURLINGTON	WDOT	28
ST. JOHNSBURY	WTWN	14
WATERBURY	WDEV	15

## VIRGINIA

CHARLOTTESVILLE	WCHV	17
CLIFTON FORGE	WCFV	10
CULPEPER	WCVA	10
FREDERICKSBURG	KFVA	10
HAMPTON	WVEC	15
HOPEWELL	WHAP	21
MARTINSVILLE	WMVA	12†
NARROWS	WNRV	13
NORFOLK	WRVC (fm)	62
ORANGE	WJMA	10
RADFORD	WRAD	14
WAYNESBORO	WAYB	13

## WASHINGTON

BELLINGHAM	KPUG	11
GRAND COULEE	KFDR	15
KELSO	KLOG	12
PUYALLUP	KAYE	10
SEATTLE	KTW	12
	KVI	12
	KXA	85
SPOKANE	KSPO	16
TACOMA	KMO	35
WALLA WALLA	KTEL	20



"Music Doth Soothe the Savage Beast"

**WFLN**

Philadelphia Fine Music Station

Philadelphia 28, Pa.

Represented Nationally by Good Music Broadcasters, Inc. — N. Y. C.



**WEST VIRGINIA**

CITY	CALL LETTERS	HOURS
CHARLESTON	WGKY	10
CLARKSBURG	WBLK	60
MATEWAN	WHJC	10
MOUNDSVILLE	WMOD	14
PRINCETON	WLOH	14
WHEELING	WKWK	11

**WISCONSIN**

BELOIT	WBEL	10
	WGEZ	18
LADYSMITH	WLDY	14
MADISON	WISC	14
	WMFM (fm)	29
MANITOWOC	WOMT	16
MARINETTE	WMAM	12
MILWAUKEE	WISN	35
PLATTEVILLE	WSWW	10
RACINE	WRIN	15
RHINELANDER	WOBT	30
RICE LAKE	WJMC	12
RICHLAND CENTER	WRCO	32
SHAWANO	WTCH	10
SHEBOYGAN	WHBL	14
WAUSAU	WOSA	28

**WYOMING**

LANDER	KOVE	11
RIVERTON	KWRL	10
THERMOPOLIS	KRTR	11

**ALASKA**

CITY	CALL LETTERS	HOURS
ANCHORAGE	KFOD	15
FAIRBANKS	KFRB	15
JUNEAU	KINY	15
KETCHIKAN	KTKN	15
SEWARD	KIBH	15
SITKA	KIFW	15

**HAWAII**

HILO	KHBC	40
HONOLULU	KAHN	12
	KAIM	64
	KGMB	40
	KIKI	27

**PUERTO RICO**

CAGUAS	WNEL	11
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**VIRGIN ISLANDS**

ST. THOMAS	WSTA	11
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**CANADA**

<b>Alberta</b>		
CAMROSE	CFCW	16
EDMONTON	CHED	55
	CHFA	67
GRAND PRAIRIE	CFGP	19
PEACE RIVER	CKYL	16

**British Columbia**

CHILLIWACK	CHWK	23
DAWSON CREEK	CJDC	12
KAMLOOPS	CFJC	17

**CITY CALL LETTERS HOURS**

NANAIMO	CHUB	10
NELSON	CKLN	30
PRINCE RUPERT	CFPR	36
TRAIL	CJAT	28
VANCOUVER	CBU	36
	CJOR	16
	CKLG	54
	CKWY	46
VICTORIA	CJVI	30
	CKDA	12
<b>Manitoba</b>		
FLIN FLON	CFAR	16
ST. BONIFACE	CKSB	25
WINNIPEG	CBW	36
<b>New Brunswick</b>		
CAMPBELLTON	CKNB	14
EDMUNDSTON	CJEM	35
MONCTON	CKCW	20
SACKVILLE	CBA	36
<b>Newfoundland</b>		
CORNER BROOK	CBY	36
GANDER	CBG	36
GRAND FALLS	CBT	36
ST. JOHN'S	CBN	36
<b>Nova Scotia</b>		
BRIDGEWATER	CKBW	14
HALIFAX	CBH	36
KENTVILLE	CKEN	15
SYDNEY	CBI	36
	CJCB	14
WINDSOR	CFAB	15



Take your cue . . . . .

*For the tempo, the pacing, the mind that finally determines the greatness at a performance — you look to the podium.*

*For the facts on "The Economics of Good Music Advertising" — you look to Good Music Broadcasters, Inc.*

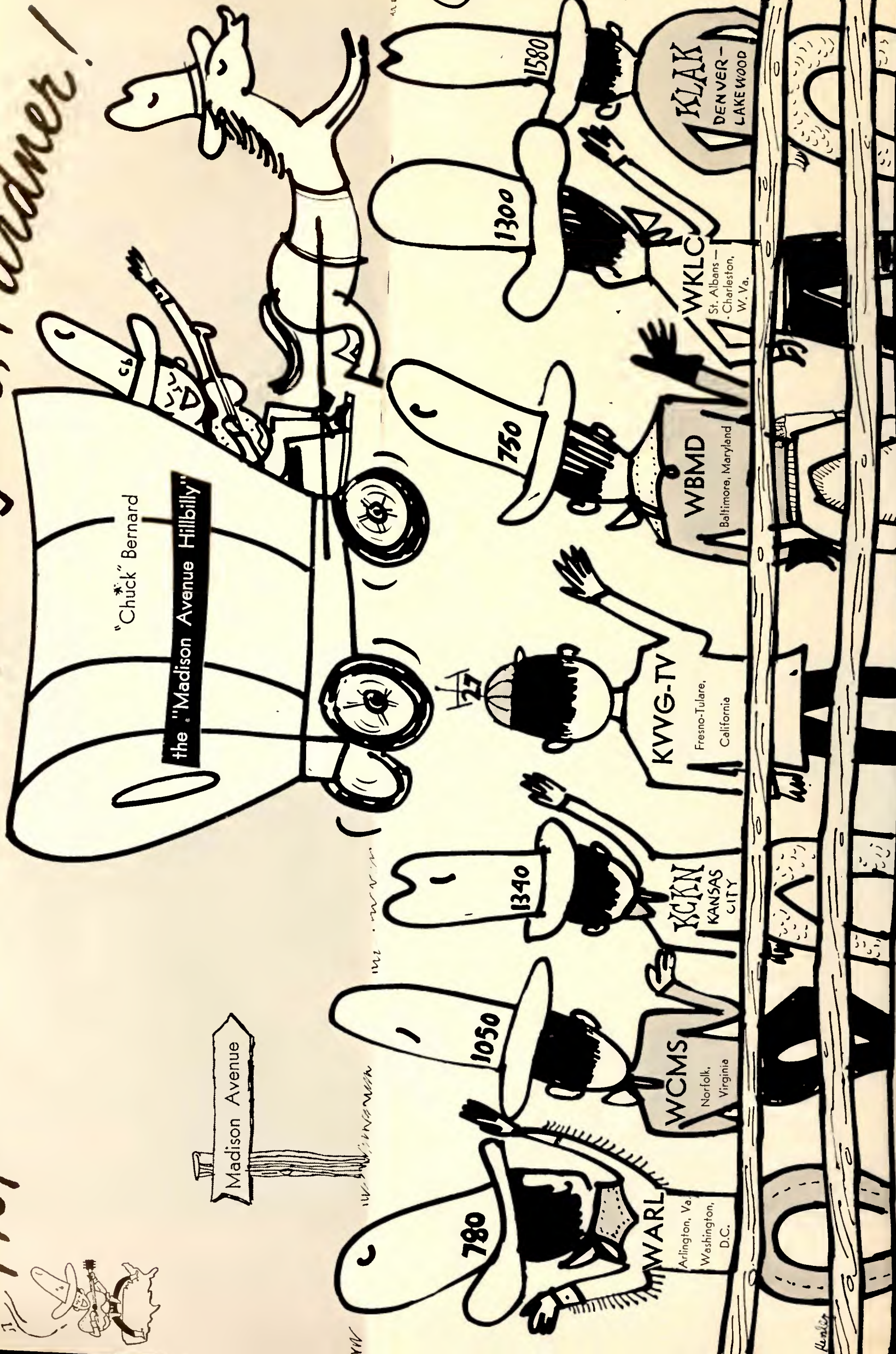
52 Vanderbilt Ave., N. Y. 17, N. Y.

Murray Hill 3-2295

*Representatives for leading Good Music Stations in top markets from Coast to Coast*



# Hop on the "Chuck" Wagon, Partner!



"Chuck" Bernard

the "Madison Avenue Hillbilly"

Madison Avenue

780  
WARL  
Arlington, Va.  
Washington,  
D.C.

1050  
WCMS  
Norfolk,  
Virginia

1340  
KCKN  
KANSAS  
CITY

KVVG-TV  
Fresno-Tulare,  
California

750  
WBMD  
Baltimore, Maryland

1300  
WKLC  
St. Albans -  
Charleston,  
W. Va.

1580  
KLAK  
DENVER -  
LAKEWOOD

KCUL  
10,000  
WATTS

FORT  
WORTH

DALLAS





# country & western music



Figures represent hours per week

Country and Western music as a station speciality really came into its own this year. 2024 stations regularly schedule or feature country & western music. This represents 75% of all respondents to Buyers' Guide questionnaires. In the 1956 Buyers' Guide where this category is identified as "folk music," a total of 1959 stations reported extensive use of this form of entertainment in their schedules. To give you more details on the growth of this category, the 1955 Buyers' Guide shows 1671 stations in this category while the 1954 edition reported only 66% of respondents featuring this type of music.

As in other sections, stations listed below show a wide variety of programming. 40% appear on the Negro radio lists. 32% are on the religious and gospel music list and 25% show up in the farm section.

ALABAMA		
CITY	CALL LETTERS	HOURS
ANNISTON	WSPC	25
ATHENS	WJMW	31
BIRMINGHAM	WILD	26
	WLBS	24
	WVOK	70
CULLMAN	WKUL	45
DECATUR	WHOS	24
	WMSL	36
EUFAULA	WULA	26
FAYETTE	WVWF	20
FLOMATON	WTCB	32
FORT PAYNE	WFPA	90
	WZOB	20
GADSDEN	WETO	40
	WGAD	24
GENEVA	WGEA	28
GREENVILLE	WGYI	30
GUNTERSVILLE	WGSV	20
HAMILTON	WERH	34
HUNTSVILLE	WFUN	20
	WHBS	26
MARION	WJAM	23
MOBILE	WKAB	50
MONTGOMERY	WBAM	38
OPELIKA	WJHO	20
OPP	WAVH	20
PRICHARD	WAP	31
SCOTTSBORO	WCRI	20
SELMA	WCMC	30
TALLADEGA	WHTB	37
TALLAHASSEE	WTLS	24
THOMASVILLE	WJDB	30
TUSCALOOSA	WNPT	30
ARIZONA		
PHOENIX	KRIZ	22
TUCSON	KCNA	60
YUMA	KOLD	20
ARKANSAS		
ARKADELPHIA	KVRC	31
BATESVILLE	KBTA	20
BLYTHEVILLE	KLCN	21
CROSSETT	KAGH	25
FORT SMITH	KWHN	23
HOT SPRINGS	KBLO	33
MENA	KENA	20

CITY	CALL LETTERS	HOURS
MONTICELLO	KHBM	27
MORRILTON	KVOM	20
PINE BLUFF	KCLA	22
	KOTN	22
SEARCY	KWCB	20
CALIFORNIA		
BAKERSFIELD	KAFY	27
	KMAP	36
CHICO	KXOC	21
FRESNO	KGST	31
MODESTO	KTRB	22
PASADENA	KXLA	140
SAN DIEGO	XEAC	74
	XERB	57
SAN JOSE	KEEN	56
SAN MATEO	KVSM	72
STOCKTON	KRAK	29
COLORADO		
ENGLEWOOD	KGMC	42
LAKEWOOD	KLAK	36
LONGMONT	KLMO	33
ROCKY FORD	KRFC	21
STERLING	KGEK	20
DISTRICT OF COLUMBIA		
WASHINGTON	WARL	77
	WINX	89
FLORIDA		
CHIPLEY	WBCC	21
COCOA	WKKO	24
CRESTVIEW	WCNU	30
	WJSB	60
FERNANDINA BCH.	WFBF	36
JACKSONVILLE	WRHC	60
LIVE OAK	WNER	22
MIAMI	WMIE	24
	WFPB	54
OCALA	WMOP	24
ORLANDO	WABR	31
	WORZ	24
PLANT CITY	WPLA	27
TALLAHASSEE	WMEN	24
TAMPA	WALT	28
	WEBK	24
	WHBO	67

CITY	CALL LETTERS	HOURS
ADEL	WAAG	31
ATLANTA	WEAS	33
	WTJH	53
AUGUSTA	WAUG	24
BAINBRIDGE	WVGR	25
BRUNSWICK	WMOG	25
CAIRO	WGRA	20
COLUMBUS	WDAK	30
	WGBA	29
	WPNX	40
CORDELE	WVMJ	21
CORNELIA	WCON	40
DALTON	WRCD	38
DUBLIN	WMLT	26
FITZGERALD	WBHB	21
GAINESVILLE	WDUN	21
	WGGG	24
GRIFFIN	WHIE	21
LA GRANGE	WTRP	30
MACON	WBML	20
	WIBB	29
MADISON	WVGE	28
PERRY	WBBV	20
ROME	WROM	25
SUMMERVILLE	WGTI	21
SWAINSBORO	WJAT	38
SYLVANIA	WSYL	28
VALDOSTA	WGOI	25
WAYCROSS	WACL	42
	WAYA	29
WAYNESBORO	WBRO	22
WINDER	WIMO	36
IDAHO		
BOISE	KGEM	43
CALDWELL	KCID	46
NAMPA	KFXD	27
ILLINOIS		
BELLEVILLE	WIBV	20
CHICAGO	WLS	35
CLINTON	WHOW	57
EFFINGHAM	WCRA	28
JOLIET	WJOL	24
LA GRANGE	WTAQ	28
PARIS	WPRS	20
PITTSFIELD	WBBA	42
SPARTA	WHCO	20



INDIANA		
CITY	CALL LETTERS	HOURS
BEDFORD	WBIF	24
FORT WAYNE	WANE	30
SALEM	WLSM	62

IOWA		
CITY	CALL LETTERS	HOURS
DAVENPORT	KSTT	50
DES MOINES	KIOA	23
MASON CITY	KRIB	20
OELWEIN	KOEL	22
WATERLOO	KXEL	30

KANSAS		
CITY	CALL LETTERS	HOURS
LEAVENWORTH	KCLO	61
OTTAWA	KOFO	27
WICHITA	KWBB	27

KENTUCKY		
CITY	CALL LETTERS	HOURS
ASHLAND	WTCR	47
BARDSTOWN	WBRT	36
BOWLING GREEN	WCBL	30
CAMPBELLSVILLE	WKCT	23
CENTRAL CITY	WTCO	42
COLUMBIA	WMTA	20
CORBIN	WNE	20
CUMBERLAND	WAIN	41
DANVILLE	WCTT	22
FRANKFORT	WCPM	31
FULTON	WHR	30
GLASGOW	WFKY	21
HARLAN	WFUL	22
LEBANON	WKAY	27
LONDON	WHLN	22
LOUISVILLE	WLB	22
MOREHEAD	WLEX	30
NEWPORT	WFTG	60
PIKEVILLE	WKLO	80
PINEVILLE	WMOR	24
RUSSELLVILLE	WNOB	24
SOMERSET	WLSI	37
WHITESBURG	WMLF	32
WINCHESTER	WRUS	26
	WSFC	68
	WTCW	50
	WWKY	20

LOUISIANA		
CITY	CALL LETTERS	HOURS
ABBEVILLE	KROF	27
ALEXANDRIA	KDBS	35
	KSYL	25
COVINGTON	WARB	49
DE RIDDER	KDLA	38
FERRIDAY	KFNY	42
GOLDEN MEADOW	KLFT	41
HAMMOND	WFPR	28
HOUMA	KCIL	31
LEESVILLE	KLLA	35
NATCHITOCHE	KNOC	21
NEW IBERIA	KVIM	30
OAKDALE	KREH	35
RUSTON	KRUS	25
SHREVEPORT	KCIJ	60
SULPHUR	KSUL	36
WINFIELD	KVCL	24

MARYLAND		
CITY	CALL LETTERS	HOURS
ANNAPOLIS	WASL	24
BALTIMORE	WBMD	36
FREDERICK	WFMD	22
HAVRE DE GRACE	WASA	30
LEONARDTOWN	WKIK	24

MICHIGAN		
CITY	CALL LETTERS	HOURS
FREMONT	WBFC	20
ISHPEMING	WJPO	23

MINNESOTA		
CITY	CALL LETTERS	HOURS
ALEXANDRIA	KXRA	20
CLOQUET	WKLK	25
CROOKSTON	KROX	70
NEW ULM	KNUI	70
OWATONNA	KRFO	27
THIEF RIVER FALLS	KTRF	20
WADENA	KWAD	30

MISSISSIPPI		
CITY	CALL LETTERS	HOURS
AMORY	WAMY	37
BILOXI	WDEB	24
	WVMI	28
BOONEVILLE	WBIP	32
BROOKHAVEN	WCHJ	35
CANTON	WDOB	30
CLEVELAND	WCLD	27
CORINTH	WCMA	47
GRENADA	WNAV	24
GULFPORT	WDEB	24
HATTIESBURG	WBKII	30
	WFOR	25
HOUSTON	WCPC	36
LAUREL	WLAU	23
LOUISVILLE	WLSM	30
PHILADELPHIA	WHOC	21
PICAYUNE	WRJW	24
VICKSBURG	WVIM	24

MISSOURI		
CITY	CALL LETTERS	HOURS
CHARLESTON	KCHR	21
INDEPENDENCE	KIMO	50
KENNETT	KBOA	30
MALDEN	KTCB	23
NEOSHO	KBTN	42
ST. JOSEPH	KRES	25
ST. LOUIS	WEW	83
SPRINGFIELD	KWTO	28
THAYER	KALM	27
UNION	KLPW	40
WARRENTON	KWRE	22
WEST PLAINS	KWPM	20

NEW JERSEY		
CITY	CALL LETTERS	HOURS
NEWARK	WAAT	30

NEW MEXICO		
CITY	CALL LETTERS	HOURS
ALAMOGORDO	KALG	30
ALBUQUERQUE	KQUE	64
FARMINGTON	KVBC	24
HOBBS	WHOB	20
	KWEW	25
LOVINGTON	KLEA	40
ROSWELL	KBIM	22
	KGFL	37

NEW YORK		
CITY	CALL LETTERS	HOURS
NEW YORK	WWRL	26
NIAGARA FALLS	WILD	20
	WJL	20

NORTH CAROLINA		
CITY	CALL LETTERS	HOURS
ALBEMARLE	WABZ	20
ASHEVILLE	WSKY	24
BEAUFORT	WBMA	20
BELMONT	WCGC	20
BREVARD	WPNE	22
BURLINGTON	WFNS	30
ELKIN	WIFM	26
FAIRMONT	WFMO	21
FUQUAY SPRINGS	WVFG	41
GOLDSBORO	WFMC	21
GREENSBORO	WGBC	30
GREENVILLE	WGTC	22
HENDERSON	WHNC	44
	WHVH	29
KINSTON	WELS	20
LEAKSVILLE	WLOE	23
LUMBERTON	WAGR	22
MARION	WBRM	21
MORGANTON	WUNC	20
MOUNT AIRY	WPAQ	23
NEW BERN	WOOV	35
N. WILKESBORO	WKBC	37
RALEIGH	WMSN	47
REIDSVILLE	WREV	20
ROXBORO	WRXO	21
SALISBURY	WSAT	30
SMITHFIELD	WMPM	42
SPRUCE PINE	WTOE	31
STATESVILLE	WSIC	20
TABOR CITY	WTAB	24
THOMASVILLE	WTNC	24
TRYON	WTYN	28
WALLACE	WLSE	20
WASHINGTON	WHED	24
WAYNESVILLE	WHCC	24

NORTH DAKOTA		
CITY	CALL LETTERS	HOURS
BISMARCK	KFYR	20
DICKINSON	KDIX	24
FARGO	KFGO	20
HETTINGER	KNDC	22
MINOT	KCJB	44

OHIO		
CITY	CALL LETTERS	HOURS
CHILLICOTHE	WCHI	30
DAYTON	WAVI	26
	WONE	24
TOLEDO	WCHO	24
WASHINGTON C. II.	WCHO	25

OKLAHOMA		
CITY	CALL LETTERS	HOURS
ALVA	KALV	26
CHICKASHA	KWCO	33
HUGO	KIHN	30
MIAMI	KGLC	28
MUSKOGEE	KMUS	20
OKLAHOMA CITY	KOMA	25
PRYOR	KOLS	36

OREGON		
CITY	CALL LETTERS	HOURS
ASHLAND	KWIN	20
FOREST GROVE	KRWC	20
MEDFORD	KMED	21
NEWPORT	KNPT	28
ONTARIO	KSRV	22
TILLAMOOK	KTIL	20

PENNSYLVANIA		
CITY	CALL LETTERS	HOURS
BEAVER FALLS	WBVP	26
HOMESTEAD	WAMO	48
LEBANON	WLB	25
MEXICO	WJUN	20

SOUTH CAROLINA		
CITY	CALL LETTERS	HOURS
BISHOPVILLE	WAGS	27
CHARLESTON	WQSN	30
	WTMA	25
GREENVILLE	WQOK	27
GREENWOOD	WGSW	30
GREER	WCKI	27
MULLINS	WJAY	27
NEWBERRY	WKDK	20
ROCK HILL	WRHI	23
SPARTANBURG	WJAN	24
	WORD	25

TENNESSEE		
CITY	CALL LETTERS	HOURS
CHATTANOOGA	WAPQ	45
	WDXB	50
COLUMBIA	WKRM	23
COOKEVILLE	WHUB	25
COVINGTON	WKBL	25
CROSSVILLE	WAEW	30
FRANKLIN	WAGG	25
GALLATIN	WHIN	54
JACKSON	WDXI	24
KNOXVILLE	WIVK	52
	WNOX	22
LEBANON	WCOR	24
LEXINGTON	WDXL	28
McMINNVILLE	WMMT	26
MEMPHIS	KWEM	40
	WHHM	30
MORRISTOWN	WCRK	24
MURFREESBORO	WGNS	48
NASHVILLE	WLAC	22
	WSM	61
NEWPORT	WLIK	23
PARIS	WTPR	28
RIPLEY	WTRB	40
ROGERSVILLE	WRGS	23
SEVIERVILLE	WSEV	36
SPRINGFIELD	WDBL	25
SWEETWATER	WDEH	24

TEXAS		
CITY	CALL LETTERS	HOURS
BAYTOWN	KRCT	54
BEAUMONT	KTRM	52
BONHAM	KFYN	28
BRECKENRIDGE	KSTB	24
BRENNHAM	KWHI	21
BROWNFIELD	KTFY	20
CAMERON	KMIL	23



# "WAMO"

PACKS A PROVEN SALES PUNCH IN PITTSBURGH, Pa.



CARL STUART  
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**8th**  
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**COUNTRY & WESTERN Personalities**

who specialize in selling your product to their loyal listeners



ABBIE NEAL  
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SLIM BRYANT  
12:30-1:30 P.M.

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# WAMO

105 E. 7th Ave., Pgh., Pa. (Homestead P.O.)  
National Rep. Forjoe & Co.

CITY	CALL LETTERS	HOURS
CARTHAGE	KGAS	20
CENTER	KDET	20
CLEVELAND	KVLB	23
COLEMAN	KSTA	24
CROCKETT	KH Y	21
DUMAS	KDDD	28
EASTLAND	KERC	22
EL CAMPO	KILP	29
FLOYDADA	KFLD	23
FORT WORTH	KCNG	12
	KCUL	44
	KCUL	44
FREEPORT	KBRZ	24
GLADEWATER	KSIJ	38
HAMILTON	KCLW	27
HILLSBORO	KHBR	24
KERRILLE	KERV	30
LAREDO	VEDF	37
LUBBOCK	KDAP	54
	KSEL	21
LUFKIN	KTRE	22
MCCAMEY	KCMR	21
MEXIA	KBUS	10
MIDLAND	KJBC	12
MINERAL WELLS	KORC	20
NEW BRAUNFELS	KGNB	25
PAMPA	KPAT	37
	KPDY	21
PECOS	KHUN	28
PLEASANTON	KBOP	32
SAN ANGELO	KPEP	46
	KTXL	24
SAN ANTONIO	KISS (fm)	32
	KMAC	23
	KOYO	33
SULPHUR SPRINGS	KSST	32
TAYLOR	KTAE	50
TEMPLE	KTEV	27
TERREL	KTER	35
UYALDE	KYOU	33
VICTORIA	KNAL	31

### UTAH

SALT LAKE CITY	KSL	25
	KSOP	98

### VIRGINIA

BRISTOL	WFHG	17
CREWE	WV'S	20
MARTINSVILLE	WVVA	22
MT. JACKSON	WSIG	25
NARROWS	WNRV	25
NORFOLK	WCMS	82
NORTON	WVVA	29
PULASKI	WPUV	35
RICHMOND	WRVA	39
	WXGI	79
SOUTH HILL	WJWS	30

### WASHINGTON

COLFAX	KCLX	24
GRAND COULEE	KFDR	26
LONGVIEW	KBAN	50
SPOKANE	KSPO	32
VANCOUVER	KVAN	115

### WEST VIRGINIA

BECKLEY	WJLS	21
BLUEFIELD	WHIS	24
CHARLESTON	WTIP	42
CLARKSBURG	WPDX	24
FAIRMONT	WTCS	48
KEYSER	WKYR	27
OAK HILL	WOAY	20
ST. ALBANS	WKLC	25
WELCH	WELC	23

### WISCONSIN

EAU CLAIRE	WRFW	28
MILWAUKEE	WFOX	24
	WMIL	44
RICE LAKE	WJMC	20
WAUSAU	WOSA	21
WISCONSIN RAPIDS	WFHR	24

# NO. 1

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# KPQ-WENATCHEE, WASH.-IN THE AGRICULTURAL HEART OF THE PACIFIC NORTHWEST

# KPQ SERVES 20,000 RADIO FARM HOMES

This is farm country, and Jack Jett, our KPQ farm news editor, not only gives the news farmers want to hear, HE GETS OUT WHERE THAT NEWS IS BEING MADE. Jett gathers his farm material from 70 government and private sources, plus countless other local sources. A typical farm show includes local livestock, poultry, potato, field crop, apple and grain markets—along with weather, selected national farm news, AND LOTS OF LOCAL ITEMS. For example, by actual count, from October 14 to November 14, 1956, a total of 497 local farm stories were released over KPQ by Jack Jett. That's 80 local farm news stories to every one carried by the local daily newspaper, and 40 to 1 for every farm story aired by all other radio stations in this area combined. THAT'S DOWN-TO-EARTH FARM REPORTING.

*Scripts or tapes of Jett's farm shows for your auditioning on request.*

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**JACK JETT**

A native of Wenatchee, with a background of orchard, wheat, and cattle ranch work; U of Wash. School of Journalism; formerly full-time ag editor for Wenatchee World; has contributed farm articles to AP, UP, INS, Spokesman-Review, Seattle P-I, Seattle Times, and well-known farm publications; member, Wash. State Horticultural Assn., Cattlemen's Assn., Crop Improvement Assn., Wheat Growers Assn., Nat'l Assn. Radio & TV Farm Directors, American Newspaper Editors & Reporters Guild.

**TWO FARM SHOWS DAILY:**  
5:25 AM to 7 AM  
12:30 PM to 1 PM



**5000 WATTS**  
560 KC  
(ABC-NBC Affiliate)

THE ONLY RADIO STATION IN CENTRAL WASHINGTON WITH A FULL-TIME FARM NEWS EDITOR





# farm



# symbol

\* Indicates member of Nat'l Assoc.  
Radio and TV Farm Directors

• Farm radio continues strong in both the U.S. and Canada with 77% of total respondents to the 1957 Buyers' Guide questionnaires scheduling specific programs each week beamed to the rural audience. This compared with 76% in 1956, 70% in 1955 and 64% in 1954.

Of the 2072 stations scheduling farm features regularly, 601 or 29% program more than five hours per week in this category. These stations, listed below, offer a wide variety of other programming, of course, and appear in other directories in the Buyers' Guide as well. For example, 18% of this category program 10 hours or more per week of concert or classical music. 19% in the group schedule 20 hours or more per week of country & western music. It must be remembered that many stations offering fewer than five hours per week of farm programming and, therefore, not listed here, are extremely important in rural appeal and enjoy a great following.

## ALABAMA

CITY	CALL LETTERS
Albertville	WAVU*
Alexander City	WRFS
Anniston	WSPC
Dothan	WDIG
Flomaton	WTCB
Foley	WHEP
Gadsden	WETO
	WGAD
Geneva	WGEA
Greenville	WGYV
Guntersville	WGSV
Haleyville	WJBB
Hamilton	WERH
Huntsville	WHBS
Montgomery	WAPX
	WBAM*
Oneonta	WCRL
Opp	WAMI
Thomasville	WJDB

## ARIZONA

Mesa	KTYL
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## ARKANSAS

Arkadelphia	KVRC
Blytheville	KLCN
Crossett	KAGH
Harrison	KHOZ
Helena	KFFA
Jonesboro	KBTM
Little Rock	KARK*
	KLRA*
	KTHS*
Monticello	KHBM
Morrilton	KVOM
Mountain Home	KTLO
Osceola	KOSE

Paragould	KDRS
Pine Bluff	KOTN
Pocahontas	KPOC
Siloam Springs	KUOA
Springdale	KBRS
Stuttgart	KWAK
Texarkana	KCMC*

## CALIFORNIA

Arcata	KENL
Bakersfield	KPMC
Calexico	KICO
Chico	KXOC*
Corona	KBUC
El Centro	KXO
Fresno	KFRE*
	KMJ
Hanford	KNGS
Los Angeles	KFI
Marysville	KMYC
Napa	KVON
Petaluma	KAFP
Porterville	KTIP
Red Bluff	KBLF
Redding	KVCV
Sacramento	KCRA
	KFBK*
Salinas	KSBW
San Luis Obispo	KATY
Santa Maria	KCOY
Watsonville	KHUB

## COLORADO

Canton City	KRLN
Denver	KOA*
Fort Morgan	KFTM
Greeley	KFKA*
Lamar	KLMR
Monte Vista	KSLV
Montrose	KUBC

Sterling	KGEK
	KLOR

## CONNECTICUT

Bridgeport	WICC
Hartford	WTIC*

## DELAWARE

Dover	WDOV
Georgetown	WJWL

## DISTRICT OF COLUMBIA

Washington	WTOP
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## FLORIDA

Chipley	WBGC
Lake City	WDSR
Ocala	WTMC
Quincy	WCNH
Tallahassee	WMEN
West Palm Beach	WIRK

## GEORGIA

Atlanta	WAKE
	WSB
Bainbridge	WMGR
Baxley	WHAB
Cairo	WGRA*
Dalton	WBLJ
	WRCD
Fitzgerald	WBHB
Gainesville	WGGA
Hawkinsville	WCEH
Monroe	WMRE*
Rome	WRGA

Sylvania	WSYL
Thomson	WTWA

## IDAHO

Caldwell	KCID
Grangeville	KORT
Lewiston	KOZE
Moscow	KRPL
Nampa	KFXD
Pocatello	KSEI
Rexburg	KRXK
Twin Falls	KLIX

## ILLINOIS

Carbondale	WCIL
Charleston	WEIC
Chicago	WLS*
Decatur	WDZ*
De Kalb	WLBK*
Effingham	WCRA
Fairfield	WFIW
Galesburg	WGIL
Jacksonville	WLDS
Kankakee	WKAN
La Salle	WLPO
Lincoln	WPRC
Litchfield	WSMI
Mattoon	WLBH*
Metropolis	WMOK
Mt. Carmel	WVMC
Mt. Vernon	WMIX*
Paris	WPRS
Peoria	WIRL
	WMBD*
	WPEO
Robinson	WTAY
Salem	WJBD
Springfield	WTAX
Sterling	WSDR
Streator	WIZZ



**INDIANA**

CITY	CALL LETTERS
Elkhart	WTRC
Evansville	WEOA
	WGBF*
	WJPS*
Ft. Wayne	WOWO*
Frankfort	WILO
Gary	WWCA
Goshen	WKAM
Indianapolis	WIBC*
Jasper	WITZ
Kokomo	WIOU*
La Porte	WLOI
Logansport	WSAL
Marion	WMRI
Michigan City	WIMS
New Castle	WCTW (fm)
Peru	WARU
Salem	WSLM*
Warsaw	WRSW
Washington	WAMW

**IOWA**

Atlantic	KJAN
Burlington	KBUR
Carroll	KCIM
Cedar Rapids	WMT*
Centerville	KCOG
Clinton	KROS*
Creston	KSIB
Davenport	KSTT*
Des Moines	KIOA*
	KWDM
	WHO*
Dubuque	KDTH*
Fairfield	KFAD
Fort Dodge	KVED
Iowa City	KXIC
Marshalltown	KFJB
Newton	KCOB
Oelwein	KOEL
Ottumwa	KLEE*
Shenandoah	KMA*
Sioux City	KMNS

Spencer	KICD
Storm Lake	KAYL
Waterloo	KXEL*

**KANSAS**

Arkansas City	KSOK
Coffeyville	KGGF
Colby	KXXX*
Concordia	KNCK
Dodge City	KGNO*
Great Bend	KVGB
Junction City	KJCK
Lawrence	KLWN
Liberal	KSCB
Pittsburg	KOAM
Pratt	KWSK
Salina	KSAL
Topeka	WIBW*
Wichita	KFBI*
	KFH

**KENTUCKY**

Benton	WCBL*
Bowling Green	WKCT
	WLBJ
Campbellsville	WTCO*
Central City	WMTA
Covington	WZIP
Danville	WHIR
Henderson	WSON
Hopkinsville	WHOP
	WKOA
Lebanon	WLBN
Lexington	WLAP
	WLEX
	WVLK
Madisonville	WFMW
Maysville	WFTM*
Princeton	WPKY
Richmond	WEKY
Russellville	WRUS
Winchester	WWKY*

**LOUISIANA**

Alexandria	KALB
Lafayette	KVOL
New Orleans	WNOE
	WTPS
	WWL*
Shreveport	KCIJ
	KWKH*
Tallulah	KTLD

**MAINE**

Bangor	WABI
	WLBZ
Houlton	WABM
Presque Isle	WAGM
Rockland	WRKD

**MARYLAND**

Baltimore	WBAL
Cambridge	WCEM
Frederick	WFMD*
Hagerstown	WJEJ
Salisbury	WBOC
Westminster	WTRR

**MASSACHUSETTS**

Boston	WBZ*
Great Barrington	WSBS
Greenfield	WHA1*
Springfield	WBZA
	WJKO
Ware	WARE

**MICHIGAN**

Adrian	WABJ*
Ann Arbor	WPAG
Bay City	WBCM
Benton Harbor	WHFB*
Coldwater	WTVB
Detroit	CKLW
Escanaba	WDDB
Flint	WKMF
Fremont	WBFC
Houghton Lake	WHGR
Ionia	WION
Kalamazoo	WKZO
Manistee	WMTE
Monroe	WMIC
Mt. Pleasant	WCEN
Muskegon	WMUS
Saginaw	WSAM
	WSGW
Sturgis	WSTR

**MINNESOTA**

Albert Lea	KATE
Austin	KAUS
Crookston	KROX
Detroit Lakes	KDLM
Faribault	KDHL*
Hutchinson	KDUZ
Little Falls	KLTF
Mankato	KTOE
	KYSM
Minneapolis-	
St. Paul	WCCO*

(cont.)



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The Lush

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Let the KXO team score points for your product or service in this profit-rich Southern California area. More listeners than all other local stations combined.

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Imperial Valley's only regular and consistent farm programs.



THE BIGGEST DRAWING CARD OF ALL...



# NATIONAL BARN DANCE

America's longest-lived radio show! . . . on the air every Saturday night since 1924! Internationally famous "alma mater" of such stars as

- ★ GEORGE GOBEL
- ★ GENE AUTRY
- ★ REX ALLEN
- ★ HOOSIER HOTSHOTS
- ★ MAX TERHUNE
- ★ SMILEY BURNETTE
- ★ PAT BUTTRAM
- ★ "RED" FOLEY



## Proof of "PULLING POWER"

over 2,588,989 people\* (67,292 in 1956 alone) have *paid* to see the Saturday night broadcasts of WLS National Barn Dance!

featuring the following currently popular favorites



Lulu Belle and Scotty



Homer and Jethro



Dolph Hewitt



The Wilson Sisters



The Buccaneers



Bob Atcher



The Arkansas Woodchopper



Donald "Red" Blanchard

*\*Primarily from the WLS 1-state listening area, but also from all 18 states, Canada and many foreign countries.*

*A Clear Channel Station*



CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • REPRESENTED BY JOHN BLAIR & CO.



# radio station representatives (CONTINUED)

**INTERSTATE UNITED NEWSPAPERS INC.**  
New York 17—545 Fifth Ave.  
Tel: Murray Hill 2-5452  
Chicago 4—25 E. Jackson Blvd.  
Tel: Webster 9-7260  
Detroit—110 E. Hancock  
Los Angeles—6608 Selma Ave.  
San Francisco—55 New Montgomery St.

**KATZ AGENCY, INC., THE**  
New York 22—477 Madison Ave.  
Tel: Plaza 9 4460  
Chicago 1—Prudential Plaza  
Tel: Mohawk 4-7150  
Atlanta 3 1321 Fulton Bank Bldg.  
Tel: Jackson 5 1637  
Dallas 1—2006 Bryan St.  
Tel: Riverside 1-4036  
Detroit 26—3166 Penobscot Bldg  
Tel: Woodward 3-8420  
Kansas City 6—Bryant Bldg.  
Tel: Victor 2-7995  
Los Angeles 5—3325 Wilshire Blvd.  
Tel: Dunkirk 5-6284  
San Francisco 4—  
Russ Bldg. Rm. 1823  
Tel: Douglas 2 7628

**KELLER, ROBERT S., INC.**  
New York 14—72 Barrow St.  
Tel: Walkins 4-6599  
Chicago 1—228 N. LaSalle St.  
Tel: State 2-5096

**KIRBY, NONA, CO.**  
Boston 16—507 Statler Office Bldg.  
Tel: Hubbard 2-6117

**LDWRANCE, BOMAR & ASSOC.**  
Atlanta—770 Spring St., N.W.  
Tel: Trinity 6-3726  
Charlotte—1026 South Blvd.  
Tel: Franklin 6-6581  
Dallas—1102 Fidelity Union Bldg.  
Tel: Randolph 8206

**McOERMTT, ANOY**  
Toronto—10 Adelaide St., E.  
Tel: Empire 6-8915  
Montreal—1543 Crescent St.  
Tel: Belaire 7042

**McGILLVRA, JOSEPH HERSHEY**  
New York 17—366 Madison Ave.  
Tel: Murray Hill 2-8755  
Chicago 1—185 N. Wabash Ave.  
Tel: State 2-5282  
Boston—419 Boylston St.  
Tel: Commonwealth 6-0718  
Los Angeles 5—  
612 S. Serrano Ave.  
Tel: Dunkirk 4-7352  
San Francisco 5—605 Market St.  
Tel: Yukon 2-3954  
Bedford, Ind.  
P. O. Box 127, Heltonville Rd.  
Tel: Bedford 9194

**MEDIA REPRESENTATIVES, INC.**  
New York 22—120 E. 56 St.  
Tel: Murray Hill 8-4777

**MEEKER COMPANY, INC., THE**  
New York 17—521 Fifth Avenue  
Tel: Murray Hill 2-2170  
Chicago 11—333 N. Michigan Ave.  
Tel: Central 6-1742  
Lancaster, Pa.—8 W. King St.  
Tel: Lancaster 5521  
San Francisco 4—928 Russ Bldg.  
Tel: Yukon 6-4940  
Los Angeles 28—6381 Hollywood Blvd.  
Tel: Hollywood 2-2351

**MOORE, ART, & ASSOCIATES**  
Seattle 1—519 Jones Bldg.  
Tel: Mutual 3377  
Portland 4-617 Cascade Bldg.  
Tel: Capitol 8-7284

**MULVIHILL, PAUL & CO.**  
Toronto—Rm. 111, 77 York Street  
Tel: Empire 8-6554  
Montreal—1543 Crescent Street  
Tel: University 6-8105

**NBC SPOT SALES**  
New York 20—RCA Bldg.,  
30 Rockefeller Plaza  
Tel: Circle 7-8300  
Chicago 54—Merchandise Mart  
Tel: Superior 7-8300  
Detroit 26—1165 Penobscot Bldg.  
Tel: Woodward 1-1610  
San Francisco 2—  
Taylor & O'Farrell St.  
Tel: Graystone 4-8700  
Los Angeles 27—Sunset and Vine Sts.  
Tel: Hollywood 9-6161

**\*BOMAR LAWRENCE & ASSOCIATES**  
Atlanta—770 Spring St., N.W.  
Tel: Elgin 3726  
Charlotte—1026 South Blvd.  
Tel: Franklin 6-6581  
Dallas—Fidelity Union Bldg.  
Tel: Randolph 8206

**NATIONAL BROADCAST SALES**  
Toronto—88 Richmond St., W.  
Tel: Empire 6-3718-9  
Montreal—106 Medical Arts Bldg.  
Tel: University 6-1538

**NATIONAL TIME SALES**  
New York 17—370 Lexington Ave.  
Tel: Murray Hill 5-1300  
Chicago 1—Contact New York Office

Los Angeles 5—Harlan G. Oakes,  
672 S. Lafayette Park Place  
Tel: Dunkirk 2-3200  
San Francisco 3—Harlan G. Oakes,  
110 Sutter St.  
Tel: Sutter 1-7971

**DAKES, HARLAN G., & ASSOCIATES**  
San Francisco 4—110 Sutter St.  
Tel: Sutter 1-7971  
New York 17—370 Lexington Ave.  
Tel: Murray Hill 5-1300  
Los Angeles 5—672 S. Lafayette Park  
Place  
Tel: Dunkirk 2-3200  
San Antonio—P.O. Box 8194

**O'CONNELL, RICHARD**  
New York 22—  
Rm. 515, 527 Madison Ave.  
Tel: Plaza 5-9751  
Los Angeles 28—6381 Hollywood Blvd.  
Tel: Hollywood 2-2351  
San Francisco 8—260 Kearney St.  
Tel: Exbrook 2-6444  
Chicago—Contact New York Office

**PACIFIC NORTHWEST BROADCASTERS**  
Portland—P. O. Box 5886  
Tel: Evergreen 1-6558  
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., Rm. 806-807  
Tel: Victory 0921  
Hollywood 28—6381 Hollywood Blvd.  
Tel: Hollywood 2-2351  
San Francisco 8—260 Kearney St.  
Tel: Exbrook 2-6444  
Spokane 8—Symons Bldg.  
Tel: Madison 1218  
Butte—P. O. Box 1956  
Tel: 2-2344

**PAN-AMERICAN BROADCASTING**  
New York—370 Lexington Ave.  
Tel: Murray Hill 5-1300  
Los Angeles 5—Harlan G. Oakes &  
Associates, 672 S. Lafayette Park Pl.  
Tel: Dunkirk 2-3200  
San Francisco 4—  
Harlan G. Oakes, 110 Sutter St.  
Sutter St.  
Tel: Sutter 1-7971

**PEARSON, JOHN E., CDMPVY**  
New York 22—444 Madison Ave.  
Tel: Plaza 1-3366  
Chicago 1—333 N. Michigan Ave.  
Tel: State 2-7494  
Dallas—506 Fidelity Union Life Bldg.  
Tel: Riverside 7-3723  
Atlanta—508 Glenn Bldg.  
Tel: Jackson 5-2912  
Minneapolis 2—Northwestern  
Bank Bldg.  
Tel: Federal 8-5689 and 5680  
Los Angeles—3242 W. 8th St.  
Tel: Dunkirk 5-5084  
San Francisco—58 Sutter St.  
Tel: Douglas 2-7159

**PERRY, JOHN H., ASSOCIATES**  
New York 18—Suite 502,  
19 W. 44th St.  
Tel: Murray Hill 7-5047  
Chicago—224 S. Michigan Ave.  
Tel: Harrison 7-4008  
Detroit 2—7-268 General Motors Bldg.  
Tel: Trinity 5-1803  
Atlanta—411 Glenn Bldg.  
Tel: Murray 8-3988  
Philadelphia 7—12 S. 12th St.  
Tel: Walnut 2-3555  
Beverly Hills—Lee F. O'Connell,  
111 N. La Cienega Blvd.  
Tel: Olympia 2-1313  
San Francisco—Wm. A. Ayres,  
233 Sansome St.  
Tel: Yukon 6-2981

**PETERS, GRIFFIN, WOODWARD**  
New York 17—250 Park Ave.  
Tel: Yukon 6-7900  
Chicago 1—Prudential Plaza  
Tel: Franklin 2-6373  
Detroit 26—2768 Penobscot Bldg.  
Tel: Woodward 1-4255  
Atlanta 3—Glenn Bldg.  
Tel: Murray 8-5667  
Fort Worth 2—406 W. 7th St.  
Tel: Edison 6-3349  
Hollywood 28—1750 N. Vine St.  
Tel: Hollywood 9-1688  
San Francisco 4—Russ Bldg.  
Tel: Sutter 1-3798

**PETRY, EDWARD & COMPANY**  
New York 22—3 E. 54 St.  
Tel: Murray Hill 8-0200  
Chicago 11—400 N. Michigan Ave.  
Tel: Whitehall 4-0011  
Detroit 26—546 Griswood St.  
Tel: Woodward 3-0125  
St. Louis 1—915 Olive St.  
Tel: Chestnut 1-7191  
San Francisco 4—Russ Bldg.  
Tel: Yukon 2-3631  
Los Angeles 14—530 W. 6th St.  
Tel: Tucker 3171  
Atlanta 3—101 Marietta St. Bldg.  
Tel: Lamar 8861

**PREFERED NEGRO MARKETS**  
New York 36—580 Fifth Ave.  
Tel: Judson 6-3100

**RADIO AND TELEVISION SALES**  
Toronto—A. A. McDermott,  
10 Adelaide St., E.  
Tel: Emplre 6-8944  
Montreal—1543 Crescent St.  
Tel: Belaire 7042

**RADIO REPRESENTATIVES, LTO.**  
Toronto—76 St. Clair Ave., West  
Tel: Wa 4-0727  
Montreal 908 Dominion Square Bldg.  
Tel: University 6-8058  
Winnipeg—Lindsay Bldg.  
Tel: 9-6374  
Vancouver—804 Hornby St.  
Tel: Mutual 3-6131

**RADIO-TV PROMOTION SYNDICATE**  
New York 16—245 Fifth Ave.  
Tel: Murray Hill 5-0588

**RADIO-TV REPRESENTATIVES**  
New York 17—7 E. 47 St.  
Tel: Murray Hill 8-4340  
Chicago 1—75 E. Wacker Drive  
Tel: Financial 6-0982  
Beverly Hills—Lee O'Connell,  
111 N. La Cienega Blvd.  
Tel: Oleander 5-7597  
San Francisco 4—Wm. Ayres,  
233 Sansome St.  
Tel: Yukon 6-2982  
Atlanta—  
Tel: Walnut 3-872

**RAMBEAU, WILLIAM G., CDMPVY INC.**  
New York 17—347 Madison Ave.  
Tel: Murray Hill 6-5940  
Chicago 1—185 N. Wabash Ave.  
Tel: Andover 3-5566  
Minneapolis 2—530 Roanoke Bldg.  
Tel: Federal 8-7017  
Hollywood 28—1350 N. Highland Ave.  
Tel: Hollywood 4-6017  
San Francisco 4—927 Mills Bldg.  
Tel: Exbrook 2-4073

**RAYMER, PAUL H., COMPANY**  
New York 22—444 Madison Ave.  
Tel: Plaza 9-5570  
Chicago 11—435 N. Michigan Ave.  
Tel: Superior 7-4473  
Detroit 26—2949 Penobscot Bldg.  
Tel: Woodward 3-0764  
Atlanta 3—Glenn Bldg.  
Tel: Alpine 6508  
San Francisco 4—2613 Russ Bldg.  
Tel: Douglas 2-8909  
Hollywood 28—1680 Vine St.  
Tel: Hollywood 2-2376  
Dallas 1—1006 Mercantile  
Securities Bldg.  
Tel: Riverside 1-5663

**RENAUD, OMER & CO.**  
Montreal—1411 Stanley St.  
Tel: Belaire 9541  
Toronto—199 Bay Street  
Tel: Empire 4-1197

**ROLLINS BROADCASTING CDMPVY**  
New York 36—Graeme Zimmer,  
565 Fifth Ave.  
Tel: Eldorado 5-1515-6-7

**ROSENMAN, ALEX**  
New York 17—347 Madison Ave.  
Tel: Murray Hill 8-2821  
Chicago 1—192 N. Clark St.  
Tel: Financial 6-5450

**SEARS & AYER, INC.**  
Chicago 11—612 N. Michigan Ave.  
Tel: Superior 7-8177  
New York—33 W. 42nd St.  
Tel: Bryant 9-1374  
San Francisco 3—110 Sutter St.  
Tel: Yukon 6-4112  
Los Angeles—1741 Ivar Ave.  
Tel: Hollywood 4-2856

**SIMMONS ASSOCIATES, INC.**  
New York 22—509 Madison Ave.  
Tel: Murray Hill 8-2821  
Chicago 1—333 N. Michigan Ave.  
Tel: Dearborn 2-2375

**STARS NATIONAL, INC.**  
New York 17—400 Madison Ave.  
Tel: Plaza 8-0555  
Chicago 1—35 E. Wacker Drive  
Tel: Central 6-2135  
Atlanta—P.O. Box 1598  
Tel: Drake 3-2134  
Los Angeles 28—6381 Hollywood Blvd.  
Tel: Hollywood 2-2351  
San Francisco 8—260 Kearney St.  
Tel: Exbrook 2-6444

**STEPHENS & TOWNDRON, LTO.**  
Toronto—4 Albert Street  
Tel: Empire 6-4221  
Montreal—1439 St. Catherine St. W.  
Tel: University 6-3295

**STRECAST CORPORATION OF AMERICA**  
New York 36—11 W. 42nd St.  
Tel: Longacre 5-7715  
Hartford 3—252 Asylum St.  
Tel: Jackson 2-1105  
Philadelphia 30—1811 Callowhill St.  
Tel: Locust 7-7609  
Chicago 1—230 N. Michigan Ave.  
Tel: Central 6-5080  
Jersey City 6—100 Larch Ave.  
Tel: Oldfield 6-1505

**STORER BROADCASTING COMPANY**  
New York 22—118 E. 57th St.  
Tel: Murray Hill 8-8630  
Miami Beach 54—  
1177 Kane Concourse  
Tel: Union 6-0211  
Chicago 1—230 N. Michigan Ave.  
Tel: Franklin 2-6498  
San Francisco—111 Sutter St.  
Tel: Sutter 1-8689

**STOVIN, HORACE N., & COMPANY**  
Toronto—406 Jarvis St.  
Tel: Walnut 4-5768  
Montreal—608 Keefer Bldg.  
Tel: University 6-6291  
Winnipeg—211 Portage Ave.  
Tel: 925-097  
Vancouver—615 W. Pender St.  
Tel: Tatlow 4831

**UNITED BROADCASTING COMPANY**  
New York 17—40 E. 51 St.  
Tel: Plaza 5-9145  
Atlanta 3—502 Mortgage  
Guarantee Bldg.  
Tel: Jackson 5-7841  
Chicago—75 E. Wacker Drive  
Tel: Randolph 6-5464

**VENARD, RENTOLD & McCONNELL, INC.**  
New York 17—579 Fifth Ave.  
Tel: Murray Hill 8-1088  
Chicago 1—35 E. Wacker Dr.  
Tel: State 2-5260  
Los Angeles—2978 Wilshire Blvd.  
Tel: Dunkirk 8-4151  
San Francisco—Mills Bldg.  
Tel: Garfield 1-7950

**WALKER REPRESENTATION CDMPVY, INC., THE**  
New York 17—347 Madison Ave.  
Tel: Murray Hill 3-5830  
Chicago—360 N. Michigan Ave.  
Tel: Andover 3-5771  
Los Angeles 5—672 S. Lafayette  
Park Place  
Tel: Dunkirk 2-3200  
San Francisco 4—110 Sutter St.  
Tel: Sutter 1-7971  
Atlanta 3—1223-A Mortgage  
Guarantee Bldg.  
Tel: Alpine 5084  
Boston—100 Boylston St.  
Tel: Hubbard 2-4370

**WEBB, GRANT, & COMPANY**  
New York 22—509 Madison Ave.  
Tel: Murray Hill 8-7550  
Chicago 2—69 W. Washington St.  
Tel: State 2-3155  
Detroit 26—1302 Cadillac Tower  
Tel: Woodward 1-8290  
San Francisco—155 Montgomery St.  
Tel: Exbrook 2-6127  
Beverly Hills—8622 Wilshire Blvd.  
Tel: Oleander 5-8998

**WEED & COMPANY**  
New York 17—579 Fifth Ave.  
Tel: Plaza 9-4700  
Chicago 1—2110 Prudential Bldg.,  
Prudential Plaza  
Tel: Whitehall 4-3434, 4-3440  
Detroit 26—1610 Book Bldg.  
Tel: Woodward 1-2685  
San Francisco 5—625 Market St.  
Tel: Exbrook 7-0535  
Hollywood 28—6331 Hollywood Blvd.  
Tel: Hollywood 2-6676  
Boston 16—Statler Bldg.  
Tel: Hubbard 2-5677  
Atlanta 3—Glenn Bldg.  
Tel: Jackson 4-1604  
Des Moines 9—Insurance Center Bldg.,  
505 Fifth Ave.  
Tel: Cherry 3-3930

**YOUNG, ADAM INCORPORATED**  
New York 22—3 E. 54 St.  
Tel: Plaza 1-4848  
Chicago—Prudential Plaza  
Tel: Michigan 2-6190  
Hollywood 28—6331 Hollywood Blvd.  
Tel: Hollywood 2-2289  
St. Louis—1317 N. 11 St.  
Tel: Main 1-5020  
Boston 16—Nona Kirby,  
Statler Office Bldg.  
Tel: Hubbard 2-6117  
San Francisco 5—593 Market St.  
Tel: Yukon 6-6769

**YOUNG, INTERNATIONAL, LTO.**  
New York 22—3 E. 54 St.  
Tel: Plaza 5-1848  
Chicago 2—Prudential Plaza  
Tel: Michigan 2-6190  
St. Louis 23—317 N. 11 St.  
Tel: Main 1-5020  
Los Angeles 28—6331 Hollywood Blvd.  
Tel: Hollywood 9-0965  
San Francisco 5—593 Market St.  
Tel: Yukon 6-6769



**MINNESOTA (cont.)**

CITY	CALL LETTERS
Owatonna	KRFO
Rochester	KROC*
St. Cloud	KFAM
Thief River Falls	KTRF
Wadena	KWAD
Willmar	KWLM
Winona	KWNO
Worthington	KWOA

**MISSISSIPPI**

CITY	CALL LETTERS
Centerville	WGLC
Clarksdale	WROX
Cleveland	WCLD
Columbus	WCBI
Jackson	WJDX*
Starkville	WSSO

**MISSOURI**

CITY	CALL LETTERS
Boonville	KWRT
Brookfield	KGHM*
Carthage	KDMO
Chillicothe	KCHI
Clinton	KDKD
Columbia	KFRU
Farmington	KREI
Fulton	KFAL
Hannibal	KHMO
Jefferson City	KLIK*
	KWOS
Joplin	KFSB
Kansas City	KCMO*
	WDAF*
Kirksville	KIRX
Marshall	KMMO*
Maryville	KNIM
Mountain Grove	KLRS
Nevada	KNEM
Rolla	KTTR
St. Joseph	KFEQ*
	KUSN
St. Louis	KMOX*
	KSTL
Sedalia	KDRO
Sikeston	KSIM
Springfield	KWTO*
Union	KLPW
Warrensburg	KOKO
Warrenton	KWRE
West Plains	KWPM

**MONTANA**

CITY	CALL LETTERS
Billings	KGHL
Glendive	KXGN
Great Falls	KFBB*
	KMON
	KXLK
Havre	KOJM
Lewistown	KXLO
Libby	KLCB
Miles City	KATL
Missoula	KBTK*
Sidney	KGCX

**NEBRASKA**

CITY	CALL LETTERS
Alliance	KCOW
Beatrice	KWBE
Chadron	KCSR
Grand Island	KMMJ*
Lexington	KRVN
McCook	KBRL
Norfolk	WJAG*
Omaha	KFAB*
	WOW*
Scottsbluff	KNEB
York	KAWL

**NEVADA**

CITY	CALL LETTERS
Carson City	KPTL

**NEW HAMPSHIRE**

CITY	CALL LETTERS
Keene	WKNE

**NEW JERSEY**

CITY	CALL LETTERS
Atlantic City	WMID
Bridgeton	WSNJ
Millville	WMLV
Newton	WNNJ
Vineland	WWBZ

**NEW MEXICO**

CITY	CALL LETTERS
Artesia	KSVP
Lovington	KLEA
Portales	KENM
Roswell	KGFL
	KSWS

**NEW YORK**

CITY	CALL LETTERS
Auburn	WMBO
Boonville	WBRV*
Buffalo	WKBW
Fulton	WOSC
Hornell	WLEA
	WWHG
Hudson	WHUC
Jamestown	WJTN*
Middletown	WALL
Potsdam	WPDM
Poughkeepsie	WEOK
Rochester	WHAM*
	WHFM (fm)
Schenectady	WGY*
Syracuse	WNDR
	WOLF
	WSYR
Troy	WTRY
Utica	WIBX*
Walton	WDLA
Watertown	WATN
Rural Radio Net	16 AM & 12 FM Stations

**NORTH CAROLINA**

CITY	CALL LETTERS
Albemarle	WABZ
Asheville	WISE
	WLOS
Brevard	WPNF
Burlington	WBBB
Charlotte	WGIV
Durham	WTIK
Elkin	WIFM
Fayetteville	WFAI
	WFNC
Fuquay Springs	WVFG
Greensboro	WBIG
	WGBG
Greenville	WGTC
Henderson	WHNC
Hendersonville	WHKP
Hickory	WHKY
Kinston	WELS*
Lexington	WBUY
New Bern	WOOW
Raleigh	WKIX
	WPTF
Rockingham	WAYN
Rocky Mount	WCEC
	WEED
Rocksboro	WRXO
Salisbury	WSAT
Sanford	WWGP
Silver City	WNCA
Smithfield	WMPM
Statesville	WSIC
Wallace	WLSE
Wilmington	WMFD
Wilson	WGTM
	WVOT

**NORTH DAKOTA**

CITY	CALL LETTERS
Bismarck	KFYR
Devils Lake	KDLR
Dickinson	KDIX
Fargo	KFGO
	WDAY*
Hettinger	KNDC
Valley City	KOVZ
Williston	KEYZ

**OHIO**

CITY	CALL LETTERS
Chillicothe	WCHI
Cincinnati	WKRC
	WHK
Defiance	WONW
East Liverpool	WOHI
Hamilton	WMOH
Marietta	WMOA
Marion	WMRN*
Toledo	WOHO
Washington C.H.	WRFD
Worthington	WFRD*

**OKLAHOMA**

CITY	CALL LETTERS
Guymon	KGYN
Hugo	KIHN
McAlester	KNED
Miami	KGLC
Muskogee	KBIX
	KMUS
Oklahoma City	KLPR
	KTOK
	WKY*
Ponca City	WBBZ
Shawnee	KGFF
Stillwater	KSPI
Tulsa	KVOO*
Woodward	KSIW

**OREGON**

CITY	CALL LETTERS
Hillsboro	KRTV
Salem	KGAY
	KSLM
Tillamook	KTIL

**PENNSYLVANIA**

CITY	CALL LETTERS
Altoona	WVAM
Bloomsburg	WHLM*
Carbondale	WCDL
Easton	WEEX*
Gettysburg	WGET
Homestead	WAMO
Lancaster	WLAN
Lansford	WLSH
Lewistown	WKVA
	WMRF
Mexico	WJUN
Philadelphia	WCAU*
Pittsburgh	KDKA*
	WAMO
Reading	WEEU
	WHUM
Red Lion	WGCB
Sayre	WATS
York	WNOW

**SOUTH CAROLINA**

CITY	CALL LETTERS
Barnwell	WBAW
Bishopville	WAGS
Columbia	WCOS
Dillon	WDSC
Florence	WJMX
Greenville	WFBC*
Orangeburg	WTND
Rock Hill	WRHI
Seneca	WSNW
Spartanburg	WJAN

**SOUTH DAKOTA**

CITY	CALL LETTERS
Aberdeen	KSDN
Huron	KIJV
Mitchell	KORN
Mobridge	KOLY
Rapid City	KOTA*
Sioux Falls	KELO
	KSOO*
Watertown	KWAT
Yankton	KYNT
	WNAX*

**TENNESSEE**

CITY	CALL LETTERS
Clarksville	WJZM
Columbia	WKRK
Cookeville	WHUB
Jackson	WJAK
Lexington	WDXL
Morristown	WCRK
Murfreesboro	WGNS
Nashville	WSM*
Paris	WTPR
Sevierville	WSEV
Sparta	WSMT

**TEXAS**

CITY	CALL LETTERS
Amarillo	KGNC*
Breckenridge	KSTB
Brownsville	KBOR
Center	KDET*
Corpus Christi	KATR
	KRIS*
Corsicana	KAND
Dallas	KLIF
	WFAA*
Eastland	KERC
Falfurrias	KPSO
Gainesville	KGAF
Gonzales	KCTI
Greenville	KGVL
Harlingen	KGBT*
Houston	KPRC*
	KTRH*
Jacksonville	KEBE
Lubbock	KFYO*
	KSEL*
Lufkin	KTRE
McAllen	KRIO
Odessa	KOSA
Pampa	KPDN
Pecos	KIUN
Plainview	KVOP
Pleasanton	KBOP
Post	KRWS
San Antonio	KENS*
	KITE
Sinton	KANN*
Sulphur Springs	KSST
Taylor	KTAE
Texarkana	KCMC*
Tulia	KTUE
Weslaco	KRGV*
Wichita Falls	KSJD

**UTAH**

CITY	CALL LETTERS
Cedar City	KSUB
Salt Lake City	KALL
	KSL*
	KSPD

**VERMONT**

CITY	CALL LETTERS
Burlington	WCAX
	WJOY
Rutland	WHWB
Waterbury	WDEV

**VIRGINIA**

CITY	CALL LETTERS
Bedford	WBLT
Charlottesville	WCHV
Danville	WDVA*
Farmville	WFLO
Harrisonburg	WSVA*
Lynchburg	WLVA
	WWOD
Marion	WMEV
Orange	WJMA
Petersburg	WSSV
Richmond	WRVA*
Roanoke	WSLS*
Staunton	WTON
Wytherville	WYVE



**WASHINGTON**

CITY	CALL LETTERS
Grand Coulee	KFDR
Mount Vernon	KBRC
Spokane	KNEW*
Walla Walla	KUJ
Wenatchee	KPQ*
Yakima	KLOQ

**WEST VIRGINIA**

Keyser	WKYR
Martinsburg	WEPM

**WISCONSIN**

Appleton	WHBY
Ashland	WATW
Beloit	WBEL
Eau Claire	WBIZ
Green Bay	WBAY*
	WJPG*
Janesville	WCLO
La Crosse	WKTY
Madison	WISC
	WKOW*
Manitowoc	WWOC
Marinette	WMAM
Marshfield	WDLB
Milwaukee	WTMJ*
Neenah	WNAM
Park Falls	WFPF
Platteville	WSWW
Prairie Du Chien	WPRE
Rice Lake	WJMC
Richland Center	WRCO
Shawano	WTCH
Sparta	WCOW
Sturgeon Bay	WDOR
Waukesha	WAUX
Waupaca	WDUX
Wausau	WOSA
Wisconsin Rapids	WFHR

**WYOMING**

Newcastle	KASL
Torrington	KGOS*

**PUERTO RICO**

San Juan	WAPA
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**CANADA**

**Alberta**

Camrose	CFCW
Edmonton	CHFA

**British Columbia**

Dawson Creek	CJDC
Prince George	CKPG
Vancouver	CKWX*

**Ontario**

Lindsay	CKLY
Ottawa	CFRA
Owen Sound	CFOS
Sarnia	CHOK
Windsor	CKLW
Wingham	CKNX*
Woodstock	CKOX

**Quebec**

Montmagny	CKBM
Ville-Marie	CKVM

**Saskatchewan**

Moose Jaw	CHAB
Regina	CKRM
Yorkton	CJGK

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# foreign language



symbol

\* indicates that station's Latin-American programming is listed in separate section, page 97

• 307 Radio stations (11% of Buyers' Guide Respondents) reported programming for one or more foreign speaking segments in their communities. This compares with 410 respondents or 16% of the total in 1956 and 17% in 1955. A total of 57 languages are represented in this directory compared with 48 languages in 1956 and 38 in 1955.

NO. OF STNS.		NO. OF STNS.		NO. OF STNS.	
LANGUAGE	1957	1956	LANGUAGE	1957	1956
POLISH	165	153	FINNISH	7	11
ITALIAN	138	125	NORWEGIAN	7	6
GERMAN	86	81	SLOVENIAN	7	4
FRENCH	51	47	ARMENIAN	6	3
GREEK	37	44	CHINESE	6	7
UKRAINIAN	31	30	IRISH	6	7
HUNGARIAN	29	26	NAVAJO	6	..
PORTUGUESE	26	28	YUGOSLAVIAN	5	5
JEWISH	25	22	SERBIAN	4	..
SPANISH	24	39	SYRIAN	4	5
JAPANESE	19	18	ALBANIAN	3	3
CZECH	17	15	HEBREW	3	1
LITHUANIAN	17	17	INDIAN	3	..
SCANDINAVIAN	16	12	LATVIAN	3	1
SLAVIC	15	14	RUSSIAN	3	2
DUTCH	13	7	SERBO-CROATIAN	3	9
PHILIPPINE	13	11	ARABIC	2	2
SWEDISH	8	11	BOHEMIAN	2	5
CROATIAN	7	..	KOREAN	2	2
			PENN. DUTCH	2	1
			ROMANIAN	2	2
			SAMOAN	2	2
			SWISS	2	1
			TIF.	2	..
			APACHE	1	..
			HASQUE	1	1
			BELGIAN	1	1
			CHAMORRA	1	1
			DANISH	1	1
			ESTONIAN	1	..
			HAWAIIAN	1	2
			HINDUSTAN	1	..
			HOPI	1	1
			MACEDONIAN	1	1
			MALTESE	1	1
			TAGALOG	1	1
			THILINGOT	1	1
			ZUNI	1	..

CITY CALL LETTERS HOURS

## ALABAMA

Foley **WHEP** German 2

## ARIZONA

Flagstaff **KCLS** Navajo 10  
 Holbrook **KDJI\*** Apache 2, Hopi 2, Navajo 2  
 Mesa **KTYL** Hebrew 2  
 Phoenix **KONI** Jewish 1  
 Tucson **KTUC** Polish 1/2  
**KVOA\*** Jewish 1  
 Winslow **KVNC\*** Navajo 1

## CALIFORNIA

Berkeley **KRE** Italian 16, Portuguese 10  
 Fort Bragg **KDAC** Italian 1  
 Fresno **KGST\*** Armenian 3, German 1, Italian 1, Japanese 2  
 Hanford **KNGS\*** Italian 1, Portuguese 6  
 Lodi **KCYR\*** Portuguese 1  
 Merced **KWIP** Italian 1, Portuguese 1  
 Modesto **KBEE\*** Portuguese 8  
**KMOD\*** Italian 2, Portuguese 2  
 Monterey **KMBY\*** Italian 1, Portuguese 1  
 Oakland **KROW** Italian 3  
**KWBR\*** Italian 6, Portuguese 8  
 Ontario **KOCS\*** Italian 1  
 Pasadena **KALI\*** German 2, Greek 1/2, Hungarian 1, Italian 4, Jewish 7, Lithuanian 1/2, Scandinavian 1

CITY CALL LETTERS HOURS

**KWKW\*** Armenian 1/4, German 1, Hungarian 1/2, Italian 6  
 Sacramento **KROY** Portuguese 1  
 San Diego **XEAC\*** Italian 2  
**XERB** Armenian 2, Estonian 1, Japanese 2, Spanish 3  
 San Francisco **KSAN\*** Greek 6,  
 San Jose **KLOK\*** German 1/2, Italian 1, Japanese 6, Philippine 1, Polish 1/2, Portuguese 13, Scandinavian 1/2, Yugoslavian 1  
**KTIM** Portuguese 10  
 San Rafael **KIST\*** Italian 3  
 Santa Barbara **KTMS\*** Italian 1  
**KSMA** Spanish 1  
 Santa Maria **KDAY\*** Armenian 1, German 1, Greek 1, Italian 1/2, Japanese 2, Jewish 3, Lithuanian 1/2, Spanish 23  
 Santa Monica  
 Santa Rosa **KSRO** Italian 1  
 Stockton **KJOY\*** Philippine 1  
**KRAK\*** Italian 2  
**KSTN\*** Philippine 1

## COLORADO

Denver **KFSC\*** German 1/2, Irish 1/2, Italian 1/2, Japanese 1, Yugoslavian 1/2  
 Pueblo **KGHF\*** Slovenian 2

## CONNECTICUT

Ansonia **WADS** Italian 2, Jewish 1, Polish 4  
 Bridgeport **WNAB** German 1/2, Hungarian 1, Italian 2,

CITY CALL LETTERS HOURS

Hartford Polish 2, Spanish 2  
**WHAY** Italian 21, Polish 7  
**WKNB** Greek 1/2, Polish 7  
 New Haven **WELI** Jewish 1, Polish 3  
 New London **WNLC** Italian 2, Polish 1  
 Norwich **WICH** French 1, Italian 2, Polish 2  
 Putnam **WPCT** French 1, Polish 1  
 Waterbury **WATR** Italian 2, Polish 4

## DELAWARE

Wilmington **WTUX** Italian 1

## DISTRICT OF COLUMBIA

Washington **WARL\*** Jewish 1  
**WASH** Italian 2, Spanish 3  
**WGAY** Greek 1/2  
**WPIK** Greek 2

## FLORIDA

Miami **WMIE** Hungarian 2, Italian 4, Jewish 5, Lithuanian 1/2, Polish 1/2, Syrian 1/2  
**WWPB** Greek 1/2, Italian 1, Polish 1/2, Spanish 13  
 Tampa **WALT** Spanish 18  
**WEBK** Italian 5, Spanish 7

## GEORGIA

Atlanta **WYZE** Greek 1  
 Augusta **WGAC** Jewish 1



## IDAHO

CITY	CALL LETTERS	HOURS
Boise	KBOI	Basque ½

## ILLINOIS

Chicago	WEDC	Czech 6, Italian 6, Polish 4
	WGES	German 7, Italian 6, Polish 8
	WSBC	Bohemian 5, German 4, Greek 3, Italian 8, Jewish 4, Polish 5, Spanish 8, Ukrainian ½
East St. Louis	WTMV	German 10, Polish 5
Joliet	WJOL	Greek 1, Slavic 1, Yugoslavian 1
Moline	WQUA	Swedish ½
Oak Park	WOPA	German 3, Italian 4, Polish 65
Rockford	WROK	Italian ½, Swedish ½
Streator	WIZZ	Polish 5

## INDIANA

Gary	WGRY*	Croatian 1, Polish 1, Roumanian ½
	WWCA	Polish 2, Serbian 1
Hammond	WJOB*	Croatian 1, Italian 1, Polish 4, Slavic 1, Ukrainian ½
La Porte	WLOI	Polish 1
Michigan City	WIMS	Polish 9, French ½
South Bend	WJVA	German ½, Hungarian ½, Italian 1, Polish 6
	WNDU	Polish 1
	WSBT	Hungarian 1, Polish 1

## IOWA

Ames	KASI	Norwegian 6
Cedar Rapids	KCRG	Czech 3
Des Moines	KWDM*	German 2, Italian 2
Storm Lake	KAYL	German 1

## KANSAS

Leavenworth	KCLO	Polish 3, Spanish 3
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## LOUISIANA

Abbeville	KROF	French 12
Crowley	KSIG	French 12
Eunice	KEUN	French 5
Golden Meadow	KLFT	French 13
Honma	KCIL	French 7
Lafayette	KVOL	French 3
Marksville	KAPB	French 6
New Iberia	KVIM	French 2
New Orleans	WJBW	Italian 2
Opelousas	KSLO	French 8
Sulphur	KSUL	French 1
Thibodaux	KTIB	French ½

## MAINE

Augusta	WFAU	French 1
Biddeford	WIDE	French 8
Lewiston	WCOU	French 3
	WLAM	French 3
Presque Isle	WAGM	French ¼
Rockland	WRKD	Finish 1
South Paris	WKTD	Finish ½
Waterville	WTVL	French ¼

## MARYLAND

CITY	CALL LETTERS	HOURS
Annapolis	WANN	Polish 3
	WASL	German 1
Baltimore	WBMD	German 1, Greek 1, Italian 3, Jewish 1, Lithuanian ½, Polish 1

## MASSACHUSETTS

Boston	WBMS	Greek ½, Italian 14, Jewish 1, Lithuanian 1
	WBOS	Albanian ½, Armenian ½, French 1, German 1, Greek 7, Hebrew ½, Irish 5, Italian 34, Jewish 3, Latvian ½, Polish 3, Portuguese 1, Syrian 3
	WMEX	Italian 3
Brockton	WBET	Lithuanian ½
Chicopee	WACE	French 1, Polish 9
Fall River	WALE	French 1, Polish 4, Portuguese 5
	WSAR	French 1, Polish 1, Portuguese 4
Fitchburg	WFGM	Finish ½
Framingham	WKOX	Italian 2
Gardner	WGAW	French ½
Greenfield	WHAI	Polish 2
Haverhill	WHAV	Arabic 1, Italian 1
Lynn	WLYN	Greek 2, Italian 2
Medford	WHIL	Greek ½, Italian 1, Jewish ½, Lithuanian 1, Polish 1, Portuguese 1
New Bedford	WBSM	French 1, Polish 1, Portuguese 2
	WNBH	French 1, Portuguese 3
North Adams	WMNB	Italian 1, Polish 2
Northampton	WHMP	Polish 3
Pittsfield	WBEC	Italian 1
	WBRK	Polish 2
Salem	WESX	Polish 2
Southbridge	WESO	French 1, Greek ½, Polish 1
Springfield	WHYN	Polish 2
	WJKO	Arabic ½, French ½, Greek 3, Hebrew ½, Italian 4, Polish 4
Taunton	WPEP	Polish 1, Portuguese 1
Ware	WARE	French 6, Polish 6
Worcester	WAAB	Albanian ½, Irish ½, Swedish 1
	WORC	French 1, Greek ½, Italian 1, Polish 1, Scandinavian 1

## MICHIGAN

Ann Arbor	WPAG	Czech ½, Polish 4, Serbian ½
Cheboygan	WCBY	Polish 1
Detroit	WJLB*	Armenian ½, German 5, Greek 3, Hungarian 1, Italian 6, Jewish 3, Lithuanian 1, Maltese ¼, Polish 30, Roumanian ½, Syrian 1, Ukrainian 1
Flint	WBBC	Polish 2
Grand Rapids	WGRD	Polish 7
	WMAX*	Polish 1
Ishpeming	WJPO	Finnish 2
Jackson	WIBM	Polish 3
Marine City	WDOG	Polish 1

CITY	CALL LETTERS	HOURS
Midland	WMDN	French 1, Polish 6
Monroe	WMIC	Greek 1, Hungarian 1
Pontiac	WPON*	Polish 1, Ukrainian 1
Saginaw	WSGW*	Polish 1

## MINNESOTA

Bemidji	KBUN	Indian ¼
Cloquet	WKLK	French 2, Polish 2
Crookston	KROX	Norwegian 1
Duluth-Superior	WDSM	Finnish 1
Fergus Falls	KGDE	Norwegian ½
Hutchinson	KDUZ	German ½
Mankato	KTOE	Polish 11
Minneapolis-St. Paul	WISK	Scandinavian 1
St. Cloud	WFAM	Polish 1
Virginia	WHLB	Finnish 3
Willmar	KWLM	Scandinavian ½
Winona	KWNO	Polish 1

## MISSISSIPPI

Biloxi	WLOX	French ½
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## MISSOURI

Kansas City	KPRS	Spanish 1
St. Louis	KSTL	German ½, Slavic 2
	WEW	Italian ½

## MONTANA

Anaconda	KANA	Hawaiian ¼, Italian ¼, Slovenian ¼, Swedish ¼
Glasgow	KLTZ	Norwegian ½
Sidney	KGCX	Norwegian ½

## NEBRASKA

Columbus	KJSK	Bohemian 8, German 2, Polish 1
Lincoln	KLMS	Polish 9

## NEW HAMPSHIRE

Berlin	WMOU	French 1
Manchester	WFEA	French 2
	WGR	French 2
	WKBR	French 11, Greek 1, Polish 1
Rochester	WVNH	French 2, Polish 1

## NEW JERSEY

Atlantic City	WFPG	Italian 1, Polish ½
	WMID	Jewish 1
Camden	WCAM	Italian 2
	WKDN*	German ½, Greek 1, Polish 7
Millville	WMLV	Polish ½
New Brunswick	WTCT	Hungarian 2, Polish 2
Trenton	WBUD	Hungarian 3, Polish 10
	WTNJ	Hungarian 2, Italian 1, Ukrainian ½
	WTTM	Hungarian 1, Italian ½
Vineland	WWBZ	Italian 2
Wildwood	WCMC	Italian ½

## NEW MEXICO

Farmington	KVBC	Navajo 6
	KGAK	Navajo 13,



**NEW YORK**

CITY	CALL LETTERS	HOURS
Albany	<b>WABY</b>	German 1, Polish 2
	<b>WOKO</b>	Italian 1 $\frac{1}{2}$
	<b>WPTR</b>	Polish 1
Amsterdam	<b>WCSS</b>	Italian 1, Lithuanian 1, Polish 21, Ukrainian 1
Auburn	<b>WMBO</b>	Polish 1
Binghamton	<b>WKOP</b>	Italian 1 $\frac{1}{2}$ , Polish and Slavic 6
	<b>WBNF</b>	Polish 1 $\frac{1}{2}$
Boonville	<b>WBRV</b>	Polish 3
Buffalo	<b>WBNY</b>	Polish 1
	<b>WKBW</b>	Italian 1, Polish 11
	<b>WWOL</b>	German 1, Greek 1 $\frac{1}{2}$ , Italian 8, Polish 11
Dunkirk	<b>WFCB</b>	German 1, Polish 5
Fulton	<b>WOSC</b>	Italian 1, Polish 1
Glens Falls	<b>WWSC</b>	Italian 1
Gloversville	<b>WENT</b>	Italian 2
Jamestown	<b>WJOC</b>	Italian 2, Swedish 2
	<b>WJTN</b>	Swedish 3
Kenmore	<b>WXRA</b>	German 1, Hungarian 1, Polish 6
Kingston	<b>WKNY</b>	Polish 1 $\frac{1}{2}$
Little Falls	<b>WLFH</b>	Polish 2
Middletown	<b>WALL</b>	Polish 2
New Rochelle	<b>WNRC</b>	French 3, Polish 2
New York City	<b>WBNX</b>	French 1, Hungarian 2, Italian 12, Polish 2, Spanish 35
	<b>WEVD</b>	German 1, Italian 1, Jewish 50, Spanish 5
	<b>WHOM*</b>	German 12, Italian 17, Latvian 1 $\frac{1}{2}$ , Polish 15, Russian 5, Ukrainian 1
	<b>WLIB*</b>	Greek 3, Jewish 7, Polish 8
	<b>WOV</b>	Italian 63
	<b>WWRL</b>	Czech 2, German 11, Greek 2, Polish 1, Russian 2, Spanish 88, Syrian 1
Niagara Falls	<b>WHLD</b>	Italian 8, Polish 8, Serbo-Croatian 1 $\frac{1}{2}$ , Ukrainian 8
Peekskill	<b>WLNA</b>	Italian 1
Plattsburg	<b>WIRY</b>	French 1 $\frac{1}{2}$
Rochester	<b>WBBF</b>	Italian 1 $\frac{1}{2}$
	<b>WRNY</b>	Italian 2
	<b>WSAY</b>	German 1, Italian 2, Jewish 2, Polish 1 $\frac{1}{2}$ , Ukrainian 1
	<b>WVET</b>	Italian 4
Schenectady	<b>WSNY</b>	Italian 3, Polish 4
Syracuse	<b>WHEN</b>	Ukrainian 1 $\frac{1}{2}$
	<b>WNDR</b>	Polish 1
Utica	<b>WGAT</b>	Polish 3
	<b>WIBX</b>	Italian 1, Polish 5
	<b>WRUN</b>	Italian 10, Polish 6

**NORTH DAKOTA**

Dickinson	<b>KDIX</b>	German 1 $\frac{1}{2}$
Fargo	<b>KFGO</b>	Scandinavian 2
Jamestown	<b>KEYJ</b>	German 1 $\frac{1}{2}$
Minot	<b>KLPM</b>	Norwegian 1 $\frac{1}{2}$

**OHIO**

Akron	<b>WADC</b>	Hungarian 1 $\frac{1}{2}$ , Italian 1 $\frac{1}{2}$
Ashland	<b>WATG</b>	Italian 1 $\frac{1}{2}$
Ashtabula	<b>WICA</b>	Italian 1, Polish 3

**CITY CALL LETTERS HOURS**

Bellaire	<b>WTRX</b>	German 1 $\frac{1}{2}$ , Greek 1 $\frac{1}{2}$ , Italian 1, Polish 1
Cleveland	<b>WDOK</b>	Czech 2, Hungarian 2, Italian 1 $\frac{1}{2}$ , Polish 2, Slavic 1 $\frac{1}{2}$ , Slovenian 2, Ukrainian 1 $\frac{1}{2}$
	<b>WJMO</b>	German 1, Italian 2, Jewish 1, Polish 4, Serbo-Croatian 1
	<b>WJW</b>	German 1, Polish 1
Dayton	<b>WONE</b>	Hungarian 1 $\frac{1}{2}$
Painesville	<b>WPVL</b>	Italian 1 $\frac{1}{2}$ , Scandinavian 1 $\frac{1}{2}$
Stuebenville	<b>WSTV</b>	Italian 2
Toledo	<b>WSPD</b>	Hungarian 1
	<b>WTOD*</b>	Czech 1 $\frac{1}{2}$ , German 1, Polish 1
Warren	<b>WHHH</b>	Greek 1

**PENNSYLVANIA**

Allentown	<b>WAEB</b>	
	<b>WHOL</b>	German 1 $\frac{1}{2}$
	<b>WKAP</b>	Italian 1 $\frac{1}{2}$
Altoona	<b>WRTA</b>	Polish 1
	<b>WVAM</b>	Italian 1 $\frac{1}{2}$
Beaver Falls	<b>WBVP</b>	Croatian 1 $\frac{1}{2}$ , Italian 1 $\frac{1}{2}$ , Ukrainian 3
Carbondale	<b>WCDL</b>	Irish 1 $\frac{1}{2}$ , Polish 6
Charleroi	<b>WESA</b>	Italian 2, Hungarian 1 $\frac{1}{2}$ , Polish 1 $\frac{1}{2}$
Chester	<b>WDRF</b>	Polish 1
Connellsville	<b>WCVI</b>	Polish 1, Slovenian 1 $\frac{1}{2}$
Du Bois	<b>WCED</b>	Polish 1
Erie	<b>WJET</b>	German 1
	<b>WLEU</b>	Polish 2
Homestead	<b>WAMO</b>	Croatian 1, German 1, Greek 7, Hungarian 1, Italian 7, Jewish 1, Lithuanian 1, Polish 7, Slavic 1
Johnstown	<b>WARD</b>	Polish 1
Lancaster	<b>WLAN</b>	Spanish 1 $\frac{1}{2}$
Lansford	<b>WLSH</b>	Polish 3
McKeesport	<b>WEDO</b>	Greek 2, Italian 1 $\frac{1}{2}$ , Polish 1, Serbian 1 $\frac{1}{2}$ , Ukrainian 1 $\frac{1}{2}$
Nanticoke	<b>HWL</b>	Polish 4
Philadelphia	<b>WDAS</b>	Spanish 10
	<b>WHAT</b>	Irish 1 $\frac{1}{2}$ , Spanish 1 $\frac{1}{2}$
	<b>WJMJ</b>	Greek 2, Irish 7, Italian 25, Polish 8
	<b>WTEL</b>	Albanian 1 $\frac{1}{2}$ , German 9, Greek 1, Hungarian 1 $\frac{1}{2}$ , Latvian 1 $\frac{1}{2}$ , Lithuanian 2, Polish 8, Slavic 1 $\frac{1}{2}$ , Spanish 6, Ukrainian 2
Pittsburgh	<b>WLOA</b>	Croatian 1 $\frac{1}{2}$ , German 1 $\frac{1}{2}$ , Hungarian 1 $\frac{1}{2}$ , Lithuanian 1 $\frac{1}{2}$ , Slavic 1 $\frac{1}{2}$ , Slovenian 1
	<b>WPIT</b>	Italian 1, Lithuanian 1 $\frac{1}{2}$ , Polish 1 $\frac{1}{4}$ , Ukrainian 1
Pittston	<b>WPTS</b>	Italian 7, Lithuanian 1 $\frac{1}{2}$ , Polish 7
Pottsville	<b>WPPA</b>	Polish 1
Reading	<b>WEEU</b>	Penn. German (Dutch) 1
	<b>WHUM</b>	Greek 1 $\frac{1}{2}$
St. Marys	<b>WKBI</b>	Polish 1
Uniontown	<b>WMBS</b>	Italian 1, Polish 1 $\frac{1}{2}$ , Slavic 1 $\frac{1}{2}$
Wilkes-Barre	<b>WBRE</b>	Italian 5, Polish 2
	<b>WILK</b>	Lithuanian 1 $\frac{1}{2}$ , Polish 1 $\frac{1}{2}$ , Ukrainian 1 $\frac{1}{4}$

**RHODE ISLAND**

CITY	CALL LETTERS	HOURS
Newport	<b>WADK</b>	Portuguese 1
Pawtucket	<b>WPAW</b>	French 5, Italian 8, Polish 3
Providence	<b>WRIB</b>	Italian 20, Jewish 1, Portuguese 5
Westerly	<b>WERI</b>	Italian 1
West Warwick	<b>WRRI</b>	French 1, Portuguese 2, Swedish 1 $\frac{1}{2}$

**SOUTH DAKOTA**

Huron	<b>KIJV</b>	German 1
Yankton	<b>WMAX</b>	Swedish 1 $\frac{1}{2}$

**TEXAS**

Dallas	<b>KSKY</b>	Czech 1
Gonzales	<b>KCTI*</b>	Polish 10
Hillsboro	<b>KHBR</b>	Czech 7
Killeen	<b>KLEN</b>	Spanish 3
New Braunfels	<b>KGNB*</b>	German 20
Rosenberg	<b>KFRD*</b>	Czech 8, German 1 $\frac{1}{2}$
Seguin	<b>KWED*</b>	German 6
Temple	<b>KTEM</b>	Czech 3, Polish 1

**UTAH**

Salt Lake City	<b>KSL</b>	Dutch 1 $\frac{1}{2}$
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**VERMONT**

Brattleboro	<b>WTSA</b>	Polish 1
Rutland	<b>WHWB</b>	Italian 1, Polish 2

**WASHINGTON**

Kirkland	<b>KNBX</b>	Japanese 1 $\frac{1}{2}$ , Swedish 1
Port Angeles	<b>KONP</b>	Scandinavian 1 $\frac{1}{2}$
Seattle	<b>KIRO</b>	Italian 1
	<b>KTW</b>	Japanese 1 $\frac{1}{2}$
Spokane	<b>KNEW</b>	Italian 1 $\frac{1}{2}$ , Scandinavian 1 $\frac{1}{2}$

**WEST VIRGINIA**

Weirton	<b>WEIR</b>	Greek 1, Italian 2
Wheeling	<b>WHLL</b>	Polish 1
	<b>WKWK</b>	Greek 1, Polish 1

**WISCONSIN**

Beloit	<b>WBEL</b>	Scandinavian 2
Menomonie	<b>WMNE</b>	German 1 $\frac{1}{2}$ , Scandinavian 1 $\frac{1}{2}$
Milwaukee	<b>WEMP</b>	German 1, Italian 1
	<b>WFOX</b>	German 3, Polish 6, Swiss 1
	<b>WMIL</b>	Croatian 1, German 1, Greek 1, Hungarian 1, Italian 1, Polish 1 $\frac{1}{2}$ , Serbian 1, Slovenian 1, Yugoslavian 1
	<b>WEKZ</b>	Swiss 3
	<b>WNAM</b>	Polish 1
	<b>WRAC</b>	Spanish 1
	<b>WRJN</b>	Danish 3, German 1 $\frac{1}{2}$ , Hungarian 2, Polish 7, Serbo-Croatian 1 $\frac{1}{2}$
Shawano	<b>WTCH</b>	German 2
Waukesha	<b>WAUX</b>	German 6, Polish 6
Wausau	<b>WOSA</b>	German 1



# This is Spanish-language radio in Texas

Survey after survey gives conclusive proof of the impact of the Pinkerton-Pool Texas Spanish-language stations.\* Advertisers using the stations are *Calumet, Carnation Milk, Fab, Kool-Aid, L & M, Pet Milk, Schlitz Beer, Tide, etc.* With 740,431 Mexican-Americans in the stations' coverage area, advertisers reach more people more often at less cost than via any other medium. Plus . . . a bonus of 197,000 Mexicans, many of whom shop in the U. S.

The Pulse, Rio Grande Valley,  
December 1956

Audience preference  
quarter-hours.

	First	Second
XEO/XEOR	58	14
Station B	14	43
Station C	2	11
Station D	0	0
Station E	0	2



The Pulse, San Antonio,  
August, 1956

Audience preference  
quarter-hours.

	First	Second
KIWW	24	23
Station B	24	6
Station C	4	17
Station D	0	1
Station E	0	0



The Pulse, Austin,  
October, 1956

Audience preference  
quarter-hours.

	First	Second
KTXN	48	0
Station B	0	26
Station C	0	20
Station D	0	13



\*Ask to see them

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**NATIONAL TIME SALES**  
New York • Chicago

**HARLAN G. OAKES & ASSOC.**  
Los Angeles • San Francisco

**JOE HARRY**  
San Antonio

## We're proud of our brood...

Mighty proud! And for thirteen good reasons. Thirteen key stations in leading Southwestern Spanish-speaking markets giving advertisers the *most comprehensive coverage of the Mexican-American market.*

So complete, that in markets like Albuquerque, Phoenix, Tucson and Austin, the National Spanish Language Network gives the *only* Spanish-language coverage. And these are markets in which Spanish is overwhelmingly preferred by the Mexican-Americans.

The National Spanish Language Network, reaching 2,500,000 Mexican-Americans, is the *only advertising sales medium tailored to cover this dollar-rich market.* And you get hard-hitting Spanish-language merchandising to back your on-the-air selling impact. Ask us to show you.

For further information contact your nearest "rep".



### National Spanish Language Network

- XEJ — El Paso, Texas
- XEO — Brownsville, Texas
- XEOR — McAllen, Texas
- KIWW — San Antonio, Texas
- KTXN — Austin, Texas
- KVOZ — Laredo, Texas
- KLVL — Houston, Pasadena, Texas
- KALI — Los Angeles, Pasadena, Calif.
- XEAC — San Diego, Calif.
- XED — Calexico, Calif.
- KEYT — Tucson, Arizona
- KIFN — Phoenix, Arizona
- KABQ — Albuquerque, N. M.

Represented nationally by

**NATIONAL TIME SALES**  
New York • Chicago

**HARLAN G. OAKES & ASSOC.**  
Los Angeles • San Francisco

**JOE HARRY**  
San Antonio



# latin-american



symbol

\* indicates 100% Spanish programming.  
Figures represent hours per week

• 126 radio stations (5% of the total of 1957 Buyers' Guide respondents) reported programming for the Spanish-speaking Latin Americans in the Southwest and Far West.

This programming, either in Spanish or in English, directed to the Latin American audience, continues strongest in California where 58 stations devote their broadcast time to it, and in Texas where some 66 such stations are located. A number of stations in other parts of the United States also report this type of programming. The 1956 Buyers' Guide reported 57 stations in California and 61 in Texas.

While 5% of the stations listed below are Spanish language stations, this is not to be confused with the stations that program in the Spanish language out of New York for the Puerto Rican population segment of those in other states. Those appear in the Foreign Language section, page 93 in this book.

ARIZONA		
CITY	CALL LETTERS	HOURS
Flagstaff	KVNA	4
Globe	KWBJ	4
Holbrook	KDJI	6
Kingman	KAAA	1
Nogales	KNOG	10
Phoenix	KIFN	70*
	KRIZ	2
Tucson	KEVT	85*
	KVOA	21
Winslow	KVNC	4
Yuma	KOLD	14
	KYMA	7

CALIFORNIA		
CITY	CALL LETTERS	HOURS
Bakersfield	KGEE	9
	KMAP	25
	KPMC	7
Barstow	KWTC	9
Blythe	KYOR	6
Burbank	KBLA	11
Calexico	KICO	4
Corona	KBUC	14
Fresno	KGST	37
	KYNO	12
Hanford	KNGS	10
Lodi	KCYR	2
Los Angeles	KGfJ	3
	KMPC	1
	KPOP	17
	KRKD	21
Merced	KYOS	11
Modesto	KBEE	7
	KMOD	1

Monterey	KMBY	1
Needles	KSFE	1
Oakland	KWBR	6
Ontario	KOCS	3
Oxnard	KOXR	12
Pasadena	KALI	41
	KWKW	129
Pittsburg	KECC	3
Pomona	KWOW	6
Porterville	KTIP	1
Redlands	KCAL	7
Riverside	KPRO	3
Sacramento	KGMS	6
Salinas	KSBW	9
San Bernardino	KCSB	8
	KFXM	14
	KITO	8
	KRNO	12
	XEAC	24
San Diego	KSAN	3
San Francisco	KEEN	8
San Jose	KLOK	44
	KSJO	24
San Luis Obispo	KATY	1 1/2
Santa Ana	KWIZ	10
Santa Barbara	KIST	14
	KTMS	9
Santa Maria	KCOY	4
Santa Monica	KDAY	7
Santa Paula	KSPA	42
Stockton	KJOY	11
	KRAK	1
	KSTN	6
Ventura	KUDU	15
	KVEN	15
Visalia	KONG	6
Watsonville	KHUB	9

Yuba City	KAGR	1
	KUBA	18
COLORADO		
Alamosa	KGIW	7
Denver	KFSC	40
Durango	KIUP	6
Greeley	KFKA	2
	KYOU	5
Pueblo	KCSJ	2
	KGHF	1
Rocky Ford	KRFC	5
Sterling	KGEK	3
	KLOR	2
Trinidad	KCRT	8

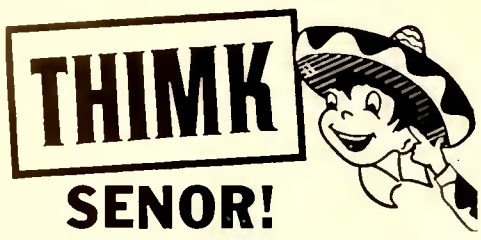
DISTRICT OF COLUMBIA		
CITY	CALL LETTERS	HOURS
Washington	WARL	14

IDAHO		
CITY	CALL LETTERS	HOURS
Nampa	KFXD	1

ILLINOIS		
CITY	CALL LETTERS	HOURS
Aurora	WMRO	1
Chicago	WGES	1
Oak Park	WOPA	22

INDIANA		
CITY	CALL LETTERS	HOURS
Gary	WGRY	7
Hammond	WJOB	1 1/2





Language professors verify the fact that no matter how many languages a person speaks, he THINKS in the language he first learned. In the Phoenix area, 85,000 English-and-Spanish-speaking Arizonans think in Spanish . . . and keep their radios tuned to KIFN, the station that broadcasts in Spanish.

So, senior—to tap this rich market (\$20,000,000.00 in annual retail sales!) sell your product in the language they think in. . . .

**SELL IN  
SPANISH  
OVER  
Radio KIFN**

—Central Arizona's ONLY full-time Spanish-language station! We translate your sales-message FREE. Production spots available.

NATIONAL TIME SALES  
New York City  
Chicago

HARLAN G. OAKES  
San Francisco  
Los Angeles  
San Antonio

**KIFN**

860 Kilocycles • 1000 Watts  
REACHING PHOENIX AND  
ALL OF CENTRAL ARIZONA

**IOWA**

CITY	CALL LETTERS	HOURS
Davenport	KSTT	1
Des Moines	KWDM	2
Fort Madison	KXGI	1

**KANSAS**

Topeka	KTOP	1
--------	------	---

**LOUISIANA**

New Orleans	WJMR	1/2
-------------	------	-----

**MICHIGAN**

Adrian	WABJ	1
Detroit	WJLB	1
Grand Rapids	WMAX	1/2
Ludington	WKLA	3
Pontiac	WPON	1
Saginaw	WSGW	2

**NEBRASKA**

Grand Island	KRGI	1/2
Scottsbluff	KNEB	3

**NEW JERSEY**

Camden	WKDN	6
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**NEW MEXICO**

Albuquerque	KABQ	101*
	KGGM	6
	KQUE	12
Artesia	KSVP	6
Carlsbad	KPBM	3
Clovis	KCLV	3
Deming	KOTS	6
Hobbs	KWEW	2
Las Cruces	KOBE	18
Las Vegas	KFUN	14
Los Alamos	KRSN	1/4
Lovington	KLEA	1
Roswell	KGFL	5
Santa Fe	KTRC	15
Silver City	KSIL	7
Tucumcari	KTNM	5

**NEW YORK**

New York	WHOM	75
	WLIB	8

**NORTH DAKOTA**

Grand Forks	KNOX	1
-------------	------	---

**OHIO**

Toledo	WTOD	1 1/2
--------	------	-------

**OKLAHOMA**

Ardmore	KVSO	1/2
---------	------	-----

★ ONLY

**KWKW**

REACHES AND  
SELLS THE  
573,000  
SPANISH  
PEOPLE WHO  
LIVE IN  
METROPOLITAN  
LOS ANGELES

★ THIS SINGLE

CONCENTRATED  
GROUP SPENDS  
MORE THAN  
\$1,300,000 PER DAY

★ FOR THE

LOWEST COST  
PER M—  
GREATEST  
EFFECTIVENESS . . .  
TELL 'EM & SELL 'EM  
IN SPANISH!



L.A.—RYan 1-6744  
S.F.—Broadcast Time Sales





Only **COMPLETE**  
coverage of  
3,000,000 Latin-  
Americans on  
**OUR** side of  
the border.....

- KCOR**, San Antonio
- KGBT**, Rio Grande Valley
- XELO**, Juarez/El Paso
- KWKW**, Los Angeles
- KLOK**, San Jose/California
- KCCT**, Corpus Christi
- XEDF**, Nuevo Laredo/  
Laredo, Texas

Por Favor Call

**SOMBRERO**  
**NETWORK**  
111 Martinez St.  
San Antonio, Texas  
Capitol 4-8792

**RICHARD O'CONNELL, INC.**  
Notional Representatives  
527 Madison Ave., New York 22  
PLaza 5-9751  
West Coast—Tracy Moore & Assoc.

**TEXAS**

CITY	CALL LETTERS	HOURS
Abilene	KRBC	3
	KWKC	1/4
Alice	KBKI	25
Alpine	KVLF	14
Austin	KTXN	60
Ballinger	KRUN	3
Bay City	KIOX	4
Baytown	KREL	24
Beeville	KIBL	21
Big Spring	KTXC	6
Brady	KNEL	1
Brownfield	KTFY	21
Brownsville	KBOR	23
	XEO	126*
Cameron	KMIL	5
College Station	WTAW	7
Colorado City	KVMC	2
Corpus Christi	KATR	28
	KCCT	77*
	KUNO	123*
Eagle Pass	XEMU	98*
Edinburg	KURV	30
El Campo	KULP	7
El Paso	KEPO	28
	XEJ	126*
	XELO	84*
Falfurrias	KPSO	20
Floydada	KFLD	7
Fort Stockton	KFST	7
Fort Worth	KCUL	6
Galveston	KGBC	3
	KLUF	1/4
Gonzales	KCTI	6
Harlingen	KGBT	42
Hereford	KPAN	5
Kenedy	KENN	14
Laredo	KVOZ	7
	XEAS	126*
	XEDF	102*
Lubbock	KLLL	10
McAllen	XEOR	126*
Midland	KJBC	6
Monahans	KVKM	7
New Braunfels	KGNB	12
Odessa	KECK	5
Pasadena	KLVL	105*
Pecos	KIUN	7
Plainview	KVOP	6
Pleasanton	KBOP	36
Post	KRWS	7
Rosenberg	KFRD	13
San Angelo	KTXL	9
	KWFR	4
San Antonio	KCOR	110*
	KEXX	91*
	KIWW	84*
San Marcos	KCNY	25
Saguin	KWED	12
Sinton	KANN	12
Snyder	KSNY	1/2
Sweetwater	KXOX	18
Taylor	KTAE	3
Tulia	KTUE	7
Uvalde	KVOU	18
Victoria	KNAL	11
	KVIC	14

**UTAH**

Ogden	KKOG	2
	KVOG	2

**WASHINGTON**

Yakima	KIT	1/2
	KLOQ	1

**WYOMING**

Cheyenne	KVWO	1
Rawlins	KRAL	1
Torrington	KGOS	1



The most powerful  
**SPANISH** voice on  
the continent—  
150,000 watts on 800 KC  
**CLEAR CHANNEL**

**NOW—proved the No. 1**

rated Spanish

Voice in The

El Paso trading area

according to latest

Belden Survey,—

an area 65%

Latin-American—

with XELO success

stories to back

up the claim.

**QUALITY**— and power — in  
serving the best of national  
and regional advertisers

**XELO**

Juarez/El Paso, Texas

Represented Nationally by  
**RICHARD O'CONNELL, INC.**

Regionally—Broadcast Services Inc. El Paso  
West Coast—Tracy Moore & Assoc.



**KSAN** schedules more programming to the Negro audience.  
 (94% of all KSAN programming is directed to the Bay Area Negro audience.)

**KSAN** delivers its signal where the Negro listener lives, works and buys!  
 (Field strength surveys show 260,000 Negro listeners in the KSAN primary area.)

**KSAN** is the station the Negro listener welcomes into his home.  
 (Proven most popular year-after-year by Pulse Negro Audience Survey.)

3RD HIGHEST PER CAPITA INCOME NEGRO MKT. IN U.S.

OVER \$1,000,000 A DAY SALES POTENTIAL

**KSAN**

Affiliated with **KSAN-TV**  
 1111 Market Street  
 San Francisco, Calif.

Join these National and Regional Advertisers!

B.C. Remedy  
 Carnation  
 Ford  
 ExLax

Lincoln-Mercury  
 R.C.A.  
 Coca-Cola  
 Chevrolet

Budweiser  
 Pet Milk  
 Plymouth  
 Wrigley

and the many others who use **KSAN!**

**MERCHANDISING?**  
**Of Course!**

REPRESENTED BY:

Stars National, Inc., East and South  
 Tracy Moore & Assoc., Inc., Pacific Coast  
 LEN CINNAMOND, General Manager

Rhythm & Blues—**JUMPIN' GE**



**JOHN HARDY**—original "Hon  
 Home" from New Orleans



**PHIL GORDON** "Your Very

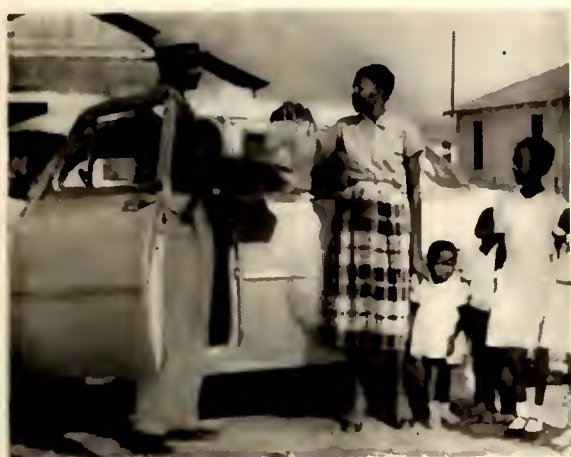


Spiritual—**WALLEY RAY**





# negro radio



symbol

\* indicates 100% Negro programming.  
Figures represent hours per week

● 568 stations or 21% of those who filed questionnaires for the 1957 Buyers' Guide reported that they were programming at least a portion of their schedule for their local Negro audience. This is a drop of 8% from the total number of stations reporting this category in 1956. 38 states and the District of Columbia reported Negro programming in 1957 against the 42 states in this category in 1956 and 39 in 1955. Actually the number of stations 100 per cent devoted to Negro programming rose from 43 stations in 1956 to 47 stations this year. 42% of the stations reporting Negro programming also devote 10 or more hours per week to religious schedules. Negro programming covers a wide variety of interests, such as Negro news, sports, rhythm and blues music, community public service, to name a few.

ALABAMA		
CITY	CALL LETTERS	HOURS
ALEXANDER CITY	W RFS	10
ANDALUSIA	W CTA	3
ANNISTON	W HMA	3
	W SPC	5
ATHENS	W JMW	3
AUBURN	W AUD	15
BESSEMER	W BCO	126*
BIRMINGHAM	W API	2
	W EDR	81*
	W JLD	132*
	W VOK	2
DECATUR	W AJF	18
	W HOS	3
	W MSL	5
DOTHAN	W DIG	9
	W OOF	7
EUFAULA	W ULA	7
FAYETTE	W WWF	3
FLOMATON	W TCB	6
FLORENCE	W JOI	7
	W OWL	7
GADSDEN	W ETO	10
	W GAD	7
GENEVA	W GEA	7
GREENVILLE	W GYV	7
HAMILTON	W ERH	1
HOMWOOD	W EZB	10
HUNTSVILLE	W BHP	1
	W FUN	6
MARION	W JAM	16
MOBILE	W KAB	12
	W VOZ	98*
MONROEVILLE	W MFC	6

CITY	CALL LETTERS	HOURS
MONTGOMERY	W APX	3
	W COV	9
	W RMA	87*
MUSCLE SHOALS	W LAY	3
OPELIKA	W JHO	5
OPP	W AMI	2
SCOTTSBORO	W CRI	4
SELMA	W GWC	20
	W HBB	5
SYLACAUGA	W FEB	3
	W MLS	6
TALLADEGA	W HTB	60
TALLASSEE	W TLS	6
THOMASVILLE	W JDB	6
TUSCALOOSA	W NPT	5
TUSCUMBIA	W VNA	6
WEST POINT	W RLD	8

## ARIZONA

MESA	KTYL	4
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## ARKANSAS

ARKADELPHIA	KVRC	21
CROSSETT	KAGH	4
EL DORADO	KDMS	3
FAYETTEVILLE	KGRH	3
FORREST CITY	KXJK	6
FORT SMITH	KFPW	3
HELENA	KFFA	15
HOT SPRINGS	KBHS	1
	KBLO	2
	KWFC	6
JONESBORO	KBTM	1 1/2
LITTLE ROCK	KTHS	5

CITY	CALL LETTERS	HOURS
MAGNOLIA	KXLR	18
	KUMA	5
MALVERN	KBOK	3
McGEHEE	KUSA	6
NEWPORT	KNBY	5
PINE BLUFF	KCLA	10
	KOTV	18
TEXARKANA	KTFS	3
WARREN	KWRF	3

## CALIFORNIA

BAKERSFIELD	KAFY	12
	KMAP	14
BERKELEY	KRE	8
BLYTHE	KYOR	4
BURBANK	KBLA	5
FRESNO	KGST	7
LODI	KCVR	1 1/2
LONG BEACH	W FOX	18
	KGER	9
LOS ANGELES	KGFJ	24
	KPOL	13
	KPOP	17
OAKLAND	KWBR	100
PITTSBURG	KECC	3
SACRAMENTO	KXO4	1 1/2
SAN BERNARDINO	KRVO	15
SAN DIEGO	XEAC	12
	XERB	12
SAN FRANCISCO	KSAV	125*
	KSAY	93*
SAN RAFAEL	KTIM	10
SANTA MONICA	KDAY	30
STOCKTON	KSTV	3
	KWG	1 1/2



**Montgomery's No. 1**

(says Hooper) is

**WRMA**

Serving 200,000 Negroes

Oct.-Nov. 1956 Hooper  
Av. Share 7AM-6PM

**WRMA 27.6%\***

Second station 21.4%

\*Signed off 4:45PM during survey

**Exclusive Market**

WRMA is the only Negro station serving these primary counties in Central Alabama

Montgomery County, 43.6% Negro

Dallas County, 65.0% Negro

Macon County, 84.4% Negro

Lowndes County, 82.2% Negro

**Producing results for these national advertisers**

- American Tobacco
- William Wrigley Co.
- Clorox Chemical Co.
- Pet Milk
- Reynolds Tobacco
- Carnation Milk
- Brown & Williamson Tobacco
- Chesebrough Mfg. Company
- General Foods
- Monticello Drugs
- Union Pharmaceutical Co.
- Johnson & Johnson
- Standard Brands

**WRMA**

Montgomery, Ala.

Judd Sparling, Commercial Manager  
Joseph Hershey McGillvra,  
National Representatives

**COLORADO**

DENVER	KFSC	12
	KIMN	6
	KLIR	1/2
PUEBLO	KCSJ	1

**CONNECTICUT**

NORWALK	WNLK	1
STAMFORD	WSTC	2
WATERBURY	WATR	12
	WBRY	1

**DELAWARE**

WILMINGTON	WILM	14
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**DISTRICT OF COLUMBIA**

WASHINGTON	WOL	6
	WOOK	168*
	WPIK	1
	WUST	84*
	WWDC	13

**FLORIDA**

ARCADIA	WAPG	3
CHIPLEY	WBGC	5
COCOA	WWKO	5
CORAL GABLES	WVCG	1/2
DAYTON BEACH	WROD	1
DE LAND	WJBS	2
DELRAY BEACH	WDBF	3
FERNANDINA BCH	WFBB	6
FORT LAUDERDALE	WFTL	20
FORT PIERCE	WARN	6
	WIRA	9
GAINESVILLE	WDVH	1/2
	WGGG	5
	WRUF	3
HOLLYWOOD	WGMA	6
JACKSONVILLE	WOBS	84*
	WRHC	50
KISSIMMEE	WRWB	1
LAKE CITY	WDSR	2
LAKELAND	WONN	3
LIVE OAK	WNER	4
MIAMI	WFEC	77*
	WGBS	1/2
	WMIE	19
	WWPB	18
MIAMI BEACH	WMBM	84*
MILTON	WEBY	2
NAPLES	WNOG	6
NEW SMYRNA BCH.	WSBB	6
OCALA	WMOP	7
	WTMC	3
ORLANDO	WABR	11
	WHOO	15
PALATKA	WWPF	9
PANAMA CITY	WPCF	2
PENSACOLA	WCOA	1
PERRY	WPRY	6
PLANT CITY	WPLA	1
QUINCY	WCNH	8
ST. AUGUSTINE	WSTN	5
SANFORD	WTRR	12
STUART	WTSU	2
TALLAHASSEE	WMEN	14
	WTNT	1
TAMPA	WDAE	1/2
	WEBK	7
	WIOK	84*
TARPON SPRINGS	WDCL	1/2
VERO BEACH	WNTM	4
W. PALM BEACH	WIRK	18
WINTER HAVEN	WSIR	2

**HUNTER HANCOCK**

**THE NEGRO LISTENING HABIT IN**

**SOUTHERN CALIFORNIA**

**NO. 1 RATING\* FOR 5 YEARS**



**LOS ANGELES**

**BROADCAST TIME SALES**  
New York - Chicago - Detroit - Dallas  
**FRANK KING CO.**  
San Francisco

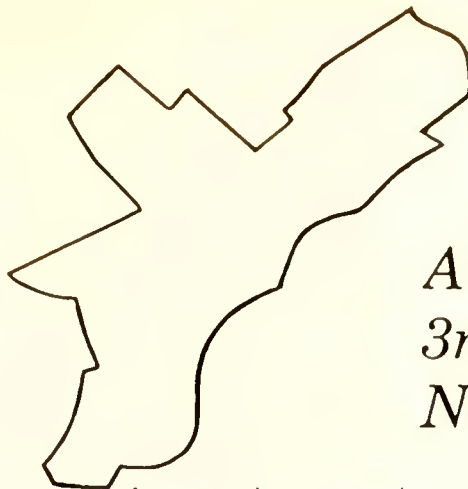
\*PULSE  
NIELSEN  
HOOPER



*in Philadelphia*

**WDAS** *serves*

**THE VITAL CENTER**



*America's  
3rd Largest  
Negro Market*

A center composed of 600,000 brand-conscious Negro consumers with a spendable income of close to one-half billion dollars per year.

A center larger than 90% of all other American cities.

A center highly accessible to servicing and merchandising, with its focal point in the heart of Philadelphia.

A center which WDAS contacts more directly than any other advertising medium.

A center of people who believe in and respond to the advertisers who recognize and welcome them.

A center that cannot be overlooked or aimed at indirectly if adequate advertising coverage of Philadelphia is desired.

A center that contains Philadelphia's expanding and dynamic growth group:

From 1940 thru 1950, Philadelphia's White population increased by 0.8%.

Philadelphia's Negro population increased by 49.9%.

From 1940 thru 1950, Philadelphia's White home ownership increased by 57%.

Philadelphia's Negro home ownership increased by 340%.

High Negro birth rate during this current decade (1950-1960) assures another record breaking ten-year period. Twenty-one percent of Philadelphia's population is now Negro, and the percentage is growing.

The average annual increase for the six year period, 1950-56, for Philadelphia's Negro population has been 13,700 as compared with 12,500 during the preceding decade.

**THE KEY TO THIS VITAL CENTER IS WDAS:**

It is Philadelphia's first and only fully programmed Negro station.

It is the Philadelphia Negro Market's most powerful station.

It is Philadelphia's oldest Independent, with the most broadcast hours to Philadelphia Negro listeners, a pioneer among Negro broadcasters.

It has the largest on-the-air staff of Negro personalities.

It has completely new broadcast and transmission facilities.

It has Negro Market know-how.

It has Philadelphia's first and only full time Negro Merchandising Department.

It has available complete market studies and research data.

It does thorough market-wide promotion (billboards, newspapers, personal appearances, etc.)

It carries more accounts than any other station in the market.

It has wide programming variety.

It does continuing community service.

**MORE NEGROES LISTEN TO WDAS THAN ANY OTHER STATION  
IN PHILADELPHIA, INDEPENDENT OR NETWORK\***

\*Pulse, Dec., 1956

**WDAS sells the Vital Center for**

Beechnut Gum  
Bond Bread  
Bromo Quinine  
Camels  
Carnation Milk  
Carolina Rice  
Coca Cola  
Ex Lax

Ford  
Gillette  
Hires Beverages  
Italian Swiss Colony  
Jello  
Kent Cigarettes  
Lit Brothers  
Lucky Strike

Margo Wines  
Mrs. Filbert's Margarine  
Mrs. Schlorer's Mayonnaise  
Old Gold  
Ortlieb's Beer  
Pepsi Cola  
Pet Milk  
Pio Wine

Rem and Rel  
Schmidt's Beer  
Stanback  
Sunbeam Bread  
Tetley Tea  
United Fruit  
Vaseline  
Wanamaker's  
Wrigley Gum

**When you buy Philadelphia, let WDAS insure your coverage  
with a low, low cost-per-thousand buy of the one out of five  
who make up the Vital Center**

**JOHN E. PEARSON CO.**  
National Representatives

**WDAS**  
Belmont Ave. and Edgely Rd., Philadelphia 31, Pa.



**PULSE**  
**HOOPER and NIELSEN**  
*prove WAOK ... 1st*  
*in the*  
**ATLANTA NEGRO MARKET!**

**IN THE FULL 72**  
**QUARTER HOUR PERIOD**  
**SURVEYED . . . .**  
**WAOK LEADS ALL**  
**STATIONS IN NEGRO**  
**HOMES WITH 66**  
**QUARTER HOURS**  
**(PLUS 3 TIES)**

(Negro Pulse . . . Oct.-Nov.  
 1956)

**Latest Hooper and Nielsen**  
**reports also show WAOK**  
**is the number 1 Negro**  
**programmed station**

*For availabilities call or write*  
**Forjoe & Co.**

**Remember: WAOK is At-**  
**lanta's only full time Ne-**  
**gro programmed station.**



**70 HOUSTON STREET, N.E.**  
**ATLANTA 3, GEORGIA**

**GEORGIA**

CITY	CALL LETTERS	HOURS
ADEL	WAAG	5
ALBANY	WJAZ	31
AMERICUS	WDEC	8
ATHENS	WRFC	12
ATLANTA	WAOK	149
	WERD	86*
AUGUSTA	WAUG	45
	WGAC	1
	WRDW	2
BAINBRIDGE	WMGR	7
BAXLEY	WHAB	7
BRUNSWICK	WMOG	6
CAIRO	WGRA	20
COLUMBUS	WCLS	91*
	WDAK	18
	WGBA	10
	WPNX	21
CORDELE	WMJM	5
CORNELIA	WCON	4
COVINGTON	WGFS	8
DOUGLAS	WDMG	3
DUBLIN	WMLT	8
FITZGERALD	WBIB	2
FORT VALLEY	WFPM	9
GAINESVILLE	WDUN	3
	WGGA	14
GRIFFIN	WHIE	15
HAWKINSVILLE	WCEH	5
JESUP	WBGR	3
LA GRANGE	WLAG	6
	WTRP	6
MACON	WBML	46
	WIBB	32
	WMAZ	1
MADISON	WMGE	6
MILLEDGEVILLE	WMVG	1
MONROE	WMRE	16
NEWMAN	WCOH	2
PERRY	WBBN	7
QUITMAN	WSFB	9
ROME	WLAQ	14
SANDERSVILLE	WSNT	12
SAVANNAH	WCCP	12
	WJIV	42
	WSAV	x
SWAINSBORO	WJAT	3
SYLVANIA	WSYL	2
THOMASVILLE	WPAX	7
TIFTON	WWGS	5
TOCCOA	WLET	1
VALDOSTA	WGOV	12
WARNER ROBINS	WRPB	5
WAYCROSS	WACL	9
	WAYX	6
WAYNESBORO	WBRO	9
WINDER	WIMO	3

**ILLINOIS**

BELLEVILLE	WIBV	1
CAIRO	WKRO	1
CHICAGO	WAAF	17
	WGES	69
	WGN	1
	WSBC	20
EAST ST. LOUIS	WTMV	24
EVANSTON	WEAW	2
	WNMP	1/2
HARVEY	WBEE	98*
KEWANEE	WKEI	1
LA GRANGE	WTAQ	30
OAK PARK	WOPA	51
SPARTA	WHCO	3
URBANA	KFID	4

If you want  
**\$ALES\$**



In  
**SHREVEPORT'S**  
**Rich**  
**NEGRO**  
**Market**



**KANV**  
 is THE station!  
**Get the PROOF!**  
 It's yours for the asking

*Write, call or wire the KANV Representative*  
*in your area—NOW!*

**KANV**  
 1050 kc - 250 Watts - DAYTIME  
 the ONLY ALL NEGRO PROGRAM Station in  
**SHREVEPORT, LOUISIANA**



INDIANA		
CITY	CALL LETTERS	HOURS
GARY	WGRY	22
	WVCA	22
HAMMOND	WJOB	18
INDIANAPOLIS	WIBC	1
MICHIGAN CITY	WIMS	2
RICHMOND	WKBY	1
SOUTH BEND	WJVA	1
TERRE HAUTE	WOBW	1 <sup>2</sup>

IOWA		
CITY	CALL LETTERS	HOURS
DES MOINES	KWDM	6
OTTUMWA	WBIZ	1
WATERLOO	KXEL	1

KANSAS		
CITY	CALL LETTERS	HOURS
COFFEYVILLE	KGGF	1 <sup>2</sup>
CONCORDIA	KFRM	2
HUTCHINSON	KWHK	14
LAWRENCE	KLWN	2
TOPEKA	WREN	1 <sup>2</sup>
WICHITA	KANS	2

KENTUCKY		
CITY	CALL LETTERS	HOURS
CENTRAL CITY	WMTA	5
COLUMBIA	WAIN	1 <sup>2</sup>
COVINGTON	WZIP	12
CUMBERLAND	WCPM	6
FRANKFORT	WFKY	3
FULTON	WFUL	5
HARLAN	WHLN	1
HOPKINSVILLE	WKOA	6
LEXINGTON	WLEX	5
LOUISVILLE	WLOU	84*
MADISONVILLE	WFMW	5

CITY	CALL LETTERS	HOURS
PINEVILLE	WMLF	12
RADCLIFF	WSAC	14
RICHMOND	WEKY	1

LOUISIANA		
CITY	CALL LETTERS	HOURS
ABBEVILLE	KROF	1
ALEXANDRIA	KDBS	25
	KSYL	23
BATON ROUGE	WIBR	14
	WXOK	75*
BOGALUSA	WHXY	3
	WIKC	1
CROWLEY	KSIG	8
DE RIDDER	KDLA	1 <sup>2</sup>
EUNICE	KEFN	10
FERRIDAY	KFNV	21
HAMMOND	WFPR	4
HOUMA	KCIL	10
LAFAYETTE	KVOL	2
LAKE CHARLES	KAOK	15
	KLOI	3
MANSFIELD	KDBC	8
MARKSVILLE	KAPB	4
MINDEN	KAPK	2
MONROE	KLIC	10
	KMLB	2
	KNOE	6
MORGAN CITY	KMRC	14
NATCHITOCHE	KNOC	10
NEW IBERIA	KTIM	5
NEW ORLEANS	KBOK	84*
	WJBW	1
	WMRY	84*
	WNOE	2
	WWEZ	6
OPELOUSAS	KSLO	10
RUSTON	KRIS	4
SHREVEPORT	KANV	84*
	KENT	1 <sup>2</sup>

CITY	CALL LETTERS	HOURS
	KWKH	7
TALL LAH	KTLD	16
THIBODAU	KTIB	6
WINNFIELD	KICL	3

MARYLAND		
CITY	CALL LETTERS	HOURS
ANNAPOLIS	WANN	98*
	WVAI	12
BALTIMORE	WBAL	12
	WBBB	84*
	WTHH	20
	WSD	54
HAIRE DE GRACE	WASA	3
LEXINGTON PARK	WPTV	2

MASSACHUSETTS		
CITY	CALL LETTERS	HOURS
BOSTON	WBMS	15
	WMEX	14
NEW BEDFORD	WNBH	14
SPRINGFIELD	WJKO	12

MICHIGAN		
CITY	CALL LETTERS	HOURS
ANN ARBOR	WHRY	3
	WPAG	3
BENTON HARBOR	WHFB	1 <sup>2</sup>
DETROIT	CKLW	2
	WJBK	6
	WJLB	53
	WXYZ	16
FLINT	WAMM	25
	WBBC	10
	WFDF	1 <sup>2</sup>
	WMRP	7
GRAND RAPIDS	WLAJ	3
INKSTER	WCHB	82*
MUSKEGON	WMUS	2
PORT HURON	WHLS	2
SAGINAW	WGSW	5

# THE TRUTH ABOUT THE NEGRO MARKET



Get THE FULL STORY FROM **K-SAY**... the only Northern California station selling the entire San Francisco, Oakland, Bay Area Negro market.

The greatest array of talent in the area... top Negro salesmen... nationally accepted.

**MAGNIFICENT MONTAGUE** - brought direct from WAAF, Chicago. His sponsor list, sales results and audience are equally magnificent.

**RAMON BRUCE** - WAAT, Newark, N.J. Leading Negro-appeal personality in New Jersey. Best rating among all programs during his broadcast.

**SWINGING DEACON** - The most popular local Negro-appeal personality. Dominates the heavily populated Negro local and fringe areas.

Plus Other Great Negro Stars!

**TELL IT - SELL IT...**

on **K-SAY 10,000 WATTS 1010 kc**

Nationally represented by JOHN E. PEARSON & COMPANY

GRANT WRATHALL  
Owner

WALT CONWAY  
General Manager

Studios: 1550 California Street, San Francisco, California  
1815 Alcatraz Avenue, Berkeley, California





**SOON**  
 ●  
**Baltimore's**  
**No. 1 Negro**  
**Radio Station**  
**WEBB**  
 goes to  
**5,000**  
 watts\*  
 to provide  
 even greater  
 coverage!  
**WEBB**  
**1360**  
 on the dial!  
 Baltimore 6  
 Maryland

\*F.C.C. Approved, Within  
 Operation—90 Days

**MISSISSIPPI**

CITY	CALL LETTERS	HOURS
ABERDEEN	WMPA	6
ARMORY	WAMY	4
BATESVILLE	WBLE	4
BILOXI	WDEB	3
BOONEVILLE	WBIP	6
CANTON	WDOB	10
CENTERVILLE	WGLC	2
CLARKSDALE	WKDL	10
	WROX	28
CLEVELAND	WCLD	18
COLUMBIA	WCJU	1
COLUMBUS	WACR	7
	WCB1	7
CORINTH	WCMA	1/2
GREENVILLE	WGVM	40
GRENADA	WNAG	6
GULFPORT	WGCM	4
HATTIESBURG	WBKH	10
	WHSY	5
HAZLEHURST	WMDC	9
HOUSTON	WCPC	7
JACKSON	WOKJ	84*
LAUREL	WLAU	5
LOUISVILLE	WLSM	10
MERIDIAN	WVOX	15
	WTOK	14
NATCHEZ	WMIS	8
NEWTON	WEGA	6
OXFORD	WSUH	5
PASCAGOULA	WPMP	2
PHILADELPHIA	WHOC	4
PICAYUNE	WRJW	1/2
STARKVILLE	WSSO	15
TUPELO	WELO	3
VICKSBURG	WVIM	6
WAYNESBORO	WABO	3
WEST POINT	WROB	4

**MISSOURI**

CHARLESTON	KCHR	4
KANSAS CITY	KMBC-	
	KFRVI	2
	KPRS	84*
MOBERLY	KNCM	10
ST. LOUIS	KATZ	131*
	KSTL	10
	KXLW	84*
	WIL	6
SIKESTON	KSIM	80

**NEVADA**

LAS VEGAS	KLAS	1
	KORK	2

**NEW JERSEY**

ASBURY PARK	WJLK	2
ATLANTIC CITY	WFPG	7
	WLDL	10
	WMID	9
BRIDGETON	WSNJ	1
CAMDEN	WCAV	71
	WKDN	6
NEWARK	WAAT	10
	WHBI	22
	WNJR	131*
TRENTON	WBUD	16
	WTTM	1/2

**NEW MEXICO**

ALAMOGORDO	KALG	1/4
CLOVIS	KCLV	3
HOBBS	KWEW	10
ROSWELL	KGFL	1

**SELL** The tremendous  
**NEGRO** Market of

**DURHAM-**  
**RALEIGH**

and Eastern North Carolina  
 with

**W S R C**

DURHAM, N. C.

"Only station in Eastern  
 North Carolina Programming  
 to this tremendous Market"

**Top Pulse Rated in**  
**Both Durham and**  
**Raleigh**

Serving over 250,000 Negroes  
 with extremely high incomes.  
 1950 Census

42% of DURHAM is NEGRO

38% of all Eastern North  
 Carolina is NEGRO

1950 Census & local govt. info.

The only possible way to  
 reach this great Market  
 is through

**W S R C**

Call RAMBEAU

or  
 Southeastern—

**DORA-CLAYTON**

for a look at our amazing PULSE  
 ratings among this great NEGRO  
 market, also the overall market.

Facts and figures prove

**W S R C**

the South's greatest advertising  
 buy.



**NEW YORK**

CITY	CALL LETTERS	HOURS
BUFFALO	WKBW	15
ELMIRA	WELM	1
KENMORE	WXRA	3
NEW ROCHELLE	WNRC	14
NEW YORK	WEVD	5
	WLIB	65
	WNJR	131*
	WOV	81
	WWRL	52
NIAGARA FALLS	WHLA	3
	WJL	3
PATCHOGUE	WALK	2
PEEKSKILL	WLN	1
ROCHESTER	WSAY	2
SYRACUSE	WDR	1/2

**NORTH CAROLINA**

CITY	CALL LETTERS	HOURS
BEAUFORT	WBMA	6
BELMONT	WCGC	10
BURLINGTON	WBBB	5
	WFNS	1
CANTON	WFIT	6
CHARLOTTE	WAYS	1
	WGH	51
	WIST	15
DUNN	WCCK	2
DURHAM	WSRC	91*
	WTK	7
EDENTON	WCDJ	2
ELIZABETH CITY	WCNC	7
	WGA	5
FAIRMONT	WFMO	13
FAYETTEVILLE	WFAI	15
	WFLB	15
	WFNC	14
FUQUAY SPRINGS	WFVG	8
GOLDSBORO	WFMC	10
	WGBR	1
GREENSBORO	WGBG	17
GREENVILLE	WGTC	5
HENDERSON	WHNC	11
	WHVH	20
HENDERSONVILLE	WHKP	5
HICKORY	WHKY	8
HIGH POINT	WHPE	7
	WMFR	3
	WNOS	5
KINGS MOUNTAIN	WKMT	6

CITY	CALL LETTERS	HOURS
KINSTON	WELS	12
	WFTC	10
	WISP	13
LAURINBURG	WEWO	7
LEAKSVILLE	WLOE	1
LEXINGTON	WBUY	3
LINCOLNTON	WLON	1
LUMBERTON	WAGR	1/2
	WTSB	3
MOUNT AIRY	WSYD	4
NEW BERN	WHIT	5
	WOOV	35
N. WILKESBORO	WKBC	3
RALEIGH	WRAL	10
REIDSVILLE	WFRC	6
	WREY	11
ROANOKE RAPIDS	WCBT	7
ROCKINGHAM	WAYN	2
ROCKY MOUNT	WCEC	8
ROXBORO	WRXO	4
SALISBURY	WSAT	19
SANFORD	WFGP	6
SILVER CITY	WNCA	4
SMITHFIELD	WMPM	4
SOUTHERN PINES	WEEB	9
TARBORO	WCPS	10
TRYON	WTYN	7
WADESBORO	WADE	9
WALLACE	WLSE	7
WASHINGTON	WRRF	6
WHITEVILLE	WENC	5
WILLIAMSTON	WTAM	11
WILMINGTON	WONI	15
WILSON	WGTM	12
	WFOT	14
WINSTON-SALEM	WAAA	82*
	WAIK	6

**OHIO**

CITY	CALL LETTERS	HOURS
AKRON	WADC	2
	WCUE	1
	WHKK	8
CHILlicothe	WBEX	10
CINCINNATI	WCIN	91*
CLEVELAND	WJMO	75*
	WJW	17
COLUMBUS	WCOL	12
	WVVO	25
DAYTON	WAVI	3
	WING	30
	WONE	2
GALLIPOLIS	WJEH	3

CITY	CALL LETTERS	HOURS
HAMILTON	WMOH	1/2
MIDDLETOWN	WPFB	1/2
SANDUSKY	WLEC	1
SPRINGFIELD	WIZE	3
STUBENVILLE	WSTV	1/2
TOLEDO	WTOD	4
WARREN	WHHH	5
YOUNGSTOWN	WBBW	2
	WHOT	1

**OKLAHOMA**

CITY	CALL LETTERS	HOURS
DUNCAN	KRIH	1/4
FREDERICK	KTAT	1/4
GUTHRIE	KWRW	12
HUGO	KHYV	5
MUSKOGEE	KBIX	8
	KMUS	10
OKLAHOMA CITY	KBYE	70*
	KLPR	6
OKMULGEE	KHBG	12
TULSA	KTUL	12

**OREGON**

CITY	CALL LETTERS	HOURS
PORTLAND	KWJJ	6

**PENNSYLVANIA**

CITY	CALL LETTERS	HOURS
ALTOONA	WVAM	1/4
BEAVER FALLS	WBUP	2
CHESTER	WDRF	18
CONNELLSVILLE	WCVI	4
ERIE	WERC	1/2
FARRELL	WFAK	1
HOMESTEAD	WAMO	16
JOHNSTOWN	WARD	2
PHILADELPHIA	WDAS	127
	WFIL	1/2
	WHAT	161*
	WJMJ	6
PITTSBURGH	WCAE	1/4
	WILY	84*
SCRANTON	WARM	1/2

**SOUTH CAROLINA**

CITY	CALL LETTERS	HOURS
AIKEN	WAKN	1
ANDERSON	WAIM	3
	WANS	3
BARNWELL	WBAW	8
BEAUFORT	WBEU	7

(CONTINUED)

# WWRL

## NEW YORK

HAS THE LARGEST AUDIENCE IN **2** MARKETS

NEGRO

1,100,000

SPANISH

970,000

CUSTOMERS FOR 9¢ PER THOUSAND

5,000 WATTS

Defender 5-1600



SOUTH CAROLINA (cont.)		
CITY	CALL LETTERS	HOURS
BENNETSVILLE	WBSC	14
BISHOPVILLE	WAGS	6
CAMDEN	WACA	5
CHARLESTON	WCSC	1
	WPAL	40
	WQSN	35
CHERAW	WCRE	4
COLUMBIA	WCOS	13
	WOIC	85*
DARLINGTON	WPFD	4
DILLOX	WDSC	6
EASLEY	WELP	7
FLORENCE	WOLS	9
GREENVILLE	WESC	12
	WFBC	4
	WQOK	6
GREENWOOD	WCRS	3
	WGSW	10
GREER	WEAB	3
HARTSVILLE	WHSC	3
LAURENS	WLBG	9
MULLINS	WJAY	10
MYRTLE BEACH	WMYB	5
NEW BERRY	WKDK	12
ORANGEBURG	WDIX	6
	WTND	11
ROCK HILL	WRHI	2
	WTYC	6
SPARTANBURG	WJAN	12
	WORD	1
SUMTER	WSSC	30
UNION	WBCU	4
WALTERBORO	WALD	6

TENNESSEE		
CITY	CALL LETTERS	HOURS
CHATTANOOGA	WDXB	12
	WMFS	91*
CLARKSVILLE	WJZM	8
CLEVELAND	WBAC	3
COLUMBIA	WKRM	2
DICKSON	WDKN	3
FAYETTEVILLE	WEKR	5
FRANKLIN	WAGG	7
GALLATIN	WHIN	3
HUMBOLDT	WIRJ	3
JACKSON	WJAK	97*
JOHNSON CITY	WETB	1
KINGSPORT	WKIN	6
KNOXVILLE	WIVK	12
	WKGN	10
	WNOX	1/2
LEWISBURG	WJIM	3
McMINNVILLE	WBMC	8
	WMMT	2
MEMPHIS	KWEM	26
	WDIA	140*
	WHHM	22
	WLOK	94*
MURFREESBORO	WGNS	7
	WMTS	1
NASHVILLE	WLAC	33
	WSOK	84*
PARIS	WTPR	3
RIPLEY	WTRB	15
ROGERSVILLE	WRGS	3
SPRINGFIELD	WDBL	8
TEXAS		
ABILENE	KWKC	1
ATHENS	KBUD	1
ATLANTA	KALT	2
AUSTIN	KTXN	20
BAY CITY	KIOX	5
BAYTOWN	KREL	63

CITY	CALL LETTERS	HOURS
BEAUMONT	KFDM	1
	KJET	91*
	KRIC	12
	KTRM	6
BEEVILLE	KIBL	1
BIG SPRING	KTXC	9
BRECKENRIDGE	KSTB	1/2
CARTHAGE	KGAS	1/2
CLEVELAND	KVLB	6
COLLEGE STATION	WTAW	5
CONROE	KMCO	5
CORPUS CHRISTI	KATR	6
	KCCT	7
	KUNO	11
CORSICANA	KAND	3
CROCKETT	KIVY	7
DALLAS	KGKO	16
	KSKY	14
DENISON	KDSX	6
EL CAMPO	KULP	3
FALFURRIAS	KPSO	2
FORT WORTH	KCNC	11
	KNOK	84*
GALVESTON	KGBC	23
	KLUF	5
GONZALES	KCTI	1
GREENVILLE	KGVL	7
HOUSTON	KCOH	90*
	KPRC	6
	KYOK	128*
HUNTSVILLE	KSAM	3
JACKSONVILLE	KEBE	3
JASPER	KTXJ	2
KILLEEN	KLEN	1/2
LUBBOCK	KDAV	4
LUFKIN	KTRE	1
MARLIN	KMLW	4
MARSHALL	KMHT	12
McCAMEY	KCMR	4
MEXIA	KBUS	1
MIDLAND	KJBC	4

over

# \$4,000,000 in SALES\*

resulted from

## 169,000 people who responded to

# PERSONALITY SELLING OVER

---


PROOF that **WHAT** delivers PHILADELPHIA'S

# NEGRO

AUDIENCE DOLLARS LOYALTY

... and mighty economically too!

Delaware Valley's ONLY full-time (24 hours a day) NEGRO Voice.



... talks to more Negroes than any station South of New York City.

Represented by: Stars National Inc.
 \* Approximate 1956 sales volume in TV sets shared by 4 local retailers using WHAT. All figures are not in yet, but we think this tops all other local stations (Negro & non-Negro) regardless of power or network affiliation. PHILADELPHIA'S BIGGEST LOCAL ADVERTISERS ARE SOLD ON WHAT!



TEXAS (cont.)		
CITY	CALL LETTERS	HOURS
MONAHAN	KJMM	1/2
MT. PLEASANT	KMP	1/4
VACOCHES	KSFA	1/2
PALESTINE	KNET	1
PASADENA	KJLL	21
POST	KRWS	1
SAV ANGELO	KTAL	6
SAV ANTONIO	KCOR	15
	KISS (fm)	12
	KMAC	13
	KTSA	5
SHERMAN	KRRV	1/2
	KTAN	1/4
SINTON	KAVN	1
SULPHUR SPRINGS	KSST	3
TAYLOR	KTAE	6
TERREL	KTER	3
TEXARKANA	KTFS	3
TEXAS CITY	KTLW	30
TULIA	KTUE	1/4
TYLER	KDOK	3
	KGKB	1/2
	KTBB	1/2
VERNON	KIWC	15
VICTORIA	KNAL	1/4
WACO	WACO	1
WICHITA FALLS	KTRV	2
VERMONT		
BURLINGTON	WJOY	1/2

VIRGINIA		
CITY	CALL LETTERS	HOURS
BEDFORD	WBLT	3
BLACKSTONE	WKLV	9
CHARLOTTESVILLE	WVNA	5
CHRISTIANSBURG	WBGR	3
CLIFTON FORGE	WCFI	2
CULPEPER	WCLA	1/2
DANVILLE	WBTM	9
	WDLA	20
FARMVILLE	WFLO	6
FRANKLIN	WYSR	1
FRONT ROYAL	WFTR	2
HARRISONBURG	WSPA	1
HOPEWELL	WHAP	11
MARTINSVILLE	WHEE	7
	WMLA	10
NEWPORT NEWS	WYOU	77*
NORFOLK	WLOW	12
	WRAP	126*
PETERSBURG	WSSV	11
RADFORD	WRAD	20
RICHLANDS	WRIC	6
RICHMOND	WANT	81*
	WLEE	18
	WMBG	1/2
	WXGI	3
ROANOKE	WRIS	6
	WROV	22
	WSLS	1/4
SOUTH BOSTON	WHLF	6
SOUTH HILL	WJWS	5
STAUNTON	WAFB	3
	WTON	1
WYTHEVILLE	WYVE	1

WASHINGTON		
CITY	CALL LETTERS	HOURS
KIRKLAND	KVBY	5
SEATTLE	KTW	3

WEST VIRGINIA		
CITY	CALL LETTERS	HOURS
BECKLEY	WJLS	1
	WWR	2
CHARLESTON	WCHS	2
	WKVA	7
	WTIP	12
HUNTINGTON	WPLH	8
LOGAN	WLOW	5
MATEWAN	WHJC	1/4
OAK HILL	WOAY	2
WELCH	WELC	3
WHEELING	WKKK	1

WISCONSIN		
CITY	CALL LETTERS	HOURS
MILWAUKEE	WFOK	1/2
	WMIL	15

CANADA		
Ontario		
CITY	CALL LETTERS	HOURS
OWEN SOUND	CFOS	1/2
WINDSOR	CKLW	2

The Premier  
**NEGRO**  
**MARKET**  
Operations In America!

**DALLAS-FT. WORTH**



Stuart J. Hepburn  
Vice-President & General Manager  
Represented by  
JOHN E. PEARSON CO.

**ST. LOUIS**



William W. Jefferay  
Vice-President & General Manager  
Represented by  
JOHN E. PEARSON CO.

**PITTSBURGH**



Vice-President & General Manager  
Represented by STARS NATIONAL

Nothing Makes Your Products GO . . . as fast as NEGRO RADIO!





"We Aint' Nothin' but the **TOP DAWG**"  
 . . . in **Denver and San Francisco**

**KOSI** Number 1 in Denver

. . . The November-December Hooper shows KOSI first all day, Monday through Saturday! The November Pulse shows KOSI with a gain of 29 quarter hours since June. 5000 watts daytime—operating full time.

**KOBY** Number 1 in San Francisco

. . . Number 1 Independent . . . after only 9 weeks of programming, by recent November-December Hooper ratings! 10,000 watts, full time . . . the most powerful independent station in the bay area. emphasizing music, news, and your product!

**Mid-America Broadcasting Co.**

Represented nationally by "Forjoe"







### FLORIDA (cont.)

CITY	CALL LETTERS	HOURS
ORLANDO	WLOF	112
ST. PETERSBURG	WTSP	85
SARASOTA	WKXY	100
TALLAHASSEE	WTAL	81
W. PALM BEACH	WEAT	84

### GEORGIA

ATLANTA	WAKE	126
	WAOK	122
	WOXI	89
AUGUSTA	WBBQ	100
MACON	WNEX	100
SAVANNAH	WSAV	75

### IDAHO

BOISE	KGEM	98
POCATELLO	KWIK	90
TWIN FALLS	KLIX	80
	KTFI	84
WEISER	KWEI	81

### ILLINOIS

BLOOMINGTON	WJBC	80
CHICAGO	WFMT (fm)	140
	WGN	78
	WIND	140
DANVILLE	WITY	90
DECATUR	WDZ	80
DU QUOIN	WDQN	90
GALESBURG	WGIL	78
JOLIET	WJOL	143
MOLINE	WQUA	80
PEORIA	WIRL	75
QUINCY	WGEM	85
ROBINSON	WTAY	80

### INDIANA

CITY	CALL LETTERS	HOURS
INDIANAPOLIS	WIBC	80
	WIRE	75
MICHIGAN CITY	WIMS	83
SOUTH BEND	WNDU	75

### IOWA

CEDAR RAPIDS	KPIG	130
CENTERVILLE	KCOG	75
CRESTON	KSIB	85
DES MOINES	KCBC	148
	KRNT	76
	KSO	97
OTTUMWA	KLEE	77
SIoux CITY	KMNS	98
	KTRI	103
SPENCER	KICD	75

### KANSAS

ATCHISON	KARE	85
HUTCHINSON	KWBW	77
	KWHK	100
KANSAS CITY	KCKN	109
PITTSBURG	KSEK	89
TOPEKA	KJAY	85
	KTOP	100
WICHITA	KAKE	75
	KWBB	76

### KENTUCKY

LOUISVILLE	WINN	154
	WKYW	75

### LOUISIANA

BATON ROUGE	WIBR	95
	WLCS	156
CROWLEY	KSIG	88

### CITY CALL LETTERS HOURS

LAFAYETTE	KLFY	96
LAKE CHARLES	KLOU	112
MONROE	KNOE	129
MORGAN CITY	KMRC	81
NATCHITOCHEs	KNOC	78
NEW ORLEANS	WJBW	123
	WNOE	159
	WTIX	154
	WWL	77
SHREVEPORT	KENT	94
	KJOE	84
	KTBS	80

### MAINE

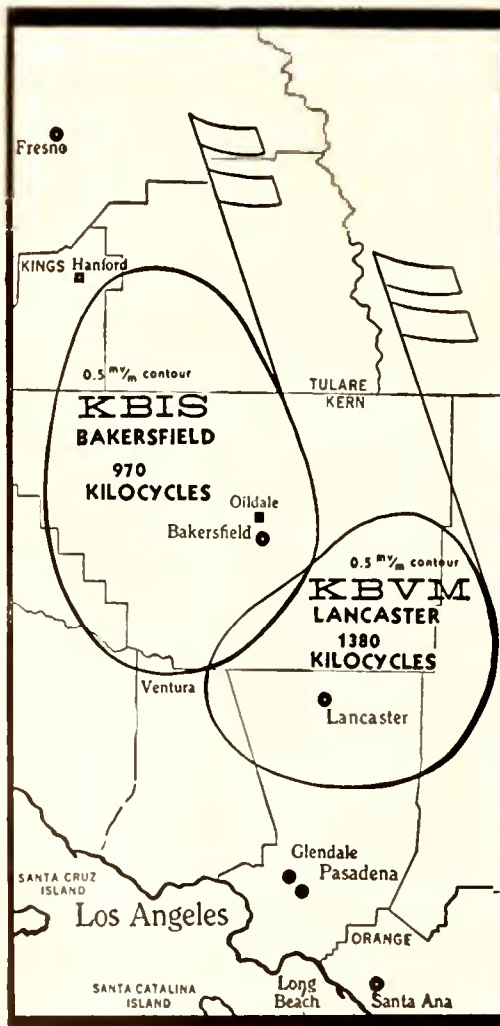
BANGOR	WABI	80
	WGUY	85

### MARYLAND

BALTIMORE	WITH	150
	WWIN	89
CAMBRIDGE	WCEM	90

### MASSACHUSETTS

ATTLEBORO	WARA	75
BOSTON	WBZ	97
	WCOP	162
	WHDH	119
	WMEX	79
	WORL	80
	WTAO	80
	WVDA	83
FALL RIVER	WALE	93
FRAMINGHAM	WKOX	80
HAVERHILL	WHAV	80
HOLYOKE	WREB	84
MEDFORD	WHIL	75



popular music stations serving california's

## 2 MONEY TREE MARKETS

**KBIS**  
SOUTHERN  
SAN JOAQUIN  
VALLEY

447,000 — POPULATION —

\$580,282,000 — RETAIL SALES —

**KBVM**  
ANTELOPE  
VALLEY

91,000 — POPULATION —

\$102,000,000 — RETAIL SALES —

**COMBINED 2 MARKETS TOTAL** } POPULATION... **538,000**  
RETAIL SALES.. **\$682,282,000**

BUY BOTH STATIONS  
KBIS and KBVM  
FOR COMBINED RATES  
LESS 10%

REPRESENTED:  
ADAM YOUNG, INC.

SOURCES: SRDS Consumer Markets  
L. A. County Planning Commission  
Kern County Dept. of Research



## MASSACHUSETTS (cont.)

CITY	CALL LETTERS	HOURS
NEW BEDFORD	WBSP	85
NORTHAMPTON	WHMP	91
SPRINGFIELD	WBZA	97
	WMAZ	79
	WTXL	120
WORCESTER	WORC	150

## MICHIGAN

DETROIT	CKLW	86
	WJBK	120
	WKMH	121
FLINT	WLDM (fm)	90
	WAMM	86
	WKMF	103
GRAND RAPIDS	WTAC	112
	WMAX	75
	WJPD	76
ISHPEMING	WIBM	107
	WKHM	80
JACKSON	WMI	125
KALAMAZOO	WHS	132
LANSING	WDOG	80
MARINE CITY	WCEN	94
MOUNT PLEASANT	WPOH	101
PONTIAC	WKXN	78
SAGINAW		

## MINNESOTA

DULUTH-SUPERIOR	KDAL	85
	WEBC	108
ELY	WELY	81
MINNEAPOLIS-ST. PAUL	WDGY	115
	WLOL	118
	WMIN	130
ST. CLOUD	WTCN	120
	WJON	96

## MISSISSIPPI

BILOXI	WLOX	100
JACKSON	WJXX	154
	WRBC	85
MERIDIAN	WMOX	84
	WTOK	98
NATCHEZ	WMIS	79

## MISSOURI

JOPLIN	KFSB	90
KANSAS CITY	KUDL	84
	WHB	156
ROLLA	KTTR	81
ST. LOUIS	KWK	85
	KXOK	101
	WIL	112
SIKESTON	KSIM	77
SPRINGFIELD	KICK	97

## MONTANA

BILLINGS	KOYN	77
GLENDIVE	KXGN	80
GREAT FALLS	KBCF	118
	KFBB	93

## NEBRASKA

KEARNEY	KGFV	106
LINCOLN	KFOR	81
	KLMS	94
OMAHA	KFAB	85
	KOIL	115
	KOWH	75

## NEVADA

HENDERSON	KBMI	162
RENO	KOLO	96
	KONE	154

(CONTINUED)

**Guaranteed DISPLAY**

in all ten Shreveport Area A & P Stores

plus the ...

**Biggest Audiences in Town!**

as advertised on **K-JOE**

HERE'S A SPECTACULAR MERCHANDISING PACKAGE DESIGNED TO INCREASE YOUR SALES IN THIS RICH METROPOLITAN MARKET. . . .

A saturation schedule of 30 spots per week for 13 weeks on Shreveport's #1 station PLUS a two week, end-of-aisle display of your product in all ten local A & P Supermarkets.

\*K-JOE #1 IN SHREVEPORT  
HOOPER JAN.-FEB. 1956  
PULSE FEB.-MAR. 1956

SEE FORJOE FOR K-JOE

**BIG** 

STATION RESULTS  
... AT SMALL STATION RATES

**K-JOE**  
SHREVEPORT, LOUISIANA





**WHO SALUTES**

If you buy radio time by the "Let's run it up a flagpole and see who salutes" method, WBNS Radio is at the top of the staff. Our salutin', listenin' friends have \$2,739,749,000 to spend. They and Pulse place us first in any Monday-through-Friday quarter-hour, day or night. Ask John Blair.

**WBNS RADIO**  
COLUMBUS, OHIO

**NOW EVEN MORE THAN EVER . . . . .**

*Stockton's Most Listened to Station*

**HOOPER RADIO AUDIENCE INDEX**

STOCKTON, CALIF.

OCTOBER - DECEMBER 1956

	RADIO SETS IN USE	C	N	KSTN	A	M	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	14.0	14.2	8.1	42.1	11.6	5.4	18.5	10,163
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	10.3	18.8	6.4	34.6	7.0	11.2	21.8	12,159

**K  
S  
T  
N**

Fall 1956 Hooperatings again shows 4-year KSTN dominance of \*Stockton Radio Audience.

\*America's 92nd Market

*Music · News · Personalities*

Represented by Hollingbery

**NEW HAMPSHIRE**

CITY	CALL LETTERS	HOURS
MANCHESTER	WFEA	90
	WKBR	140

**NEW JERSEY**

ATLANTIC CITY	WMID	90
CAMDEN	WCAM	138
NEWARK	WAAT	80
	WNJR	100
	WVJ	106
PATERSON	WPAT	100
PLEASANTVILLE	WOND	100
TRENTON	WBUD	89
	WTTM	77
WILDWOOD	WCMC	100

**NEW MEXICO**

CLOVIS	KCLV	84
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**NEW YORK**

ALBANY	WABY	105
	WROW	80
AMSTERDAM	WCSS	92
BINGHAMTON	WKOP	93
BUFFALO	WBNY	92
	WBBR	87
	WKBW	144
CORTLAND	WKRT	75
ELMIRA	WELM	84
LITTLE FALLS	WLFH	85
NEW YORK	WBFM (fm)	122
	WINS	145
	WICA	134
	WNEW	144
	WQV	78
PATCHOGUE	WALK	80
	WPAC	92
ROCHESTER	WBBF	84
	WSAY	83
SCHENECTADY	WSNY	104
SYRACUSE	WVDR	112
	WOLF	103
UTICA	WGAT	86

**NORTH CAROLINA**

ASHEVILLE	WSKY	90
BEAUFORT	WBMA	76
CHARLOTTE	WISF	80
	WFOK	77
ELIZABETH CITY	WGAI	80
RALEIGH	WKIX	98

**NORTH DAKOTA**

FARGO	KFGO	80
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**OHIO**

AKRON	WADC	83
	WCUE	100
CINCINNATI	WCPO	93
	WSAI	85
CLEVELAND	KYW	125
	WERE	131
	WGAR	75
	WHK	75
COLUMBUS	WCOL	95
	WTVN	105
	WVCO	100
DAYTON	WING	112
	WONE	101
ELYRIA	WEOL	118
FINDLAY	WFIN	80
FOSTORIA	WFOB	91
TOLEDO	WFOH	101
WARREN	WHHH	75
YOUNGSTOWN	WBBW	75







**You SELL  
LOUISVILLE  
When  
You Use**

**WKLO**

ABC NETWORK



**RED KIRK**

In one year at WKLO, Red Kirk has made more FRIENDS and has been responsible for more SALES than most Air-Salesmen hope for in a much longer span of time. Red Kirk is firmly established as a solid Air-Salesman in the Greater Louisville Market. Insure Sales Results, specify Red Kirk when you want to sell all Kentuckiana.

Represented by  
John Blair & Co.



**VERMONT**

CITY	CALL LETTERS	HOURS
BURLINGTON	WDOT	82

**VIRGINIA**

CHARLOTTESVILLE	WCHV	80
HAMPTON	WVEC	96
HOPEWELL	WHAP	75
NEWPORT NEWS	WGH	132
NORFOLK	WLOW	162
	WNOR	150
ORANGE	WJMA	78
PETERSBURG	WSSV	75
PORTSMOUTH	WAYY	130
RADFORD	WRAD	82
RICHMOND	WLLY	75
ROANOKE	WROV	93
STAUNTON	WTON	78
VIRGINIA BEACH	WBOF	79

**WASHINGTON**

ABERDEEN	KBKW	112
BELLINGHAM	KVOS	80
BREMERTON	KBRO	112
COLFAX	KCLX	90
GRAND COULEE	KFDR	75
MOSES LAKE	KSEM	91
PORT ANGELES	KONP	84
SEATTLE	KAYO	133
	KING	112
	KJR	141
	KOL	128
SPOKANE	KHQ	90
	KREM	123
	KSPO	102
SUNNYSIDE	KREW	100
TACOMA	KMO	89
	KTNT	96
YAKIMA	KLOO	91
	KUTI	77

**WEST VIRGINIA**

BECKLEY	WVNR	75
CHARLESTON	WCAW	118
WEIRTON	WEIR	105

**WISCONSIN**

APPLETON	WAPL	76
BELOIT	WGEZ	90
LA CROSSE	WLDL	90
LADYSMITH	WLDY	80
MADISON	WISC	80
MARINETTE	WMAM	82
MILWAUKEE	WEMP	120
	WISN	75
	WOKY	165
	WRIT	144
NEENAH	WNAW	105
OSHKOSH	WOSH	85
PARK FALLS	WFPF	101
RHINELANDER	WOBT	79
SHEBOYGAN	WSHE	77
SUPERIOR-DULUTH	WDSM	75

**CANADA**

**Alberta**

CALGARY	CFCN	80
EDMONTON	CFRN	86
	CHED	147
RED DEER	CKRD	94

**British Columbia**

NANAIMO	CIUB	101
NEW WESTMINSTER	CKNW	150
PENTICTON	CKOK	101
TRAIL	CJAT	81
VANCOUVER	C-FUN	151
	CJOR	97
VICTORIA	CJVI	96

**Manitoba**

CITY	CALL LETTERS	HOURS
DAUPHIN	CKDM	78
WINNIPEG	CJOB	100
	CKY	107

**Nova Scotia**

HALIFAX	CJCH	84
SYDNEY	CJCB	80

**Ontario**

BARRIE	CKBB	90
HAMILTON	CHML	96
KITCHENER	CKCR	86
LINDSAY	CKLY	80
LONDON	CFPL	105
	CKSL	135
NIAGARA FALLS	CHVC	76
OSHAWA	CKLB	98
OTTAWA	CFRA	85
	CKOY	100
ST. THOMAS	CHLO	81
STRATFORD	CJCS	114
TORONTO	CKEY	99
WINDSOR	CKLW	86

**Quebec**

ALMA	CFGT	80
CHICOUTIMI	CJMT	75
MONTMAGNY	CKBM	140
MONTREAL	CFCF	95
	CKVL	110

**Saskatchewan**

REGINA	CKRM	105
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rates of

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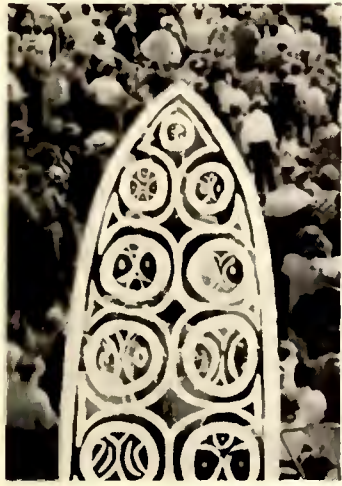
Write to

**SPONSOR  
SERVICES Inc.**

40 East 49th Street  
New York 17, N. Y.



# religious & gospel



Figures represent  
hours per week

● As in previous Buyers' Guides, this special category again shows up strong. The 1957 Buyers' Guide shows 2482 stations or 93% of total respondents with schedules of some time for weekly religious programming. This compares with 2277 stations or 91% reporting similar schedules in the 1956 Guide. Listed below are the stations that schedule a minimum of 10 hours in this category. The total was 372 in 1957 and a high mark of 477 in 1956.

## DISTRICT OF COLUMBIA

CITY	CALL LETTERS	HOURS
WASHINGTON	W EAM	10
	W MAI	10
	W OOK	20
	W PIK	11
	W UST	22

## FLORIDA

CHIPLEY	W BCC	30
CRESTVIEW	W CVI	10
DADE CITY	W DCF	11
JACKSONVILLE	W OBS	42
	W RHC	32
LAKE CITY	W DSR	13
LAKELAND	W LAK	11
LIVE OAK	W VER	11
MIAMI	W MIE	17
MIAMI BEACH	W MBM	25
MILTON	W EBY	11
OCALA	W MOP	10
ORLANDO	W ABR	11
PALM BEACH	W WPG	10
PLANT CITY	W PLA	10
ST. PETERSBURG	W SUN	14
TALLAHASSEE	W TNT	15
TAMPA	W IOK	20
VERO BEACH	W VTM	11

## GEORGIA

ADEL	W AAG	13
ALBANY	W JAZ	28
ATHENS	W RFC	16
ATLANTA	W AOK	49
	W EAS	23
	W ERD	23
	W TAM	10
	W TJH	28
AUGUSTA	W AUG	34
BAINBRIDGE	W MGR	15
CAIRO	W GRA	12
COLUMBUS	W CLS	37
	W GBA	12
	W PNX	20
	W MJM	15
	W CON	14
DALTON	W BLJ	15
	W RCD	10
GRIFFIN	W HIE	12
HAWKINSVILLE	W CEH	12
LAFAYETTE	W LFA	10
LA GRANGE	W TRP	12
MACON	W BML	10
	W IBB	13
	W VEX	10
MONROE	W VRE	20
MOULTRIE	W MGA	20
NEW MAN	W COH	11
ROME	W LAQ	10
	W JH	10
SANDERSVILLE	W SNT	25
SAVANNAH	W CCP	10
SUMMERVILLE	W GTA	20
THOMASVILLE	W PAY	12
TOCCOA	W LET	14
WAYCROSS	W ACL	21
	W AYX	10
WEST POINT	W RLD	11
WINDER	W IMO	12

## ALABAMA

CITY	CALL LETTERS	HOURS
ALBERTVILLE	W AVU	10
ANDALUSIA	W CTA	10
AUBURN	W AUD	10
BIRMINGHAM	W EDR	24
	W LBS	21
CULLMAN	W KUL	12
DECATUR	W MSL	12
DOTHAN	W OOF	13
EUFULA	W ULA	12
FLOMATON	W TCB	10
FLORENCE	W OWL	15
FORT PAYNE	W FPA	36
GADSDEN	W ETO	21
GENEVA	W GEA	10
GREENVILLE	W GYV	12
GUNTERSVILLE	W GSI	12
HALEYVILLE	W JBB	11
HAMILTON	W ERH	10
MONTGOMERY	W RMA	35
ONEONTA	W CRL	20
OPP	W AMI	15
SYLACAUGA	W FEB	10
TALLADEGA	W HTB	10

## ARIZONA

DOUGLAS	W AWT	15
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## ARKANSAS

ARKADELPHIA	W VRC	14
FORT SMITH	W WHN	13
HARRISON	W HOZ	10
HOT SPRINGS	W BHS	10
	W BLO	10
LITTLE ROCK	W KARK	14
	W GHI	2

CITY	CALL LETTERS	HOURS
NEWPORT	W NBY	10
PARAGOULD	W DRS	22
SEARCY	W WCB	14
SILOAM SPRINGS	W OOA	12
SPRINGDALE	W BRS	15

## CALIFORNIA

BAKERSFIELD	W KFY	10
BERKELEY	W KRE	23
BISHOP	W KIBS	10
BURBANK	W KBLA	25
CORONA	W KBC	10
LODI	W KCVR	35
LONG BEACH	W KGER	70
LOS ANGELES	W KGFJ	14
	W KHJ	10
	W KPOL	16
MODESTO	W KBEE	11
OAKLAND	W WBR	20
ONTARIO	W KOCS	10
PASADENA	W KALI	20
PITTSBURG	W KECC	21
SAN BERNARDINO	W KFXM	10
	W KITO	12
	W KRNO	10
SAN DIEGO	W YERB	64
SAN FRANCISCO	W KFRC	12
	W KSAV	30
	W KSAV	19
SAN JOSE	W KEEN	14
SAN LUIS OBISPO	W VEC	13
SAN RAFAEL	W KTIM	10
WASCO	W WSO	20
YUBA CITY	W KAGR	13

## COLORADO

DENVER	W KLIR	20
STERLING	W KLOR	11
TRINIDAD	W KCRT	10

## IDAHO

NAMPA	W KFXD	13
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## ILLINOIS

CHICAGO	W WLS	19
CLINTON	W HOW	18
EAST ST. LOUIS	W TMI	10
HARRISBURG	W EBQ	11
PARIS	W PRS	10
PEORIA	W PEO	11
STERLING	W SDR	10



**INDIANA**

CITY	CALL LETTERS	HOURS
ANDERSON	WCBC	25
ELKHART	WCMR	12
FRANKFORT	W'LO	10
GARY	W'GRY	10
GOSHEN	WKAM	13
MARION	WBAT	10
NEW CASTLE	WCTW (fm)	10
NORTH VERNON	WOCH	11
PERU	WARU	20

**IOWA**

DES MOINES	KWDM	21
WATERLOO	KXEL	10

**KANSAS**

COFFEYVILLE	KGGF	12
GARDEN CITY	KNCO	15
PITTSBURG	KOAM	12

**KENTUCKY**

ASHLAND	WTCR	24
BARSTOWN	WBRT	14
CAMPBELLSVILLE	WTCO	12
CENTRAL CITY	W'NES	10
COLUMBIA	W'AIN	15
CORBIN	W'CTT	12
COVINGTON	WZIP	12
ELIZABETHTOWN	WIEL	10
FULTON	WFUL	11
HARLAN	WHLN	10
HAZARD	W'KIC	10
LOUISVILLE	W'LOU	14
MAYFIELD	WNGO	19
NEWPORT	W'NOP	11
OWENSBORO	W'VJS	12
RUSSELLVILLE	W'RUS	11
SOMERSET	W'SFC	14
VAN CLEYE	W'MTC	18
WINCHESTER	W'WKY	15

**LOUISIANA**

ALEXANDRIA	KALB	10
	KDBS	14
BOGALUSA	W'IKC	10
DE RIDDER	KDLA	10
LEESVILLE	KLLA	14
MANSFIELD	KDBC	10
MARKSVILLE	KAPB	10
MINDEN	KAPK	19
MONROE	KMLB	10
NATCHITOCHE	KNOC	10
NEW ORLEANS	W'BOK	33
	W'MRY	26
OPELOUSAS	KSLO	13
SHREVEPORT	KANV	44
	KCIJ	12

**MAINE**

BANGOR	W'ABI	18
PRESQUE ISLE	W'AGM	10

**MARYLAND**

ANNAPOLIS	W'ANN	17
	W'ASL	12
BALTIMORE	W'BMD	19
	W'EBB	10

**MASSACHUSETTS**

BOSTON	W'MEX	10
	W'NAC	10
GREAT BARRINGTON	W'SBS	19
W. YARMOUTH	W'OCB	10

**MICHIGAN**

CITY	CALL LETTERS	HOURS
BAY CITY	W'BCM	10
COLDWATER	WTVB	15
DETROIT	CKLW	15
	WJLB	13
FLINT	W'MRP	20
FREMONT	W'BFC	15
GAYLORD	W'ATC	11
GRAND RAPIDS	W'FUR	26
	W'LAV	10
HOLLAND	W'HTC	12
INKSTER	W'CHB	22
ISHPEMING	W'JPD	10
LUDINGTON	W'KLA	11
MARQUETTE	W'DMJ	10
MUSKEGON	W'MUS	35
OWOSSO	W'OAP	10
ROGERS CITY	W'HAK	11

**MINNESOTA**

ALBERT LEA	KATE	10
AUSTIN	KAUS	12
CROOKSTON	KROX	12
LITTLE FALLS	KLTF	10
MINNEAPOLIS-		
ST. PAUL	KEVE	12
THIEF RIVER FALLS	KTRF	15
WADENA	KWAD	14
WILLMAR	KWLM	11
WORTHINGTON	KWOA	10

**MISSISSIPPI**

BILOXI	WLOX	10
	WVMI	14
HOUSTON	W'CPC	18
JACKSON	WOKJ	35
LAUREL	WLAU	10
NEW ALBANY	WNAU	10
NEWTON	WEGA	10
STARKVILLE	WSSO	16

**MISSOURI**

FARMINGTON	KREI	10
FLAT RIVER	KFMD	10
FULTON	WFAL	10
KANSAS CITY	KPRS	16
MOUNTAIN GROVE	KLRS	10
POPLAR BLUFF	KWOC	13
ST. LOUIS	KATZ	60
	KSTL	18
SPRINGFIELD	KWTO	13
UNION	KLPW	10
WARRENTON	KWRE	18
WEST PLAINS	KWPM	10

**MONTANA**

GREAT FALLS	KMON	14
HAVRE	KOJM	12
SIDNEY	KGCX	10

**NEBRASKA**

BEATRICE	KWBE	10
COLUMBUS	KJSK	20

**NEW JERSEY**

ATLANTIC CITY	W'LDB	20
	W'MID	11
NEWARK	W'IBI	18
	W'NJR	18

**NEW MEXICO**

ALBUQUERQUE	KOB	12
ARTESIA	KSVP	11
LOVINGTON	KLEA	12

**NEW YORK**

CITY	CALL LETTERS	HOURS
AMSTERDAM	W'CSS	12
AUBURN	W'MBO	12
BUFFALO	W'GR	12
NEW YORK	W'ABC	10
	W'OV	18
	W'WRL	20
OGDENSBURG	W'SLB	12
ROCHESTER	W'HAM	10

**NORTH CAROLINA**

ALBEMARLE	WABZ	10
BEAUFORT	WBMA	21
BURLINGTON	W'FNS	10
CHARLOTTE	WAYS	15
ELIZABETH CITY	W'CNC	12
FAIRMONT	W'FMO	12
FAYETTEVILLE	W'FLB	10
	W'FNC	18
GOLDSBORO	W'FMC	10
GREENSBORO	W'COG	10
HENDERSONVILLE	W'HKP	12
HICKORY	W'HKY	12
HIGH POINT	W'MFR	10
	W'NGS	13
LEXINGTON	W'BUS	10
MARION	W'BRM	10
MOUNT AIRY	W'PAQ	22
RALEIGH	W'MSN	25
ROCKY MOUNT	W'CEC	12
SALISBURY	W'SAT	12
SPRUCE PINE	W'TOE	10
TABOR CITY	W'TAB	21
THOMASVILLE	W'TNC	10
WALLACE	W'LSE	20
WAYNESVILLE	W'HCC	10
WHITEVILLE	W'ENC	17
WILLIAMSTON	W'IAM	11

**NORTH DAKOTA**

DEVILS LAKE	KDLR	12
DICKINSON	KDIX	11
FARGO	KFGO	25
HETTINGER	KNDC	10
MINOT	KLPM	11
VALLEY CITY	KOVC	15

**OHIO**

AKRON	W'ADC	12
	W'AKR	10
	W'HKK	10
CANTON	W'CMW	19
CINCINNATI	W'CIN	10
	W'LF	11
CLEVELAND	W'JMO	14
COLUMBUS	W'COL	15
DAYTON	W'ING	14
DOVER	W'JER	10
EAST LIVERPOOL	W'OH	20
IRONTON	W'IRI	20
JACKSON	W'LMJ	10
MARIETTA	W'MOA	12
MIDDLETOWN	W'PFB	29
WARREN	W'HHH	14
WASHINGTON C. H.	W'CHO	10
YOUNGSTOWN	W'KBN	10

**OKLAHOMA**

MIAMI	KGLC	15
MUSKOGEE	KBIX	12
OKLAHOMA CITY	KBYE	48
	KLPR	18
PRYOR	KOLS	24
TULSA	KOME	18
	K'VOO	16



**OREGON**

CITY	CALL LETTERS	HOURS
ALBANY	KWIL	10
ASHLAND	KWIN	11
EUGENE	KORE	11
OCEANLAKE	KBCH	12
PORTLAND	KPDQ	11
	KWJJ	22
SALEM	KSLM	20

**PENNSYLVANIA**

ALLENTOWN	WKAP	12
ALTOONA	WRTA	13
	WVAM	10
BLOOMSBURG	WILM	10
BRADFORD	WESB	15
CHESTER	WICH	22
CORRY	WOTR	11
DU BOIS	WCED	12
LEBANON	WLBR	15
LEWISTOWN	WMRF	12
PHILADELPHIA	WDAS	10
	WHAT	11
	WIBG	23
PITTSBURGH	WILY	18
	WPIT	12
PUNXSUTAWNEY	WPME	12
RED LION	WGCB	30
SAYRE	WATS	10
WILKES-BARRE	WILK	11
WILLIAMSPORT	WLYC	20

**RHODE ISLAND**

WEST WARWICK	WWRI	17
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**SOUTH CAROLINA**

CHARLESTON	WHAN	16
	WPAL	10
	WQSN	28
CHERAW	WCRE	22
COLUMBIA	WOIC	33
DILLON	WDSC	12
EASLEY	WELP	25
FLORENCE	WOLS	10
GREENVILLE	WMUW	33
GREER	WCKI	17
	WEAB	12
ROCK HILL	WTYC	15
SPARTANBURGH	WSSC	12

**SOUTH DAKOTA**

SIoux FALLS	KSOO	11
WATERTOWN	KWAT	12
YANKTON	WNAX	11

**TENNESSEE**

BRISTOL	WOPI	12
CHATTANOOGA	WAGC	10
	WAPO	10
	WDXB	25
CLEVELAND	WBAC	10
COOKEVILLE	WHUB	10
COVINGTON	WKBL	13
JACKSON	WJAK	21
	WTJS	16
JOHNSON CITY	WJHL	10
KINGSPORT	WKIN	12
KNOXVILLE	WIVK	20
LA FOLLETTE	WLAF	10
LENOIR CITY	WLIL	19

CITY	CALL LETTERS	HOURS
LEXINGTON	WDXL	12
McMINNILLE	WBMC	10
MEMPHIS	WDEM	28
	WDIA	70
	WHHM	14
MILAN	WKBJ	12
MURFREESBORO	WCNS	10
NASHVILLE	WNAH	29
	WSOK	10
ROGERSVILLE	WRGS	14
SWEETWATER	WDEX	18

**TEXAS**

ALPINE	KVLF	10
AMARILLO	KLYN	11
BAYTOWN	KRCT	21
	KREL	21
	KJET	38
BEAUMONT	KTXC	14
BIG SPRING	KBWD	10
BROWNWOOD	KJMC	10
COLORADO CITY	KATR	10
CORPUS CHRISTI	KSKY	18
DALLAS	WFAA	12
	KULP	10
EL CAMPO	KCU L	26
FORT WORTH	KSIJ	11
GLADEWATER	KCLW	16
HAMILTON	KCOH	36
HOUSTON	KLBS	10
	KSAM	10
HUNTSVILLE	KDAY	17
LI BBOCK	KTRE	20
LI FKIN	KIMP	15
MT. PLEASANT	KVET	14
PALESTINE	KPAT	12
PAMPA	KBOP	10
PLEASANTON	KPEP	10
SAN ANGELO	KISS (fm)	15
SAN ANTONIO	KMAC	18
	KTAE	10
TAYLOR	KGKB	10
TYLER		

**VIRGINIA**

BRISTOL	WFHG	15
MARTINSVILLE	WMVA	14
NEWPORT NEWS	WYOU	21
NORFOLK	WCMS	13
NORTON	WNVA	10
PULASKI	WPUV	13
RICHMOND	WRVA	15
	WXGI	13
ROANOKE	WSLS	13
SOUTH BOSTON	WHLF	10
STAUNTON	WAFK	13
WYTHEVILLE	WYFE	18

**WASHINGTON**

BELLINGHAM	KPUG	23
CENTRALIA		
CHEHALIS	KELA	10
EDMONDS	KGDN	10
EVERETT	KRKO	10
KIRKLAND	KNBX	31
PUYALLUP	KAYE	18
SEATTLE	KTW	25
	KVI	17
SPOKANE	KGA	14
	KNEW	14
TACOMA	KTAC	12
VANCOUVER	KHFS	10
	WVAN	11

**WEST VIRGINIA**

CITY	CALL LETTERS	HOURS
CHARLESTON	WKVA	17
	WTIP	14
HUNTINGTON	WPLH	10
KEYSER	WKYR	10
LOGAN	WVOW	15
MARTINSBURG	W EPM	10
MATEWAN	WHJC	12
MORGANTOWN	WAJR	15
ST. ALBANS	WKLC	10
WELCH	WELC	12
WHEELING	W WVA	10

**WISCONSIN**

LA CROSSE	WLDL	10
PARK FALLS	W PFP	12

**HAWAII**

HONOLULU	WKAH	27
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**VIRGIN ISLANDS**

ST. THOMAS	WSTA	17
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**CANADA**

**Alberta**

CAMROSE	CFCW	10
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**British Columbia**

DAWSON CREEK	CJDC	10
PRINCE GEORGE	CKPG	10
VANCOUVER	CJOR	10
	CKLG	14

**New Brunswick**

EDMUNDSTON	CJEM	12
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**Ontario**

BRANTFORD	CKPC	10
CHATHAM	CFCO	13
KITCHENER	CKCR	10
NIAGARA FALLS	CHVC	10
ORILLIA	CFOR	12
ST. THOMAS	CHLO	11
SARNIA	CHOK	10
WINDSOR	CKLW	15

**Prince Edward Is.**

SUMMERSIDE	CJRW	11
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**Quebec**

JONQUIERE	CKRS	10
VICTORIAVILLE	CFDA	10

**Saskatchewan**

MOOSE JAW	CHAB	18
PRINCE ALBERT	CKBI	10





# TELEVISION MASTER DIRECTORY

1957 BUYERS' GUIDE TO STATION PROGRAMMING



# ALABAMA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
BIRMINGHAM	WABT	13	316kw	NBC	Blair	May '49	12	6	5	4	2	1 <sub>2</sub>	7	2 $\frac{1}{2}$	2	M, A
	WBRC-TV	6	100kw	CBS	Katz	July '49	13	4		7	3	3	5	1	2*	A, L
ECATUR	WMSL-TV	23	16.8kw	C, N	McGillyvra	July '54	7	4	10	3	1 <sub>2</sub>	1 <sub>2</sub>	16	3	1	A, L
OTHAN	WTVY	9	28.2kw	CBS	Young; Brown	Feb '55			<i>No data available</i>							
MOBILE	WALA-TV	10	316kw	A, N	H-R	Jan '53	7	5	x	6	5	1 <sub>4</sub>	8	3	2	A
	WKRQ-TV	5	100kw	CBS	Avery-Knodel	Sep '55	11	5		5	4		5	1 $\frac{1}{2}$	2	A, L
MONTGOMERY	WCOV-TV	20	200kw	A, C	Raymer	Apr '53	3	8		10	1		18	2 $\frac{1}{2}$	1	L
	WSAF-TV	12	316kw	NBC	Katz	Dec '54	10	7		10	5	2	9	3 $\frac{1}{2}$	1*	M, L

# ARIZONA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY				
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films	
YUMA	KVAR	(See PHOENIX)															
PHOENIX	KOOL-TV	10	316kw	CBS	Hollingbery	Oct '53	4	12	x	5		1 <sub>2</sub>	12	1 $\frac{1}{2}$	1*	A, L	
	KPHO-TV	5	17.5kw		Katz	Dec '49		10	8	1	5	1	35	4 $\frac{1}{2}$	1	A, E, L	
	KTVK	3	100kw	ABC	Weed	Mar '55	5	6		5	10	1 <sub>2</sub>	4	2 $\frac{1}{2}$	x	A, L	
	KVAR	12	33kw	NBC	Raymer	Mar '53	6	10	3	10		1 <sub>2</sub>	8	2	x*	M, A, L	
TUCSON	KDWL-TV	9	62kw		Headley-Reed	Jun '56		8	5	7	2		6	3	1	E, L	
	KOPO-TV	13	316kw†	CBS	Hollingbery	Feb '53	x	x	10	4	8		12	2 $\frac{1}{2}$	1	A, E	
	KVOA-TV	4	5.3kw	A, N	Branham	Sep '53	6	6		5	3	1 <sub>4</sub>	5	1	x	A, L	
YUMA	KIVA	11	29kw	C, N	Raymer	Oct '53	7	8	x	5	2	1	7	3	1	A, L	

# ARKANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
LITTLE ROCK	KRBB	10	25kw	A, N	Pearson	Dec '55	4	6		5	1	1	12	2 $\frac{1}{2}$	2*	L
PORT SMITH	KFSA-TV	22	265kw†	A, N	Pearson	Jul '53	5	6		9	1	1 <sub>4</sub>	8	2 $\frac{1}{2}$	1	A, L
LITTLE ROCK	KARK-TV	4	100kw	NBC	Petry	Apr '54	10	5		9	8	2	12	3 $\frac{1}{2}$	1	A, L
	KATV	7	170kw	ABC	Avery-Knodel	Dec '53	8	6		15			31	1 $\frac{1}{2}$	x	A, L
	KTHV	11	316kw	CBS	Branham	Nov '55	x	x	2	3	3	1 <sub>2</sub>	15	3 $\frac{1}{2}$	1	L
SPRING BLUFF	KATV	(See LITTLE ROCK)														
EXARKANA	KCMC-TV	6	100kw	A, C	V, R & McC	Aug '53	9	6	3	9	3	1	7	3 $\frac{1}{2}$	1	A

# CALIFORNIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
YAKERSFIELD	KBAK-TV	29	20kw	A, C	Weed	Aug '53	x	x	8	5			8	2		M, A, L
	KERO-TV	10	110kw	NBC	Hollingbery	Sep '53	10	5		10	3	1	13	3	x	A, L
HICO	KHSL-TV	12	316kw	A, C	Avery-Knodel	Aug '53	4	8		5	5	1 <sub>2</sub>	13	1 $\frac{1}{2}$	1	A, E, L
YUREKA	KIEM-TV	3	14.6kw	A, C, N	Blair	Oct '53	4	7		3	5	1 <sub>4</sub>	11	2		A, L
SACRAMENTO	KFRE-TV	12	316kw	CBS	Blair	May '56	x	x	x	4	3	2	5	1 $\frac{1}{2}$	x	A, L
	KJEO-TV	47	440kw	ABC	Branham	Oct '53	5	10		10	5	2	9	1	1*	M, A, E, L
	KMJ-TV	24	117kw	NBC	Raymer	Jun '53	8	6		12	4	1	15	2 $\frac{1}{2}$		A, L
	KVVG	27	175kw		Bernard	Nov '53		10	2				1 <sub>4</sub>		3	1
LOS ANGELES	KABC-TV	7	165kw	ABC	Katz	Sep '49	3	11	8	8			35	1		M, E, L
	KBIC-TV	22	108kw			1957			<i>No data available</i>							
	KCOP	13	170kw		Petry	Sep '47		10		5			10	2 $\frac{1}{2}$	1	M, A, E, L
	KHJ-TV	9	162kw		H-R	Oct '48		12	9	5	6		12	2	1*	A, E, L
	KNXT	2	46.8kw	CBS	CBS Tv Spot	Oct '50	12	6	1 <sub>2</sub>	5	10		17	2 $\frac{1}{2}$	1*	M, A, L

## television symbols

# stations share time  
 † full licensed power; symbol indicates that station is not yet using it fully  
 • indicates that station covers local sports events

§ indicates that station has local film newsreel  
 X—category claimed, but figure unspecified  
 — category unclaimed  
 M, A, E, L—morning, afternoon, evening, late evening feature films

ABC or A—American Broadcasting Co.  
 CBS or C—Columbia Broadcasting System

KBS or K—Key-Stone Broadcasting System.  
 NBC or N—National Broadcasting Co.



CALIFORNIA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feature films	
	KRCA	4	47kw	NBC	NBC Spot	Jan '49	12	5					2	5	5\$	2	A, I
	KTLA	5	50kw		Raymer	Jan '47		14		17	3		5	2			A, E, L
	KTTV	11	135kw		Blair	Jan '49		20		11			49	3\$			F, I
REDDING	KVIP	7	117kw	NBC	Branham	Aug '56	4	2		4	2	1/4	14	2\$	1		
SACRAMENTO	KBET-TV	10	316kw	CBS	II-R	Mar '55	14	3		4	3	3	5	5\$			
	KCCC-TV	40	200kw	ABC	McGillvra	Sep '53	3	12	6	3	8	3	17	1			M, I, L
	KCRA-TV	3	100kw	NBC	Petry	Sep '55	9	3		3	6	3	7	4\$	1*		I
SALINAS	KSBW-TV	8	240kw	A, C, N	II-R	Sep '53	5	3	x	5	x	2	13	2\$			A, L
SAN DIEGO	KFMB-TV	8	316kw	CBS	Petry	May '49	11	5	3	4		1	7	6\$	1		M, A, I
	KFSD-TV	10	316kw	NBC	Katz	Sep '53	10	6		3	8		8	4	1*		A, E, L
(Licensed in Tijuana, Mex.)	XETV	6	38kw	ABC	Weed	Jan '53	x	9		10			13	1	x*		M, A, I
SAN FRANCISCO	KGO-TV	7	316kw	ABC	Blair	May '49	6	6		1	8		22	1	1		A
	KPIX	5	100kw	CBS	Katz	Dec '48	11	5	x	9	2	1	6	5\$	2*		A, L
	KRON-TV	4	100kw†	NBC	PGW	Nov '49	10	8		6	7	1	4	2	x		A, L
	KSAN-TV	32	200kw		Stars National	Mar '54		6		5			10	1	1*		E, L
SAN JOSE	KNTV	11	20kw		Bolling	Sep '56		8	1/2	17	3		17		x*		A, E, L
SAN LUIS OBISPO	KVEC-TV	6	16kw	A, C	II-R	May '53	4	5			1/2		6	2\$	1		E, L
SANTA BARBARA	KEY-TV	3	50.1kw	A, C, N	Hollingbery	Jul '53	7	4	x	15	1	3	10	2\$	1		A, L
STOCKTON	KOVR	13	138kw		Avery-Knodel	Sep '54		9	14	10	3	3	27	2	x		A, E, L
TULARE	KVVG				(See FRESNO)												

COLORADO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feature films	
COLORADO SP'NGS	KKTV	11	316kw†	A, C	Bolling	Dec '52	5	6	x	6	3	1/2	9	1	1		A, L
	KRDO-TV	13	11kw	NBC	Pearson	Oct '53	6	6		11			8	2\$	1		L
DENVER	KBTV	9	282kw	ABC	PGW	Oct '52	x	x	1	7	3		11	2\$			A, L
	KLZ-TV	7	316kw	CBS	Katz	Nov '53	9	3		7	5	1/2	7	2\$	1		L
	KOA-TV	4	100kw	NBC	NBC Spot	Dec '53	10	6	x				6	6\$	1		M, A, I
	KTVR	2	100kw		Blair	Jul '52		10	3	6			7		x		A, E, L
GRAND JUNCTION	KREX-TV	5	12.9kw	A, C, N	Holman	May '54		8	1	6	3		10	2\$	1		L
MONTRORSE	KFXJ-TV	10	6kw	A, C, N	Holman	Aug '56											Satellite to KREX-TV
PUEBLO	KCSJ-TV	5	13.5kw	NBC	Pearson	Jun '53	7	4	5	6		1	9	2\$	1		A, E, L
	KKTV				(See COLORADO SPRINGS)												

CONNECTICUT

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feature films	
BRIDGEPORT	WICC-TV	43	182kw	ABC	Young	Apr '53	x	x			3		x	5	1		E
HARTFORD	WHCT	18	186kw	CBS	CBS Spot	Sep '54	11	4		20	1/2		12	4\$			A, E, L
	WNBC	30	210.4kw	NBC	Bolling	Feb '53	12	6		8	3	1	4	6\$			A, E, L
	WNIH-TV				(See NEW HAVEN)												
NEW BRITAIN	WNBC				(See HARTFORD)												
NEW HAVEN	WNHC-TV	8	316kw	A, C	Katz	Jun '48	x	x		4	4		25	8\$	5		A, L
WATERBURY	WATR-TV	53	245kw†	ABC	Burke-Stuart	Sep '53											No data available

DELAWARE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feature films	
VILMINGTON	WPFH	12	316kw		Raymer	Jun '49	2	13	x	6			12	1\$	1*		A, E, L

DISTRICT OF COLUMBIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feature films	
WASHINGTON	WMAL-TV	7	252kw	ABC	H-R	Oct '47											No data available
	WRC-TV	4	100kw	NBC	NBC Spot	Jun '47	11	8		14	3	1/4	7	7	2*		A, E
	WTOP-TV	9	316kw	CBS	CBS Spot	Jan '49	12	6		10	8		20	5\$	1*		E, L
	WTTG	5	50kw	DuM	Weed	Jan '47	x	x		7	2		10	3\$	2*		A, E, L







ILLINOIS (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-tcptn	Chil-dren's	Home-makers	Farm	Syn-Film	News	Sports Info	Feature films	
PEORIA	WEEK-TV	43	175kw	NBC	Headley-Reed	Feb '53	x	x	x	x	x	x	10	2	2	A,L	
	WTVH	19	500kw	A,C	Petry	Oct '53	12	---	1	---	---	1/2	10	2	2	A,L	
QUINCY	KHQA-TV	(See HANNIBAL, MO.)															
	WGEM-TV	10	316kw	A,N	Young	Sept '53	10	7	1	7	---	1	15	2	1	L	
ROCKFORD	WREX-TV	13	46.8kw	A,C	II-R	Oct '53	8	9	x	---	3	2	25	4	2	L	
	WTVO	39	195kw	NBC	Headley-Reed	May '53	x	x	---	3	x	x	x	2	2	L	
ROCK ISLAND	WHBF-TV	4	100kw	A,C	Avery-Knodel	Jul '50	11	2	---	5	2	1	5	4	---	---	
	WOC-TV	(See DAVENPORT, IOWA)															
SPRINGFIELD	WICS	20	18kw	A,N	Young	Sept '53	8	5	1	8	1	3	15	4	3	L	
URBANA	WCIA	(See CHAMPAIGN)															

INDIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-tcptn	Chil-dren's	Home-makers	Farm	Syn-Film	News	Sports Info	Feature film	
BLOOMINGTON	WTTV	(See INDIANAPOLIS)															
ELKHART	WSJV-TV	52	224kw	ABC	II-R	Mar '54	5	8	---	10	---	3	8	2	1	A,L	
EVANSVILLE	WEHT	50	200.4kw	CBS	Young	Sept '53	12	3	---	18	6	5	9	2	2	A,L	
	WFIE-TV	62	155kw	NBC	V,R&McC	Nov '53	11	6	---	12	6	1	11	3	1	L	
	WTVW	15	316kw	ABC	Hollingbery	Aug '56	5	6	x	12	3	2	2	3	1	A,L	
FT. WAYNE	WIN-T	15	244kw	A,C	II-R	Sept '54	11	5	---	3	2	1	16	4	2	A,L	
	WKJG-TV	33	270kw	NBC	Raymer	Nov '53	9	7	---	3	3	1	8	5	2	A,L	
INDIANAPOLIS	WFBM-TV	6	100kw	NBC	Katz	May '49	9	4	---	7	8	2	---	3	2	M,A,L	
	WISH-TV	8	316kw	CBS	Bolling	Jul '54	x	x	---	1	---	2	7	3	3	E,L	
	WTTV	4	100kw	A,N	Meeker	Nov '49	---	---	---	---	---	---	---	---	---	---	---
LAFAYETTE	WFAM-TV	59	204kw	---	Rambeau	Jun '53	3	5	---	2	---	2	3	2	A,L		
MUNCIE	WLBC-TV	49	17.4kw	A,C,N	Holman	May '53	---	---	---	---	---	---	---	---	---	---	
SOUTH BEND	WNDU-TV	46	185kw	NBC	Petry	Jul '55	x	x	---	6	x	8	4	2	2	M,A,E	
	WSBT-TV	34	204kw	CBS	Raymer	Dec '52	10	5	---	5	3	1	6	5	2	A,L	
	WSJV-TV	(See ELKHART)															
TERRE HAUTE	WTHI-TV	10	316kw	A,C,N	Bolling	Jul '54	7	1	---	5	---	18	2	1	A,L		
WATERLOO	WIN-T	(See FT. WAYNE)															

IOWA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-tcptn	Chil-dren's	Home-makers	Farm	Syn-Film	News	Sports info	Feature films	
AMES	WOL-TV	(See DES MOINES)															
CEDAR RAPIDS	KCRG-TV	9	316kw	ABC	Blair	Oct '53	7	4	---	6	1/4	1/4	4	7	1	A,L	
	KWWL-TV	(See WATERLOO)															
	WMT-TV	2	100kw	CBS	Katz	Sept '53	10	6	---	8	3	1	8	4	1	A,L	
DAVENPORT	WHBF-TV	(See ROCK ISLAND, ILL.)															
	WOC-TV	6	100kw	NBC	PGW	Oct '49	4	4	1	7	5	1	4	3	2	A,L	
DES MOINES	KRNT-TV	8	316kw	CBS	Katz	Jul '55	12	7	---	5	---	2	5	4	2	A,L	
	WHIO-TV	13	316kw	NBC	PGW	Apr '54	10	7	---	10	5	2	9	3	2	L	
	WOL-TV	5	100kw	ABC	Weed	Feb '50	7	4	---	4	10	5	2	3	1	A,L	
ST. DODGE	KQTV	21	330kw	NBC	Pearson	Nov '53	6	5	x	5	3	1/2	6	2	1	E	
MASON CITY	KGLO-TV	3	100kw	CBS	Weed	May '54	3	6	---	5	3	2	12	2	2	E,L	
OTTUMWA	KTVO	3	100kw	C,N	Bolling	Nov '55	6	3	1	5	3	3	6	3	2	A,L	
IOUX CITY	KTIV	4	100kw	NBC	Hollingbery	Oct '54	11	8	---	10	3	3	10	5	2	M,A,L	
	KVTV	9	288kw	A,C	Katz	Mar '53	10	5	x	11	21	2	7	5	2	M,A,L	
WATERLOO	KCRG-TV	(See CEDAR RAPIDS)															
	KWWL-TV	7	316kw	NBC	Avery-Knodel	Nov '53	16	3	x	8	3	3	11	2	2	M,A,L	
	WMT-TV	(See CEDAR RAPIDS)															

KANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par-tcptn	Chil-dren's	Home-makers	Farm	Syn-Film	News	Sports info	Feature films	
BEAT BEND	KCKT-TV	2	100kw†	NBC	Bolling	Nov '55	5	6	x	21	4	4	21	5	2	L	
WICHITA	KTVH	(See WICHITA)															
OTTUMWA	KOAM-TV	7	245kw	A,N	Katz	Dec '53	8	7	---	4	---	2	4	4	2	A,E,L	
TOPEKA	WIBW-TV	13	316kw	A,C	Capper	Nov '53	8	9	---	3	3	3	10	6	3	M,A,E	
WICHITA	KAKE-TV	10	316kw	ABC	Katz	Oct '54	4	10	x	17	5	1	12	4	2	M,A,E	
	KARD-TV	3	100kw	NBC	Petry	Sept '55	11	6	3	3	x	4	9	4	1	E,L	
	KTVH	12	240kw	CBS	II-R	Jul '53	11	3	13	5	3	1	---	1	1	L	



# KENTUCKY

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY				
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films		
ANDERSON	WEHT	(See EVANSVILLE, IND.)																
LEXINGTON	WLAP-TV	27	219kw			1957												No data available
	WLEX-TV	18	200kw†	A,C,N	Bolling; D-C	Mar '55	x	x		x	3	1/2	x	2	2		L	
LOUISVILLE	WAVE-TV	3	100kw	NBC	NBC Spot	Nov '48	12	5	1/2	7	5	1	9	10	1*		A.L.	
	WHAS-TV	11	316kw	CBS	H,R&P	Mar '50	9	5	1/2	5	3	3	15	15	1*		L	
	WQXL-TV	41	200kw		Gill-Perna; D-C	1957											No data available	

# LOUISIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films	
ALEXANDRIA	KALB-TV	5	28.2kw	A,C,N	Weed	Sept '54	x	x	3	11	2	2	22	15	1		A.L.
BOSSON ROUGE	WAFB-TV	28	200kw	CBS	Blair	Apr '53	10	8	1/2	3	3		9	15	1		M.L.
	WBRZ	2	100kw	A,N	Hollingbery	Apr '55	9	7		3	3	1/2	9	35	1*		A.L.
MONROE	KLFY-TV	10	316kw	CBS	V,R&McC	Jun '55	6	2	5	7	1/2	1/2	10	3	1		A.L.
MONROE	KPLC-TV	7	52.5kw	A,N	Weed	Sept '54	4	7		7	1/2		6	15	1		L
	KTAG-TV	25	21kw	CBS	Young	Nov '53	4	7	x	6			12	25	1		A.L.
MONROE	KNOE-TV	8	230kw	A,C,N	H-R	Sept '53	12	5	1	6	3	1		15	2		A
NEW ORLEANS	WDSU-TV	6	100kw	A,C,N	Blair	Dec '48	11	7		2	5	1/2	10	55	3*		L
	WJMR-TV	20	1,000kw	A,C	Weed	Nov '53	10	6		2	8		8	25	2*		L
MONROE	KSLA-TV	12	316kw	A,C	Raymer	Jan '54	8	8		18	3	2	8	55	x		A.L.
MONROE	KTBS-TV	3	100kw	A,N	Petry	Sept '55	11	5	x	2	8		5	75	x*		M,A,L.

# MAINE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films	
BANGOR	WABI-TV	5	29.5kw	A,N	Hollingbery	Jan '53	10	8		3	4	1	10	35	x*		L
	W-TWO	2	14.1kw	CBS	V,R&McC	Sept '54	x	10		3	3		4	4	1*		M,A,E,L
BANGOR	WMTW	8	105kw	A,C	H,R&P	Sept '54											No data available
BANGOR	WCSH-TV	6	100kw	NBC	Weed	Dec '53	10	7		3	6	1/2	6	25	1		M,A,L
BANGOR	WGAN-TV	13	316kw	CBS	Avery-Knodel	May '54	x	x		8	2		3	35	1		L

# MARYLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films	
BALTIMORE	WAAM	13	316kw	ABC	H,R&P	Nov '48	4	11		12	5	1/2	6	3	2		M,A,E,L
	WBAL-TV	11	316kw	NBC	Petry	Mar '48	x	x		6	5	1/2	12	35	1		A.L.
	WMAR-TV	2	100kw	CBS	Katz	Oct '47	10	5		8	7	x	6	15	2*		A.L.
BALTIMORE	WBOC-TV	16	151kw†	A,C	Headley-Reed	Jul '54	4	4		1/2	1/2	1	12	55	1		E.L.

# MASSACHUSETTS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY				
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films		
BOSTON	WMGT	(See PITTSFIELD)																
BOSTON	WBZ-TV	4	95kw	NBC	PGW	Jun '48	10	9		9	1	1/2	10	65	x*		A,E,L	
	WNAC-TV	7	316kw	A,C	H-R	Jun '48	12	6		3			34				L	
PITTSFIELD	WMGT	19	200kw			Feb '54	2	6				1/2	7	35	1		A.L.	
PITTSFIELD	WHYN-TV	55	182kw	CBS	Branham; Weed	Apr '53	4	7	10	11	2		14	2			A,E,L	
	WWLP	22	206kw	A,N	Hollingbery	Mar '53	11	7		3	4		6	3	2		M,A,I	

# MICHIGAN

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY				
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films		
ANN ARBOR	WPAG-TV	20	18.5kw		Everett-McK	Apr '53	x	6		3		1/2	8	1	x*		L	
LANSING	WKNX-TV	(See SAGINAW)																
	WNEM-TV	5	100kw	A,N	Headley-Reed	Feb '54	8	4		5	3			35	2		M,L	



**MICHIGAN** (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feature films
CADILLAC	WWTW	13	316kw	A,C	Weed	Jan '54	6	4		5	5	1/2	10	2§	1	A,L
DETROIT	CKLW-TV	9	325kw		Young	Sept '54	3	7		10	3		8	2§		A,E,L
	WJBK-TV	2	100kw	CBS	Katz	Oct '48	x	x		7			4	5§	1*	M,A,L
	WWJ-TV	4	97.7kw	NBC	PGW	Jun '47	11	7		7	12	1	18	8§	1*	A,L
	WXYZ-TV	7	316kw	ABC	Blair	Oct '48	5	12		19	8		17	4	x*	M,A,L
FLINT	WJRT	12	316kw			1957										No data available
	WNEM-TV	(See BAY CITY)														
GRAND RAPIDS	WKZO-TV	(See KALAMAZOO)														
	WOOD-TV	8	316kw	A,N	Katz	Oct '51	11	5	8	9	3	1	11	6§	2	A,L
KALAMAZOO	WKZO-TV	3	100kw	A,C	Avery-Knodel	Jul '50	13	3		5	2	1/2	7	5	1	L
LANSING	WJIM-TV	6	100kw	A,C,N	Petry	Apr '50	2	3	x	10	13			x		
	WTOM-TV	54	20kw		McGillvra	Oct '53										No data available
SAGINAW	WKNX-TV	57	207kw	CBS	Gill-Perna	Apr '53	10	7	1	7	1		3	3§	2*	A,L
	WNEM-TV	(See BAY CITY)														
TRAVERSE CITY	WPBN-TV	7	53.7kw	NBC	Holman	Aug '54	5	4						4	1	

**MINNESOTA**

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feature films
AUSTIN	KMMT	6	18.7kw	ABC	Avery-Knodel	Aug '53	5	3		4	3	1/2	5	3	1	A,L
DULUTH- SUPERIOR, WISC.	KDAL-TV	3	100kw	A,C	Avery-Knodel	Mar '51	x	x		3	6		8	4§	1	L
	WDSM-TV	6	100kw	NBC	PGW	Mar '54	11	4	x	5	3	1/2		2	1*	
MINNEAPOLIS- ST. PAUL	KMGM-TV	9	316kw		Branham	Jan '55		8			3		10	1§	2*	E,L
	KSTP-TV	5	100kw	NBC	Petry	Apr '48										No data available
	WCCO-TV	4	100kw	CBS	PGW	Jul '49	10	x		17	3	2	18	12§	3*	M,A,L
ROCHESTER	WTCN-TV	11	316kw	ABC	Katz	Sept '53	5	10	x	16	1/2	1/2	8	4§	x*	M,A,E,L
	KROC-TV	10	100kw	NBC	Meeker	Jul '53	10	7		3	3	1/2	5	3§	2	A,L

**MICHIGAN'S BEST TELEVISION BUY!**

The Ed Sullivan Show • Gunsmoke • Jackie Gleason Show • Mr. Adams and Eve • What's My Line • \$64,000 Question • The Phil Silvers Show • Playhouse Of Stars • Climax! • U. S. Steel Hour • The Lineup • Do You Trust Your Wife • Lawrence Welk Show • Cheyenne • Crossroads • The Vise • Douglas Edwards & The News • Alfred Hitchcock Presents • I Love Lucy • General Electric Theatre • Air Power • The Voice Of Firestone • Wire Service • Conflict • West Point • Wild Bill Hickok • Premiere • Storm Show • 20th Century Fox Hour • December Bride • Captain Kangaroo • Moore • Love of Life • The Big Top • Sports Story • Secret Storm • Final Romper Room • Crunch And Des • The Clooney Show • You're On Your Own • Valiant Lady • Zane Grey Theatre • Shower Of Stars • Pixie's Looney Tunes • Hood • Dr. Hudson's Secret Journal • Wings Hockey • Our Miss Brooks • Name That Tune • To Tell The Truth • Private Secretary • Selznick Spectacular • Baseball • Captain David Grief • Bob Cummings Show • Polka Party • Arthur Godfrey Show • I Led Three Lives • Bob Crosby • Detroit Lions Football • Art Linkletter's Houseparty

Burns And Allen • Arthur Godfrey Time • Playhouse • Playhouse 90 • The Gale • Mama • I've Got A Secret • Hey Jeannie! • Jack Benny • The Millionaire • Garry • Late Show • Big Payoff • Sgt. Preston • Edition • The Little Rascals • The Brothers • Strike It Rich • The Rosemary • Beat The Clock • Ramar Of The Jungle • Telephone Hour • My Friend Flicka • Early Show • Adventures of Robin • Godfrey's Talent Scouts • Detroit Red

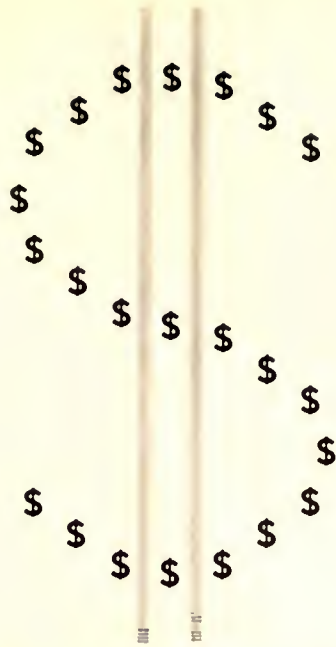


**WKNX-TV**  
CHANNEL 57

207,000 WATTS ERP

Address of the BIG Shows!





## HOW MUCH SHOULD A STATION INVEST IN TRADE PAPER ADVERTISING?

Station managers tell us that they seldom get a straight answer to this oft-asked question.

Yet today's strict insistence on economy in every phase of station operation demands that the question be answered.

Here is what we say when someone asks, "How much should my tv (or radio) station put into trade paper advertising?"

For three out of four stations the answer is, "not a red cent."

When you advertise in a tv radio trade publication, you want to attract national business. You're pin-pointing your message to account executives, ad managers, timebuyers. And you must have the ingredients that help you and your rep convert favorable impressions into sales.

With few exceptions, we advise that you reserve your

promotion dollars for local use unless you have—

(1) A national representative who will be stimulated and helped by your trade publication advertising. (2) A market story strong enough to convince national and regional buyers that your station is logical. (3) A station story that warrants consideration.

Frequency, network, and power aren't the whole answer, though they help. A few 250-watt independents have invested as much as 50% of their national spot income in trade advertising and have achieved outstanding results.

As we mentioned earlier, three out of four stations have no business using national trade paper space.

If you're the one-out-of-four that should, SPONSOR recommends, on the basis of industry analysis, that you invest 5% of your 1957 national spot income in this pin-pointed form of advertising.



THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE





THERE'S ONLY ONE LEADER ...

**KXLF-TV4 MONTANA**

THE CONTINENTAL DIVIDE STATION, BUTTE

From a mile and a half in the sky KXLF-TV4 MONTANA  
serves most of the Nation's 3rd Largest State.

Represented: East—The Walker Co. West—Pacific Northwest Broadcasters







# NEW HAMPSHIRE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
KEENE	WKNE-TV	45	23kw			1957			No data available							
MANCHESTER	WMUR-TV	9	282kw	A,C	Forjoe	Mar '54	5	5		5	1		4	4§	2	L
MT. WASHINGTON	WMTW	(See POLAND SPRING, ME.)														

# NEW JERSEY

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
NEWARK	WATV	(See NEW YORK)														

# NEW MEXICO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
ALBUQUERQUE	KGGM-TV	13	89kw†	CBS	Weed	Oct '53	8	5		2	1		6	2§	1	L
	KOAT-TV	7	87kw	ABC	Hollingbery	Oct '53	2	7	1	14	10		19	1	1•	A,L
	KOB-TV	4	12kw	NBC	Branham	Nov '48	5	5		7	3		16	1§	1•	A,L
CARLSBAD	KAVE-TV	6	11.7kw	CBS	Branham	Aug '56	6	x	36	7			8	4§	2•	A,E,L
CLOVIS	KICA-TV	12	30.3kw	CBS	Pearson	Dec '56	No data available									
ROSWELL	KSWs-TV	8	316kw†	A,C,N	Meeker	Jun '53	x	x	4	3	7	2		4	2	

# NEW YORK

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
ALBANY	WCDA	41	269kw	CBS	H,R&P	Oct '53	6	5		8	9		1	3§		M,E
	WRGB	(See SCHENECTADY)														
BINGHAMTON	WNBF-TV	12	166kw	A,C,N	Blair	Dec '49	11	6		3	5		8	5	1	A,L
BUFFALO	WBEN-TV	4	54kw	CBS	H,R&P	May '48	x	x			5			4	2	
	WBUF	17	500kw	NBC	NBC Spot	Aug '53	3	1					3	x		
	WGR-TV	2	100kw	ABC	PGW	Aug '54	15	2		¼	3		10	2§	2	A,L
CARTHAGE	WCNY-TV	7	178kw	A,C	Weed	Oct '54	5	4		10	1		9	4§	3	A,L
KINGSTON	WKNY-TV	66	21.4kw		Meeker	May '54	No data available									
	WABC-TV	7	110kw	ABC	Blair	Aug '48	6	11		16	1		10	3§		A,L
	WABD	5	37.1kw		Weed	Apr '40		16		15	10		28	4	1•	M,A,E
	WATV	13	316kw		Forjoe	May '48		14		9	½		10	2	x•	A,E,L
	WCBS-TV	2	42kw	CBS	CBS Spot	Jul '41	12	7		2		¼	6	7	1	M,E,L
	WOR-TV	9	131kw		H-R	Oct '49		16		9	1		9	2	1•	A,E,L
	WPIX	11	100kw		PGW	Jun '48		12		20	1		30	3§	1•	A
PLATTSBURGH	WRCA-TV	4	30.2kw†	NBC	NBC Spot	Jul '41	12	6		4	5	1	5	6§	1	M,E,L
	WPTZ-TV	5	20kw	A,N	Blair	Dec '54	13	3	1	5	10	½	12	4§	1	M,A,L
ROCHESTER	WHEC-TV#	10	124kw	A,C	Bolling; Everett-McK	Nov '53	x	x		½	1		4	x§		A,L
	WROC-TV	5	100kw	A,N	PGW	Jun '49	11	7		10	3	2	12	3§	1•	A,L
	WVET-TV#	10	124kw	A,C	Bolling Everett-McK	Nov '53	5	3		1	1		3	3§		E,L
SCHENECTADY	WRGB	6	93kw	NBC	NBC Spot	Nov '39	10	8		4	5	¼		1		
SYRACUSE	WHEN-TV	8	190kw	A,C	Katz	Dec '48	10	5		4	4	1		4§	2	L
	WSYR-TV	3	100kw	NBC	H,R&P	Feb '50	11	7		5	3	½	6	6§	1	M,A,L
UTICA	WKTV	13	316kw	A,C,N	Cooke	Dec '49	12	4			3	½	4	2§	2	L
WATERTOWN	WCNY-TV	(See CARTHAGE)														

SYMBOLS: { # stations share time      † licensed power (given) not used      § local film newsreel      ... category unclaimed  
 M,A,E,L—morn, aft, eve, late      \* local sports covered      x figure unspecified



BOOKS

**1 All-Media Evaluation Study** \$4  
155 Pages

This book gives you the main advantages and drawbacks of all major media . . . tips on when to use each medium . . . yardsticks for choosing the best possible medium for each product . . . how top advertisers and agencies use and test media . . . plus hundreds of other media plans, suggestions, formulas you can put to profitable use.

**2 TV Dictionary/Handbook** \$2  
48 Pages

The new edition contains 2200 definitions of television terms . . . 1000 more than previous edition. Compiled by Herbert True of Notre Dame in conjunction with 37 other tv experts, TV DICTIONARY HANDBOOK also contains a separate section dealing with painting techniques, artwork, tv moving displays, slides, etc.

**3 Timebuying Basics** \$2  
144 Pages

The only book of its kind—the most expert route to radio and television timebuying. A group of men and women who represent the most authoritative thinking in the field talk with complete candor about tv and radio and the opportunities these media offer.

REPRINTS

- |  |             |
|--|-------------|
| <b>4</b> Radio Results 1956                | 25¢         |
| <b>5</b> TV Results 1956                   | 25¢         |
| <b>6</b> Television Basics                 | 35¢         |
| <b>7</b> Radio Basics                      | 35¢         |
| <b>8</b> Film Basics                       | 25¢         |
| <b>9</b> Where Does the Money Go?          | 15¢         |
| <b>10</b> Procter and Gamble Story         | 25¢         |
| <b>11</b> Advertising Agency in Transition | 25¢         |
| <b>12</b> Tips on TV Commercials           | 25¢         |
| <b>13</b> The Top 50 Air Agencies          | 10¢         |
| <b>14</b> Lets Cut Spot's Paper Maze       | 10¢         |
| <b>15</b> Volume for Year 1956             | \$15        |
| <b>16</b> Binders                          | 1—\$4 2—\$7 |

**NOW  
AVAILABLE  
FROM  
SPONSOR  
SERVICES INC.**

**Just fill out the handy  
order form and mail**

ORDER FORM															
SPONSOR SERVICES, 40 East 49th St., New York 17, N.Y.															
Please send me the SPONSOR SERVICES encircled by number below:															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Name _____															
Firm _____															
Address _____															
City _____ Zone _____ State _____															
<input type="checkbox"/> Enclosed is my payment of \$ _____															
Quantity Prices Upon Request															



# NORTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feature films
ASHEVILLE	WISE-TV	62	26.2kw	C,N	Bolling	Aug '53			No data available							
	WLOS-TV	13	170kw	ABC	V,R&McC	Sept '54	4	8	8	10	3	3	10	4§		A,L
CHARLOTTE	WBTV	3	100kw	CBS	CBS Spot	Jul '49	9	6		7	3	¼	11	4§	1	A,L
DURHAM	WTVD	11	316kw	ABC	Petry	Sept '54	10	5	4	3	3	3	6	3§	1	A,E,L
FAYETTEVILLE	WFLB-TV	18	13.2kw	A,C,N	Burn-Smith	Aug '55			No data available							
GREENSBORO	WFMY-TV	2	100kw	A,C	H,R&P	Sept '49	10	7	2	6	4	1	9	5§	1	A,L
GREENVILLE	WNCT	9	316kw	A,C	Hollingbery	Nov '53	x	x	3	11		2	9	4§	2	A,L
RALEIGH	WNAO-TV	28	183kw	A,C	Forjoe	Jul '53			No data available							
	WTVD	(See DURHAM)														
WASHINGTON	WITN	7	316kw	NBC	Headley-Reed	Sept '55	9	5		3	3	4	15	3§	2*	M,L
WILMINGTON	WMFD-TV	11	316	ABC		Apr '54	7	2		4	3		6	2§		L
WINSTON-SALEM	WSJS-TV	12	316kw	NBC	Headley-Reed	Sept '53	13	5		9	5	3	6	4§	2	A,E
	WTOB-TV	26	176kw†	ABC	V,R&McC	Sept '53	6	1			x				x	

# NORTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feature films
BISMARCK	KBMB-TV	12	38kw	CBS	Weed	Nov '55	3	6		6		1	4	2	2*	E,L
	KFYR-TV	5	100kw	A,N	Blair	Dec '53	5	5	½	11		2	3	4§	1	L
DICKINSON	KDIX-TV	2	26kw	CBS	Holman	Oct '56	x	x	x	4	1	1	11	2	1	A,E,L
GRAND FORKS	KXJB-TV	(See VALLEY CITY)														
	WDAY-TV	6	66kw	A,N	PGW	Jun '53	7	4	x		x	1	16	2	2	L
GRAND FORKS	KNOX-TV	10	30kw	NBC	Rambeau	Dec '55			No data available							
MINOT	KCJB-TV	13	29.5kw	A,C,N	Weed	Apr '53	3	8		1	2	1	3	2	2*	A,E,L
VALLEY CITY	KXJB-TV	4	100kw	CBS	Weed	Aug '54	7	5	1	12	2	2	5	5§	2*	M,A,L
VILLISTON	KUMV-TV	8	50.9kw	A,N	Blair	Jan '57			(Satellite to KFYR-TV, BISMARCK, N.D.)							

# OHIO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feature films
AKRON	WAKR-TV	49	213kw	ABC	Burke-Stuart	Jul '53	x	x	x		3		4	4§	1*	A,E,L
CANTON	WTLC	29	x			1957			No data available							
CINCINNATI	WCPO-TV	6	316kw	ABC	Blair	Jul '49	x	x	20	22	x	½	4	2	1	A,E,L
	WKRC-TV	12	316kw	CBS	Katz	Apr '49	11	7	5	10			8	6§	x*	A,L
	WLW-TV	5	100kw	NBC	Crosley; NBC Spot	Feb '48	12	6		8	15		10	3§	x*	A,E,L
CLEVELAND	KYW-TV	3	100kw	NBC	PGW	Oct '48	x	x		½	5		11	7§	2*	M,A,L
	WERE-TV	65	x			1957			No data available							
	WEWS	5	93.3kw	ABC	Blair	Dec '47	x	x	1		10		9	4§	1*	A,L
COLUMBUS	WJW-TV	8	316kw	CBS	Katz	Dec '49	12	6		6	3		6	4	2*	A,E,L
	WBNS-TV	10	224kw	CBS	Blair	Oct '49	9	3	x	10	7	1	11	4§	1	L
	WLW-C	4	100kw	NBC	Crosley; NBC Spot	Apr '49	10	6	11	7		½	5	6	2	A,L
	WTVN-TV	6	100kw	ABC	Katz	Sept '49	5	11		9	3		9	3§	6*	M,E,L
DAYTON	WHIO-TV	7	316kw	CBS	Hollingbery	Feb '49	x	x		7	½		10	2§	2*	L
	WLW-D	2	100kw	A,N	Crosley; NBC Spot	Mar '49	10	3		7	x	1	7	6§	1*	L
DEMA	WIMA-TV	35	16kw	A,C,N	H-R	Apr '53	8	6	5	11	10		5	2	2	A,L
DEUBENVILLE	WSTV-TV	9	230.5kw	A,C	Avery-Knodel	Dec '53	11	6	4		3	½	9	4§	1	M,A,L
DOLEDO	WSPD-TV	13	316kw	A,C,N	Katz	Jul '48	8	4		3	4	3	15	5	1	L
DOUGSTOWN	WFMJ-TV	21	175kw	NBC	Headley-Reed	Mar '53	x	x		x	4			7§	1	A,L
	WKBN-TV	27	178kw	A,C	Raymer	Jan '53	10	1		8			5	2§	1	M,A,L
LANESVILLE	WHIZ-TV	18	20kw	A,C,N	Pearson	May '53	6	6		2		1	10	2§	2	L

† licensed power (given) not used  
 M,A,E,L—morn, aft, eve, late  
 § local film newsreel  
 \* local sports covered  
 --- category unclaimed  
 x figure unspecified



In Tulsa, take

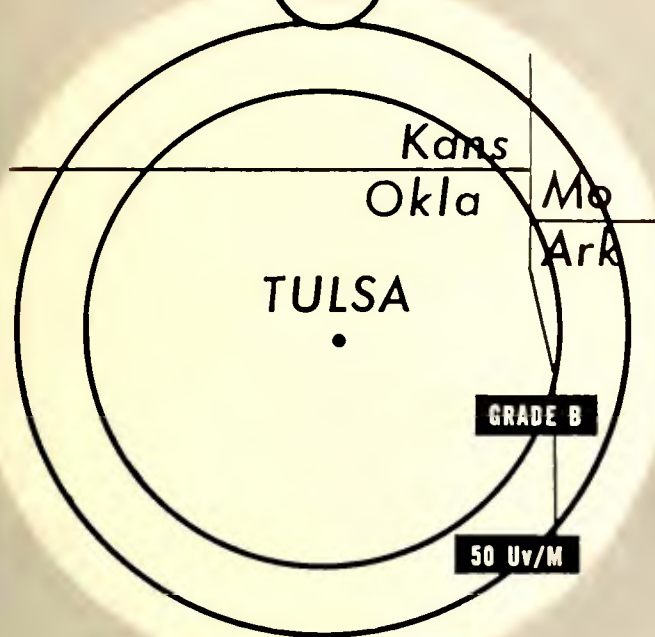


for Sales!

# KVOO-TV

CHANNEL

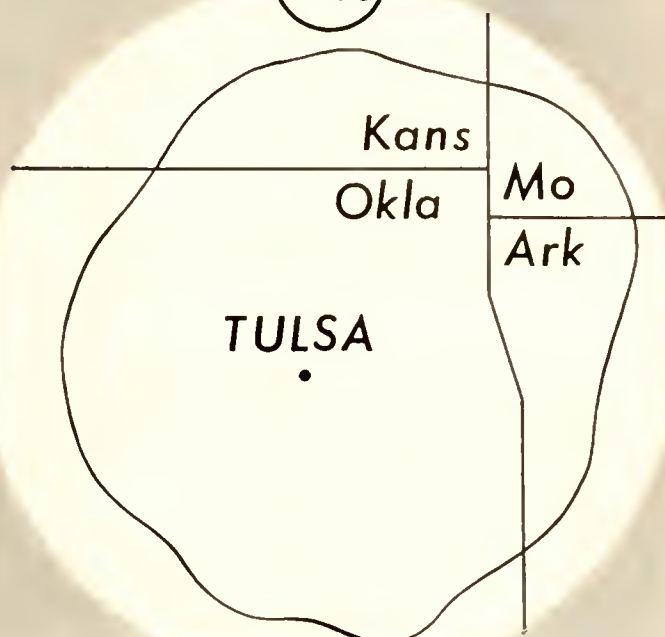
**2**



# KVOO-RADIO

50,000 WATTS

DIAL  
1170



## A BILLION DOLLAR MARKET

There's a SPOT for YOU . . . an Channel Two . . . Tulsa's TOP TV facility. The map shows our 1/2 Mv/M coverage of this tremendous Billion Dollar Market . . . bigger than Denver, Oklahoma City or Miami. For availabilities, contact the nearest office of . . . . .



BLAIR-TV

KVOO's 50,000 watts power and advantageous 1170 spot on the radio dial, plus more than 33 years of quality broadcast service, guarantees blanket coverage of Oklahoma's No. 1 Market. The 1956 Nielsen Study No. 2 proves this conclusively. For all the facts, see your Petry man.



Edward Petry & Co., Inc.

## OPENING THIS YEAR . . . KVOO'S NEW BROADCAST CENTER

KVOO's new million dollar radio-tv Broadcast Center once again reaffirms our faith in these two great media, and in the fast growing market we serve. Visit us soon . . . see one of America's finest broadcasting facilities.

**HAROLD C. STUART**  
Executive Vice-President

**C. B. AKERS, Manager**  
KVOO-TV

**GUSTAV K. BRANDBORG, Manager**  
KVOO-RADIO





# OKLAHOMA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
ADA	KTEN	10	252kw	A,C,N	V,R&McC	May '54	4	4		3	....	¼	x	3§	1*	A,E,L
ARDMORE	KVSO-TV	12	27.3kw	NBC	Pearson	Sep '56	3	5		3	1	½	7	3	2*	.....
ARVID	KGEO-TV	5	100kw	ABC	Pearson	Jul '54	3	3	15	3	3	....	14	5§	1	L
AWTONTON	KSWO-TV	7	9.6kw	ABC	Pearson	Mar '53	4	4	½	3	1	....	10	3§	2*	A,L
BUKOGEE	KTVX	(See TULSA)														
OKLAHOMA CITY	KWTV	9	316kw	CBS	Avery-Knodel	Dec '53	6	5		3	3	4	9	5§	1	A,L
	WKY-TV	4	100kw	NBC	Katz	Jun '49	10	6		5	x	1	13	10§	1	A,L
TULSA	KOTV	6	100kw	CBS	Petry	Nov '49	12	6	3	7	3	2	4	7§	2*	A,L
	KTVX	8	316kw	ABC	Avery-Knodel	Sep '54	5	10		18	1	½	25	1§	1	L
	KVOO-TV	2	100kw	NBC	Blair	Dec '54	11	4		3	3	3	5	9§	2	L

# OREGON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
ASTORIA	KVAL-TV	13	56kw	NBC	Hollingbery	Apr '54	6	3		4	1		12	2	1	A,L
CLATSOP FALLS	KOTI	2	13.5kw†	A,C,N	Blair	Aug '56	3	6		1	1	1	10	2	x	L
EDFORD	KBES-TV	5	29.2kw	A,C,N	Blair	Aug '53	6	4	5	3	3	1	14	2		A,L
PORTLAND	KLOR	12	316kw	.....	Hollingbery	Mar '55		11	x	11	3	2	26	1§	1	A,E,L
	KOIN-TV	6	100kw	CBS	CBS TV Spot	Sep '53	10	4	1	8	3	½	10	4§	1*	A,L
	KPTV	27	1,000kw	NBC	NBC Spot	Sep '52	10	3		8	3	1	1	3§	1	A,E,L

# PENNSYLVANIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
ALTOONA	WFBG-TV	10	316kw	A,C,N	Blair	Mar '53	6	10		8	2	¼	3	3	1	A,E,L
ATHLEHEM	WLEV-TV	51	12.4kw	NBC	Meeker	May '53	x	x						2	2*	L
ASTON	WGLV	57	100kw	ABC	Headley-Reed	Aug '53	x	x	3	5			½	3§	2*	A,L
BIE	WICU	12	30kw	A,N	Petry	Mar '49	10	8		5	6	¼	10	2§	2	A,L
	WSEE-TV	35	170kw	CBS	Avery-Knodel	Apr '54	8	5		8			5	2§	2	M,E,L
HARRISBURG	WCMB-TV	27	240kw	.....	Gill-Perna	Sep '54		7	x	3		x	7	2§	1	A,E,L
	WHP-TV	55	241kw	CBS	Bolling	Apr '53	x	x		x			7	2§	2	A,L
	WTPA	71	220kw	ABC	H,R&P	Jul '53	x	x			3			3§	1	M,A,L
HUNTSWORTH	WARD-TV	56	91kw	A,C	Weed	Sep '53	3	6			1	2	5	4	2	E,L
	WJAC-TV	6	100kw	A,N	Katz	Sep '49	8	6	½	½		¼	10	6§	1	A,E,L
LANCASTER	WGAL-TV	8	316kw	C,N	Meeker	Mar '49										<i>No data available</i>
LEWISBURG	WKST-TV	45	198kw	ABC	Everett-McK	Jan '57										<i>No data available</i>
PHILADELPHIA	WCAU-TV	10	316kw	CBS	CBS TV Spot	Mar '48	10	9	3	2	13		4	7§	2*	E,L
	WFIL-TV	6	100kw	ABC	Blair	Sep '47	4	13		20	3		30	3§	3*	A,L
	WPFH	(See WILMINGTON, DEL.)														
	WRCV-TV	3	100kw	NBC	NBC Spot	Sep '41	12	6		4	3	3	13	9§	x*	A,L
PITTSBURGH	KDKA-TV	2	100kw	A,C,N	PGW	Jan '49	7	12	x	10	2	1	10	8§	1*	L
	WENS	16	200kw	A,C,N	Branham	Aug '53										<i>No data available</i>
PUNYANTON	WARM-TV	16	228kw	ABC	Bolling	Feb '54	4	8	x	7	3	1	10	3§	1	A,E,L
	WBRE-TV	(See WILKES-BARRE)														
	WGBI-TV	22	1,200kw	CBS	II-R	Jun '53	12	5		5			7	7§	1	E,L
	WILK-TV	(See WILKES-BARRE)														
WILKES-BARRE	WBRE-TV	28	1,000kw	NBC	Headley-Reed	Jan '53										<i>No data available</i>
	WILK-TV	34	1,000kw	ABC	Avery-Knodel	Sep '53	6	6		8	5	x	9	3§		A,L
WYOMING	WNOW-TV	49	100kw†	NTA	Keller	Nov '53		4					5	2	1	E,L
	WSBA-TV	43	170kw†	ABC	Young	Dec '52	6	4		9			2	3	1	A,E,L

# RHODE ISLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
PROVIDENCE	WJAR-TV	10	316kw	A,N	Weed	Jul '49	x	x		5	5	1		7§	2	A,L
	WPRO-TV	12	316kw	CBS	Blair	Mar '55										<i>No data available</i>



★ Kellogg Company  
 ★ John Labatt, Ltd.  
 ★ Lever Brothers Co.  
 ★ Liggett & Meyers Tobacco Co.  
 ★ Thomas J. Lipton  
 ★ P. Lorillard  
 ★ American Chicle Co.  
 ★ Charles Antell, Inc.  
 ★ Brown & Williamson  
 ★ Bulova  
 ★ Canadian Nat'l Exhibition  
 ★ Carling Brewing Co.  
 ★ Carter Products, Inc.  
 ★ Radio C...  
 ★ Readers...  
 ★ Salada T...  
 ★ Jos. E. Sch...  
 ★ W. A. Shear...  
 ★ Socony M...  
 ★ Stand...

**WICU ★ A PACKED HOUSE EVERY PERFORMANCE**

**★★ STARRING A HOST OF NATIONAL ACCOUNTS**

**THANKS TO THE *Petry* COMPANY ★★★**

★ Kellogg Company  
 ★ John Labatt, Ltd.  
 ★ Lever Brothers Co.  
 ★ Liggett & Meyers Tobacco Co.  
 ★ Thomas J. Lipton  
 ★ P. Lorillard  
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 ★ Brown & Williamson  
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 ★ Carling Brewing Co.  
 ★ Carter Products, Inc.  
 ★ Colgate-Palmolive Co.  
 ★ Commonwealth of Pa.  
 ★ Continental Baking Co.  
 ★ Cooks Markets  
 ★ Corn Products Refining Co.  
 ★ Cream of Wheat Corp.  
 ★ Dole Hot Shopp  
 ★ Duquesne Brewing Co.  
 ★ Erie Brewing Co.  
 ★ Excelsior Form Products  
 ★ First Federal Sav. & Loan Bank  
 ★ General Foods Corp.  
 ★ Grant Co.  
 ★ Robert Hall Clothes  
 ★ Havelly & Hosen, Inc.  
 ★ H. J. Heinz Co.  
 ★ Kellogg Company  
 ★ John Labatt, Ltd.  
 ★ Lever Brothers Co.  
 ★ Liggett & Meyers Tobacco Co.  
 ★ American Chicle Co.  
 ★ Charles Antell, Inc.  
 ★ Brown & Williamson  
 ★ Bulova  
 ★ Canadian Nat'l Exhibition  
 ★ Carling Brewing Co.  
 ★ Carter Products, Inc.  
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 ★ Lever Brothers Co.  
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 ★ Salada T...  
 ★ Jos. E. Sch...  
 ★ W. A. Shear...  
 ★ Socony M...  
 ★ Stand...

**RATINGS**  
**CONSISTENTLY 20%**  
**AND MORE**  
**ABOVE THE**  
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**WICU ERIE, PA. CHANNEL 12**

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

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**EDWARD PETRY AND CO., INC.**

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles



## SOUTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Featur films
ANDERSON	WAIM-TV	40	207.5kw	A,C	Headley-Reed	Dec '53	6	4			3	1/2	6	2§	5*	M,A,E,L
CHARLESTON	WCSC-TV	5	100kw	A,C	PGW	Jun '53	10	4		7	3	1/2	9	4§	2	A
	WUSN-TV	2	100kw	A,N	Weed	Sept '54				No data available						
COLUMBIA	WIS-TV	10	269kw	NBC	PGW	Nov '53	x	x	x	20	x	1	25	3§	2	A,L
	WNOK-TV	67	93.7kw	CBS	Raymer	Sept '53	8	4		8			3	2§	x*	A,L
DRENCHE	WBTW	8	316kw	A,C,N	CBS TV Spot	Oct '54	5	3		5		1/2	12	3§	1	A,L
GREENVILLE	WFBC-TV	4	100kw	NBC	Weed	Jan '54	12	6		4	3	1	21	3§	2*	M,A

## SOUTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY				
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Featur films		
DRENCHE	KDLO-TV	3	100kw	A,N	H-R	Sept '55			(Satellite to KELO-TV, Sioux Falls)									
PID CITY	KOTA-TV	3	75kw	A,C,N	Headley-Reed	Jul '55	3	3		7	2	2	11	2	2	L		
SIOUX FALLS	KELO-TV	11	220kw	A,N	H-R	May '53	10	4	3	5	7	6	15	4§	2*	L		

## TENNESSEE

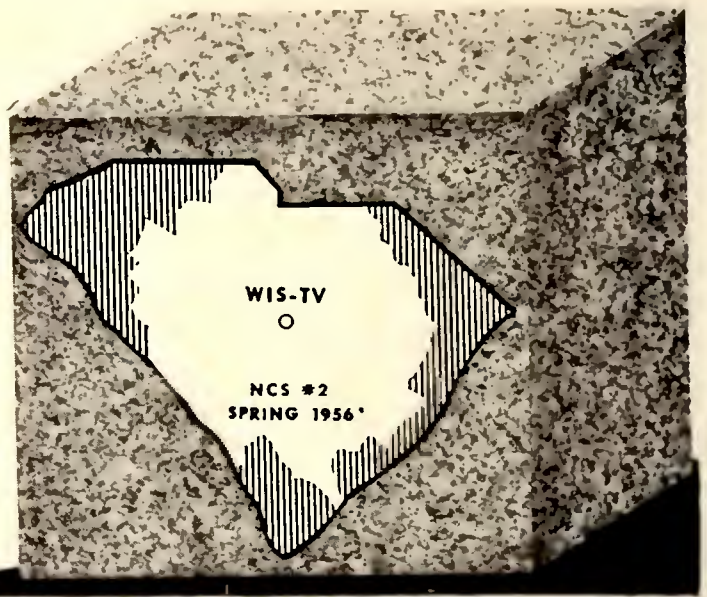
City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Featur films
ATTANOOGA	WDEF-TV	12	316kw	A,C	Branham	Apr '54	10	6		7	6		7	2§	1	A,L
	WRGP-TV	3	100kw	A,N	H-R	May '56	12	4	2	6	1/4	1	7	4§		A,L
CKSON	WDXI-TV	7	86.7kw	CBS	Headley-Reed	Mar '55	4	6		5	3	1	6	2§	2	A,L
CHICKAMAUGA CITY	WJHL-TV	11	316kw	A,C	Pearson	Oct '53	x	x	x	8	3	1	4	4§	2	A,L
COXVILLE	WATE-TV	6	100kw	NBC	Avery-Knodel	Oct '53	12	6		7	3	1/2	7	4§	2*	A,L
	WBIR-TV	10	316kw	CBS	Katz	Aug '56	9	8		1/2	3	1	10	2§	2	A,L
	WTVK	26	316kw	ABC	Pearson	Oct '53	6	3	5	10			4	2	2	L

**CORNERSTONE**  
of successful TV campaigns  
in South Carolina — **WIS-TV**

**AGAIN**

ARB shows WIS-TV has —  
25 of the top 30 shows  
14 of the top 15 film shows  
10 of the top 10 local live shows

(ARB Columbia, S. C., November, 1956)



**WIS-TV**

**CHANNEL 10**

COLUMBIA, SOUTH CAROLINA



**WIS-TV ranks 1st in 132 of the 133 total weekday quarter-hours both Columbia stations telecast!**

\*NCS credits 29 of South Carolina's 46 counties to WIS-TV.

President, G. Richard Shafto  
Managing Director, Charles A. Batson



**PETERS, GRIFFIN,  
WOODWARD, INC.**  
Exclusive National Representatives



TENNESSEE (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
MEMPHIS	WHBQ-TV	13	316kw	ABC	H-R	Sept '53	11	6	5	4	1/2	5	7			A
	WMCT	5	100kw	NBC	Blair	Dec '48	11	5	4	8	1	22	7§	2*		
	WREC-TV	3	100kw	CBS	Katz	Jan '56	No data available									
NASHVILLE	WLAC-TV	5	100kw	CBS	Katz	Aug '54	12	5	6		1	3	2	x		A.L.
	WSIX-TV	8	177kw	ABC	Hollingbery	Nov '53	6	10	10		5	14	2§	x		M.A.E.
	WSM-TV	4	100kw	NBC	Petry	Sept '50	5	9	4	1		22	2§	1*		A.L.

TEXAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films	
ABILENE	KPAR-TV	(See SWEETWATER)															
	KRBC-TV	9	27.5kw	NBC	Raymer	Aug '53	8	3	3	7	1	1/2	19	3§	2	A.E.L.	
AMARILLO	KFDA-TV	10	250kw	A.C	H-R	Apr '53	10	6		15	5		11	2§	2*	A.L.	
	KGNC-TV	4	100kw	NBC	Katz	Mar '53	10	8		8	1	1	13	1§	1	A.L.	
AUSTIN	KTBC-TV	7	316kw	A,C,N	Raymer	Nov '52	12	4	5	3	5	2	12	8	x	L	
BEAUMONT	KFDM-TV	6	100kw	A,C	PGW	Apr '55	4	8	3	3	3	1/2	9	1	1	A.L.	
BIG SPRING	KBST-TV	4	43kw	CBS	Pearson	Jan '56	2	7		8	2	2	8	3	2	A.L.	
CORPUS CHRISTI	KVDO-TV	22	16.6kw†	A.C	Young	Jun '54	1/2	7	3		3	1/2	15	2§	2	A.L.	
DALLAS	KRLD-TV	4	100kw	CBS	Branham	Dec '49	12	6			1		10	1§	1	A.L.	
	WFAA-TV	8	316kw	A,N	Petry	Sept '49	6	2		8	5	2	23	1§	2*	M.A.E.	
EL PASO	KILT-TV	13	28.2kw	ABC	H-R	Sept '56	x	x	x	14	1		4	1*	L		
	KROD-TV	4	62.2kw	A,C	Branham	Dec '52	10	5	5	5	3	1	10	3§	1	A.L.	
	KTSM-TV	9	55kw	NBC	Hollingbery	Jan '53	6	2	4	6	6		14	2§	1	A.L.	
(Licensed in Juarez, Mex.)	XEJ-TV	5	250kw		Natl Time Sls; Oakes	May '54	1	6	x	3	x	1/4		1§	1*	A.L.	
FORT WORTH	KFJZ-TV	11	316kw†		Headley-Reed	Sept '55		11		5	1		9	1§	2*	A.E.L.	
	WBAP-TV	5	100kw	A,N	PGW	Sept '48	8	9	6	8	4	1/2	14	1§	2*	A.L.	
GALVESTON	KGUL-TV	11	263kw	CBS	CBS TV Spot	Mar '53	10	9	x	1/2		3	17	3	1	A.L.	
HARLINGEN	KGBT-TV	4	100kw	A,C	H-R	Oct '53	3	5		4	8	1/2	7	2	2	L	
HOUSTON	KGUL-TV	(See GALVESTON)															
	KPRC-TV	2	100kw	NBC	Petry	Jan '49	No data available										
	KTRK-TV	13	316kw†	ABC	Hollingbery	Nov '54	5	12	13	19	1/4	1/2	10	10§		M.A.E.	
LAREDO	KHAD-TV	8	2.14kw	A,C,N	Pearson	Jan '56	2	2	x	7	1		15	2	1		
LUBBOCK	KCBD-TV	11	100kw	A,N	Raymer	May '53	8	6		6	3	1	10	3	3	A.L.	
	KDUB-TV	13	316kw†	CBS	Branham	Nov '52	10	7		6	4	1	12	6§	2	L	
LUFKIN	KTRE-TV	9	26kw	NBC	V,R&McC	Sept '55	8	2		1/2	3	1/4	10	3	1	A	
MIDLAND	KMID-TV	2	100kw	A,N	V,R&McC	Dec '53	9	5		5	8			3§	2*	M.E.L.	
ODESSA	KOSA-TV	7	102kw	CBS	Pearson	Jan '56	No data available										
SAN ANGELO	KTXL-TV	8	25kw	A,C,N	V,R & McC	Jul '53	4	7		12	2	x	7	3§	2	A.E.L.	
SAN ANTONIO	KCOR-TV	11	16.4kw		R. O'Connell	Jun '55		4	x	3	1/4	1/2	3	1§	x	L	
	KENS-TV	5	100kw	A,C	PGW	Feb '50	12	4	9	7	4	1/2	10	6§	1*	A.L.	
	WOAI-TV	4	100kw	NBC	Petry	Dec '49	12	5		x	1/2		6	2*		A.E.L.	
SWEETWATER	KPAR-TV	12	26kw†	CBS	Branham	Jan '56	8	9		6	5	1	16	6	2*	M.E.L.	
TEMPLE	KCEN-TV	6	100kw	NBC	Hollingbery	Nov '53	10	3		3	4	3	6	5	2	L	
TEXARKANA	KCMC-TV	6	100kw	A,C	V,R&McC	Aug '53	11	4		6		2	8	5§	1		
TYLER	KLTV	7	316kw	A,C,N	H-R	Oct '54	No data available										
WACO	KCEN-TV	(See TEMPLE)															
	KWTX-TV	10	107kw	A,C	Pearson	Apr '55	No data available										
WESLACO	KRGV-TV	5	28.8kw	NBC	Pearson	Apr '54	x	x		1		1/4		3§	1	E.L.	
WICHITA FALLS	KFDX-TV	3	100kw	A,N	Raymer	Apr '53	10	7		10	5	1	9	9	2	M.A.E.	
	KSVD-TV	6	100kw	CBS	Blair	Mar '53	x	x		x	3	1	4	2	1	A	

UTAH

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Feature films
SALT LAKE CITY	KSL-TV	5	28.3kw	CBS	CBS TV Spot	Jun '49	12	4	6	6	2	1/2	14	1§	x*	A.L.
	KTVT	4	30kw	NBC	Katz	Apr '48	12	6	1/2	5	10	2	12	6§	1*	M.A.E.
	KUTV	2	45.7kw	ABC	Avery-Knodel	Sep '54	5	7	1	3	8	1	5	2	2*	A.E.L.

SYMBOLS: { # stations share time      † licensed power (given) not used      § local film newsreel      — category unclai  
 { # stations share time      M,A,E,L—morn, aft, eve, late      \* local sports covered      x figure unspecifi



## VERMONT

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Featur films
BURLINGTON	WCAX-TV	3	60kw†	CBS	Weed	Sept '54	8	6	x	8	3	2	5	3§	2	L

## VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Featur films
BOSTON	WCYB-TV	5	82.6kw	A,N	Weed	Sep '56	10	6	x	4	3	3	3	3§	2*	A,L
BRISTOL	WVEC-TV	(See NORFOLK)														
HARRISONBURG	WSVA-TV	3	8.3kw	All	PGW	Oct '53	8	5	x	1/2	2	2	3	3	2	E,L
LANEYSBURG	WLVA-TV	13	316kw	ABC	Hollingbery	Feb '53	11	7		10	3	2	2	2		M,E,L
NORFOLK	WAVY-TV	10	316kw	ABC	H-R	Jan '57				No data available						
	WTAR-TV	3	100kw	A,C	Petry	Apr '50	11	7	x	3		1/2	24	15§	1*	L
	WTOV-TV	27	19.6kw		McGillvra	Oct '53				No data available						
	WVEC-TV	15	214kw	NBC	Avery-Knodel	Sep '53	10	7		6	2	1/2	6	2	2	M,A,L
PETERSBURG	WXEX-TV	8	316kw	NBC	Forjoe	Aug '55	12	6			3	6	4	6§	2*	M,A,L
ROANOKE	WRVA-TV	12	316kw	CBS	H,R&P	Apr '56	12	6	5	3	1/2	1	9	4§	1	A,L
	WTVR	6	100kw	ABC	Blair	Apr '48	18			12	3	3	x	7	3	M,L
	WXEX-TV	(See PETERSBURG)														
ROANOKE	WDBJ-TV	7	316kw	CBS	PGW	Oct '55	11	6	5	10	3	1/2	4	5§	2	A,L
	WSLS-TV	10	316kw	A,N	Avery-Knodel	Dec '52	12	6	5	8	8	1	3	7§	1	L

## WASHINGTON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Featur films
ALLINGHAM	KVOS-TV	12	38.5kw	CBS	Forjoe	Jun '53	2	x		6			15	2		A,E,L
ASCO	KEPR-TV	19	11kw	A,C,N	Weed	Dec '54			(Satellite to KIMA-TV, YAKIMA)							
BATTLE	KING-TV	5	100kw	ABC	Blair	Nov '48	3	12		10	3	1/2	15	4§	1*	M,A,L
	KOMO-TV	4	100kw	NBC	NBC Spot	Dec '53	14	3	4	1/2		2	9	2§	x	A,L
	KTNT-TV	(See TACOMA)														
	KTVW	(See TACOMA)														
OKANE	KHQ-TV	6	100kw	NBC	Katz	Dec '52	9	6		15	1	1/4	12	4§	x*	A,L
	KREM-TV	2	100kw	ABC	Petry	Nov '54	5	6	3	5			6	1		A,L
	KXLY-TV	4	48kw	CBS	Avery-Knodel	Feb '53	9	4		1	3		13	2§		A,L
TACOMA	KTNT-TV	11	316kw	CBS	Weed	Mar '53	12	9		8		1	5	2§	x*	A,L
	KTVW	13	100kw		Hollingbery	Aug '53		12	5		15		14	1§	x*	A,L
INCOUVER	KVAN-TV	21	108kw		Bolling	1957			No data available							
KIMA	KIMA-TV	29	191kw	A,C,N	Weed	Jul '53	6	5	3	10	4	1	20	3§	1*	L
	KRSM	23	25kw			1957			No data available							

## WEST VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Featur films
DELFIELD	WHIS-TV	6	50kw	NBC	Katz	Sep '55	4	6		5	1/4	1/2	6	3§	1	A,E,L
CHARLESTON	WCHS-TV	8	316kw	CBS	Branham	Aug '54	11	5		1/2	3	1	5	2§	1	M,A,L
	WOAY-TV	(See OAK HILL)														
	WSAZ-TV	(See HUNTINGTON)														
CHARMONT	WJPB-TV	35	20kw	NBC	Gill-Perna	Feb '54	5	5	x	3	5		6	5§	2*	A,L
HUNTINGTON	WHTN-TV	13	316kw	ABC	Petry	Oct '55	5	9		10	1	1	12	3§		A,E,L
	WSAZ-TV	3	100kw†	NBC	Katz	Nov '49	11	7	5	5	4	3	8	7§	3	L
OAK HILL	WOAY-TV	4	100kw	ABC	Pearson	Oct '54	2	7		4	2	1	10	3	1	E,L
MARKERSBURG	WTAP	15	20kw†	A,C,N	Pearson	Nov '53	8	2	x				14	4	1*	L
HEELING	WSTV-TV	(See STEUBENVILLE, OHIO)														
	WTRF-TV	7	317kw	A,N	Hollingbery	Oct '53	11	5		11	9	1/2	16	3§	1	L



# WISCONSIN

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
EAU CLAIRE	WEAU-TV	13	150kw	A,N	Hollingbery	Dec '53	x	x		2		1 1/2		2		L
GREEN BAY	WBAY-TV	2	100kw	CBS	Weed	Mar '53	9	4		3	3	5	2	3 1/2	1	A,I
	WFRV-TV	5	100kw	A,C	Headley-Reed	Jun '55	7	4	2	4	4		2	3	1	A,E,I
	WMBV-TV	(See MARINETTE)														
LA CROSSE	WKBT	8	251kw	A,C,N	H-R	Aug '54	4	3		3		1	5	10	6*	E,I
MADISON	WISN-TV	3	100kw	CBS	PGW	Jun '56	10	7		5	3	5	10	15		A,I
	WKOW-TV	27	201kw	ABC	Headley-Reed	Jul '53	5	6		8	4	3	6	3	x	A,E,I
	WMTV	33	196kw	NBC	Young	Jul '53	9	10		12	10	4		2 1/2	1	A,E,I
MARINETTE	WMBV-TV	11	210kw	NBC	V,R&McC	Sep '54	11	6	1/2	8	8	1	8	15	2	A,I
MILWAUKEE	WISN-TV	12	316kw	ABC	Petry	Oct '54	6	9	x	12	2	2	25	8 1/2	2*	M,A,I
	WITL-TV	6	100kw	NTA	Branham	May '56		9	1	7			12	2	1	A,E,I
	WTMJ-TV	4	100kw	NBC	H,R&P	Dec '47	10	7	x				x	x		L
	WXIX	19	263kw	CBS	CBS TV Spot	Oct '53	9	7	1	3	1/2		13	4 1/2	2	M,A,I
SUPERIOR- DULUTH, MINN.	KDAL-TV	(See DULUTH, MINN.)														
	WDSM-TV	6	100kw	NBC	PGW	Mar '54	12	4	x	11	3	1/2	7	2 1/2	1*	A,I
WAUSAU	WSAU-TV	7	100kw	A,C,N	Mecker	Oct '54	6	5		8	2	5	14	3	2	A,I

# WYOMING

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
CHEYENNE	KFBC-TV	5	100kw	A,C,N	Hollingbery	Mar '54	x	x	2	3			7	1	1	A,I
RIVERTON	KWRB-TV	10	61kw			Jul '57			No data available							

# ALASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
ANCHORAGE	KENI-TV	2	5.3kw	A,N	Fletcher	Dec '53	5	3		14	2		5	1 1/2		A,I
	KTVA	11	3.2kw	CBS	Alaska Sales	Dec '53	4	5	x	6	5		8	2 1/2	1	E,I
FAIRBANKS	KFAR-TV	2	6kw	A,N	Fletcher	Mar '55	3	6		6	1		4	2 1/2	1	A,I
	KTVF	11	11kw	CBS	Alaska Sales	Feb '55	5	3		8			49	2 1/2	2	A,I
JUNEAU	KINY-TV	8	150kw	CBS	Alaska Sales	Feb '56		4	1/2	3	x		5	1	1	L

# HAWAII

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
HILO	KHBC-TV	9	1kw	CBS	PGW	May '55	(Satellite to KGMB-TV, HONOLULU)									
HONOLULU	KGMB-TV	9	104kw	CBS	PGW	Dec '52	x	x	6		3			2 1/2	1	A,E,I
	KONA	2	60kw	NBC	NBC Spot	Nov '52	x	x		5	1		8	1 1/2		A,E
	KULA-TV	4	26kw	ABC	Young	Apr '54	x	x		8			9			A,E,I
WAILUKU	KMAU	3	6kw			Apr '55	(Satellite to KGMB-TV, HONOLULU)									

# PUERTO RICO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feat film
MAYAGUEZ	WORA-TV	5	30kw	A,C	Young	Sep '55	No data available									
SAN JUAN	WAPA-TV	4	56kw	A,N	Caribbean	May '54	No data available									
	WKAQ-TV	2	100kw	CBS	Inter-American	Mar '54	x	x	4	8	3			2 1/2	1*	A,I



CANADA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chi- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
<b>ALBERTA</b>																
EDMONTON	CHCT-TV	2	100kw	CBC	Weed; All-Can	Sep '54	4	5	x	1/2	8	1/2	6	3\$	3	L
CALGARY	CFRN-TV	3	180.3kw	CBC	CSR; Oakes	Oct '54	6	5		1/2	5	1/2		2\$	1•	A,L
LETHBRIDGE	CJLI-TV	7	171kw	CBC	Weed; All-Can	Nov '55	6	1		2			13	1\$	1	L
<b>BRITISH COLUMBIA</b>																
VANCOUVER	CBUT	2	89.4kw	CBC		Dec '53	6	5		1	5	1/2	22	2\$	1•	A
<b>MANITOBA</b>																
WINNIPEG	CKX-TV	5	19kw	CBC	Weed; All-Can	Jan '55										<i>No data available</i>
WINNIPEG	CBWT	4	56kw	CBC		May '54	6	5		1	5	1/2	22	2\$	1•	A
<b>NEW BRUNSWICK</b>																
FREDERICTON	CKCW-TV	2	25kw	CBC	Stovin	Dec '54	5	5		3	6		16	3\$	1•	L
ST. JOHN'S	CHSJ-TV	4	100kw	CBC	Weed; All-Can	Mar '54	x	x		2			19	2\$		L
<b>NEWFOUNDLAND</b>																
ST. JOHN'S	CJON-TV	6	21kw	A,C,N;C	Weed; All-Can	Sep '55	6	2	x	3	3	1/2	10	2\$	1•	E,L
<b>NOVA SCOTIA</b>																
HALIFAX	CBHT	3	100kw	CBC		Dec '54	6	5		1	5	1/2	22	2\$	1•	A
NEW BRUNSWICK	CJCB-TV	4	180kw	CBC	Weed; All-Can	Oct '54	4	3		x			10	2		L
<b>ONTARIO</b>																
BRANTFORD	CKVR-TV	3	14kw		CSR; Mulvihill	Sep '55	5	2		3	x	1/2	3	2	1	A
MILTON	CHCH-TV	11	100kw	CBC	CSR; All-Can	Jun '54										<i>No data available</i>
WINDSOR	CKWS-TV	11	257kw	CBC	Weed; All-Can	Dec '54	5	6			8	1/2	6	4\$	3	A,L
CHICAGO	CKCO-TV	13	57.5kw	CBC	Weed; Hardy	Mar '54	5	4	1/2	2	5	1	9	4\$	2	A,L
INDIAN	CFPL-TV	10	325kw	CBC	Weed; All-Can	Nov '53	4	3	x	3	5	1/2	10	6\$	2	A,L
ST. CATHARINES	CKGN-TV	10	52.5kw	CBC	CSR; Mulvihill	Dec '55	3	2	x	1	6			3\$	2	E,L
WATERLOO	CBOFT	9	55kw	CBC		Jun '55	6	5		1	5	1/2	22	2\$	1•	A
WATERLOO	CBOT	4	50kw	CBC		Jun '53	6	5		1	5	1/2	22	2\$	1•	A
WATERLOO	CHEX-TV	12	260kw	CBC	Weed; All-Can	Mar '55										<i>No data available</i>
ST. CATHARINES	CFPA-TV	2	5.5kw	CBC	Weed; All-Can	Oct '54	6	1					5		x	E
ST. CATHARINES	CJIC-TV	2	28kw	CBC	Weed; All-Can	Nov '54										<i>No data available</i>
WATERLOO	CKSO-TV	5	2kw	CBC	Weed; All-Can	Oct '53	x	x		1/2	8		12	5	2	A,L
WATERLOO	CFCL-TV	6	18.5kw	CBC	McGilliv.; Renaud	Jul '56	5	3		1/2	2			2\$	2	L
TORONTO	CBLT	9	99.5kw	CBC		Sep '52	6	5		1	5	1/2	22	2\$	1•	A
WINDSOR	CKLW-TV	9	325kw	C,D	Young; All-Can	Sep '54	3	7	10	5	2		18	3\$	x	A,E,L
WINDSOR	CKNX-TV	8	36kw	CBC	All-Can	Nov '55	5	6	3	4	3	2	1	2\$	2	E,L
<b>PRINCE EDWARD ISLAND</b>																
CHARLOTTETOWN	CFCY-TV	13	79kw	CBC	Weed; All-Can	Jul '56	6	2		6	3	1	6	2\$	1	E,L
<b>QUEBEC</b>																
QUEBEC	CKRS-TV	12	42kw	Fr	CSR; Hardy	Dec '55	4	x			2			2	x	L
MONTREAL	CBFT	2	100kw	CBC		Sept '52	6	5		1	5	1/2	22	2\$	1•	A
MONTREAL	CBMT	6	43.8kw	CBC		Jan '54	6	5		1	5	1/2	22	2\$	1•	A
QUEBEC	CFCM-TV	4	12.7kw	CBC	Weed; Hardy	Jul '54	x	x		4	4		13	4	1•	A,L
QUEBEC	CJBR-TV	3	60.5kw	Fr	CSR; Stovin	Nov '54	5	2	x	2	2	1/2	4	2\$	1•	L
QUEBEC	CHLT-TV	7	300kw	Fr	CSR; Hardy	Aug '56	5	3		7	2		6	2\$	2	A,L
<b>SASKATCHEWAN</b>																
SASKATCHEWAN	CKCK-TV	2	100kw	CBC	Weed; All-Can	Jul '54	x	3		3	5	1/2	13	3\$	2	A,L
SASKATCHEWAN	CFQC-TV	8	100kw	A,C,N;C	CSR; Reps Ltd.	Dec '54	4	3	13	1	5	1	10	2\$	2	



SECTION

4

# Television Category Directory



## **farm** PAGE 142

Detailed analysis of farm programming for 273 stations in this category.



## **feature film** PAGE 146

Time periods in which feature films are scheduled. Also name of buyer.



## **film & slide data** PAGE 152

Size & type of slides, type of projector, film size, commercial contact.



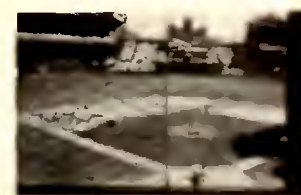
## **homemaking** PAGE 158

Analysis of special offerings by categories of interest to women.



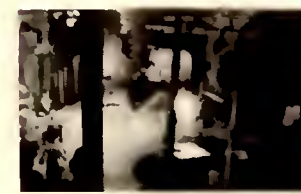
## **special appeals** PAGE 161

Stations with special programs for Negro, foreign language audiences.



## **sports** PAGE 162

Regularly featured events on 410 stations indicating network, live or film.



## **studio facilities** PAGE 170

Giving four types of permanent sets, color data, remotes, rear view screen.



## farm



## symbols

\* indicates farm director is member  
National Assoc. Radio & Tv  
Farm Directors

† indicates station receives pro-  
gram material from the U. S.  
Dept. of Agriculture

● Regularly scheduled farm programs are reported by 273 stations, some 53% of all respondents to the 1957 Buyers' Guide questionnaires. This compares with 245 stations reporting similar programming in 1956. The U. S. Department of Agriculture offers program material for use by television stations. Many more stations report employment of farm directors this year than last. According to the 1957 survey, 67 stations have such directors while only 55 stations had them in 1956. This refers to those who are members of the National Association of Radio & TV Farm Directors. Types of programming featured include market news, weather reports, interviews, demonstrations, 4-H, farm tips, livestock shows, fairs, special events.

## ALABAMA

## BIRMINGHAM

\*WABT.... $\frac{1}{2}$  hr weekly—farm news, market  
WBRC-TV....3 hrs weekly—4-H, market, weather

## DECATUR

WMSL-TV.... $\frac{1}{2}$  hr weekly—market, weather

## MOBILE

WALA-TV.... $\frac{1}{4}$  hr weekly—extension

## MONTGOMERY

WSFA-TV....2 hrs weekly—extension, market

## ARIZONA

## PHOENIX

KOOL-TV.... $\frac{1}{2}$  hr weekly—market, weather  
†KPHO-TV....1 hr weekly—markets, USDA films  
KTVK.... $\frac{1}{2}$  hr weekly—extension  
KVAR.... $\frac{1}{2}$  hr weekly—extension, daily farm news, market, weather

## TUCSON

KVOA-TV.... $\frac{1}{4}$  hr weekly—extension

## YUMA

KIVA....1 hr weekly—markets

## ARKANSAS

## EL DORADO

KRBB....1 hr weekly—local news, market, weather

## FT. SMITH

KFSA-TV.... $\frac{1}{4}$  hr weekly

## LITTLE ROCK

\*KARK-TV....2 hrs weekly—extension, market, weather  
\*KTHV.... $\frac{1}{2}$  hr weekly—extension, market, weather

## TEXARKANA

\*KCMC-TV....1 hr weekly—daily farm reports

## CALIFORNIA

## BAKERSFIELD

KERO-TV....1 hr weekly—extension, market, weather

## CHICO

KHSL-TV.... $\frac{1}{2}$  hr weekly—extension, weather

## EUREKA

KIEM-TV.... $\frac{1}{4}$  hr weekly—extension

## FRESNO

\*KFRE-TV....2 hrs weekly—extension, film, interviews, market, news, weather

KJEO-TV....2 hrs weekly—demonstrations, frost warnings, market, news

KMJ-TV....1 hr weekly—extension, market, 4-H, news, weather, F.F.A.

KVVG.... $\frac{1}{4}$  hr weekly—market news, weather

## LOS ANGELES

\*KRCA....2 hrs weekly—market, weather

## REDDING

KVIP.... $\frac{1}{4}$  hr weekly—extension, market, weather

## SACRAMENTO

KBET-TV....3 hrs weekly—extension, market, weather

KCCC-TV....3 hrs weekly—extension, market, State Dept. of Agriculture, 4-H, weather, F.F.A.

KCRA-TV....3 hrs weekly—extension, market, road reports, weather

## SALINAS

KSBW-TV....2 hrs weekly—market, weather

## SAN DIEGO

KFMB-TV....1 hr weekly—extension, market

## SAN FRANCISCO

KPIX....1 hr weekly—farm features, market, weather

KRON-TV....1 hr weekly—landscaping

## SANTA BARBARA

KEY-T....3 hrs weekly—market, weather

## STOCKTON

KOVR....3 hrs weekly—extension, 4-H, market, F.F.A.

## COLORADO

## COLORADO S'PNGS

KKTV.... $\frac{1}{2}$  hr weekly—extension, gardening, market

## DENVER

KLZ-TV.... $\frac{1}{2}$  hr weekly—market, weather

## PUEBLO

KCSJ-TV....1 hr weekly—market & ditch report

## CONNECTICUT

## HARTFORD

WNBC....1 hr weekly—market, weather

## DISTRICT OF COLUMBIA

## WASHINGTON

WRC-TV.... $\frac{1}{4}$  hr weekly—market, news

## FLORIDA

## JACKSONVILLE

WMBR-TV....1 hr weekly—agricultural information, market news, University of Florida

## ORLANDO

WDBO-TV.... $\frac{1}{4}$  hr weekly—weather

## PENSACOLA

WEAR-TV.... $\frac{1}{2}$  hr weekly—market news

## TAMPA

\*WFLA-TV....1 hr weekly—extension, farm news, interviews, market, weather

WTVT....1 hr weekly—market, weather

## GEORGIA

## ATLANTA

WAGA-TV.... $\frac{1}{2}$  hr weekly—4-H

WLW-A....1 hr weekly—demonstrations, extension, market, weekly farm summaries



**GEORGIA (cont.)****AUGUSTA**

\*WJBF....1 hr weekly—films, featuring different counties each week, extension, market, weather  
WRDW-TV....3 hrs weekly—market, weather

**COLUMBUS**

\*WDAK-TV....2 hrs weekly—market, news  
WRBL-TV.... $\frac{1}{2}$  hr weekly—extension, market, weather

**SAVANNAH**

WSAV-TV....1 hr weekly—extension, local filming of good farming, market, weather  
WTOC-TV....2 hrs weekly—extension, market, weather

**THOMASVILLE**

WCTV....3 hrs weekly—extension, general news, market, weather

**IDAHO****BOISE**

KBOI-TV....1 hr weekly—extension, weather  
KIDO-TV.... $\frac{1}{4}$  hr weekly—interviews, market

**IDAHO FALLS**

KID-TV.... $\frac{1}{2}$  hr weekly—weather

**TWIN FALLS**

KLIX-TV....1 hr weekly—extension, market, weather

**ILLINOIS****CHAMPAIGN**

WCIA....3 hrs weekly—extension, market, news, weather

**CHICAGO**

†\*WBBM-TV....1 hr weekly—livestock estimates, market, news films, U. S. Dept. of Agriculture, weekly reviews of livestock, weather

\*WGN-TV.... $\frac{1}{2}$  hr weekly—extension, market, weather

\*WNBQ....2 hrs weekly—extension, film features, market news, weather

**HARRISBURG**

WSIL-TV....1 hr weekly—extension, market

**PEORIA**

WTVH.... $\frac{1}{2}$  hr weekly—market reports

**QUINCY**

WGEM-TV....1 hr weekly—extension, market, weather

**ROCKFORD**

\*WREX-TV....2 hrs weekly—extension, interviews with county agents, markets, news, safety, weather

**ROCK ISLAND**

\*WHBF-TV....1 hr weekly—extension, market reports, safety

**SPRINGFIELD**

\*WICS....3 hrs weekly—market news

**INDIANA****ELKHART**

\*WSJV-TV....3 hrs weekly—county agent interviews, extension, market, weather

**EVANSVILLE**

WEHT....5 hrs weekly—  
WFIE-TV....1 hr weekly—extension, market, weather  
WTVW....2 hrs weekly—extension, market, weather

**FT. WAYNE**

WIN-T....1 hr weekly—extension  
\*WKJG-TV....1 hr weekly—extension, market

**INDIANAPOLIS**

\*WFBM-TV....2 hrs weekly—county agent, extension, market, weather  
WISH-TV....2 hrs weekly—extension, market

**SOUTH BEND**

WSBT-TV....1 hr weekly—extension, market, weather

**IOWA****CEDAR RAPIDS**

KCRG-TV.... $\frac{1}{4}$  hr weekly—market  
\*WMT-TV....1 hr weekly—crops, livestock shows, fairs, extension, interviews, market, special events, weather

**DAVENPORT**

WOC-TV....1 hr weekly—extension, interviews, market

**DES MOINES**

KRNT-TV....2 hrs weekly—market, news, weather  
\*WHO-TV....2 hrs weekly—extension, market, weather  
\*WOI-TV....5 hrs weekly—demonstration, extension, farm service, market, Iowa State College

**FT. DODGE**

KQT-TV.... $\frac{1}{2}$  hr weekly—extension, market, weather

**MASON CITY**

\*KGLO-TV....2 hrs weekly—features, interviews, market, news, trends, weather

**OTTUMWA**

KTVO....3 hrs weekly—extension, feature farm safety, 4-H, market, weather

**SIoux CITY**

KTIV....3 hrs weekly—extension, market, weather

KVTV....2 hrs weekly—extension, market

**WATERLOO**

\*KWWL-TV....3 hrs weekly—extension, market, weather

**KANSAS****GREAT BEND**

KCKT-TV....4 hrs weekly—extension, market, weather

**PITTSBURG**

KOAM-TV....2 hrs weekly—extension, market, news

**TOPEKA**

\*WIBW-TV....3 hrs weekly—extension, Farm Bureau, filmed events, interviews, market, State Bd. of Agriculture, weather

**WICHITA**

KAKE-TV....1 hr weekly—extension, market, weather

\*KARD-TV....4 hrs weekly—extension, market, weather

\*KTVH....1 hr weekly—county agents, general agriculture, new ideas, 4-H, state progress

**KENTUCKY****LEXINGTON**

WLEX-TV.... $\frac{1}{2}$  hr weekly—farm & market reports

**LOUISVILLE**

WAVE-TV....1 hr weekly—farm operations  
WHAS-TV 3 hrs weekly—market, weather

**LOUISIANA****ALEXANDRIA**

KALB-TV....2 hrs weekly—county agent, extension, market, weather

**BATON ROUGE**

WBRZ.... $\frac{1}{2}$  hr weekly—extension, weather

**LAFAYETTE**

KLFY-TV.... $\frac{1}{2}$  hr weekly—market

**MONROE**

KNOE-TV....1 hr weekly—county agents, extension, market, weather

**NEW ORLEANS**

WDSU-TV.... $\frac{1}{2}$  hr weekly—morning reports by Agriculture Dept. representatives

**SHREVEPORT**

KSLA-TV....2 hrs weekly—extension, market, weather

**MAINE****BANGOR**

WABI-TV....1 hr weekly—extension, market

**PORTLAND**

\*WCSH-TV.... $\frac{1}{2}$  hr weekly—Agriculture Department, Experiment Station, extension, features, market

**MARYLAND****BALTIMORE**

WAAM.... $\frac{1}{2}$  hr weekly—extension, market, weather

\*WBAL-TV.... $\frac{1}{2}$  hr weekly—roundup

**SALISBURY**

WBOC-TV....1 hr weekly—local market news

**MASSACHUSETTS****BOSTON**

WBZ-TV.... $\frac{1}{2}$  hr weekly—extension, market, produce prices, weather

**PITTSFIELD**

WMGT.... $\frac{1}{2}$  hr weekly—agricultural developments, extension, features

**MICHIGAN****ANN ARBOR**

WPAG-TV.... $\frac{1}{2}$  hr weekly—extension, interviews, market

**CADILLAC**

WWTV.... $\frac{1}{2}$  hr weekly—

**DETROIT**

\*WWJ-TV....1 hr weekly—films, local news, market reports & analysis, special events

**GRAND RAPIDS**

WOOD-TV....1 hr weekly—extension, market, weather

**KALAMAZOO**

\*WKZO-TV.... $\frac{1}{2}$  hr weekly—extension, markets, stock & grain prices

**MINNESOTA****AUSTIN**

KMMT.... $\frac{1}{2}$  hr weekly—extension, market, weather

**DULUTH-SUPERIOR**

WDSM-TV.... $\frac{1}{2}$  hr weekly—equipment, extension, safety

**MINNEAPOLIS-ST. PAUL**

WCCO-TV....2 hrs weekly—equipment, extension, farming tips, market

WTCN-TV.... $\frac{1}{2}$  hr weekly—extension, market, weather

**ROCHESTER**

\*KROC-TV.... $\frac{1}{2}$  hr weekly—extension, local events, market, weather

**MISSISSIPPI****COLUMBUS**

WCBI-TV.... $\frac{1}{4}$  hr weekly—

**HATTIESBURG**

WDAM-TV.... $\frac{1}{4}$  hr weekly—4-H, weather

**JACKSON**

WJTV.... $\frac{1}{2}$  hr weekly—extension

\*WLBT....3 hrs weekly—county agents, extension, farm-family of the week, 4-H, market, weather

**MERIDIAN**

WTOK-TV....1 hr weekly—extension

**TUPELO**

WTWV....1 hr weekly—extension, market, weather



**MISSOURI**

- COLUMBIA**  
KOMU-TV....2 hrs weekly—extension, farming tips, market, weather
- HANNIBAL**  
\*KHQA-TV....1 hr weekly—demonstrations by county agents, extension, market, weather
- KANSAS CITY**  
\*KCMO-TV....1 hr weekly—extension, market, weather  
WDAF-TV....½ hr weekly—market, news
- ST. JOSEPH**  
\*KFEQ-TV....1 hr weekly—extension, 4-H, market, weather, F.F.A.
- SPRINGFIELD**  
KTTS-TV....2 hrs weekly—market, weather

**MONTANA**

- BUTTE**  
KXLF-TV....2 hrs weekly—
- GREAT FALLS**  
\*KFBB-TV....2 hrs weekly—auction, hereford shows & sales, extension, market, special events, weather
- MISSOULA**  
KMSO-TV....3 hrs weekly—extension, market, weather

**NEBRASKA**

- HASTINGS**  
KHAS-TV....4 hrs weekly—interviews, market, weather
- KEARNEY**  
\*KHOL-TV....3 hrs weekly—extension, market, weather
- LINCOLN**  
\*KOLN-TV....1 hr weekly—calendar, extension, grain prices, market news
- OMAHA**  
KMTV....1 hr weekly—market, news  
\*WOW-TV....3 hrs weekly—extension, farm course with University of Nebraska & Iowa State College, market, weather

**NEW MEXICO**

- ROSWELL**  
KSWV-TV....2 hrs weekly—county agent, extension

**NEW YORK**

- NEW YORK**  
WCBS-TV....¼ hr weekly—weather, including general  
\*WRCA-TV....1 hr weekly—film features, market
- PLATTSBURGH**  
WPTZ-TV....½ hr weekly—extension
- ROCHESTER**  
WROC-TV 2 hrs weekly—film, market, weather
- SCHENECTADY**  
WRGB....¼ hr weekly—service
- SYRACUSE**  
WHEN-TV....1 hr weekly—extension  
WSYR-TV....½ hr weekly—extension, market, weather
- UTICA**  
WKTV....½ hr weekly—extension

**NORTH CAROLINA**

- ASHEVILLE**  
WLOS-TV....3 hrs weekly—county agents, demonstrations, extension, market, N.C. & S.C. colleges
- CHARLOTTE**  
WBTV....¼ hr weekly
- DURHAM**  
WTVD....3 hrs weekly—extension, market, weather

- GREENSBORO**  
WFMY-TV....1 hr weekly—extension, market

- GREENVILLE**  
WNCT....2 hrs weekly—extension, 4-H, market, news, F.F.A.

- WASHINGTON**  
WITN....4 hrs weekly—extension, market, news, weather

- WINSTON-SALEM**  
\*WSJS-TV....3 hrs weekly—extension, market, weather

**NORTH DAKOTA**

- BISMARCK**  
KBMB-TV....1 hr weekly—extension, live stock & grain market, news, N. D. Agricultural College
- KFYR-TV....2 hrs weekly—market, weather
- DICKINSON**  
KDIX-TV....1 hr weekly—extension, market, weather

- FARGO**  
\*WDAY-TV....1 hr weekly—extension, market, weather

- MINOT**  
KCJB-TV....1 hr weekly—extension, future farmers, 4-H, livestock & grain market, N. D. Agricultural College

- VALLEY CITY**  
\*KXJB-TV....2 hrs weekly—extension, market, weather

**OHIO**

- CINCINNATI**  
WCPO-TV....½ hr weekly—farm safety, livestock & grain prices

- COLUMBUS**  
\*WBNS-TV....1 hr weekly—“Farmtime” show covering extension, market & weather  
WLW-C....½ hr weekly—extension, Ohio State University

- DAYTON**  
WLW-D....1 hr weekly—market, news, weather

- STEUBENVILLE**  
WSTV-TV....½ hr weekly—demonstrations, extension, market

- TOLEDO**  
WSPD-TV....3 hrs weekly—county agents, demonstrations, 4-H, Soil Conservation, F.H.A.

- ZANESVILLE**  
WHIZ-TV....1 hr weekly—extension, market, weather

**OKLAHOMA**

- ADA**  
KTEN....¼ hr weekly—weather
- ARDMORE**  
KVSO-TV....½ hr weekly
- OKLAHOMA CITY**  
\*KWTV....4 hrs weekly—extension, market, 4-H, Soil Conservation, Oklahoma A. & M. College, weather, F.F.A.  
\*WKY-TV....1 hr weekly—extension, market, weather

- TULSA**  
†\*KOTV....2 hrs weekly—extension, films, interviews, news, USDA  
KTVX....½ hr weekly—extension  
\*KVOO-TV....3 hrs weekly—extension, livestock, market, soil, weather

**OREGON**

- KLAMATH FALLS**  
KOTI....1 hr weekly—county agent report, extension, weather

- MEDFORD**  
KBES-TV....1 hr weekly—county offices, extension

- PORTLAND**  
KLOR....2 hrs weekly—market, weather  
†\*KOIN-TV....½ hr weekly—educational with experts from State colleges, USDA & private, extension, market, weather  
KPTV....1 hr weekly—extension

**PENNSYLVANIA**

- ALTOONA**  
WFBG-TV....¼ hr weekly—extension
- ERIE**  
WICU....¼ hr weekly—F.F.A.
- HARRISBURG**  
\*WCMB-TV....1 hr weekly
- JOHNSTOWN**  
WARD-TV....2 hrs weekly—films  
WJAC-TV....¼ hr weekly—extension
- PHILADELPHIA**  
WRCV-TV....3 hrs weekly—general farm farm & garden information, market, weather

- PITTSBURGH**  
KDKA-TV....1 hr weekly
- SCRANTON**  
\*WARM-TV....1 hr weekly—extension, market, weather

- PROVIDENCE**  
WJAR-TV....1 hr weekly—market news

**SOUTH CAROLINA**

- ANDERSON**  
WAIM-TV....½ hr weekly—extension
- CHARLESTON**  
WCSC-TV....½ hr weekly—local farm topics, news

- COLUMBIA**  
WIS-TV....1 hr weekly—extension, market, weather

- FLORENCE**  
WBTW....½ hr weekly—extension, market
- GREENVILLE**  
\*WFBC-TV....1 hr weekly—extension, market, weather

**SOUTH DAKOTA**

- RAPID CITY**  
\*KOTA-TV....2 hrs weekly—local livestock sales, market, weather

- SIoux FALLS**  
KELO-TV....6 hrs weekly—extension, market news

**TENNESSEE**

- CHATTANOOGA**  
WRGP-TV....1 hr weekly—extension
- JACKSON**  
WDXI-TV....1 hr weekly—interviews, market, weather

- JOHNSON CITY**  
WJHL-TV....1 hr weekly—extension, weather

- KNOXVILLE**  
WATE-TV....½ hr weekly—extension, market  
WBIR-TV....1 hr weekly—extension, market, weather

- MEMPHIS**  
WHBQ-TV....½ hr weekly—market  
\*WMCT....1 hr weekly—extension, farm personalities & families, local stockyards, market

- NASHVILLE**  
WLAC-TV....1 hr weekly—extension, market, news, weather  
WSIX-TV....5 hrs weekly—market, weather

**TEXAS**

- ABILENE**  
KRBC-TV....½ hr weekly—demonstrations, interviews, news, weather



**TEXAS (cont.)**

- AMARILLO**  
\*KGNC-TV....1 hr weekly—all categories
- AUSTIN**  
KTBC-TV....2 hrs weekly—extension, market, weather
- BEAUMONT**  
KFDM-TV.... $\frac{1}{2}$  hr weekly—extension
- BIG SPRING**  
KBST-TV....2 hrs weekly—extension, market, weather
- CORPUS CHRISTI**  
KVDO-TV.... $\frac{1}{2}$  hr weekly
- DALLAS**  
†WFAA-TV....2 hrs weekly—county & state agriculture film services, extension, market, weather, USDA
- EL PASO**  
KROD-TV....1 hr weekly  
XEJ-TV.... $\frac{1}{4}$  weekly—weather
- FT. WORTH**  
\*WBAP-TV.... $\frac{1}{2}$  hr weekly—extension, market
- GALVESTON**  
KGUL-TV....3 hrs weekly—market, weather
- HARLINGEN**  
KGBT-TV.... $\frac{1}{2}$  hr weekly—extension, market
- HOUSTON**  
\*KTRK-TV.... $\frac{1}{2}$  hr weekly—extension, market, weather
- LUBBOCK**  
KCBD-TV....1 hr weekly—extension, market, news, weather  
KDUB....1 hr weekly—extension, market, weather
- LUFKIN**  
KTRE-TV.... $\frac{1}{4}$  hr weekly—extension, market, weather
- SAN ANGELO**  
KTXL-TV....1 hr weekly—news
- SAN ANTONIO**  
KCOR-TV.... $\frac{1}{2}$  hr weekly—films  
\*KENS-TV.... $\frac{1}{2}$  hr weekly—interviews, local & regional farm & range news  
WOAI-TV.... $\frac{1}{2}$  hr weekly—market, weather
- SWEETWATER**  
KPAR-TV....1 hr weekly—extension, market, weather
- TEMPLE**  
KCEN-TV....3 hrs weekly—demonstrations, extension, interviews, market, weather
- TEXARKANA**  
\*KCMC-TV....2 hrs weekly—demonstrations, extension, field reports, market, weather
- WESLACO**  
KRGV-TV.... $\frac{1}{4}$  hr weekly—extension, interviews, market
- WICHITA FALLS**  
KFDX-TV....1 hr weekly—discussions, weather  
KSYD-TV....1 hr weekly—counselor, market
- UTAH**
- SALT LAKE CITY**  
KSL-TV.... $\frac{1}{2}$  hr weekly—weather  
KTVI....2 hrs weekly—extension, market, price reports, Utah State Agricultural College  
KUTV....1 hr weekly—market, weather

- BURLINGTON**  
\*WCAX-TV....2 hrs weekly—extension, farm problems, market, weather

**VIRGINIA**

- BRISTOL**  
\*WCYB-TV....3 hrs weekly—extension, market, weather
- HARRISONBURG**  
\*WSVA-TV....2 hrs weekly—extension, interviews with farmers & their families on the farms, market, weather
- LYNCHBURG**  
WLVA-TV....2 hrs weekly—extension, V.P.I.
- NORFOLK**  
WTAR-TV.... $\frac{1}{2}$  hr weekly—market, prices, weather  
WVEC-TV.... $\frac{1}{2}$  hr weekly—extension, Virginia Fisheries
- PETERSBURG**  
WXEX-TV....6 hrs weekly—daily market reports, field specialists, news
- RICHMOND**  
WRVA-TV....1 hr weekly—extension, Farm Bureau, market, State Dept. of Agriculture, weather  
WTVR....3 hrs weekly—extension, market, weather
- ROANOKE**  
WDBJ-TV.... $\frac{1}{2}$  hr weekly—extension, market, weather  
\*WSLS-TV....1 hr weekly—extension, market, weather

**WASHINGTON**

- SEATTLE**  
KING-TV.... $\frac{1}{2}$  hr weekly  
\*KOMO-TV....2 hrs weekly—extension, gardening, market, weather
- SPOKANE**  
\*KHQ-TV.... $\frac{1}{4}$  hr weekly—extension, market, weather
- TACOMA**  
KTNT-TV....1 hr weekly—extension, films, market, weather
- YAKIMA**  
KIMA-TV....1 hr weekly—extension, market, weather

**WEST VIRGINIA**

- BLUEFIELD**  
WHIS-TV.... $\frac{1}{2}$  hr weekly
- CHARLESTON**  
WCHS-TV....1 hr weekly—extension, market
- HUNTINGTON**  
WHTN-TV....1 hr weekly—extension, weather  
\*WSAZ-TV....3 hrs weekly—extension, market, weather
- OAK HILL**  
WOAI-TV....1 hr weekly—county agent, extension, 4-11
- WHEELING**  
WTRF-TV.... $\frac{1}{2}$  hr weekly—extension

**WISCONSIN**

- EAU CLAIRE**  
WEAU-TV.... $\frac{1}{2}$  hr weekly
- GREEN BAY**  
\*WBAY-TV....5 hrs weekly—extension, market reports, weather
- LA CROSSE**  
WKBT....1 hr weekly—market news
- MADISON**  
WISC-TV....5 hrs weekly—extension, films of special events, market, weather

- WKOW-TV....3 hrs weekly—extension, farming & homemaking tips, market, weather
- WMTV....4 hrs weekly—extension, weather
- MARINETTE**  
WMBV-TV....1 hr weekly—extension, interviews
- MILWAUKEE**  
WISN-TV....2 hrs weekly—extension, market, weather
- SUPERIOR-DULUTH, MINN.**  
WDSM-TV.... $\frac{1}{2}$  hr weekly—extension
- WAUSAU**  
WSAU-TV....5 hrs weekly—extension, market, weather

**CANADA****ALBERTA**

- CALGARY**  
CHCT-TV.... $\frac{1}{2}$  hr weekly—extension, interviews, market
- EDMONTON**  
CFRN-TV.... $\frac{1}{2}$  hr weekly—weather

**BRITISH COLUMBIA**

- VANCOUVER**  
CBUT.... $\frac{1}{2}$  hr weekly—news

**MANITOBA**

- WINNIPEG**  
CBWT.... $\frac{1}{2}$  hr weekly—news

**NEW BRUNSWICK**

- MONCTON**  
CKCW-TV.... $\frac{1}{2}$  hr weekly—weather

**NEWFOUNDLAND**

- ST. JOHN'S**  
CJON-TV.... $\frac{1}{2}$  hr weekly—extension, fishery, market, weather

**NOVA SCOTIA**

- HALIFAX**  
CBHT.... $\frac{1}{2}$  hr weekly—news

**ONTARIO**

- BARRIE**  
CKVR-TV.... $\frac{1}{2}$  hr weekly
- KINGSTON**  
CKWS-TV.... $\frac{1}{2}$  hr weekly
- KITCHENER**  
CKCO-TV....1 hr weekly—extension, interviews, market, newsreels

**LONDON**

- \*CFPL-TV.... $\frac{1}{2}$  hr weekly—extension, interviews, local films, market

**OTTAWA**

- CBOFT.... $\frac{1}{2}$  hr weekly—news  
CBOT.... $\frac{1}{2}$  hr weekly—news

**TORONTO**

- CBLT.... $\frac{1}{2}$  hr weekly—news

**WINGHAM**

- \*CKNX-TV....2 hrs weekly—extension, general practice, 4-11, market, soil improvement, weather

**PRINCE EDWARD ISLAND****CHARLOTTETOWN**

- CFCY-TV....1 hr weekly

**QUEBEC****MONTREAL**

- CBFT.... $\frac{1}{2}$  hr weekly—news  
CBMT.... $\frac{1}{2}$  hr weekly—news

**RIMOUSKI**

- CJBR-TV.... $\frac{1}{2}$  hr weekly—extension, market

**SASKATCHEWAN****REGINA**

- CKCK-TV.... $\frac{1}{2}$  hr weekly

**SASKATOON**

- CFQC-TV....1 hr weekly—calendar, weather



## feature films



## symbol

x indicates station covers  
time under column heading

City & state	Call letters	AM	Aft	Eve	Late	Contact
<b>ALABAMA</b>						
BIRMINGHAM	WABT	x	x			Nod Nelson
	WBRC-TV			x	x	M. D. Smith
DECATUR	WMSL-TV			x	x	Frank Whisenant
MOBILE	WALA-TV			x		Al C. Holman
	WKRG-TV			x	x	C. P. Persons
MONTGOMERY	WCOV-TV				x	Hugh M. Smith
	WSFA-TV	x			x	Gene R. Jacobsen
<b>ARIZONA</b>						
PHOENIX	KOOL-TV		x		x	Jack Murphy
	KPHO-TV		x	x	x	Howard Stalnaker
	KTVK		x		x	Roger Van Duzer
	KVAR	x	x			Dick Lewis
TUCSON	KDWI-TV			x	x	T. J. Parker
	KOPO-TV		x	x		E. S. Mittendorf
	KVOA-TV		x		x	Hank Hubbard
YUMA	KIVA		x		x	Ray Smucker
<b>ARKANSAS</b>						
EL DORADO	KRBB				x	Bruce B. Compton
FORT SMITH	KFSA-TV		x		x	John Whitt
LITTLE ROCK	KARK-TV		x		x	Douglas Romine
	KATV		x		x	Jimmy Cousert
	KTHV				x	Jack Bomar
TEXARKANA	KCMC-TV		x			Walter M. Windsor
<b>CALIFORNIA</b>						
BAKERSFIELD	KBAK-TV	x	x		x	Al Constant
	KERO-TV			x	x	Ed Urner
CHICO	KHSL-TV		x	x	x	Bob Weisburg
EUREKA	KIEM-TV		x		x	W. B. Smullin
FRESNO	KFRE-TV		x		x	Ed Frech
	KJEO-TV	x	x	x		Joe Drilling
	KMJ-TV		x		x	Perry Nelson
	KVVG		x	x		James Stacey

● 438 stations (85% of total respondents) report daily feature film programming. That is a slight increase over last year's 82%. Feature films continue to be a very substantial portion of a television station's daily programming schedule. The release of newer and more desirable films has enabled stations to retain a large percentage of the audience. Late evening film features increased over last year while evening and afternoon film showings remained pretty much the same with morning film presentations showing a slight decline. This year's statistics show that 17% of the stations get their film features off in the morning compared with 19% in 1956. 67% have afternoon films while 27% show early evening films. Late evening film features are the choice of 92% of the respondents against 86% last year.

City & state	Call letters	AM	Aft	Eve	Late	Contact
LOS ANGELES	KABC-TV		x	x	x	Howard Lipstone
	KCOP		x	x	x	Mary Warren
	KHJ-TV		x	x	x	James Higson
	KNXT	x	x			Bob Hurlbut
	KRCA			x		George Burke
	KTLA		x	x	x	Leland G. Muller
	KTTV			x	x	Richard Wollen
REDDING	KVIP		x	x		Ted Dooley
SACRAMENTO	KBET-TV		x		x	John Schacht
	KCCC-TV	x			x	W. R. Furnell
	KCRA-TV		x		x	Tom Breen
SALINAS	KSBW-TV		x		x	Gary Ferlisi
SAN DIEGO	KFMB-TV	x	x		x	Bryan Dowty
	KFSD-TV		x	x	x	Jay Grill
	XETV	x	x		x	Julian M. Kaufman
SAN FRANCISCO	KGO-TV		x			Bob Mitchell
	KPIX		x		x	Wm. C. Dempsey
	KRON-TV			x	x	Norman Louvan
	KSAN-TV			x	x	Bob McLaughlin
SAN JOSE	KNTV		x	x	x	Russ Truesdell
SAN LUIS OBISPO	KVEC-TV			x	x	Fred Beck
SAN ANTONIO	KEY-TV		x		x	Joe Contontino
STOCKTON	KOVR		x	x	x	John Kearns
<b>COLORADO</b>						
COLO. SPNGS	KKTV		x		x	Carl Pehlman
	KRDO-TV				x	Harry Hoth
DENVER	KBTV		x		x	Gil Lee
	KLZ-TV				x	C. H. Beace
	KOA-TV	x	x		x	Heyward Siddons
	KTVR		x	x	x	Hugh Ben La Rue
GRAND JUNC.	KREX-TV				x	Rex Howell
MONTROSE	KFXJ-TV				x	Rex Howell
PUEBLO	KCSJ-TV		x	x	x	Jack Cravens
<b>CONNECTICUT</b>						
BRIDGEPORT	WICC-TV			x		Irving Magilnick
HARTFORD	WHCT		x	x	x	John O. Downey
	WNBC		x	x	x	Philip B. Hale
NEW HAVEN	WNHC-TV		x		x	Edward Obrist



City & state	Call letters	AM	Aft	Eve	Late	Contact
<b>DELAWARE</b>						
WILMINGTON	WPFH	x	x	x		Glen B. Lau
<b>DISTRICT OF COLUMBIA</b>						
WASHINGTON	WRC-TV	x	x			James McMurry
	WTOP-TV	x		x		Thomas B. Jones
	WTTG	x	x	x		Lou Lorenzetti
<b>FLORIDA</b>						
JACKSONVILLE	WJHP-TV	x	x	x	x	Willard Fraker
	WMBR-TV	x		x		Harry Kolkines
MIAMI	WGBS-TV	x		x		Terry Mason
	WITV		x	x		C. Edward Little
	WTVJ	x		x		Louis Wolfson
ORLANDO	WDBO-TV			x		W. E. Sickles
PENSACOLA	WEAR-TV	x		x		Mel Wheeler
ST. PETERSBURG	WSUN-TV	x	x	x		Charles Bishop
TAMPA	WFLA-TV	x		x		Carl Bergquist
	WTVT		x	x		Robert Olson
W. PALM BEACH	WEAT-TV	x		x		Mary O'Connell
	WPTV	x	x			Theodore A. Eikend
<b>GEORGIA</b>						
ALBANY	WALB-TV	x	x	x		Jack Mayer
ATLANTA	WAGA-TV	x	x			Don Naylor
	WLW-A	x		x		
	WSB-TV	x		x		Jean Hendrix
AUGUSTA	WJBF	x		x		J. B. Fuqua
	WRDW-TV	x	x	x		R. A. Fennel
COLUMBUS	WDAK-TV	x	x	x		Ronnie Otwell
	WRBL-TV	x		x		Ridley Bell
MACON	WMAZ-TV			x		Ed Pendleton, Jr.
SAVANNAH	WSAV-TV	x		x		William E. Lucas
	WTOC-TV			x		Eugene Sousa
THOMASVILLE	WCTV			x		Harry R. Wagner
<b>IDAHO</b>						
BOISE	KBOI-TV	x	x	x		Earl Glade, Jr.
	KIDO-TV	x		x		Jack Link
IDAHO FALLS	KID-TV			x		Roy Southwick
TWIN FALLS	KLIX-TV	x		x		Dave Fox
<b>ILLINOIS</b>						
CHAMPAIGN	WCIA	x		x		John T. Ketterer
CHICAGO	WBBM-TV	x		x		Vann D. Cominos
	WBKB	x	x	x		Ralph Andrews
	WGN-TV	x	x	x		Elizabeth Bain
	WNBQ			x		Miss I. Cooney
DANVILLE	WDAN-TV			x		Bill Dorn
DECATUR	WTVP			x		R. A. Wright
HARRISBURG	WSIL-TV	x		x		Oscar L. Turner
PEORIA	WEEK-TV	x		x		Vic Fletcher
	WTVH	x		x		Robert Holben
QUINCY	WGEM-TV			x		Fred Colgan
ROCKFORD	WREX-TV			x		Gene Hines
SPRINGFIELD	WICS			x		Jack Hoskins
<b>INDIANA</b>						
ELKHART	WSJV-TV	x		x		Ed Lasko
EVANSVILLE	WEHT	x		x		Edwin G. Richter
	WFIE-TV			x		Ted Nelson
	WTWV	x		x		Bill Hill
FORT WAYNE	WIN-T	x		x		James Goheen
	WKJG-TV	x		x		Calo O. Mahlock
INDIANAPOLIS	WFBM-TV	x	x	x		Hugh L. Kibbey
	WISH-TV			x		R. B. McConnell
LAFAYETTE	WFAM-TV	x		x		Henry Rosenthal
SOUTH BEND	WNDU-TV	x	x	x		Edward Roth
	WSBT-TV	x		x		Walter Sweitzer
TERRE HAUTE	WTHI-TV	x		x		Ben Falber Jr.

(CONTINUED)

## WITHOUT A "PEER" in the Rockford Area!



## IN THIS \$ BILLION-PLUS SALES EMPIRE WREX-TV IS THE KING SALESMAN

The Rockford TV Area — Illinois' 1st market outside Chicago—is 400,195 families strong, with \$2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total \$1,706,962,000, average \$4,265 per family — \$447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much lower cost per thousand.

J. M. BAISCH, GENERAL MANAGER  
Represented by H. R. TELEVISION, Inc.





City & state	Call letters	AM	Aft	Eve	Late	Contact
<b>IOWA</b>						
CEDAR RAPIDS	KCRG-TV		x		x	Ralph D. Willey
	WMT-TV		x		x	Doug Grant
DAVENPORT	WOC-TV		x		x	E. C. Sanders
DES MOINES	KRNT-TV		x		x	Dick Covey
	WHO-TV				x	Jack Kerrigan
	WOI-TV		x		x	Bob Mulhall
FORT DODGE	KQTV				x	Vernon Gielow
MASON CITY	KGLO-TV				x	Herbert R. Ohrt
OTTUMWA	KTVO		x		x	Jim Bolen
SIoux CITY	KTIV		x	x	x	D. Dirks
	KVTY		x	x	x	Arthur J. Smith
WATERLOO	KWWL-TV		x	x	x	Dwight Wheeler
<b>KANSAS</b>						
GREAT BEND	KCKT-TV				x	E. L. Kuhlman
PITTSBURG	KOAM-TV		x	x	x	R. E. Wade
TOPEKA	WIBW-TV		x	x	x	Lewis Dickensheets
WICHITA	KAKE-TV		x	x	x	Martin Umansky
	KARD-TV				x	Sam Worsham
	KTVH				x	Ray Huffer
<b>KENTUCKY</b>						
LEXINGTON	WLEX-TV				x	Earl L. Boyles
LOUISVILLE	WAVE-TV				x	George Patterson
	WHAS-TV				x	Charles McDaniel
<b>LOUISIANA</b>						
ALEXANDRIA	KALB-TV		x		x	Edward Small
BATON ROUGE	WAFB-TV		x		x	Ron Litteral
	WBRZ				x	John Ferguson
LAFAYETTE	KLFY-TV		x		x	Leo Seicshnaydre
LAKE CHARLES	KPLC-TV				x	T. B. Lanford
	KTAG-TV		x		x	Nelda Barker
MONROE	KNOE-TV		x			Harry Arthur
NEW ORLEANS	WDSU-TV				x	Tom Hicks
	WJMR-TV				x	R. E. Jeffers Sr.
SHREVEPORT	KSLA-TV		x		x	John Renshaw
	KTBS-TV		x	x	x	Pat White
<b>MAINE</b>						
BANGOR	WABI-TV				x	Leon P. Gorman Jr.
	W-TWO		x	x	x	J. A. Robinson Jr.
PORTLAND	WCSH-TV		x	x		J. S. Atwood
	WGAN-TV				x	Sam Henderson
<b>MARYLAND</b>						
BALTIMORE	WAAM		x	x	x	James Kilian
	WBAL-TV				x	Sydney Barbet
	WMAR-TV				x	David Stickle
SALISBURY	WBOC-TV				x	J. W. Downing, Jr.
<b>MASSACHUSETTS</b>						
BOSTON	WBZ-TV		x	x	x	Herbert Cohan
	WNAC-TV				x	James A. Pike
PITTSFIELD	WMGT		x		x	William P. Geary
SPRINGFIELD	WHYN-TV		x	x	x	Kendall Smith
	WWLP		x	x	x	Wallace Sawyer
<b>MICHIGAN</b>						
ANN ARBOR	WPAG-TV				x	R. W. Kirkpatrick
BAY CITY	WNEM-TV		x		x	Harry Travis
CADILLAC	WWTY		x		x	Daryl Sabastian
DETROIT	CKLW-TV		x	x	x	Arthur MacColl
	CJBK-TV		x	x	x	S. Campbell Ritchie
	WWJ-TV		x		x	James Schiavone
	WXYZ-TV		x	x	x	John Pival
GRAND RAPIDS	WOOD-TV		x		x	Robert Smith
KALAMAZOO	WKZO-TV				x	C. T. Lynch
SAGINAW	WKNX-TV		x		x	Bob Oliver

City & state	Call letters	AM	Aft	Eve	Late	Contact
<b>MINNESOTA</b>						
AUSTIN	KMMT				x	Earl Henton
DULUTH					x	Dave Murray
SUPERIOR	KDAL-TV				x	Harry Jones
MINNEAPOLIS	KMGM-TV				x	Gene Wecker
ST. PAUL	WCCO-TV		x	x	x	Don Perry
	WTCN-TV		x	x	x	Gene P. Loffler
ROCHESTER	KROC-TV				x	
<b>MISSISSIPPI</b>						
COLUMBUS	WCBI-TV				x	Chris Everson
HATTIESBURG	WDAM-TV				x	M. Reugen
JACKSON	WJTV				x	Owens Alexander
	WLBT				x	Bruce Nicholson
MERIDIAN	WTOK-TV				x	Robert F. Wright
TUPELO	WTWV				x	Bob Gordon
<b>MISSOURI</b>						
COLUMBIA	KOMU-TV				x	Al Scollay
HANNIBAL	KHQA-TV				x	Charles Lotz, Jr.
JEFFERS'N CITY	KRCG-TV				x	Laney Lee
JOPLIN	KODE-TV				x	Harry Burke
KANSAS CITY	KCMO-TV				x	T. R. Thompson
	KMBC-TV		x	x	x	M. E. Greiner, Jr.
	WDAF-TV		x	x	x	Jay Barrington
ST. JOSEPH	KFEQ-TV		x	x	x	Gene Milsteen
ST. LOUIS	KSD-TV				x	Keith Gunther
	KTVI				x	Jack Murdock
SPRINGFIELD	KTTS-TV		x	x	x	Jack Lloyd
<b>MONTANA</b>						
BILLINGS	KOOK-TV				x	Bud Clark
BUTTE	KXLF-TV				x	Jim Manning
GREAT FALLS	KFBB-TV				x	W. C. Blanchette
MISSOULA	KMSO-TV				x	A. J. Mosey
<b>NEBRASKA</b>						
HASTINGS	KHAS-TV				x	Robert Schnuelle
KEARNEY	KHOL-TV				x	K. Cooper
LINCOLN	KOLN-TV				x	Bob Johnson
OMAHA	KMTV				x	Glenn Harris
	WOW-TV				x	Josephine McCarthy
<b>NEVADA</b>						
LAS VEGAS	KLAS-TV				x	Marian Y. Komar
	KLRJ-TV				x	Mark Smith
	KSHO-TV		x	x	x	Lee Peer
<b>NEW HAMPSHIRE</b>						
MANCHESTER	WMUR-TV				x	W. A. Gildersleeve
<b>NEW MEXICO</b>						
ALBUQUERQUE	KGGM-TV				x	Ralph Rhoads
	KOAT-TV				x	Jerry Burns
	KOB-TV				x	Rolf S. Neilsen
CARLSBAD	KAVE-TV		x	x	x	J. H. Battison
<b>NEW YORK</b>						
ALBANY	WCDA		x		x	Charles G. Pogan
BINGHAMTON	WNBF-TV				x	Clark Pollock
BUFFALO	WGR-TV				x	Van Beuren DeVries
CARTHAGE	WCNY-TV				x	David Graves
NEW YORK	WABC-TV				x	George Rice
	WABD		x	x	x	Jack Lynn
	WATV		x	x	x	Robt. M. Paskow
	WCBS-TV		x	x	x	William Lacey
	WOR-TV				x	M. Fenster

(CONTINUED)



City & state	Call letters	AM	All	Eve	Late	Contact
<b>NEW YORK (cont.)</b>						
	WPIX		x			A. Hartigan
	WRCA-TV	x		x	x	Al Odeal
PLATTSBURGH	WPTZ-TV	x	x	x		G. B. Bregge
ROCHESTER	WHEC-TV		x	x		L. H. MacMillan
	WROC-TV		x	x		David Manning
	WVET-TV			x	x	Paul C. Louthar
SYRACUSE	WHEN-TV			x	x	Gordon Alderman
	WSYR-TV	x	x			W. V. Rothrum
UTICA	WKTV			x		Michael C. Fusco

**NORTH CAROLINA**

ASHEVILLE	WLOS-TV		x	x		Charles B. Britt
CHARLOTTE	WBTV		x	x		Nat Tucker
DURHAM	WTVD		x	x		Jack Preddy
GREENSBORO	WFMY-TV		x	x		Jack Wiggins
GREENVILLE	WNCT		x	x		A. H. Campbell
WASHINGTON	WITN		x			Hal Wilson
WILMINGTON	WMFD-TV			x		Wayne Jackson
WINSTON-SALEM	WSJS-TV		x	x		Roby F. Branou

**NORTH DAKOTA**

BISMARCK	KBMB-TV		x	x		John W. Boler
	KFYR-TV			x		Cal Culver
DICKINSON	KDIX-TV		x	x		Lauren Haacke
FARGO	KDAY-TV			x		Ken Kennedy
MINOT	KCJB-TV		x	x		Herman Burkart
VALLEY CITY	KXJB-TV		x	x		Ro Grignon

**OHIO**

AKRON	WAKR-TV		x	x		Roger G. Berk
CINCINNATI	WCPO-TV		x	x		Harvey Freeman
	WKRC-TV		x	x		Barry Hersh
	WLW-TV		x	x		Grace Payne
CLEVELAND	KYW-TV		x	x		E. Preston Stover
	WEWS		x	x		Floyd E. Weidman
	WJW-TV		x	x		R. C. Wright

City & state	Call letters	AM	All	Eve	Late	Contact
<b>COLUMBUS</b>						
	WBNS-TV				x	Betty Dixon
	WLW-C			x	x	Bud Gilys
	WTVN-TV	x		x	x	J. W. McGough
DAYTON	WHIO-TV				x	Chuck Gay
	WLW-D				x	Bob Provence
LIMA	WIMA-TV			x	x	Easter Straker
STUBENVILLE	WSTV-TV		x	x		Joseph Troesch
TOLEDO	WSPD-TV				x	Elaine Phillips
YOUNGSTOWN	WFMJ-TV				x	Warren S. Park
	WKBN-TV		x	x		Norm Berner
ZANESVILLE	WHIZ-TV				x	Ed Fisher

**OKLAHOMA**

ADA	KTEN		x	x	x	Bill Hoover
ENID	KGEO-TV				x	George Streets
LAWTON	KSWO-TV		x	x		P. V. Goode
OKLA. CITY	KWTW		x	x		W. Perry Dickey
	WKY-TV		x	x		Kieth Mathers
TULSA	KOTV		x	x		Dick Campbell
	KTUX				x	Mike Shapiro
	KVOO-TV				x	C. B. Akers

**OREGON**

EUGENE	KVAL-TV		x	x		S. W. McCready
KLAMATH FALLS	KOTI				x	Walter Richartz
MEDFORD	KBES-TV		x	x		Wm. B. Smullin
PORTLAND	KLOR		x	x	x	S. John Schile
	KOIN-TV		x	x		T. R. Gamble
	KPTV		x	x	x	Charles Shevland

**PENNSYLVANIA**

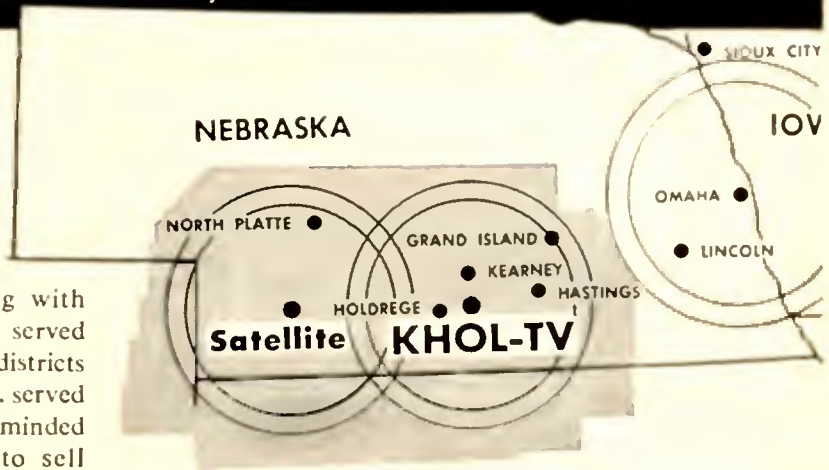
ALTOONA	WFBG-TV		x	x	x	Betty Adams
BETHLEHEM	WLEV-TV				x	E. C. Anderson
EASTON	WGLV		x	x		Peter Gallagher
ERIE	WICU		x	x		Ben McLaughlin
	WSEE-TV		x	x	x	Frank Herrick

(CONTINUED)

# KHOL-TV Sells Nebraska's Second Big Market!

Reaching 161,715 Families  
with an Effective Buying  
Income of \$706,868,000

Nebraska boasts two giant consumer markets bursting with profit potentials. One is the eastern metropolitan areas, served by four TV stations. The second is the rich agricultural districts of central and western Nebraska and Northern Kansas . . . served and sold by KHOL-TV and its satellite station. Profit minded advertisers agree — KHOL-TV — the economical way to sell Nebraska! Contact Meeker TV today.



**KHOL-TV and Satellite Station  
MARKET FACTS**

Population .....	510,100
Number of Families	159,400
Effective Buying Income	\$706,868,000
Total Retail Sales	\$567,217,000
Farm Population	189,600
Farm Gross Income	\$502,777,000
TV Set Count	105,000

CBS ABC **KHOL-TV** CHANNEL **13**

**KEARNEY, NEBRASKA**  
Satellite Station Channel 6, Hayes Center, Neb.

Represented Nationally by MEEKER TV, Inc.



City & state	Call letters	AM	Aft	Eve	Late	Contact
<b>PENNSYLVANIA (cont.)</b>						
HARRISBURG	WCMB-TV		x	x	x	Ed K. Smith
	WHP-TV		x		x	Dick Redmond
	WTPA	x	x		x	Allen P. Solada
JOHNSTOWN	WARD-TV			x	x	R. J. Butterfield
	WJAC-TV		x	x	x	Frank Cummins
PHILADELPHIA	WCAU-TV		x	x	x	Norman Leebron
	WFIL-TV		x		x	Ralph Goldstein
	WRCV-TV		x		x	Ed Murray
PITTSBURGH	KDKA-TV				x	Dick Dreyfuss
SCRANTON	WARM-TV		x	x	x	William Halpin
	WGBI-TV		x	x	x	Mort Rosenthal
WILKES-BARRE	WILK-TV		x		x	T. P. Shelburne
YORK	WNOV-TV			x	x	Richard E. Burg
	WSBA-TV		x	x	x	Jim Curtis
<b>RHODE ISLAND</b>						
PROVIDENCE	WJAR-TV		x		x	William Cooper
<b>SOUTH CAROLINA</b>						
ANDERSON	WAIM-TV		x	x	x	Virginia Barath
CHARLESTON	WCSC-TV				x	Ralph E. Thornley
COLUMBIA	WIS-TV				x	Adrian Munzell
	WNOK-TV				x	
FLORENCE	WBTW				x	John Brock
GREENVILLE	WFBC-TV		x		x	Wilson C. Wearn
<b>SOUTH DAKOTA</b>						
RAPID CITY	KOTA-TV				x	J. Norman Heffron
SIoux FALLS	KELO-TV				x	Joe Floyd
<b>TENNESSEE</b>						
CHATTANOOGA	WDEF-TV				x	Morris Quave
	WRGP-TV				x	Harry Stone
JACKSON	WDXI-TV				x	Frank Brown
JOHNSON CITY	WJHL-TV				x	Jack Sausman
KNOXVILLE	WATE-TV				x	John Reese
	WBIR-TV				x	Neal Branch
	WTVK				x	Bill Eckstein
MEMPHIS	WHBQ-TV				x	Wilson Northcross
NASHVILLE	WLAC-TV				x	Roy A. Smith
	WSIX-TV		x		x	James A. Harper
	WSM-TV				x	Elmer Cartwright
<b>TEXAS</b>						
ABILENE	KRBC-TV		x	x	x	Dale Ackers
AMARILLO	KFDA-TV				x	Dan Hayslett
	KGNC-TV				x	Bob Watson
AUSTIN	KTBC-TV				x	Bonner McLane
BEAUMONT	KFDM-TV				x	Jack Wallace
BIG SPRING	KBST-TV				x	Jack Wallace
CORP'S CHRISTI	KVDO-TV				x	
DALLAS	KRLD-TV				x	Nick Mueller
	WFAA-TV		x		x	Bob King
EL PASO	KILT-TV				x	John Amodes
	KROD-TV		x		x	Dick Watts
	KTSM-TV				x	Jack Rye
	XEJ-TV				x	H. Gutierrez
FORT WORTH	KFJZ-TV		x	x	x	Arno Mueller
	WBAP-TV				x	Lynn Trammel
GALVESTON	KGUL-TV				x	Bud Johnson
HARLINGEN	KGFT-TV				x	Troy McDaniel
HOUSTON	KTRK-TV		x	x	x	Hugh Pickett
LUBBOCK	KCBD-TV				x	George L. Tarter
	KDUB-TV				x	Ray Trent
LUFKIN	KTRE-TV				x	Richman Lewin
MIDLAND	KMID-TV		x		x	Jerry Blair
SAN ANGELO	KTXL-TV		x	x	x	J. H. Hubbard
SAN ANTONIO	KCOR-TV				x	Emilio Nicolas
	KENS-TV				x	Edward Uhler, Jr.
	WOAI-TV		x	x	x	Fay Leavitt
SWEETWATER	KPAR-TV		x		x	Ray Trent
TEMPLE	KCEN-TV				x	Gene Lewis
WESLACO	KRGV-TV				x	Bill Rucker
WICHITA FALLS	KFDX-TV		x		x	Warren Silver
	KSJD-TV				x	Sid Grayson

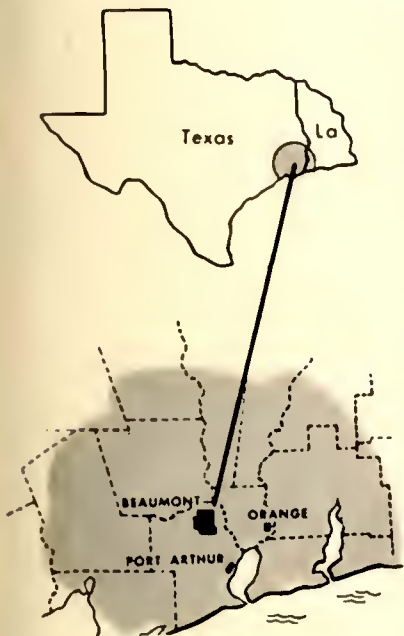
City & state	Call letters	AM	Aft	Eve	Late	Contact
<b>UTAH</b>						
SALT LAKE CITY	KSL-TV				x	R. V. Thiriot
	KTVT		x	x	x	Des Barker
	KUTV				x	Sid Cohen
<b>VERMONT</b>						
BURLINGTON	WCAX-TV				x	Sherman Rutter
<b>VIRGINIA</b>						
BRISTOL	WCYB-TV				x	Labe B. Mell
HARRISONBURG	WSVA-TV				x	Bob Lee
LYNCHBURG	WLVA-TV		x		x	Warren Uttal
NORFOLK	WTAR-TV				x	Harold Soldingier
	WVEC-TV		x	x	x	L. W. Kliewer
PETERSBURG	WXEX-TV		x	x	x	James L. Dodd
RICHMOND	WRVA-TV				x	Bob Pie
	WTVR		x		x	G. Conrad Rianhard
ROANOKE	WDBJ-TV				x	Paul E. Reynolds
	WSLS-TV				x	Hank Profenius
<b>WASHINGTON</b>						
BELLINGHAM	KVOS-TV		x	x	x	Dave Mintz
SEATTLE	KING-TV		x		x	Lee Schulman
	KOMO-TV				x	Dave Crockett
SPOKANE	KHQ-TV				x	William A. Neilson
	KREM-TV				x	Lains Warner
	KXLY-TV				x	Richard Jones
TACOMA	KTNT-TV				x	Burke Ormsby
	KTVW				x	William Veneman
YAKIMA	KIMA-TV				x	Jim Nolan
<b>WEST VIRGINIA</b>						
BLUEFIELD	WHIS-TV		x	x	x	P. T. Flanagan
CHARLESTON	WCHS-TV		x	x	x	Morton S. Cohn
FAIRMONT	WJPB-TV				x	J. P. Beacom
HUNTINGTON	WHTN-TV		x	x	x	G. A. Miller, Jr.
	WSAZ-TV				x	Gayle MacCracken
OAK HILL	WOAY-TV				x	Robert R. Thomas
PARKERSBURG	WTAP				x	Milton Komito
WHEELING	WTRF-TV				x	Robert W. Ferguson
<b>WISCONSIN</b>						
EAU CLAIRE	WEAU-TV				x	R. P. Kepler
GREEN BAY	WBAY-TV				x	Greg McElrone
	WFRV-TV		x	x	x	Soren H. Munkhof
LA CROSSE	WKBT				x	Raymond Skaran
MADISON	WISC-TV				x	Dick Kepler
	WKOW-TV		x	x	x	Frank Bignell
	WMTV		x	x	x	Gerald Bartell
MARINETTE	WMBV-TV				x	Pat Kehoe
MILWAUKEE	WISN-TV		x	x	x	John B. Soell
	WITI-TV				x	Dean McCarthy
	WTMJ-TV				x	James Fitzgerald
	WXIX		x	x	x	S. M. Rosenman
SUPERIOR-						
DULUTH	WDSM-TV				x	Ed Conrad
WAUSAU	WSAU-TV				x	Bart Kellnhauser
<b>WYOMING</b>						
CHEYENNE	KFBC-TV				x	R. S. McCracken
<b>ALASKA</b>						
ANCHORAGE	KENI-TV				x	Del Day
	KTVA				x	John M. Miller
FAIRBANKS	KFAR-TV				x	Del Day
	KTVF				x	Vern Francis
JUNEAU	KINY-TV				x	Richard Peter



# TV KFDM AM

STUDIOS IN BEAUMONT

Dominates This Important Gold Coast Cities Market



## FACTS — KFDM-TV

1. Channel 6 — 100,000 watts — CBS — ABC
2. 118,000 TV Homes in 13 Texas Counties and Louisiana Parishes.
3. Complete Dominance
4. Grade A Coverage in Beaumont — Port Arthur — Orange

## FACTS — KFDM-AM

1. COVERAGE — largest in area. (Nielsen)
2. \$814,900,000 — Retail Sales
3. \$1,163,108,000 — Net Effective Buying Income
4. 5,000 Watts — 560 Kilocycles — Affiliated with American Broadcasting Company

And We're Celebrating Our **33<sup>RD</sup> ANNIVERSARY**

Represented by **PETERS-GRIFFIN-WOODWARD, INC.**

City & state	Call letters	AM	Aft	Eve	Late	Contact			
<b>HAWAII</b>									
HONOLULU	KGMB-TV		x	x	x	Robert Costa			
	KONA		x	x		John Keating			
	KULA-TV		x	x	x	Art Sprinkle			
<b>PUERTO RICO</b>									
SAN JUAN	WKAQ-TV		x		x	Delfin Fernandez			
<b>CANADA</b>									
<b>ALBERTA</b>									
CALGARY	CHCT-TV				x	Ray Torgrud			
EDMONTON	CFRN-TV				x	George Kidd			
LETHBRIDGE	CJLH-TV				x	Bob Ranson			
<b>BRITISH COLUMBIA</b>									
VANCOUVER	CBUT				x	Hugh Palmer			
<b>MANITOBA</b>									
WINNIPEG	CBWT				x	D. E. Cameron			
<b>NEW BRUNSWICK</b>									
MONCTON	CKCW-TV				x	H. Button			
ST. JOHN	CHSJ-TV				x	Wm. Stewart			
<b>NEWFOUNDLAND</b>									
ST. JOHN'S	CJON-TV				x	x	Don Jamieson		
<b>NOVA SCOTIA</b>									
HALIFAX	CBHT					x	Carl MacCaull		
SYDNEY	CJCB-TV						x	M. C. MacQuarrie	
<b>ONTARIO</b>									
BARRIE	CKVR-TV					x	Ralph Snelgrove		
KINGSTON	CKWS-TV					x	x	R. W. Hofstetter	
KITCHENER	CKCO-TV					x	x	D. G. Martz	
LONDON	CFPL-TV					x	x	R. A. Reinhart	
NORTH BAY	CKGN-TV					x	x	C. H. Hewitt	
OTTAWA	CBOFT					x		Charles P. Wright	
	CBOT					x		Ralph Parker	
PORT ARTHUR	CFPA-TV					x		W. J. Woodill	
SUDBURY	CKSO-TV					x	x	Jean De Villiers	
TIMMINS	CFCL-TV					x		Fergus Mutrie	
TORONTO	CBLT					x		Arthur MacCall	
WINDSOR	CKLW-TV					x	x	x	D. Hildebrand
WINGHAM	CKNX-TV					x		x	
<b>PRINCE EDWARD ISLAND</b>									
CHARLOTTE-TOWN	CFCY-TV					x		x	E. P. Williams
<b>QUEBEC</b>									
JOYQUIERE	CKRS-TV							x	Paul J. Audette
MONTREAL	CBFT					x			Fernand Guerard
	CBMT					x			Andre Ouimet
QUEBEC	CFCM-TV					x		x	Jacques Filteau
RIMOUSKI	CJBR-TV					x		x	Francois Raymond
SHERBROOKE	CHLT-TV					x		x	Pierre Bruneau
<b>SASKATCHEWAN</b>									
REGINA	CKCK-TV					x		x	Larry Glover

# Faster

# sales

with

# WVEC-TV

Watch your sales grow on WVEC-TV Channel 15



Unexcelled merchandising and promotional facilities.

serving Norfolk Hampton Newport News Portsmouth Warwick Virginia Beach

• the number one Virginia Market!

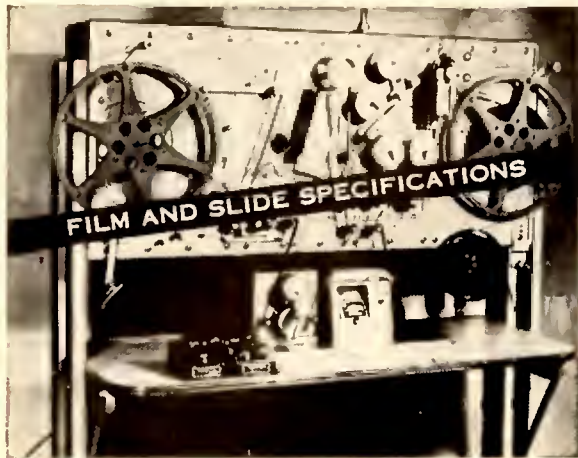
• lowest cost-per-thousand!

• a basic NBC Station!





# film & slides



symbol

\* station abides by SRA ID standards  
tr—transparency; op—opaque

● Of the 515 stations that supplied information regarding their use of film and slides, 341 subscribe to SRA—Station Representatives Association—standards for three-quarter screen shared ID's and full screen eight-second station breaks. That represents 66% of the respondents. In 1956, Buyers' Guide reported 385 station subscribers, or 83% of the respondents that year. 16 mm motion picture projectors are used by 420 stations or 81% of the respondents; three stations report using 35 mm only while 33 stations use both 16 mm and 35 mm projectors. 444 stations use transparency slides with 136 reporting the use of opaques. Full data for each station including slide sizes, projectors used, hours required for art, and station film contact appear below in listings.

## ALABAMA

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
BIRMINGHAM	WABT	16	2x2		DuMont; RCA	4 days	Chas. Grisham
	*WBRC-TV	16	2x2	3x4	Holmes	48	M. D. Smith
DECATUR	*WMSL-TV	16	2x2		RCA	72	Joe Vincent
MOBILE	WTVY						Daryl Griffin
MOBILE	*WALA-TV	16	2x2		RCA	48	Al Holman
	WKRK-TV	16	2x2		GE	48	Opers. Desk
MONTGOMERY	*WCOV-TV	16	2x2		Selectro	72	Henry Amerson
	*WSFA-TV	16	2x2		RCA	72	G. R. Jacobsen

## ARIZONA

PHOENIX	*KOOL-TV	16	2x2	4x5	DuMont	48	Stu Bailey
MESA	*KPHO-TV	16	2x2		DuMont	4 days	R. T. Martin
	*KTVK	16	2x2		RCA	48	Don Tuckwood
	*KVAR	16	2x2		DuMont; RCA	72	E. W. Harvey
TUCSON	*KDWI-TV	16	2x2		Eastman	48	J. W. Hays
	*KOPO-TV	16	2x2		DuMont	4 days	G. C. O'Brien
	KVOA-TV	16	2x2		Gray	72	W. R. DuBols
YUMA	*KIVA	16	2x2		DuMont	72	Leo Burkland

## ARKANSAS

EL DORADO	*KRBB	16	2x2		RCA	48	B. B. Compton
FORT SMITH	*KFSA-TV	16	2x2		Selectro	48	Paschal Porta
LITTLE ROCK	*KARK-TV	16	2x2		RCA	72	Lee Bryant
	*KATV	16	2x2	4x5	S&S	72	Jimmy Cowser
	*KTHV	16	2x2		Gray	72	Cecil Bland
TEXARKANA	*KCMC-TV	16	2x2	3¼x4	GE; Gray	72	Les Eugene

## CALIFORNIA

City	Call letters	mm	Slides		Projectors	work—hours Adv. for art	Contact
			tr.	op.			
BAKERSFIELD	*KBAK-TV	16	2x2		RCA	48	Opers. Desk
	*KERO-TV	16	2x2		Gray	72	Ken Croe
CHICO	*KHSL-TV	16	2x2		Selectro	72	M. Jacobson
EUREKA	*KIEM-TV	16	2x2		Selectro	96	Donald T. Reed
FRESNO	*KFRE-TV	16	2x2		Eastman; GE	5 days	Hal Odom
	*KJEO-TV	16	2x2		Selectro	1 wk	W. O. Edmister
	*KMJ-TV	16	2x2	4x5	Selectro; Telop	2 days	Willson Lewis
	KVVG	16	2x2		Gray; Telop	48	Bob Lee
LOS ANGELES	*KABC-TV	16	2x2		GE; RCA	48	N. H. Slovic
	*KCOB	16&35	2x2		RCA	24	Al Wheeler
	*KHJ-TV	16&35	2x2		Gray	72	H. Wheeler
	*KNXT	16&35	2x2	4x5	Gray	3 days	Robert W. ...
	*KRCA	16&35	2x2		Eastman; RCA	48	J. G. Dan ...
	*KTLA	16&35	2x2		S&S; Selectro	48	Bernie Eb ...
	*KTTV	16&35	2x2		S&S	7 days	Val Conte
REDDING	*KVIP	16	2x2		Selectro	48	Ted Dooley
SACRAMENTO	*KBET	16	2x2		GE	48	Frank Del ...
	*KCCC-TV	16	2x2			72	W. R. Fu ...
	*KCRA-TV	16	2x2	4x5	Gray; RCA; Telop	48	Dick Block
SALINAS	KSBW-TV	16	2x2		S&S	24	Dick Wies ...
SAN DIEGO	KFMB-TV	16	2x2	3¼x4	Eastman	48	George Sta ...
	*KFSD-TV	16	2x2		Gray; RCA	48	Opers. Des ...
	XETV	16	2x2	4x5	Eastman	48	Opers. Des ...
SAN FRANCISCO	*KGO-TV	16&35	2x2		S&S	48	Ed Smith
	*KPIX	16	2x2	4x5	Gray; Selectro	48	Louis Simo ...
	*KRON-TV	16	2x2		Eastman; Gray; RCA	72	Opers. Des ...
	*KSAN-TV	16	2x2	4x5	Holmes	48	B. McLaugh ...

(CONTINUED)



**CALIFORNIA (cont.)**

City	Call letters	mm	tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
JOSE	KNTV	16	2x2		Telejector	72	Russ Trueadell
LUIS OBISPO	*KVEC-TV	16	2x2	4x5	DuMont	96	Bob Wilton
STA BARBARA	*KEY-TV	16	2x2		Eastman; S&S	48	M. A. Casey
STOCKTON	*KDVR	16	2x2		Eastman; Selectro; Telop	21	Bel Lange

**COLORADO**

DENVER	*KKTV	16	2x2		RCA	48	Carl Pehlman
DENVER	KRDD-TV	16	2x2		Gray	72	Joe Cahalan
DENVER	*KBTV	16	2x2		RCA	21	Gill Lee
DENVER	*KLZ-TV	16	2x2		Gray	72	Paul Blue
DENVER	*KOA-TV	16	2x2		RCA		H. Seddons
DENVER	*KTVR	16	2x2		RCA	72	Oper. Desk
DENVER	ND JUNC'N	KREX-TV	16	2x2	RCA	72	J. L. Robinson
DENVER	BLO	*KCSJ-TV	16&35	2x2	RCA	72	D. Durniak

**CONNECTICUT**

HARTFORD	*WICC-TV	16	2x2			1 wk	Oper. Desk
HARTFORD	*WHCT	16	2x2	4x5	Gray	48	John O'Downey
HARTFORD	*WNBC	16	2x2	4x5	Gray; S&S	72	Phil Corvo
HARTFORD	*WNHC-TV	16	2x2		Telejector	1 wk	E. C. Orlist

**DELAWARE**

WILMINGTON	*WPFH	16	2x2		RCA		M. H. Fisher
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**DISTRICT OF COLUMBIA**

WASHINGTON	*WRC-TV	16&35	2x2		Selectro		L. McClelland
WASHINGTON	WTOP-TV	16	2x2	4x5	Gray; RCA		T. B. Jones
WASHINGTON	*WTTG	16	2x2		Holmes	21	D. Miller

**FLORIDA**

MIAMI BEACH	WESH-TV	16	2x2		RCA	48	William Hall	
DADE COUNTY	*WJHP-TV	16	2x2		Selectro	48	Bill Fraker	
DADE COUNTY	*WMBR-TV	16	2x2		GE; S&S	5 days	H. Kalkinls	
MIAMI	*WGBS-TV	16	2x2			48	Jack Barry	
MIAMI	WITV	16	2x2	4x5	RCA; Telop	48	Jack Irvin	
MIAMI	*WTVJ	16	2x2	3 1/2 x 4	GE	1 wk	Bill Brazzil	
MIAMI	ANOD	*WOBQ-TV	16	2x2	Gray	72	Agnes Carlson	
MIAMI	PAMA CITY	WJDM-TV					Oper. Desk	
MIAMI	SACOLA	WEAR-TV	16	2x2	RCA	24	Oper. Desk	
MIAMI	PETERSBURG	*WSUN-TV	16	2x2	4x5	RCA; Telop	1 wk	Charles Bishop
MIAMI	TAPA	*WFLA-TV	16	2x2	RCA	1 wk	George Gelger	
MIAMI		WTVT	16	2x2	RCA	72	W. Rhoades	
MIAMI	PALM BEACH	*WEAT-TV	16	2x2	Gray	72	M. O'Connell	
MIAMI		*WPTV	16	2x2	Gray	72	Robert Carris	

**GEORGIA**

ATLANTA	ANY	WALB-TV	16	2x2	4x5	Gray	24	Jack Mayor
ATLANTA		*WAGA-TV	16	2x2		RCA		Don Naylor
ATLANTA		*WLW-A	16	2x2		Gray; RCA	72	James Sharp
ATLANTA		*WSB-TV	16	2x2	4x5	RCA	48	M. K. Tolson

**GEORGIA (cont.)**

City	Call letters	mm	tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
AUGUSTA	*WJBF	16	2x2		Gray	72	D. McDonald
AUGUSTA	WROW-TV	16	2x2		Gray	48	It. A. Fennel
COLUMBUS	*WDAK-TV	16	2x2		Gray	48	J. Hughes
COLUMBUS	*WRBL-TV	16	2x2		GE	72	Wm. Jenkins
MACON	*WMAZ-TV	16	2x2		Gray Selectro	1 wk	Traffic Dept
SAVANNAH	WSAV-TV	16	2x2		Gray; RCA	72	H. Humphreys, Jr
SAVANNAH	*WTOG-TV	16	2x2		Gray	24	Dave Randall
THOMASVILLE	*WCTV	16	2x2		Gray	72	J. E. Harford

**IDAHO**

BOISE	*KBDI-TV	16	2x2	3 1/2 x 5	DuMont, GE	48	Earl Glade Jr
BOISE	*KIDO-TV	16	2x2	3 1/2 x 4	RCA	48	Jack Link
IDAHO FALLS	KID-TV	16	2x2	4x5	RCA; Telop		Oper. Desk
TWIN FALLS	KLIX-TV	16	2x2		Gray; RCA	48	Bill Taylor

**ILLINOIS**

CHAMPAIGN	*WCIA	16	2x2		RCA		James Fielding
CHICAGO	*WBBM-TV	16&35			RCA	48	L. Pierre, Jr
CHICAGO	*WBKB	16&35	2x2		S&S	72	Ralph Andrews
CHICAGO	WGN-TV	16&35		4x5			G. Peterson
CHICAGO	*WNBQ	16&35	2x2			72	Harry Trigg
DANVILLE	WOAN-TV	16	2x2		S&S	48	
DECATUR	*WTVP	16	2x2		Gray	48	R. G. Wright
HARRISBURG	*KSIL-TV	16	2x2		RCA	21	C. O. Farrar
PEORIA	*WEEK-TV	16	2x2	3 1/2 x 4	GE	48	Nic Fletcher
PEORIA	*WTVH	16	2x2		RCA	72	Bill Pipper
QUINCY	*WGEM-TV	16&35	2x2	4x5	DuMont	72	H. Heifbrer
ROCKFORD	*WREX-TV	16	2x2		DuMont	72	R. MacDonald
ROCKFORD	*WTVQ	16	2x2	3 1/2 x 4		72	J. Klein, Jr
ROCK ISLAND	*WHBF-TV	16	2x2	4x5	DuMont	72	
SPRINGFIELD	*WICS	16	2x2		Gray	48	Robert Steffan

**INDIANA**

ELKHART	*WSJV-TV	16	2x2		RCA	72	Wm. Morrow
EVANSVILLE	*WEHT	16	2x2		RCA	12	Oper. Desk
EVANSVILLE	*WFIE-TV	16	2x2		Gray	48	Bob Dean
EVANSVILLE	*WTVW	16	2x2		RCA	48	Oper. Desk
FT. WAYNE	WIN-TV	16	2x2				F. C. Mitchell
FT. WAYNE	*WKJG-TV	16	2x2		GE		C. O. Mahlock
INDIANAPOLIS	*WFBM-TV	16	2x2	4x5	DuMont		Bill Fall
INDIANAPOLIS	*WISH-TV	16	2x2	3 1/2 x 4	RCA	72	Martha Preston
LAFAYETTE	*WFAM-TV	16	2x2	3 1/2 x 4	Projectall	72	Oper. Desk
SOUTH BEND	WNDU-TV	16	2x2		RCA	72	Edward Roth
SOUTH BEND	*WSBT-TV	16	2x2		S&S	72	Will Darch
TERRE HAUTE	WTHI-TV	16	2x2		Gray	72	Pat Murphy

**IOWA**

CEDAR RAPIDS	*KCRG-TV	16	2x2		Eastman Gray	72	Oper. Desk
CEDAR RAPIDS	*WMT-TV	16	2x2		RCA	21	L. VanNostrand
DAVENPORT	*WOC-TV	16	2x2		RCA	72	Oper. Desk
DES MOINES	*KRNT-TV	16	2x2		RCA	48	Paul Elliott
DES MOINES	*WHO-TV	16	2x2	4x5	GE; Telop	36	Ken Gfeer
DES MOINES	*WDI-TV	16	2x2		Gray	72	D. Peterson

(CONTINUED)



## IOWA (cont.)

City	Call letters	mm	Slides tr.	op.	Projectors	Adv. for art work—hours	Contact
FT. OODGE	KQTV	16	2x2	3x4	GE	48	Opers. Desk
MASON CITY	*KGLD-TV	16		4x5	DuMont	48	Opers. Desk
OTTUMWA	KTVQ	16	2x2		Gray	48	Jlm Holen
SIoux CITY	KTIV	16	2x2	4x5		24	Larry Kurtze
	KVTV	16	2x2	4x5	RCA	48	G. Hutchins
WATERLOO	*KWVL-TV	16		4x5	RCA		D. Moldenhar

## KANSAS

GREAT BENO	*KCKT-TV	16	2x2		GE	72	Otis Cowan
PITTSBURG	*KOAM-TV	16	2x2		Gray; RCA	72	Opers. Desk
TOPEKA	*WIBW-TV	16	2x2	4x5	Gray; RCA; Telop	72	Hilton Hodges
WICHITA	*KAKE-TV	16	2x2	4x5	Gray; RCA	72	Norman Larson
	*KARO-TV	16	2x2		Gray	72	Opers. Desk
	*KTVH	16	2x2		RCA	48	Ray Huffer

## KENTUCKY

LEXINGTON	*WLEX-TV	16	2x2		Gray	72	A. Macaulay
LOUISVILLE	*WAVE-TV						G. Patterson
	WHAS-TV	16	2x2	3 1/4 x 4	Eastman; GE	72	R. M. Hansen

## LOUISIANA

ALEXANDRIA	*KALB-TV	16		4x5	DuMont	48	F. Whitehead
BATON ROUGE	*WAFB-TV	16	2x2		RCA	48	
	*WBRZ	16	2x2	4x5	RCA; Telop	48	Aubry Moore
LAFAYETTE	*KLFY-TV	16	2x2		DuMont	48	Q. J. Henley
LAKE CHARLES	KPLC-TV	16	2x2		Selectro	48	Mrs. E. Norred
	*KTAG-TV	16	2x2		GE	24	Bob Pardue
MONROE	*KNOE-TV	16&35	2x2	4x5	RCA; Telop		J. Ansell, Jr.
NEW ORLEANS	*WOSU-TV	16	2x2	3 1/4 x 4	GE	48	Tom Hicks
	*WJMR-TV	16	2x2	3 1/4 x 4	B&H; GE	72	Tom Abbott
SHREVEPORT	*KSLA-TV	16	2x2	4x5	DuMont; Gray	1 wk	Bob Thompson
	*KTBS-TV	16	2x2		DuMont	72	Vlada Dimac

## MAINE

BANGOR	*WABI-TV	16	2x2		Gray; RCA	72	Walter Dickson
	*W-TWO	16&35	2x2		RCA	48	William Clark
PORTLAND	*WCSH-TV	16	2x2		Gray; RCA	72	B. Poole, Jr.
	*WGAN-TV	16	2x2		S&S	72	S. Henderson

## MARYLAND

BALTIMORE	WAAM	16	2x2	4x5	Gray; RCA; Telop		Jim Killian
	*WBAL-TV	16	2x2	3 1/4 x 4	Gray; RCA	48	Sydney King
	*WMAR-TV	16	2x2		RCA	48	R. Cochrane
SALISBURY	WBOC-TV	16	2x2	4x5	Gray; RCA	72	J. Downing Jr.

## MASSACHUSETTS

BOSTON	*WBZ-TV	16	2x2		RCA; Selectro	48	Herbert Cahan
	*WNAC-TV	16&35	2x2	3 1/4 x 4	B&H; B&L; Simplex		Tom Bateson
PITTSFIELD	WMGT	16	2x2		RCA	1 wk	
SPRINGFIELD	*WHYN-TV	16	2x2	3 1/4 x 4	GE	2 wks	Kendall Smith
	*WWLP	16&35	2x2		Eastman	72	Wallace Sawyer

## MICHIGAN

City	Call letters	mm	Slides tr.	op.	Projectors	work—hours Adv. for art	Contact
ANN ARBOR	*WPAG-TV	16		3x4	GE	2 days	Opers. Desk
BAY CITY	WNEM-TV	16	2x2		DuMont	72	Opers. Desk
CAOILLAC	*WWTW	16	2x2	3 1/4 x 4	GE	1 wk	Clayton
DETROIT	*CKLW-TV	16	2x2		Gray	48	S. C.
	*WJBK-TV	16	2x2		GE; Gray	24	Ralph
	*WWJ-TV	16	2x2	4x5	Selectro; Telejector	48	J. Schl
	*WXYZ-TV	16&35	2x2		Eastman	48	E. Ash
GRAND RAPIDS	*W000-TV	16	2x2	4x5	Gray	48	David I
KALAMAZOO	*WKZO-TV	16	2x2	4x5	Gray	72	Opers. Desk
LANSING	*WJIM-TV	16	2x2		Gray	1 wk	Phil Sh
	*WTOM-TV	16	2x2		Gray	72	Ed Car
SAGINAW	*WKNX-TV	16	2x2		RCA	48	Jay Ott
							Olliver
TRAVERSE CITY	WPBN-TV	16	2x2	4x5	RCA	48	R. E. I

## MINNESOTA

AUSTIN	KMMT	16		4x5	DuMont	96	
DULUTH-SUPERIOR, WIS.	KOAL-TV	16	2x2		Gray	24	Opers. Desk
	*WOSM-TV	16	2x2	3 1/4 x 4	GE; Gray	48	E. M. C
	KMGH-TV	16	2x2	4x5	Gray; RCA	48	Opers. Desk
MINNEAPOLIS-ST. PAUL	*KSTP-TV	16	2x2			72	Del Fra
	*WCCO-TV	16	2x2	3 1/4 x 4	Eastman; GE	48	Harry J
	*WTCN-TV	16	2x2	4x5	GE; RCA	24	Gene We
ROCHESTER	*KROC-TV	16	2x2		RCA	48	Don Per

## MISSISSIPPI

COLUMBUS	*WCBT-TV	16&35	2x2		Gray; RCA	48	Opers. Desk
HATTIESBURG	*WOAM-TV	16	2x2		Gray	72	Keith G
JACKSON	*WJTV	16	2x2		Eastman	48	Ken Park
	*WLBT	16	2x2		RCA	24	Frank G
MERIDIAN	WTOK-TV	16	2x2		Gray	72	Opers. Desk
TUPELO	*WTWV	16	2x2		Holmes	48	B. F. Pe

## MISSOURI

COLUMBIA	*KOMU-TV	16	2x2	4x5	GE; Selectro	72	John Co
HANNIBAL	*KHQA-TV	16	2x2		DuMont	72	W. Roth
JEFFERSON CITY	KRCG-TV	16	2x2		RCA	72	Laney Le
JOPLIN	*KOOE-TV	16	2x2		Gray; RCA	1 wk	Ron Rob
KANSAS CITY	*KCMO-TV	16	2x2	4x5	RCA; Telop	72	S. B. Tr
	*KMBC-TV	16	2x2		Gray	72	Mori Gri
	*WOAF-TV	16	2x2	4x5	Gray; RCA	72	Jay Barr
ST. JOSEPH	KFEQ-TV	16	2x2		RCA	72	Geen Mil
ST. LOUIS	KSO-TV	16	2x2		Selectro		
	*KTVI	16	2x2		RCA	72	Jack Mur
SPRINGFIELD	*KTTS-TV	16	2x2		RCA	48	Opers. Desk

## MONTANA

BILLINGS	*KOOK-TV	16	2x2	4x5	DuMont; Selectro	48	Ed Pelss
BUTTE	*KXLF-TV	16	2x2		Gray	96	Oper. Desk
GREAT FALLS	*KFBB-TV	16	2x2	4x5	DuMont	48	W. Blanch
MISSOULA	*KMSO-TV	16	2x2		GE	24	Dick Can



**NEBRASKA**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
OMAHA	*KHAS-TV	16	2x2	4x5	RCA, Telop	18	H. H. Packard
WARREN	*KHOL-TV	16	2x2		Selectro	72	Opera Desk
COLN	*KOLN-TV	16	2x2		RCA	72	Ed Modersheim
OMAHA	KMTV	16&35	2x2		RCA	48	Jack Katz
	*WOW-TV	16	2x2		RCA	48	Jim Hill

**NEVADA**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
VEGAS	*KLAS-TV	16	2x2		GE	72	
	*KLRJ-TV	16	2x2		RCA	72	Anne Gibb
	KSHO-TV	16	2x2		Eastman	18	Bob Gardner
DO	*KOLO-TV	16	2x2		RCA	18	D. Yasner

**NEW HAMPSHIRE**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
MANCHESTER	WMUR-TV	16	2x2	4x5, 8x10	Selectro	48	W. Gilbertleeve

**NEW MEXICO**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
ALBUQUERQUE	*KGGM-TV	16	2x2		RCA	72	Opera Desk
	*KOAT-TV	16	2x2	4x5	DuMont	48	E. Whitefield
	*KOB-TV	16	2x2		Selectro	18	Al Jarrett
EL PASO	*KAVE-TV	16	2x2			18	J. H. Battison
	KICA-TV	16	2x2	4x5	Gray; Telop	72	Louis Pyka
WELL	*KSWV-TV	16	2x2		Federal	72	Opera Desk

**NEW YORK**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
ALBANY	WCDA	16	2x2		Holmes; GPL	1 wk	C. G. Pogan
BINGHAMTON	*WBNF-TV	16	2x2		Gray	21	Ronald Malnes
BUFFALO	*WBEN-TV	16	2x2		Eastman; Gray	96	Fred Keller
	*WBUF-TV	16	2x2	4x5	Gray	96	Frank Harms
	*WGR-TV	16	2x2		Gray; RCA	72	V. R. DeVries
ROCHESTER	*WCNY-TV	16	2x2		GE	48	Glenn Hall
NEW YORK	*WABC-TV	16&35	2x2		B&H	48	George Rice
	WABD	16&35	2x2	4x5	B&H; RCA	72	Opera Desk
	WATV	16	2x2		RCA	48	Opera Desk
	*WCBS-TV	16&35		4x5	Gray	2 wks	M. Lonsberry
	*WOR-TV	16&35	2x2		B&H; GE;	21	
	*WPIX	16&35	2x2		RCA; Eastman	72	A. Cook
	*WRCA-TV	16&35		4x5	RCA	48	Stanford Levy
PLATTSBURGH	WPTZ-TV	16	2x2	4x5	DuMont	48	Albert Cahill
ROCHESTER	*WHEC-TV	16	2x2	3x4	GE; Gray	72	Opera Desk
	*WROC-TV	16	2x2		Gray	1 wk	S. Novell
	*WVET-TV	16	2x2		GE; Gray	72	Opera Desk
CONNECTICUT	*WRGB	16	2x2		GE	1 wk	Albert Zink
ALBANY	WHEN-TV	16	2x2		RCA	48	Ed Herr
	*WSYR-TV	16	2x2	3 1/4 x 4	GE; Gray	48	W. Rothrum
ALBANY	*WKTV	16	2x2		Gray	48	F. Gruenwald

**NORTH CAROLINA**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
RANDOLPH	*WLOS-TV	16	2x2	4x5	Federal; FTL	72	S. W. Wright
CHARLOTTE	WBTV	16	2x2		RCA	72	Bob Carroll
DURHAM	*WTVO	16	2x2	4x5	DuMont	72	Gladys Boykin
GREENSBORO	WFMY-TV	16	2x2	4x5	DuMont	72	Jack Wiggins

**NORTH CAROLINA (cont.)**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
GREENVILLE	*WNCT	16	2x2		Treuel	72	Hank Tribley
WASHINGTON	*WITN	16	2x2	x1	GE; Gray	48	Hal Wilson
WILMINGTON	*WMFO-TV	16	2x2		RCA	72	W. Jackson
WINSTON-SALEM	*WSJS-TV	16	2x2		GE	72	Fred Gibson
	*WTOB-TV	16	2x2		RCA; Telop	24	Walter Maylor

**NORTH DAKOTA**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
BISMARCK	*KBMB-TV	16		4x5	RAII	48	Opera Desk
	*KFYR-TV	16	2x2	4x5	Eastman; Gray	48	A. L. Anderson
DICKINSON	KOIX-TV	16	2x2				L. Haacko
FARGO	*WOAY-TV	16	2x2		Gray	48	Jack Lester
MINOT	*KCJB-TV	16	2x2	1x5	DuMont	48	Opera Desk
VALLEY CITY	*KXJB-TV	16	2x2		DuMont	24	Opera Desk

**OHIO**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
AKRON	WAKR-TV	16	2x2		RCA; Telop	72	Ken Keegan
CINCINNATI	WCPO-TV	16	2x2		GE	48	H. Freeman
	*WKRC-TV	16	2x2		GE	48	Barry Hersh
	*WLW-TV	16	2x2		Gray; Selectro	48	Abe Cowan
CLEVELAND	*KYW-TV	16&35	2x2		Selectro	72	E. P. Stover
	WEWS	16	2x2	4x5	GE	1 wk	Opera Desk
	*WJW-TV	16	2x2	3 1/2 x 1	GE; RCA; Eastman;	48	R. C. Wright
COLUMBUS	WBNS-TV	16	2x2		RCA	48	R. Sprague
	*WLW-C	16	2x2			72	Bud Gillis
	*WTVN-TV	16	2x2		Gray	48	J. Jenkins
DAYTON	*WHIO-TV	16	2x2		Gray	72	Chuck Gay
	*WLW-D	16	2x2		Gray	96	Bob Province
LIMA	WIMA-TV	16	2x2		RCA	1 wk	Dick Hower
STEUBENVILLE	*WSTV-TV	16	2x2		Gray	72	G. Wilson
TOLEDO	*WSPD-TV	16	2x2			2 wks	Opera Desk
YOUNGSTOWN	WFMJ-TV	16	2x2		RCA	24	G. Donahay
	WKBN-TV	16&35	2x2		Eastman; Gray	48	J. L. Bowder
ZANESVILLE	*WHIZ-TV	16	2x2		GPL	7 days	1st Jarvis

**OKLAHOMA**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
ADA	*KTEN	16	2x2		Gray	72	Jack Hooper
ARMORE	KVSO-TV	35	2x2				G. Varnell
ENID	*KGEQ-TV	16	2x2	4x5	RCA	72	R. Walborn
LAWTON	*KSWO-TV	16&35	2x2		Selectro	72	Bob Scott
OKLAHOMA CITY	KWTV	16	2x2	4x5	Gray; RCA	72	W. P. Dickey
	*WKY-TV	16	2x2		Gray; Selectro	72	Joe Jenkins
TULSA	*KOTV	16	2x2	4x5	Selectro	72	Daie E. Hart
	KTVX	16	2x2		GE	48	Ronald Still
	KV00-TV	16	2x2	4x5	GE; Selectro; Telop	72	Bill Sadler

**OREGON**

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
EUGENE	KVAL-TV	16	2x2		Gray	48	R. Anderson
KLAMATH FALLS	KOTI	16	2x2		Selectro	72	Opera Desk
MEADFORD	*KBES-TV	16	2x2		GPL	72	Opera Desk
PORTLAND	KLOR	16	2x2	4x5	DuMont	48	W. Plummer
	*KOIN-TV	16	2x2		S&S	72	Opera Desk
	*KPTV	16	2x2		RCA	24	C. Sherland

(CONTINUED)



## PENNSYLVANIA

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
ALTOONA	*WFBG-TV	16	2x2	3¼x4	GPL	72	Betty Adams
BETHLEHEM	*WLEV-TV	16	2x2	3¼x4	Belop	96	Oper. Desk
GASTON	*WGLV	16	2x2		RCA	72	P. Gallagher
ERIE	WICU	16	2x2		GE; RCA	48	Bob Lunquist
	*WSEE-TV	16	2x2		Gray	72	Arthur Hook
HARRISBURG	*WCMB-TV	16	2x2		Gray	72	Ed K. Smith
	*WHP-TV	16	2x2		Gray	72	Dick Redmond
	*WTPA	16	2x2		Gray	1 wk	Oper. Desk
JOHNSTOWN	WARD-TV	16	2x2		Gray		
	WJAC-TV	16	2x2		RCA; Selectro	1 wk	John Hephurn
PHILADELPHIA	*WCAU-TV	16	2x2		Gray	48	Oper. Desk
	*WFIL-TV	16	2x2	3¼x4	GE; Gray	72	James Felix
	*WRCV-TV	16	2x2		RCA	72	Sam Stewart
PITTSBURGH	KOKA-TV	16	2x2		DuMont	24	Calvin Jones
SCRANTON	*WARM-TV	16	2x2		Gray	48	W. Dawson
	*WGBI-TV	16	2x2		S&S	48	M. Rosenthal
WILKES-BARRE	*WILK-TV	16	2x2		Gray	48	Steve Hanley
YORK	*WNOW-TV	16	2x2		DeVry		R. R. Getz
	*WSBA-TV	16	2x2		S&S	48	Jack Herr

## RHODE ISLAND

PROVIDENCE	*WJAR-TV	16	2x2		GE	72	F. R. Griffiths
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## SOUTH CAROLINA

ANDERSON	*WAIM-TV	16	2x2	3x4	Federal; Gray	72	Ray Bareth
CHARLESTON	*WCSC-TV	16	2x2		DuMont	72	L. Hanevold
COLUMBIA	*WIS-TV	35	2x2		RCA	72	Oper. Desk
	*WNOK-TV	16	2x2		DuMont	72	G. Thomas
FLORENCE	*WBTW	16	2x2		RCA	72	G. Burnette
GREENVILLE	*WFBC-TV	35	2x2		RCA	72	Bob Glass

## SOUTH DAKOTA

RAPID CITY	KOTA-TV	16	2x2	4x5	RCA	72	N. Heffron
SIoux FALLS	*KELO-TV	16	2x2		RCA	72	M. Stewart

## TENNESSEE

CHATTANOOGA	*WOEF-TV	16	2x2		RCA	72	M. Quave
	WRGP-TV	16	2x2		Gray	72	Larry Keown
JACKSON	WDXI-TV	16		4x5	B&H	72	L. Dunne
JOHNSON CITY	*WJHL-TV	16	2x2		Gray	48	Oper. Desk
KNOXVILLE	*WATE-TV	16	2x2		Gray	48	J. T. McCloud
	WBIR-TV	16	2x2		RCA	72	Neal Branch
	*WTVK	16	2x2		DuMont	48	Bill Eckstein
MEMPHIS	*WHBQ-TV	16	2x2	3¼x4	Projectall	48	Oper. Desk
	*WMCT	16	2x2		Selectro	8	Oper. Desk
NASHVILLE	*WLAC-TV	16	2x2		Gray; RCA	72	V. Murrey
	*WSIX-TV	16	2x2		GE	72	J. L. Harper
	*WSM-TV	16	2x2		RCA	48	Brad Crandall

## TEXAS

ABILENE	*KRBC-TV	16	2x2		GE	1 wk	Oper. Desk
AMARILLO	*KFDA-TV	16	2x2	4x5	Federal; Gray	72	Dan Hayslett
	*KGNC-TV	16	2x2	4x5	Gray; RCA	48	Oper. Desk
AUSTIN	*KTBC-TV	16	2x2		RCA; Selectro	72	Fred Noble

## TEXAS (cont.)

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
BEAUMONT	*KFDM-TV	16	2x2		RCA	36	M. M. ...
BIG SPRING	*KBST-TV	16	2x2	4x5	GE	48	Jack W...
CORPUS CHRISTI	*KV00-TV	16	2x2		RCA	72	Bert M...
DALLAS	*KRLO-TV	16	2x2		Eastman	48	Gene C...
	*WFAA-TV	16	2x2	4x5	DuMont	72	T. S. P...
EL PASO	*KILT-TV	16	2x2		Gray	48	H. Balc...
	*KROO-TV	16	2x2	4x5	RCA	24	Oper. ...
	*KTSM-TV	16	2x2	4x5	Gray; Telop	48	Jim Wa...
FORT WORTH	*XEJ-TV	16	2x2	4x5	Holmes; Telop	48	R. Fitzr...
	KFJZ-TV	16	2x2	4x5	GE; Gray	72	Bob Po...
	*WBAP-TV	16	2x2	4x5	Gray; Telop; Selectro	24	Phil Wy...
GALVESTON	*KGUL-TV	16	2x2		Eastman	1 wk	Bob Wil...
HARLINGEN	*KGBT-TV	16	2x2	4x5	Gray	1 wk	Oper. I...
HOUSTON	*KTRK-TV	16	2x2	4x5	DuMont	72	Bill Ben...
LAREOO	KHA0-TV	16	2x2		B&H	24	John A. ...
LUBBOCK	*KCB0-TV	16	2x2	4x5	Gray; RCA	48	Oper. I...
	*KOUB-TV	16	2x2	4x5	DuMont	72	Ray Tre...
LUFKIN	*KTRE-TV	16	2x2	3¼x4	Eastman; Selectro	1 wk	Boyd Po...
MIDLAND	KM10-TV	16	2x2		RCA	72	George C...
SAN ANGELO	*KTXL-TV	16	2x2		RCA	72	Al Cobb...
SAN ANTONIO	*KCOR-TV	16	2x2		RCA	72	E. Nicol...
	*KENS-TV	16	2x2		Holmes	48	Oper. D...
	WOAI-TV	16	2x2		Gray	72	Robert R...
SWEETWATER	*KPAR-TV	16	2x2				Ray Tren...
TEMPLE	KCEN-TV	16	2x2	3¼x4			Gene Lew...
TEXARKANA	*KCMC-TV	16	2x2	3¼x4	GE; Selectro	48	Oper. D...
WESLACO	*KRGV-TV	16	2x2	4x5	GE; Gray	72	Dallas W...
WICHITA FALLS	*KFOX-TV	16	2x2	4x5	Gray; RCA	72	Art Rawr...
	*KSY0-TV	16	2x2		Eastman		Don Bro...

## UTAH

SALT LAKE CITY	KSL-TV	16	2x2		Holmes	24	Ted Kimb...
	*KTVT	16	2x2		Gray	24	Dan Rain...
	*KUTV	16	2x2		RCA	48	Duane B...

## VERMONT

BURLINGTON	*WCAX-TV	16	2x2	4x5	Selectro	72	Oper. De...
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## VIRGINIA

BRISTOL	*WCYB-TV	16	2x2	3¼x4	GE; GPL; Gray	5 days	Fey Roger
HARRISONBURG	*WSVA-TV	16	2x2	4x5	GE; Selectro; Telop	48	Robt. E. 1
LYNCHBURG	*WLVA-TV	16	2x2		DeVry; DuMont	72	W. Uttal
NORFOLK	WAVY-TV	16&35	2x2		RCA	72	R. Fraser
	*WTAR-TV	16	2x2		Gray	72	H. Soldine
	*WVEC-TV	16	2x2		Gray	48	L. W. Kill
PETERSBURG	*WXEX-TV	16	2x2		RCA	72	Paul Jens...
RICHMOND	*WRVA-TV	16	2x2	4x5	DuMont	24	Bill Denn...
	*WTVR	16	2x2		RCA	72	C. Rianha...
ROANOKE	*W0BJ-TV	16	2x2		DuMont	72	B. H. Bro...
	*WSLS-TV	16	2x2		Gray	72	H. Fitzpatr...



**WASHINGTON**

City	Call letters	mm	Slides tr.	Slides op.	Projector's	Adv for art work—hours	Contact
BLINGHAM	*KVOS-TV	16	2x2		RCA	36	Opera Desk
BATTLE	*KING-TV	16	2x2		RCA	49	Opera Desk
	*KOMO-TV	16	2x2		Eastman	72	Al Stewart
SPokane	*KHQ-TV	16	2x2		GE; Selectro; Telop	72	C Birmingham
	*KREM-TV	16	2x2	4x5	DeVry; GPL	73	W J Schaar
	*KXLY-TV	16	2x2		RCA	72	Gene Roth
COMA	*KTNT-TV	16	2x2		GE	21	W Spencer
	*KTVW	16	2x2		Eastman	48	Cy Flory
KIMA	*KIMA-TV	16	2x2		Eastman, GE, Selectro	48	Bill Moody

**WEST VIRGINIA**

DEFIELD	*WHIS-TV	16	2x3		RCA	72	P. Flanagan
CHARLESTON	*WCHS-TV	16	2x2		RCA	72	M S Cohn
MOUNTAIN	*WJPB-TV	16	2x2		RCA	21	Bill Board
MARTINSBURG	*WHTN-TV	16	2x2		Gray; RCA; Selectro	48	Opera Desk
	WSAZ-TV	16	2x2		RCA	48	Ned Brooke
MARTINSBURG	*WQAY-TV	16	2x2		Gray; RCA	48	R Thomas, Jr.
MARTINSBURG	*WTAP	16	2x2		Gray; RCA	48	Oper Desk
HEELING	*WTRF-TV	16	2x2		RCA	1 wk	H N Smith

**WISCONSIN**

LA CROIX	*WEAU-TV	16	2x2	3 1/4 x 1	RCA	1 wk	R Kepler
GREEN BAY	*WBAY-TV	16	2x2	3 1/4 x 1	RCA	72	Don Bergner
	*WFRV-TV	16	2x2		DuMont	5 days	Don Arneson
CROSSE	*WKBT	16	2x2	3x4	Gray; Tressel	72	R O Skaran
WISCONSIN	*WISC-TV	16	2x2		RCA	48	Dick Kepler
	*WKOW-TV	16	2x2		RCA	48	Clark Hogan
	*WMTV	16	2x2		RCA	48	Wanda Montz
RINETTE	*WMBV-TV	16	2x2		RCA	72	Oper. Desk
MILWAUKEE	WISN-TV	16	2x2		DuMont; RCA	48	B. Smith
	*WITI-TV	16	2x2		DuMont	72	Oper. Desk
	WTMJ-TV	16	2x2	4x5	Gray; RCA	72	George Comte
	*WXIX	16	2x2		RCA	48	S. Rosenman
PERIAR- DULUTH, MINN.	*WOSM-TV	16	2x2		Selectro	48	Tom Garlin
WISCONSIN	*WSAU-TV	16	2x2		RCA	72	B Kellnhauser

**WYOMING**

EYENNE	*KFBC-TV	16	2x2		Vidicon	48	W C. Grose
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**ALASKA**

ANCHORAGE	KENI-TV	16	2x2		Holmes	21	James Fletcher
	KTVA	16	2x2		GE; Selectro	72	A. G. Hiebert
FAIRBANKS	*KFAR-TV	16	2x2	4x5	Gray; Telop	72	John M. Miller
	*KTVF	16	2x2		GE	72	John Griffin
HELENA	*KINY-TV	16	2x2		B&H; Selectro;	72	R. Peter

**HAWAII**

HONOLULU	KHBC-TV	16	2x2		RCA	48	Robert Costa
	*KGMB-TV	16	2x2		RCA	48	Robert Costa
	*KONA	16	2x2		RCA	72	Jlm Spencer
	*KULA-TV	16	2x2	4x5	DuMont	48	Art Sprinkle

**PUERTO RICO**

SAN JUAN	WKAQ-TV	16	2x2	4x5	GE	48	Opera Helona
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**CANADA**

**Alberta**

CALGARY	CHCT-TV	16	2x2		Gray	72	R Watson
EDMONTON	CFRN-TV	16	2x2	4x5	GE; Selectro	72	Harry Gordon
LETHBRIDGE	CJLH-TV	16	2x2		Eastman	48	N. Botterill

**British Columbia**

VANCOUVER	CBUT	16	2x2		Gray	48	Hugh Palmer
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**Manitoba**

WINNIPEG	CBWT	16	2x2			10 days	R L. Harley
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**New Brunswick**

MONCTON	CKCW-TV	16	2x2		RCA	48	K S Chase
ST. JOHN	CHSJ-TV	16&35					Wm Stewart

**Newfoundland**

ST. JOHN'S	CJON-TV	16	2x2	4x5	RCA; Telop	48	Collin Jamieson
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**Nova Scotia**

HALIFAX	CBHT	16	2x2				Carl MacCaul
SYDNEY	CJCB-TV	16			DuMont		N. Nathanson

**Ontario**

BARRIE	CKVR-TV	16	2x2		B&H; Gray	72	Clas Tierney
KINGSTON	CKWS-TV	16	2x2	4x5	Gray	48	R Hofstetter
KITCHENER	CKCO-TV	16	2x2	3x4	GE	48	W McGregor
LONDON	*CFPL-TV	16	2x2		RCA, Philco	72	Tom Bird
NORTH BAY	*CKGN-TV	16	2x2	3 1/4 x 4	GE, Gray; Telop		F. New
OTTAWA	CBOT	16	2x2				
	CBOT	16	2x2				
PORT ARTHUR	CFPA-TV	16	2x2		RCA		R H Parker
SUDBURY	CKSO-TV				RCA	72	W T Woodill
TIMMINS	CFCL-TV	16&35	2x2	4x5	Eastman; Telop		J de Villiers
TORONTO	CBLT	16	2x2				F. Mutrie
WINDSOR	*CKLW-TV	16	2x2	4x5	Gray	48	Bruce Chick
WINGHAM	CKNX-TV	16&35	2x2	4x5	RCA	72	R Hamilton

**Prince Edward Island**

CHARLOTTETOWN	CFCY-TV	16	2x2	4x5	B&H, Telop	48	E Williams
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**Quebec**

JONQUIERE	*CKRS-TV	16	2x2		Gray	96	Larry Talley
MONTREAL	CBFT	16	2x2				F. Guenard
	CBMT	16	2x2				A. Oulmet
QUEBEC	CFQM-TV	16	2x2	4x5	DuMont	48	
RIMOUSKI	*CJBR-TV	16	2x2		RCA	72	CSR, Stovin
SHERBROOKE	CHLT-TV	16	2x2		Gray		Joe A. Hard

**Saskatchewan**

REGINA	CKCK-TV	16	2x2		GE, Selectro	72	Larry Glover
SASKATOON	CFQC-TV	16	2x2	4x5	RCA Stewart	72	W Romanow



# homemaking



## symbol

x indicates station covers appeal  
under column heading  
See master directory for home-  
making hours per week

● Homemaking, identified in the early days of television with kitchen shows, is in today's tv scheme of things a huge umbrella under which one can find most any program designed specifically for women. In general, the most popular categories remain: kitchen, home decoration, child care, do-it-yourself, fashion & beauty. Kitchen shows remain tops with 77% of the 365 respondents reporting this category. This is slightly more than last year when 87% of respondents claimed kitchen shows. Fashion is number two with 69% compared with 71% last year. Do-it-yourself ranks third with 49% of the stations reporting this category, home decoration shows rank fourth with 43% of the stations reporting them while 56% claimed beauty shows. Child care programs show a slight decline from 49% last year to 38% this year.

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
<b>ALABAMA</b>							
BIRMINGHAM	WABT	x	x	x	x	x	x
	WBRC-TV	x	x				
MOBILE	WALA-TV	x	x			x	x
	WKRQ-TV	x	x	x	x	x	x
MONTGOMERY	WCOV-TV	x	x		x	x	
	WSFA-TV			x			
<b>ARIZONA</b>							
PHOENIX	KPHO-TV	x	x	x		x	x
	KTVK	x	x			x	x
TUCSON	KDWI-TV			x		x	
	KOPO-TV	x	x			x	x
YUMA	KIVA	x				x	
<b>ARKANSAS</b>							
EL DORADO	KRBB	x	x	x	x	x	x
FORT SMITH	KFSA	x	x		x	x	x
LITTLE ROCK	KARK-TV	x				x	x
	KTHV	x	x	x	x	x	x
TEXARKANA	KCMC-TV	x	x	x	x	x	x
<b>CALIFORNIA</b>							
BAKERSFIELD	KERO-TV	x					
CHICO	KHCL-TV	x		x		x	
EUREKA	KIEM-TV	x	x	x		x	
FRESNO	KFRE-TV	x	x	x	x	x	x
	KJEO-TV	x	x			x	
	KMJ-TV	x	x	x		x	
LOS ANGELES	KHJ-TV	x					x
	KNXT	x	x	x	x	x	x
	KTLA	x	x	x	x	x	x
REDDING	KVIP			x		x	
SACRAMENTO	KBET	x					
	KCCC-TV	x				x	
	KCRA-TV	x	x	x	x	x	x
SAN DIEGO	KFSD-TV	x	x	x	x	x	x
SAN FRANCISCO	KGO-TV	x	x	x	x	x	x
	KPIX	x	x	x	x	x	
	KRON-TV				x	x	
SAN JOSE	KNTV	x	x	x	x	x	x
SAN LUIS OBISPO	KVEC-TV		x	x		x	x
SANTA BARBARA	KEY-T					x	x
STOCKTON	KOVR	x					

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
<b>COLORADO</b>							
COLO. SPRINGS	KKTV	x	x	x	x	x	x
DENVER	KBTV	x	x	x	x	x	x
PUEBLO	KCSJ-TV	x	x	x	x	x	x
<b>CONNECTICUT</b>							
HARTFORD	WHCT		x				
	WNBC		x				
NEW HAVEN	WNHC-TV		x				
<b>DISTRICT OF COLUMBIA</b>							
WASHINGTON	WRC-TV	x	x			x	x
	WTOP-TV	x	x			x	x
	WTTG	x	x	x	x	x	x
<b>FLORIDA</b>							
JACKSONVILLE	WMBR-TV	x	x		x	x	x
MIAMI	WITV					x	
ORLANDO	WDBO-TV		x	x		x	x
PENSACOLA	WEAR-TV	x		x		x	x
ST. PETERSBURG	WSUN-TV	x	x	x		x	x
TAMPA	WFLA-TV	x			x		
	WTVT	x					
W. PALM BEACH	WPTV	x	x		x	x	x
<b>GEORGIA</b>							
ALBANY	WALB-TV	x	x	x	x	x	x
ATLANTA	WAGA-TV	x	x			x	x
	WLW-A	x	x		x	x	x
	WSB-TV	x	x	x	x	x	x
AUGUSTA	WJBF	x		x		x	
	WRDW-TV		x	x		x	x
COLUMBUS	WDAK-TV	x	x	x	x	x	x
	WRBL-TV	x	x		x	x	x
SAVANNAH	WSAV-TV	x	x	x	x	x	x
	WTOC-TV	x	x		x		
THOMASVILLE	WCTV	x	x	x		x	
<b>IDAHO</b>							
BOISE	KBOI-TV	x	x		x	x	
	KIDO-TV		x	x		x	x
TWIN FALLS	KLIX-TV	x	x			x	
<b>ILLINOIS</b>							
CHAMPAIGN	WCIA	x	x	x		x	x

(CONTINUED)



		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
<b>ILLINOIS (cont.)</b>							
<b>CHICAGO</b>	WBBM-TV	x	x	x	x	x	x
	WBKB-TV	x			x		
	WGN-TV				x		x
	WNBQ	x		x		x	x
<b>DECATUR</b>	WTVP	x	x	x	x	x	
<b>HARRISBURG</b>	WSIL-TV		x		x	x	
<b>ROCKFORD</b>	WREX-TV	x	x	x	x	x	
<b>ROCK ISLAND</b>	WHBF-TV	x	x	x		x	
<b>SPRINGFIELD</b>	WICS	x	x		x	x	
<b>INDIANA</b>							
<b>EVANSVILLE</b>	WEHT				x		
	WFIE-TV	x	x	x		x	
	WTVW	x	x			x	x
<b>FORT WAYNE</b>	WIN-T			x			
	WKJG-TV	x	x			x	x
<b>INDIANAPOLIS</b>	WFBM-TV	x	x	x	x	x	x
<b>SOUTH BEND</b>	WSBT-TV	x	x				
<b>IOWA</b>							
<b>CEDAR RAPIDS</b>	KCRG-TV		x				
	WMT-TV	x	x	x	x	x	x
<b>DAVENPORT</b>	WOC-TV		x		x	x	x
<b>DES MOINES</b>	WHO-TV	x	x	x	x	x	x
	WOI-TV	x	x	x	x	x	x
<b>FORT DODGE</b>	KQTV	x	x		x		
<b>MASON CITY</b>	KGLO-TV	x	x	x	x	x	x
<b>OTTUMWA</b>	KTVO	x	x	x	x	x	x
<b>SIoux CITY</b>	KTVI	x	x	x	x	x	x
	KVTV	x	x			x	x
<b>WATERLOO</b>	KWWL-TV	x	x				x
<b>KANSAS</b>							
<b>GREAT BEND</b>	KCKT-TV	x	x			x	x
<b>TOPEKA</b>	WIBW-TV	x					
<b>WICHITA</b>	KAKE-TV	x	x	x	x	x	x
	KARD-TV		x		x	x	x
	KTVH	x	x				
<b>KENTUCKY</b>							
<b>LEXINGTON</b>	WLEX-TV	x				x	
<b>LOUISVILLE</b>	WAVE-TV	x	x		x	x	x
	WHAS-TV	x	x		x	x	x
<b>LOUISIANA</b>							
<b>ALEXANDRIA</b>	KALB-TV		x			x	
<b>BATON ROUGE</b>	WAFB-TV	x	x			x	x
	WBRZ	x					
<b>LAFAYETTE</b>	KLFY-TV	x				x	
<b>LAKE CHARLES</b>	KPLC-TV	x					
<b>MONROE</b>	KONE-TV	x	x	x	x		
<b>NEW ORLEANS</b>	WDSU-TV	x	x	x	x	x	x
	WJMR-TV	x		x		x	x
<b>SHREVEPORT</b>	KSLA-TV	x	x	x	x	x	x
	KTBS-TV	x	x	x	x	x	x
<b>MAINE</b>							
<b>BANGOR</b>	WABI-TV	x	x	x	x	x	x
	W-TWO	x		x		x	
<b>PORTLAND</b>	WCSH-TV	x	x	x		x	
	WGAN-TV		x	x		x	x
<b>MARYLAND</b>							
<b>BALTIMORE</b>	WAAM	x	x	x	x	x	x
	WMAR-TV	x	x				
<b>SALISBURY</b>	WBOC-TV					x	
<b>MASSACHUSETTS</b>							
<b>BOSTON</b>	WBZ-TV	x					
	WNAC-TV	x	x			x	x
<b>SPRINGFIELD</b>	WHYN-TV	x				x	x
	WWLP	x	x	x		x	x
<b>MICHIGAN</b>							
<b>BAY CITY</b>	WNEM-TV	x	x		x	x	x
<b>CADILLAC</b>	WWTV	x	x		x	x	x
<b>DEROIT</b>	CKLW-TV	x			x	x	x
	WWJ-TV	x	x	x	x	x	x
	WXYZ-TV	x	x	x		x	x
<b>GRAND RAPIDS</b>	WOOD-TV	x	x	x	x	x	x
<b>KALAMAZOO</b>	WKZO-TV		x		x	x	x
<b>LANSING</b>	WJIM-TV	x	x	x		x	
<b>MINNESOTA</b>							
<b>AUSTIN</b>	KMMT			x			
<b>DULUTH-</b>	KDAL-TV	x	x	x	x	x	x
	SUPERIOR	WDSM-TV	x	x			

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
<b>MINNEAPOLIS-</b>	WCCO-TV	x	x	x		x	x
	ST. PAUL	WTCN-TV				x	
	ROCHESTER	KROC-TV	x	x	x	x	x
<b>MISSISSIPPI</b>							
<b>COLUMBUS</b>	WCBI-TV	x	x	x			
<b>JACKSON</b>	WJTV	x					
	WLBT	x	x	x	x	x	x
	TUPELO	WTWV	x	x	x	x	x
<b>MISSOURI</b>							
<b>COLUMBIA</b>	KOMU-TV	x		x			
<b>HANNIBAL</b>	KHQA-TV	x	x	x		x	
	KCMO-TV	x	x			x	x
	KMBC-TV	x	x			x	
	WDAF-TV	x		x			
<b>ST. JOSE</b>	KFEQ-TV	x	x	x		x	x
<b>SPRINGFIELD</b>	KTTS-TV	x					
<b>MONTANA</b>							
<b>BILLINGS</b>	KOOK-TV	x	x	x	x	x	x
<b>BUTTE</b>	KXLF-TV		x	x	x	x	x
<b>GREAT FALLS</b>	KFBB-TV	x	x		x	x	
<b>MISSOULA</b>	KMSO-TV	x	x	x		x	x
<b>NEBRASKA</b>							
<b>HASTINGS</b>	KHAS-TV	x					
<b>KEARNEY</b>	KHOL-TV	x	x		x	x	
<b>LINCOLN</b>	KOLN-TV	x					
<b>OMAHA</b>	KMTV	x	x	x	x	x	x
	WOW-TV	x	x	x	x	x	x
<b>NEVADA</b>							
<b>LAS VEGAS</b>	KLAS-TV	x	x	x	x	x	x
	KLRJ-TV	x	x			x	x
<b>NEW MEXICO</b>							
<b>ALBUQUERQUE</b>	KGGM-TV	x					
	KOAT-TV	x					
	KOB-TV	x	x	x		x	x
<b>BOSWELL</b>	KSWs-TV		x	x	x	x	x
<b>NEW YORK</b>							
<b>ALBANY</b>	WCDA	x					
<b>BINGHAMTON</b>	WNBF-TV	x	x	x			
<b>BUFFALO</b>	WGR-TV	x					
<b>CARTHAGE</b>	WCNY-TV	x	x		x	x	
	WABC-TV	x		x	x	x	x
<b>NEW YORK</b>	WARD	x				x	x
	WATV					x	x
	WPIX	x					
	WRCA-TV	x		x		x	x
<b>PLATTSBURG</b>	WPTZ	x				x	
<b>ROCHESTER</b>	WHEC-TV	x					
	WROC-TV	x					
<b>SCHENECTADY</b>	WRGB	x	x			x	x
	WHEN-TV	x	x	x	x	x	x
<b>SYRACUSE</b>	WSYR-TV	x	x	x	x	x	x
<b>UTICA</b>	WKTV	x					
<b>NORTH CAROLINA</b>							
<b>ASHEVILLE</b>	WLOS-TV	x					
<b>CHARLOTTE</b>	WBTV	x	x	x		x	x
<b>DURHAM</b>	WTVD	x	x			x	x
<b>GREENSBORO</b>	WFMY-TV	x	x	x	x	x	
<b>WASHINGTON</b>	WITN	x	x			x	
<b>WILMINGTON</b>	WMFD-TV	x				x	
<b>WINSTON-SALEM</b>	WSJS-TV					x	
	WTOB-TV					x	
<b>NORTH DAKOTA</b>							
<b>DICKINSON</b>	KDIX-TV	x	x	x	x	x	x
<b>FARGO</b>	WDAY-TV		x	x	x	x	x
<b>MINOT</b>	KCJB-TV	x				x	x
<b>VALLEY CITY</b>	KXJB-TV	x	x	x	x	x	x
<b>OHIO</b>							
<b>AKRON</b>	WAKR-TV	x	x	x		x	x
<b>CINCINNATI</b>	WLW-TV	x	x				
<b>CLEVELAND</b>	KYW-TV	x	x	x	x	x	x
	WEWS	x				x	x
	WJW-TV	x	x			x	x
<b>COLUMBUS</b>	WBNS-TV	x					
	WTVN-TV	x	x	x			
<b>LIMA</b>	WIMA-TV	x					
<b>STUBENVILLE</b>	WSTV-TV	x	x	x		x	x
<b>TOLEDO</b>	WSPD-TV	x	x	x	x	x	x



		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
<b>OKLAHOMA</b>							
ARDMORE	KVSO-TV	x	x	x	x	x	x
ENID	KGEO-TV	x				x	x
LAWTON	KSWO-TV	x	x	x	x	x	x
OKLAHOMA CITY	KWTV		x	x	x	x	x
	WKY-TV					x	x
TULSA	KOTV	x	x		x	x	x
	KTVX		x	x		x	x
	KVOO-TV	x	x	x	x	x	x
<b>OREGON</b>							
EUGENE	KVAL-TV	x					
KLAMATH FALLS	KOTI		x	x		x	x
MEDFORD	KBES-TV	x					
PORTLAND	KLOR	x	x		x	x	x
	KOIN-TV	x				x	x
	KPTV	x	x	x	x	x	x
<b>PENNSYLVANIA</b>							
ALTOONA	WFBG-TV		x			x	
ERIE	WICU	x				x	
JOHNSTOWN	WARD-TV			x	x	x	
PHILADELPHIA	WCAU-TV	x	x	x	x	x	x
	WFIL-TV	x	x	x	x	x	x
	WRCV-TV	x					
PITTSBURGH	KDKA-TV	x			x		
SCRANTON	WARM-TV	x	x			x	
WILKES-BARRE	WILK-TV	x	x	x			
<b>SOUTH CAROLINA</b>							
ANDERSON	WAIM-TV	x	x		x	x	x
CHARLESTON	WCSC-TV	x	x	x	x	x	x
COLUMBIA	WIS-TV	x	x	x	x	x	x
GREENVILLE	WFBC-TV	x	x		x	x	x
<b>SOUTH DAKOTA</b>							
RAPID CITY	KOTA-TV	x	x	x		x	
SIoux CITY	KELO-TV	x	x		x		
<b>TENNESSEE</b>							
CHATTANOOGA	WDEF-TV	x	x		x	x	x
JACKSON	WDXI-TV	x	x			x	x
JOHNSON CITY	WJHL-TV	x	x	x	x	x	x
KNOXVILLE	WATE-TV	x					
	WBIR-TV		x		x	x	x
MEMPHIS	WHBQ-TV	x	x	x	x	x	x
	WMCT	x	x			x	x
NASHVILLE	WSM-TV	x	x	x	x	x	
<b>TEXAS</b>							
ABILENE	KRBC-TV	x					
AMARILLO	KFDA-TV	x	x	x	x	x	x
	KGNC-TV	x	x		x	x	x
AUSTIN	KTBC-TV	x	x	x	x	x	x
BEAUMONT	KFDM-TV	x					
BIG SPRING	KBST-TV					x	x
CORPUS CHRISTI	KVDO-TV	x					
DALLAS	KRLD-TV	x				x	x
	KFAA-TV	x				x	x
EL PASO	KILT-TV	x		x		x	
	KROD-TV	x			x		
	KTSM-TV	x				x	
FORT WORTH	KFJZ-TV		x			x	x
	WBAP-TV	x	x	x		x	x
HARLINGEN	KGBT-TV	x				x	
HOUSTON	KTRK-TV					x	
LAREDO	KHAD-TV	x				x	x
LUBBOCK	KCBD-TV	x					
	KDUB-TV	x					x
LUFKIN	KTRE-TV	x	x	x		x	x
MIDLAND	KMID-TV	x	x	x		x	x
SAN ANGELO	KTXL-TV	x	x		x	x	x
SAN ANTONIO	KCOR-TV			x			
	KENS-TV			x			
SWEETWATER	KPAR-TV	x					x
TEMPLE	KCEN-TV	x			x		
WICHITA	KFDX-TV	x					x
<b>UTAH</b>							
SALT LAKE CITY	KSL-TV	x	x	x		x	x
	KTVT	x	x	x		x	x
	KUTV	x					x
<b>VERMONT</b>							
BURLINGTON	WCAX-TV	x	x	x		x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
<b>VIRGINIA</b>							
BRISTOL	WCYB-TV		x		x	x	x
HARRISONBURG	WSVA-TV	x	x			x	
LYNCHBURG	WLVA-TV	x	x				
PETERSBURG	WXEX-TV	x					
RICHMOND	WRVA-TV	x	x	x	x	x	x
	WTVR	x	x			x	
ROANOKE	WDBJ-TV		x			x	x
	WSLS-TV	x	x	x	x	x	x
<b>WASHINGTON</b>							
SEATTLE	KING-TV	x	x			x	x
SPOKANE	KHQ-TV	x	x			x	
	KXLY-TV	x					x
TACOMA	KTVW		x	x		x	x
YAKIMA	KIMA-TV	x	x	x	x	x	x
<b>WEST VIRGINIA</b>							
BLUEFIELD	WHIS-TV		x	x			
CHARLESTON	WCHS-TV	x					
FAIRMONT	WJPB-TV	x	x	x		x	
HUNTINGTON	WHTN-TV	x	x	x	x	x	x
	WSAZ-TV		x	x		x	x
OAK HILL	WOAY-TV	x	x	x		x	
WHEELING	WTRF-TV	x					
<b>WISCONSIN</b>							
GREEN BAY	WBAY-TV	x	x			x	
	WFRV-TV	x				x	x
MADISON	WISC-TV		x			x	
	WKOW-TV	x	x	x		x	x
	WMTV	x	x	x		x	
MARINETTE	WMBV-TV	x	x	x	x	x	x
MILWAUKEE	WISN-TV	x					
	WXIX	x	x	x			
SUPERIOR	KDAL-TV	x	x	x	x	x	x
DULUTH	WDSM-TV	x	x			x	x
WAUSAU	WSAU-TV		x	x	x	x	x
<b>WYOMING</b>							
CHEYENNE	KFBC-TV	x	x			x	
<b>ALASKA</b>							
ANCHORAGE	KENI-TV	x	x			x	x
	KTVA	x	x	x	x	x	x
FAIRBANKS	KFAR-TV	x			x	x	
JUNEAU	KINY-TV					x	
<b>CANADA</b>							
<b>ALBERTA</b>							
CALGARY	CHCT-TV	x			x	x	x
EDMONTON	CFRN-TV	x	x			x	x
<b>BRITISH COLUMBIA</b>							
VANCOUVER	CBUT	x	x	x	x	x	
<b>MANITOBA</b>							
WINNIPEG	CBWT	x	x	x	x	x	
<b>NEW BRUNSWICK</b>							
MONCTON	CKCW-TV	x	x	x	x	x	x
<b>NEWFOUNDLAND</b>							
ST. JOHN'S	CJON-TV	x	x	x	x	x	x
<b>NOVA SCOTIA</b>							
HALIFAX	CBHT	x	x	x	x	x	
<b>ONTARIO</b>							
BARRIE	CKVR-TV				x		
KINGSTON	CKWS-TV	x			x	x	x
KITCHENER	CKCO-TV	x	x	x		x	x
LONDON	CFPL-TV	x		x	x	x	x
NORTH BAY	CKGN	x	x	x	x	x	x
OTTAWA	CBOFT	x	x	x	x	x	
	CBOT	x	x	x	x	x	
SUDBURY	CKSO-TV	x	x	x		x	x
TIMMINS	CFCL-TV	x				x	
TORONTO	CBLT	x	x	x	x	x	
WINDSOR	CKLW-TV	x				x	x
WINGHAM	CKNX-TV	x	x	x	x	x	x
<b>PRINCE EDWARD ISLAND</b>							
CHARLOTTE-TOWN	CFCY-TV	x	x			x	x
<b>QUEBEC</b>							
JONQUIERE	CKRS-TV		x				
MONTREAL	CBFT	x	x	x	x	x	
	CBMT	x	x	x	x	x	
QUEBEC	CFCM-TV	x				x	
RIMOUSKI	CJBR-TV	x				x	
SHERBROOKE	CHLT-TV	x	x	x	x	x	x
<b>SASKATCHEWAN</b>							
REGINA	CKCK-TV	x	x	x	x	x	x
SASKATOON	CFQC-TV	x	x	x	x	x	x



# special appeals



• Of the 515 stations now on the air or scheduled to go on the air at an early date, 9% report special appeal programming. This is a slight decrease over last year. Among these stations catering to the marginal audiences there is this trend: In 1954 eight stations reported negro programming; In 1955, 19 stations claimed such programming; in 1956 the number of stations reporting negro programming had jumped to 35, while today 26 stations claim this category. Spanish language programming ranks second with 19 stations reporting it compared to 17 last year; Italian is third with four stations; Jewish and Polish, three stations each; German, two stations. Others are divided among the following language categories: Hawaiian, Latin-American and Portuguese, one station each.

## ARIZONA

### PHOENIX

KTVK....Spanish—½ hr wk: variety

### TUCSON

KVOA-TV....Spanish—5 hrs wk: variety

### YUMA

KIVA....Spanish—4 hrs wk: feature films, film & live variety

## CALIFORNIA

### FRESNO

KFRE-TV....Spanish—½ hr wk: dramatic

KVVG....Spanish—1 hr wk: variety

Portuguese—2 hrs wk: variety

### LOS ANGELES

KCOP....Negro—1 hr wk: variety

KNXT....Negro—½ hr wk: musical variety

Spanish—½ hr wk

Hawaiian—½ hr wk: musical varieties

### SALINAS

KSBW-TV....Spanish—2 hrs wk: movie

### SAN DIEGO

KFMB-TV....Spanish—½ hr wk: language instruction

XETV....Spanish—6 hrs wk: feature films

### SAN FRANCISCO

KSAN-TV....Negro—5 hrs wk: variety

## DELAWARE

### WILMINGTON

WPFH....Negro—3 hrs wk: D.J., dancing

## DISTRICT OF COLUMBIA

### WASHINGTON

WTTG....Negro—½ hr wk: variety

Jewish—½ hr wk: variety

## FLORIDA

### MIAMI

WITV....Spanish—½ hr wk: variety

## GEORGIA

### AUGUSTA

WJBF....Negro—3 hrs wk: quartets

### THOMASVILLE

WCTV....Spanish—½ hr wk: instruction

## KENTUCKY

### LEXINGTON

WLEX-TV....Negro—½ hr wk: D.J.

## LOUISIANA

### LAKE CHARLES

KPLC-TV....Negro—¼ hr wk: spirituals

## NEW ORLEANS

WJMR-TV....Negro—8 hrs wk

## SHREVEPORT

KSLA-TV....Negro—½ hr wk: variety

## MARYLAND

### BALTIMORE

WAAM....Negro—½ hr wk

## MICHIGAN

### DETROIT

WXYZ-TV....Negro—4 hrs wk: talent

## MINNESOTA

### DULUTH-SUPERIOR

WDSM-TV....Polish—½ hr wk: musical

## MISSOURI

### ST. LOUIS

KTVI....German—½ hr wk: variety

Italian—½ hr wk: film, interviews

Jewish—½ hr wk: interview, variety

Polish—½ hr wk: dancing, interview, musical

## NEVADA

### LAS VEGAS

KSHO-TV....Negro—3 hrs wk: interviews

## NEW YORK

### NEW YORK

WATV....German—½ hr wk: variety

Italian—2 hr wk: varieties, 1 hr wk: feature theater—interviews, movies

Jewish—2 hrs wk: Jewish Home, songs, stories, Tel-Aviv songs

Negro—1 hr wk: Gospel, spirituals, 1 hr wk: Harlem Showcase

Polish—½ hr wk: Echoes of Poland

Spanish—2 hrs wk: fiesta, varieties, 2 hrs wk: Latin-American carnival

## NORTH CAROLINA

### WASHINGTON

WITN....Negro—½ hr wk: musical

## OHIO

### CINCINNATI

WCPO-TV....Negro—1 hr wk: choral & spiritual

## STEUBENVILLE

WSTV-TV....Italian—½ hr wk: drama

## TOLEDO

WSPD-TV....Negro—1 hr wk: community center program

## SOUTH CAROLINA

### ANDERSON

WAIM-TV....Negro—1 hr wk: musical

### CHARLESTON

WCSC-TV....Negro—½ hr wk: talent

### GREENVILLE

WFBC-TV....Negro—½ hr wk: variety

## TENNESSEE

### CHATTANOOGA

WRGP-TV....Negro—1 hr wk: religious

## TEXAS

### CORPUS CHRISTI

KVDO....Spanish—2 hrs wk: bullfights & talent

### EL PASO

XEJ-TV....Spanish—49 hrs wk: all Spanish

### LAREDO

KHAD-TV....Spanish—½ hr wk: bullfights & news

### SAN ANTONIO

KCOR-TV....Negro—2 hrs wk: historie, religious

Spanish—26 hrs wk: all Spanish

### WESLACO

KRGV-TV....Spanish—½ hr wk: variety

## VIRGINIA

### RICHMOND

WRVA-TV....Negro—1 hr wk: dancing, interviews

## WEST VIRGINIA

### FAIRMONT

WJPB-TV....Italian—½ hr wk

Negro—½ hr wk: variety

### OAK HILL

WOAY-TV....Negro—½ hr wk: songs

## WISCONSIN

### MILWAUKEE

WISN-TV....Spanish—½ hr wk: educational

## WYOMING

### CHEYENNE

KFBC-TV....Spanish—½ hr wk



# sports



## symbols

- \* local live coverage
- ‡ film coverage
- † network coverage

● 410 stations report coverage of sports events. Network coverage was reported most often, with film coverage ranking second and local live coverage reported least often. An interesting note from the sports responses to the Buyers' Guide questionnaire is the wide variety of sports covered—26 in all. Here is how they break down:

SPORT	NO. STATIONS	SPORT	NO. STATIONS
Football	326	Jalopy	21
Basketball	238	Ice hockey	4
Baseball	252	Racing	4
Wrestling	192	Curling	2
Bowl games	162	Jai-alai	2
Boxing	142	Auto racing	1
Horse racing	112	Bullfights	1
Bowling	97	Fair games	1
Derby	86	Roller derby	1
Golf	85	Roller skating	1
Fishing	60	Skiing	1
Hunting	53	Tennis	1
Hockey	24	W. C. Relays	1

### ALABAMA

City	Call Letters	Baseball	Basketball	Football	Others
BIRMINGHAM	WABT	wrld srs†	NCAA†	maj lg††	bowl'g; box'g; wrestl'g*
	WBRC-TV	pro*			
DECATUR	WMSL-TV	maj lg† wrld srs†* pro* coll*	prof; big tent†; NCAA†	maj lg† prof coll† NCAA†	bowl'g; box'g; horse rac'g; wrestl'g
MOBILE	WALA-TV		NCAA†	NCAA†	
	WKRQ-TV	maj lg†	prof coll†	prof	bowl'g; fish'g; horse rac'g; wrestl'g
MONTGOMERY	WCOV-TV	maj lg† prof		prof	golf; horse rac'g; jalopy; wrestl'g
	WSFA-TV	wrld srs†	prof	coll† NCAA†	bowl'g; box'g; fish'g; golf

### ARIZONA

PHOENIX	KOOL-TV	maj lg†		maj lg† prof coll* NCAA*	bowl'g; horse rac'g
	KPHO-TV			coll†	
	KTVK				box'g; wrestl'g
	KVAR	maj lg†	NCAA†	NCAA†	bowl'g; box'g; horse rac'g

City	Call Letters	Baseball	Basketball	Football	Others	
TUCSON	KDWI-TV				fish'g; hunt'g	
	KOPD-TV	x*				
	KVOA-TV			prof NCAA†	coll†	bowl'g; box'g*; jalopy; wrestl'g
YUMA	KIVA	maj lg† wrld srs†		NCAA†	prof coll†	bowl'g; box'g; rac'g; wrestl'g

### ARKANSAS

EL DORADO	KRBB	maj lg† wrld-srs† prof hst		prof big tent NCAA†	coll†† NCAA† hst	bowl'g; box'g; derby; wrestl'g†
FORT SMITH	KFSA-TV					box'g† wrestl'g†
LITTLE ROCK	KARK-TV	wrld srs†			coll† NCAA†	
	KATV				coll*†	prof coll†
	KTHV	maj lg†				prof
TEXARKANA	KCMC-TV	wrld srs†		prof	NCAA†	rac'g†

### CALIFORNIA

BAKERSFIELD	KERO-TV				prof	
CHICO	KHSL-TV	maj lg†				maj lg† prof coll†



## CALIFORNIA (cont.)

City	Call Letters	Baseball	Basketball	Football	Others
EUREKA	KIEM-TV		big tent		box g† wrestl'g†
FRESNO	KFRE-TV	maj lgt† prof coll†		maj lgt† prof coll†	bowl'g; box'g† fish'g; golf
	KJED-TV	maj lgt† hs*		coll†	
	KMJ-TV			NCAA† prof†	box g† golf†
	KVVG			coll† hs*	box'g† jalopy† wrestl'g†
LOS ANGELES	KCDP		coll*; prof*		bowl'g; box'g; wrestl'g
	KHJ-TV	prof*			bowl'g† box'g†
	KNXT		coll*	coll*	racess*
	KRCA	maj lgt† prof† wrld srst†	prof†	maj lgt† coll† NCAA†	bowl'g; box'g; derby; golf
	KTLA				box'g; rol- ler derby; wrestl'g
	KTTV				jalopy
REDDING	KVIP	wrld srst†	prof†	coll††	bowl'g† box'g† horse rac'g† wrestl'g†
SACRAMENTO	KBET	maj lgt† coll†	prof† coll†	prof†	bowl'g; derby; wrestl'g
	KCCC-TV			mln lgt	wrestl'g†
	KCRA-TV	wrld srst†	prof†	NCAA†	bowl'g; box'g; horse rac'g† wrestl'g
SALINAS	KSBW-TV	maj lgt†	coll†	prof coll†	bowl'g; box'g; wrestl'g
SAN DIEGO	KFMB-TV	maj lgt†	coll†	prof†	bowl'g; box'g; fish'g; horse rac'g
	KFSD-TV	coll*			box'g†
	XETV				jal-alal*
SAN FRANCISCO	KGO-TV		coll*		bowl'g; box'g; wrestl'g
	KPIX	maj lgt†	big tent† prof†	prof†	horse rac'g†
	KRDN-TV	maj lgt† prof† wrld srst†	prof†	maj lgt† coll† prof† NCAA†	bowl'g; box'g; golf
	KSAN-TV				horse rac'g† wrestl'g†
SAN JOSE	KNTV		coll* big tent		
SANTA BARBARA	KEY-TV	maj lgt† wrld srst† prof†	prof† NCAA†	coll† prof†	box'g; derby; golf; horse rac'g
STOCKTON	KDVR	prof*	coll†	coll†	box'g; fish'g; hunt'g; wrestl'g

## COLORADO

COLORADO SP'S	KKTU	maj lgt†	prof†	prof†	ice hockey
	KROD-TV	maj lgt† wrld srst† prof† coll† hs†	prof†	NCAA†	bowl'g; box'g; golf; jalopy; wrestl'g

(CONTINUED)

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### COLORADO (cont.)

City	Call Letters	Baseball	Basketball	Football	Others
DENVER	KBTB			prof	
	KLZ-TV	maj lg†	big ten†	prof coll†	auto rac'g; golf
	KOA-TV	wrld srs†	prof	wrld srs† coll†* NCAA†	
	KTVR			prof coll†	bowl'g; box'g; jalopy; wrestl'g
GRAND JUNCTION	KREX-TV	wrld-srs† prof coll† hs†		coll†	bowl'g
PUEBLO	KCSJ-TV			coll† NCAA†	box'g† wrestl'g†

### CONNECTICUT

HARTFORD	WNBC	wrld-srs†	NCAA†	NCAA†	box'g; golf; horse rac'g
NEW HAVEN	WNHC-TV	prof	coll†	prof	box'g† wrestl'g†

### DELAWARE

WILMINGTON	WPFH	maj lg*	coll* pro*	Bowl games† pro*	box'g; derby; golf; wrestl'g
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### DISTRICT OF COLUMBIA

WASHINGTON	WRC-TV		coll* prof	NCAA†	
	WTOP-TV			prof	
	WTTG	maj lg*			

### FLORIDA

JACKSONVILLE	WJHP-TV	wrld srs†	NCAA†	Bowl games† NCAA†	box'g; fish'g; golf; wrestl'g
	WMBR-TV			coll† prof	
MIAMI	WITV			Bowl games† coll† prof	box'g; derby; fish'g; jal-alai;
	WTVJ	maj lg†		prof	rac'g
ORLANDO	WOBQ-TV	maj lg† prof	prof	Bowl games† NCAA† prof	box'g; der- by; fish'g; wrestl'g
PENSACOLA	WEAR-TV	maj lg†		coll; hs* pro	box'g†
ST. PETERSBURG	WSUN-TV			NCAA†	fish'g† Hialeah†
TAMPA	WFLA-TV	wrld srs† coll† hs†	prof	Bowl games† NCAA†	box'g; fish'g; golf; wrestl'g
	WTVT	maj lg†		Bowl games† prof	horse rac'g
W. PALM BEACH	WEAT-TV			Bowl games† prof	
	WPTV		prof	coll† NCAA†	

### GEORGIA

ALBANY	WALB-TV				box'g† wrestl'g†
ATLANTA	WAGA-TV		NCAA†	prof	fish'g; hunt'g; horse rac'g
	WLW-A			coll†	
	WSB-TV	coll* wrld srs†	coll†	coll† NCAA†	box'g†

City	Call Letters	Baseball	Basketball	Football	Others
AUGUSTA	WJBF	maj lg† prof wrld srs†*	prof NCAA†	maj lg†	box'g; derby† wrestl'g†
	WRDW-TV	maj lg†		coll† hs† prof	derby; golf; wrestl'g
COLUMBUS	WOAK-TV	coll*	prof		box'g†
	WRBL-TV	maj lg†	hs† prof	coll† hs† maj lg† prof	box'g; der- by; golf; horse rac'g
MACON	WMAZ-TV	maj lg† wrld srs†	big ten†	coll† NCAA† prof	wrestl'g
SAVANNAH	WSAV-TV			coll†	
	WTOG-TV	maj lg†	big ten* prof*	maj lg*†	fish'g; hunt'g
THOMASVILLE	WCTV	wrld srs†	NCAA†	coll† NCAA†	box'g; wrestl'g

### IDAHO

BOISE	KBOI-TV	maj lg† prof	prof	maj lg† prof	derby; horse rac'g; wrestl'g
IDAHO FALLS	KID-TV	wrld srs†	NCAA† prof	NCAA†	box'g; der- by; horse rac'g; wrestl'g
TWIN FALLS	KLIX-TV	maj lg† wrld-srs†	prof	coll† prof	box'g; golf; hunt'g; wrestl'g

### ILLINOIS

CHAMPAIGN	WCIA	maj lg† wrld srs†	big ten†* coll†† NCAA†	big ten† coll† NCAA† prof	derby; golf; jalopy
CHICAGO	WBBM-TV			Bowl games† prof	derby; golf; horse rac'g
	WBKB		big ten†		bowl'g*
	WGN-TV	maj lg* wrld srs*		coll† prof	wrestl'g
	WNBQ		x†	x†	box'g* golf*
DECATUR	WTVP		big ten*	Bowl games	box'g; wrestl'g
HARRISBURG	KSIL-TV	maj lg† wrld srs†	NCAA† prof	NCAA† prof	box'g; wrestl'g
PEORIA	WTVH	coll† hs† maj lg† wrld srs†	NCAA†	coll† hs† prof†	box'g; golf; ice hockey*†
QUINCY	WGEM-TV	wrld srs	prof	big ten† NCAA†	bowl'g; box'g
ROCKFORD	WREX-TV	coll†† hs†† maj lg*†† prof†† wrld srs*††	big ten†	coll† hs† prof	bowl'g; derby; horse rac'g
ROCK ISLAND	WHBF-TV			coll† prof	
SPRINGFIELD	WICS	prof	hs†	NCAA†	

### INDIANA

ELKHART	WSJV-TV	maj lg†			box'g†
EVANSVILLE	WEHT	coll† maj lg*† prof†		maj lg*† prof†	bowl'g; derby; horse rac'g
	WFIE-TV	wrld srs†	prof	big ten† ;CAA† prof	bowl'g; box'g; jalopy; wrestl'g
	WTVW			big ten† hs*	
FT. WAYNE	WIN-T	litt lg* maj lg†	prof	coll† hs*	
	WKJG-TV	maj lg† wrld srs†	prof	NCAA†	bowl'g; box'g; wrestl'g



## INDIANA (cont.)

City	Call Letters	Baseball	Basketball	Football	Others
INDIANAPOLIS	WFBI-TV	wrld srst	hs* prof	big tent collt NCAA†	bowl'g; box'g; golf
	WISH-TV	maj lgt	collt prof	big tent collt NCAA† prof	derby; golf; jal'by
LAFAYETTE	WFAM-TV			maj lgt	
SOUTH BEND	WNDU-TV	collt	coll*	NCAA†	
	WSBT-TV		collt hs†		horse rac'g
TERRE HAUTE	WTHI-TV	maj lgt wrld srst	big tent prof	maj lgt	bowl'g; derby; horse rac'g; wrestl'g

## IOWA

CEDAR RAPIDS	KCRG-TV		big tent	collt	box'g; wrestl'g†
	WMT-TV	maj lgt	big tent	prof	
DAVENPORT	WOC-TV		hs† prof	NCAA†	
DES MOINES	KRNT-TV	collt hs† maj lgt wrld srst	big tent collt hs† NCAA† prof	big tent collt hs† NCAA† prof	bowl'g; derby; golf
	WHO-TV			Bowl gamest maj lgt†	
	WOI-TV			collt prof	
FT. DODGE	KQTV	coll* hs* maj lgt prof wrld srst	coll* hs* prof	coll*† hs* prof	box'g; hunt'g; wrestl'g
MASON CITY	KGLO-TV				box'g† wrestl'g†
OTTUMWA	KTVO	maj lgt wrld srst	big tent NCAA† prof	NCAA† prof	bowl'g; golf; horse rac'g; wrestl'g
SIOUX CITY	KTIV	wrld srst	prof	big tent NCAA† prof	bowl'g; box'g; jalopy; wrestl'g
	KVTV	maj lgt		Bowl gamest	box'g; golf; horse rac'g
WATERLOO	KWWL-TV	maj lgt prof wrld srst	collt NCAA†	Bowl gamest prof	box'g; derby; wrestl'g

## KANSAS

GREAT BEND	KCKT-TV	collt maj lgt prof wrld srst	collt NCAA†	collt prof	box'g; der- by; jalopy; wrestl'g
TOPEKA	WIBW-TV	maj lgt		Bowl gamest prof	bowl'g† horse rac'g† wrestl'g*
WICHITA	KAKE-TV			Bowl gamest prof	box'g† golf
	KARO-TV	wrld srst		collt NCAA†	box'g; derby; wrestl'g
	KTVH		big tent		

## KENTUCKY

LEXINGTON	WLEX-TV		collt	collt hs†	horse rac'g†
LOUISVILLE	WAVE-TV	wrld srst		NCAA† prof	bowl'g† box'g†
	WHAS-TV	maj lgt	coll*	Bowl gamest maj lgt	box'g; horse rac'g; wrestl'g

## LOUISIANA

City	Call Letters	Baseball	Basketball	Football	Others
ALEXANDRIA	KALO-TV	maj lgt wrld srst	prof	Bowl gamest collt	box'g; derby; horse rac'g
BATON ROUGE	WAFB-TV		big tent	prof	wrestl'g†
	WBRZ	wrld srst	NCAA†	collt	derby; fsh'g; wrestl'g
LAFAYETTE	KLFY-TV	maj lgt	big tent	Bowl gamest collt prof	horse rac'g; bowkey; wrestl'g
LAKE CHARLES	KPLC-TV	maj lgt wrld srst	prof	Bowl gamest maj lgt	box'g; golf; horse rac'g
	KTAG-TV	maj lgt	big tent prof	Bowl gamest maj lgt	derby; jal'by; wrestl'g
MONROE	KNOE-TV	maj lgt wrld srst	prof	collt NCAA† prof	box'g; fsh'g; wrestl'g
NEW ORLEANS	WOSU-TV		1*	2*	
	WJMR-TV				hair games
SHREVEPORT	KSLA-TV	maj lgt prof	big tent prof	Bowl gamest prof	horse rac'g
	KTBS-TV	wrld srst	NCAA†	Bowl gamest NCAA†	box'g; hunt'g; wrestl'g

## MAINE

BANGOR	W-TWO		coll* hs*	coll* hs*	
PORTLAND	WCSH-TV	maj lgt	prof	prof	tennis†

## MARYLAND

BALTIMORE	WAAM	maj lgt		prof	
	WMAR-TV	1*	big tent	Bowl gamest	bowl'g*; wrestl'g*

## MASSACHUSETTS

BOSTON	WBZ-TV	maj lgt* prof* wrld srst	prof	big tent coll*† hs* maj lgt† NCAA† pro*†	
PITTSFIELD	WMGT				box'g†; wrestl'g†
SPRINGFIELD	WHYN-TV		collt prof	maj lgt†	
	WWLP	wrld srst		NCAA†	

## MICHIGAN

ANN ARBOR	WPAG-TV				box'g*
BAY CITY	WNEM-TV	collt maj lgt prof wrld srst	big tent prof	big tent collt NCAA† prof	box'g; hunt'g; horse rac'g
CAOILLAC	WWTW	maj lgt	big tent	prof	hockey† wrestl'g†
DETROIT	CJBK-TV	maj lgt*		pro*	hockey*
	WWJ-TV			NCAA†	br'g† bckey*
	WXYZ-TV			NCAA†	box'g† hockey*
GRAND RAPIDS	W000-TV	maj lgt wrld srst	big tent	NCAA† prof†	box'g; fsh'g; golf
KALAMAZOO	WKZO-TV		1†	1†	rac'g†
LANSING	WJIM-TV		big tent		box'g† hockey†
	WTOM-TV			collt prof	box'g† wrestl'g†

(CONTINUED)

**MICHIGAN (cont.)**

City	Call Letters	Baseball	Basketball	Football	Others
SAGINAW	WKNX-TV	maj lg†		prof Bowl games†	derby; hockey; horse rac'g
TRAVERSE CITY	WPBN-TV	wrld srs†	prof	NCAA†	box'g; wrestl'g

**MINNESOTA**

DULUTH-SUPERIOR, WIS.	WDSM-TV	coll* maj lg†	coll* prof	prof	curl'g* hockey* horse rac'g†
MINNEAPOLIS-ST. PAUL	KMGH-TV		coll* hs* pro*		box'g† wrestl'g†
	WCCO-TV	maj lg†	prof	coll† prof†	box'g* wrestl'g*
	WTCN-TV			coll†	box'g; fish'g; hunt'g
ROCHESTER	KROC-TV	maj lg†	coll†	Bowl games† maj lg†	box'g†

**MISSISSIPPI**

COLUMBUS	WCBI-TV	coll† maj lg† wrld srs†	coll† prof	coll† NCAA† prof	box'g; horse rac'g; wrestl'g
HATTIESBURG	WDAM-TV	maj lg† wrld srs†	NCAA† prof	Bowl games† maj lg†	box'g; derby; fish'g; wrestl'g
JACKSON	WJTV	maj lg†	big tent	coll† prof	box'g; golf; wrestl'g
	WLBT	wrld srs*†	NCAA*†	Bowl games† coll*†	box'g
MERIDIAN	WTOK-TV		prof		
TUPELO	WTWV	coll† maj lg† prof wrld srs†	NCAA† prof	coll† NCAA† prof	box'g; horse rac'g; wrestl'g

**MISSOURI**

COLUMBIA	KOMU-TV	maj lg* wrld srs†	prof	coll†	box'g; golf; hunt'g
HANNIBAL	KHQA-TV		prof	maj lg†	
JEFFERSON CITY	KRCG-TV	maj lg†	prof	Bowl games† maj lg†	derby; horse rac'g; wrestl'g
KANSAS CITY	KCMO-TV		big tent	Bowl games† prof	box'g; horse rac'g; wrestl'g
	KMBC-TV			prof	boxl'g* wrestl'g†
ST. JOSEPH	KFEQ-TV	maj lg†	prof	Bowl games† prof	derby; golf; jalopy; wrestl'g
ST. LOUIS	KTVI			coll† prof	boxl'g† box'g† derby† wrestl'g†
SPRINGFIELD	KTTS-TV	maj lg†	big tent prof	maj lg† prof	fish'g; hunt'g; wrestl'g

**MONTANA**

BILLINGS	KOOK-TV			xt	
GREAT FALLS	KFBB-TV	coll† maj lg† wrld srs†		coll† maj lg†	box'g; fish'g; wrestl'g
MISSOULA	KMSO-TV	maj lg† pro*	coll* hs*	coll* hs* prof	fish'g; horse rac'g; wrestl'g

**NEBRASKA**

City	Call Letters	Baseball	Basketball	Football	Others
HASTINGS	KHAS-TV	coll† prof wrld srs†	coll† NCAA†	Bowl games† coll†	box'g
KEARNEY	KHOL-TV	maj lg†	NCAA†	coll† prof	golf; horse rac'g; wrestl'g
LINCOLN	KOLN-TV			coll† prof	wrestl'g†
OMAHA	KMTV	pro*		coll*	auto rac'g*
	WOW-TV	maj lg†		Bowl games† prof	derby; horse rac'g;

**NEVADA**

LAS VEGAS	KLAS-TV	maj lg†	coll†	coll† prof	golf; horse rac'g
	KLRJ-TV		prof	Bowl games† NCAA†	box'g; horse rac'g
RENO	KOLO-TV	xt	coll†	Bowl games† prof	

**NEW HAMPSHIRE**

MANCHESTER	WMUR-TV			coll† prof	box'g; wrestl'g
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**NEW MEXICO**

ALBUQUERQUE	KGGM-TV	prof	big tent		boxl'g†
	KOAT-TV				box'g† wrestl'g†
	KOB-TV			coll† NCAA†	box'g† wrestl'g*
CARLSBAD	KAVE-TV	hs*	hs*	hs* Bowl games†	jalopy; wrestl'g

**NEW YORK**

ALBANY	WCDA	xt	big tent	NCAA† prof	
BINGHAMTON	WNBF-TV	wrld srs†	prof	NCAA† prof	box'g; derby; horse rac'g
BUFFALO	WBEN-TV			xt	
	WGR-TV		coll† hst	coll† hst prof	box'g† wrestl'g†
CARTHAGE	WCNY-TV		prof	Bowl games† prof	wrestl'g†
NEW YORK	WABD			prof	box'g† wrestl'g†
	WATV		coll*		wrestl'g*
	WCBS-TV		prof	prof	derby; horse rac'g
	WOR-TV	maj lg*			
	WIPX	maj lg* wrld srs*	coll* pro*	coll†	boxl'g*
	WRCA-TV	maj lg†	prof	big tent coll† NCAA† prof	boxl'g; box'g; horse rac'g
PLATTSBURGH	WPTZ-TV	wrld srs†	NCAA†	Bowl games† NCAA†	box'g; golf; wrestl'g
ROCHESTER	WROC-TV	wrld srs†	NCAA†	Bowl games† prof	box'g; wrestl'g
	WVET-TV	maj lg†	big tent	NCAA†	box'g†
SCHENECTADY	WRGB				horse rac'g†
SYRACUSE	WHEN-TV	maj lg†	coll†	Bowl games† prof	fish'g; horse rac'g; wrestl'g
	WSYR-TV	coll† prof† wrld srs†	coll† hst prof†	coll†† hst NCAA†	box'g; hunt'g; horse rac'g



**NEW YORK (continued)**

City	Call Letters	Baseball	Basketball	Football	Others
UTICA	WKTV	coll: hst maj lg† wrld srst	NCAA† prof	Bowl games† NCAA† prof	box g. horse rac'g

**NORTH CAROLINA**

ASHEVILLE	WLOS-TV			prof	box g† wrestl'g†
CHARLOTTE	WBTV	maj lg† wrld srst		NCAA† prof	box g. horse rac'g. wrestl'g
DURHAM	WTVO	coll: hst maj lg† prof wrld srst†	NCAA† hst	coll: hst maj lg† prof NCAA†	box g. golf. hor e rac'g
GREENSBORO	WFMY-TV			oll* prof	
GREENVILLE	WNCT			prof	box g† wrestl'g†
WASHINGTON	WITN	wrld srst	prof	Bowl games† NCAA† prof	box g. horse rac'g; wrestl'g
WILMINGTON	WMFO-TV			coll: NCAA†	
WINSTON-SALEM	WSJS-TV	wrld srst		Bowl games† maj lg†	box g. golf; wrestl'g
	WTOB-TV			coll: hst	box g

**NORTH DAKOTA**

BISMARCK	KBMB-TV		xt	xt	
	KFYR-TV	coll: hst wrld srst	coll: hst NCAA†	coll: hst NCAA†	box g. hunt'g
DICKINSON	KOIX-TV	wrld srst		hst prof	box g. horse rac'g; wrestl'g
FARGO	WOAY-TV	wrld srst	NCAA†	Bowl games† NCAA†	
MINOT	KCJB-TV		xt		
VALLEY CITY	KXJB-TV	maj lg†	big ten* coll* hs* prof	coll† maj lg† prof	derby; horse rac'g; wrestl'g

**OHIO**

AKRON	WAKR-TV	coll* hs*	coll* hs*	Bowl games† coll* hs*	derby; golf; wrestl'g
CINCINNATI	WCPO-TV			prof	bowl g† box g† wrestl'g†
	WKRC-TV		coll* NCAA†	Bowl games† prof	derby; horse rac'g
	WLW-TV				wrestl'g*
CLEVELAND	KYW-TV	wrld srst		Bowl games† NCAA†	
	WEWS			pro*	bowl g† box g† wrestl'g†
	WJW-TV				bowl g* box g† wrestl'g†
COLUMBUS	WBNS-TV	prof	prof	Bowl games† prof	derby
	WLW-C		prof	NCAA†	box g†
	WTVN-TV	maj lg†		prof	box g† wrestl'g†
DAYTON	WHIO-TV	maj lg*	coll*		
	WLW-O		coll*		bowl g*
LIMA	WIAM-TV	maj lg† wrld srst	prof	coll† NCAA† prof	bowl g; box g; wrestl'g

City	Call Letters	Baseball	Basketball	Football	Others
STEUBENVILLE	WSTV-TV			prof	box g*
TOLEDO	WSPQ-TV	maj lg		coll† prof	bowl g† wrestl'g†
YOUNGSTOWN	WKBN-TV			Bowl games†	box g. horbo wrestl'g
ZANESVILLE	WHIZ-TV	maj lg. pro wrld srst	big ten† NCAA† prof	coll: hst NCAA† prof	box g. hor e rac'g wrestl'g

**OKLAHOMA**

AOA	KTEN	wrld srst		Bowl games† coll: hst	box g. horbo. wrestl'g
ARMORE	KVSO-TV	coll: wrld srst	NCAA†		
ENID	KGEO-TV		coll: hst	coll: hst	
LAWTON	KSWO-TV		coll: hst	prof	
OKLAHOMA CITY	KWTV	maj lg†	big ten	Bowl games† maj lg	horbo
	WKY-TV	wrld srst		Bowl games† coll: hst NCAA†	box g. and
TULSA	KOTV	min lg*		Bowl games† coll: hst	wrestl'g*
	KTVX			Bowl games† prof	
	KV00-TV	wrld srst	coll: hst prof	coll: hst NCAA†	box g. fish g. wrestl'g

**OREGON**

EUGENE	KVAL-TV			prof	Bowl games† maj lg†	fish g. wrestl'g
KLAMATH FALLS	KOTI	maj lg† wrld srst	big ten† NCAA†	coll: hst prof	box g. golf; wrestl'g	
MEFORD	KBES-TV			prof		
PORTLAND	KLOR	maj lg† wrld srst		coll: wrld srst	Bowl games† coll: wrestl'g	bowl g. box g; wrestl'g
	KOIN-TV	maj lg†			prof	fish g; hunt'g; wrestl'g*
	KPTV			prof		bowl g†

**PENNSYLVANIA**

BETHLEHEM	WLEV-TV				hs*	
EASTON	WGLV	coll: hst	coll: hst	coll: hst	prof	box g*
ERIE	WICU	maj lg† prof wrld srst		prof	coll: maj lg† prof	box g. golf; horse rac'g
	WSEE-TV	maj lg†			coll: prof	bowl g. horse rac'g; wrestl'g
HARRISBURG	WCMB-TV	maj lg†		prof	maj lg†	box g; horse rac'g; wrestl'g
	WTPA	xt	xt			box g†
JOHNSTOWN	WARO-TV			xt	xt	box g† rac'g† wrestl'g†
PHILADELPHIA	WFIL-TV	maj lg*			NCAA†	box g* wrestl'g†
	WRCV-TV	wrld srst maj lg*		coll: wrld srst	Bowl games† coll: maj lg†	box g golf
PITTSBURGH	KOKA-TV	maj lg* wrld srst*		NCAA††	Bowl games† coll*† NCAA†† pro*	box g. derby; golf

(CONTINUED)

**PENNSYLVANIA (cont.)**

City	Call Letters	Baseball	Basketball	Football	Others
SCRANTON	WARM-TV	maj lgt			box'g
	WGBI-TV			Bowl games† prof	derby
WILKES-BARRE	WILK-TV				box'g† wrestl'g†
YORK	WSBA-TV	maj lg*		Bowl games† pro*	box'g; horse rac'g; wrestl'g

**RHODE ISLAND**

PROVIDENCE	WJAR-TV	maj lgt			
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**SOUTH CAROLINA**

ANDERSON	WAIM-TV			prof	
CHARLESTON	WCSC-TV	coll†	big tent†	NCAA†	box'g† roller skat'g† wrestl'g†
COLUMBIA	WIS-TV	maj lgt wrld srst	prof	Bowl games† coll†	box'g; box'g; horse rac'g
	WNOK-TV	coll* maj lgt	big tent†		wrestl'g†
FLORENCE	WBTW	maj lgt wrld srst	big tent†	Bowl games† NCAA† prof	box'g derby; horse rac'g; wrestl'g
GREENVILLE	WFBC-TV	wrld srst	NCAA† pro*	NCAA† pro*†	box'g; fish'g; wrestl'g

**SOUTH DAKOTA**

RAPID CITY	KOTA-TV				box'g† wrestl'g†
SIoux FALLS	KELO-TV			coll†	

**TENNESSEE**

CHATTANOOGA	WDEF-TV	maj lgt	prof	coll† prof	
	WRGP-TV		NCAA†	Bowl games† coll† hst NCAA†	box'g; fish'g
JACKSON	WDXI-TV	maj lgt wrld srst	prof	Bowl games† hst prof	derby; horse rac'g; wrestl'g
JOHNSON CITY	WJHL-TV	maj lgt prof	big tent† coll† NCAA†	prof Bowl games†	box'g; hunt'g; wrestl'g
KNOXVILLE	WATE-TV	wrld srst		coll† NCAA†	wrestl'g†
	WBIR-TV	maj lgt		maj lgt prof	
	WTVK			coll† prof	fish'g
MEMPHIS	WHBQ-TV	maj lgt	big tent†		
	WMCT		NCAA†	coll*† NCAA†	
NASHVILLE	WLAC-TV	maj lgt		Bowl games† prof	fish'g; bunt'g; horse rac'g
	WSIX-TV			coll† pro*	box'g; wrestl'g
	WSM-TV	coll† hst maj lgt pro*† wrld srst	coll*† hst	coll† NCAA†	box'g; fish'g; horse rac'g

**TEXAS**

ABILENE	KRBC-TV	x†			
AMARILLO	KFDA-TV		big tent	prof	wrestl'g*
	KGNC-TV		prof	NCAA†	
AUSTIN	KTBC-TV	coll* maj lgt pro* wrld srst	big tent† coll* hst prof	coll*†† hst maj lgt prof†	box'g; fish'g; golf

City	Call Letters	Baseball	Basketball	Football	Others
BEAUMONT	KFDM-TV		x†	prof	
BIG SPRING	KBST-TV	maj lgt		Bowl games† coll†† maj lgt	derby; horse rac'g; wrestl'g
CORPUS CHRISTI	KVDO-TV			coll*	
DALLAS	KRLD-TV		big tent	Bowl games† prof	wrestl'g
	WFAA-TV	coll† hst maj lgt wrld srst†	big tent† coll† hst*† NCAA*† prof†	big tent† coll†† hst NCAA*††	box'g golf; horse rac'g
EL PASO	KILT-TV				box'g wrestl'g
	KROD-TV		NCAA†	coll† prof†	wrestl'g†
	KTSM-TV	wrld srst	prof	Bowl games† coll††	box'g; box'g; wrestl'g
	XEJ-TV	pro* wrld srst			wrestl'g
FORT WORTH	KFJZ-TV	coll*	coll*	coll*	box'g; jalopy; wrestl'g
	WBAP-TV	coll* hst maj lgt wrld srst	coll† NCAA† prof	big tent† coll†† NCAA† prof	golf
GALVESTON	KGUL-TV	maj lgt		Bowl games† pro*†	horse rac'g
HOUSTON	KTRK-TV				wrestl'g
LAREDO	KHAD-TV			coll†	box'g; wrestl'g
LUBBOCK	KDUB-TV	maj lgt	big tent	Bowl games† prof†	horse rac'g
LUFKIN	KTRE-TV	coll†† maj lgt wrld srst	coll† NCAA†	Bowl games† coll† NCAA†	box'g; hunt'g; wrestl'g
MIDLAND	KMID-TV	wrld srst	NCAA†	Bowl games† NCAA†	box'g; wrestl'g
SAN ANGELO	KTXL-TV	coll*† pro*† wrld srst	hst	coll*† pro*†	fish'g; hunt'g; wrestl'g
SAN ANTONIO	KCOR-TV				box'g† bullfights†
	KENS-TV	x†	big tent	pro*†	horse rac'g†
	WOAI-TV	wrld srst		coll* NCAA†	wrestl'g
SWEETWATER	KPAR-TV	maj lgt	big tent	hst maj lgt	horse rac'g
TEMPLE	KCEN-TV	wrld srst	prof	Bowl games† NCAA†	box'g; golf; wrestl'g
TEXARKANA	KCMC-TV	maj lgt wrld srst	coll†	Bowl games† NCAA† prof	derby; horse rac'g
WESLACO	KRGV-TV			prof	
WICHITA FALLS	KFDX-TV	maj lgt† wrld srst†	NCAA†	NCAA††	:3, xox jjo2

**UTAH**

SALT LAKE CITY	KSL-TV	aaj lgt	coll* NCAA†	Bowl games† prof	box'g† wrestl'g
	KTVT		prof	prof	box'g†
	KUTV		coll† prof†		box'g* wrestl'g*

**VERMONT**

BURLINGTON	WCAX-TV	maj lgt	coll† prof	prof	derby; horse rac'g
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## VIRGINIA

City	Call Letters	Baseball	Basketball	Football	Others
BRISTOL	WCYB-TV	maj lgt wrld srs†	NCAA† prof	coll† hs† NCAA† prof	box'g; fish'g; wrestl'g
HARRISONBURG	WSVA-TV	maj lgt wrld srs†	prof	Bowl game† NCAA† prof	box'g; horse rac'g; wrestl'g
LYNCHBURG	WLVA-TV	prof			box'g† wrestl'g†
NORFOLK	WTAR-TV	maj lgt†	prof†	maj lgt†	box'g; fish'g; wrestl'g
	WVEC-TV	wrld srs†	prof	Bowl game† coll† NCAA†	box'g; golf; wrestl'g
PETERSBURG	WXEX-TV		prof	NCAA†	
RICHMOND	WRVA-TV	maj lgt	prof	maj lgt	derby; horse rac'g
	WTVR			Bowl game†	box'g
ROANOKE	WDBJ-TV	maj lgt	big tent	Bowl game† prof	derby horse rac'g; wrestl'g†
	WSLS-TV	maj lgt wrld srs††	hs† prof††	coll†† hs† NCAA†† prof†	box'g; fish'g; horse rac'g; wrestl'g

## WASHINGTON

BELLINGHAM	KVOS-TV	x†	x†	x†	
SEATTLE	KING-TV		coll*	prof	
	KOMO-TV		prof	Bowl game† coll† NCAA†	box'g
SPOKANE	KHQ-TV	wrld srs†	prof	Bowl game† coll† NCAA†	box'g
	KXLY-TV		big tent coll†		
TACOMA	KTNT-TV	maj lgt prof	coll† prof	coll† prof	box'g; fish'g; horse rac'g
	KTVW	coll*	coll*		bowl† box'g† wrestl'g*
YAKIMA	KIMA-TV	hs† maj lgt prof wrld srs†	NCAA† prof	Bowl game† coll† hs* prof	box'g; derby; horse rac'g

## WEST VIRGINIA

BLUEFIELD	WHIS-TV		coll† prof	coll† NCAA†	
CHARLESTON	WCHS-TV	maj lgt	big tent	coll† prof†	hockey
FAIRMONT	WJPB-TV	maj lgt wrld srs†	coll† hs* prof	Bowl game† coll† hs*	derby; fish'g; horse rac'g; wrestl'g
HUNTINGTON	WHTN-TV				box'g
	WSAZ-TV				hockey
OAK HILL	WOAY-TV	x†	x†		
PARKERSBURG	WTAP	maj lgt† prof† wrld srs††	prof†	Bowl game† coll†† NCAA†† prof†	box'g; hunt'g; wrestl'g
WHEELING	WTRF-TV	maj lgt wrld srs†	prof	Bowl game† NCAA†	box'g; fish'g; horse rac'g

## WISCONSIN

City	Call Letters	Baseball	Basketball	Football	Others
GREEN BAY	WBAY-TV	maj lgt	prof	prof	
	WFRV-TV		big tent	Bowl game†	x'g wrestl'g
MADISON	WKOW-TV		big tent coll	Bowl game†	box'g; wrestl'g
	WMTV	maj lgt wrld srs†	big tent coll prof	big tent† Bowl game† coll† prof	box'g; golf horse rac'g; wrestl'g
MARINETTE	WMBV-TV		NCAA† prof	coll*	
MILWAUKEE	WISN-TV		big tent		wrestl'g
	WXIX		big tent	big tent	box'g†
SUPERIOR-DULUTH, MINN.	WDSM-TV	prof* wrld srs†	hs* prof	big tent† Bowl game† NCAA†	box'g; hockey; wrestl'g
WAUSAU	WSAU-TV	maj lgt wrld srs†	big tent NCAA†	big tent† Bowl game† NCAA† prof	box'g; hunt'g; wrestl'g

## WYOMING

CHEYENNE	KFBC-TV		NCAA†	coll† NCAA† prof	
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## ALASKA

ANCHORAGE	KENI-TV		wrld srs†		wrestl'g
	KTVA		coll† maj lgt†	coll† prof†	Bowl game† coll† maj lgt†
FAIRBANKS	KFAR-TV		wrld srs††		big tent† coll† NCAA††
	KTVF			coll† prof†	
JUNEAU	KINY-TV		prof†		box'g; jalopy; wrestl'g

## HAWAII

HONOLULU	KGMB-TV				box'g*
	KONA			prof	bowl g†
	KULA-TV				box'g† wrestl'g†

## PUERTO RICO

SAN JUAN	WKAQ-TV		prof*		horse rac'g*
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CANADA  
Alberta

CALGARY	CHCT-TV			maj lgt†	golf
EDMONTON	CFRN-TV		prof		
LETHBRIDGE	CJLH-TV		wrld-srs†	prof	wrestl'g†

## British Columbia

VANCOUVER	CBUT			prof*	bowl'g* boxing* hockey* wrestl'g*
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## Manitoba

WINNIPEG	CBWT			prof*	boxing* bowl'g* hockey* wrestl'g*
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## New Brunswick

MONCTON	CKCW-TV		prof* wrld srs†	maj lgt	curl'g* golf*
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# studio facilities



## symbol

x station offers facility  
under column heading

● This list of 440 stations is designed to help the buyer for specialized products. The list was set up in chart form so that the reader could easily compile lists of stations offering each facility. Of greatest significance perhaps is the very large increase of stations equipped to receive color telecasts. The jump was from 132 in 1955 and from 211 in 1956 to 240 today. A similar increase is shown in number of stations equipped to transmit color—196 reported in 1956 Buyers' Guide compared with 243 today.

385 or 88% have permanent kitchen sets

414 or 94% have permanent living room sets

355 or 81% have permanent out-door or patio sets

271 or 62% have auto ramps

245 or 56% have rear view screens

203 or 46% have remote equipment

243 or 55% are interconnected for black and white

240 or 55% are interconnected for color

243 or 55% are equipped to transmit color

### ALABAMA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BIRMINGHAM	WABT	x	x		x	x	x	x	x	x
	WBRC-TV	x	x	x	x	x	x	x	x	x
DECATUR	WMSL-TV	x						x	x	x
MOBILE	WALA-TV	x	x	x	x				x	
	WKRK-TV	x	x		x	x		x	x	x
MONTGOMERY	WCOV-TV	x	x	x		x			x	x
	WSFA-TV	x	x	x		x	x	x	x	x

### ARIZONA

PHOENIX	KOOL-TV	x	x	x	x	x	x	x	x	x
	KPHO-TV	x	x	x	x	x	x	x	x	x
	KTVK	x	x	x	x	x	x	x	x	x
	KVAR	x	x	x	x	x		x	x	x
TUCSON	KDWI-TV	x	x	x	x	x				
	KOPD-TV	x	x	x	x	x				x
	KVOA-TV		x			x				x
YUMA	KIVA	x	x		x	x		x		

### ARKANSAS

EL DORADO	KRBB	x	x	x	x				x	
FORT SMITH	KFSA-TV	x	x	x	x		x	x		
LITTLE ROCK	KARK-TV	x	x	x	x	x		x	x	x
	KATV	x	x	x	x			x		x
	KTHV	x	x	x	x			x	x	x
TEXARKANA	KCMC-TV	x	x		x	x		x	x	x

### CALIFORNIA

BAKERSFIELD	KBAK-TV	x	x	x	x				x	
	KERO-TV	x	x	x	x			x	x	x

### CALIFORNIA (cont.)

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
CHICO	KHSL-TV	x	x			x	x		x	
EUREKA	KIEM-TV	x							x	
FRESNO	KFRE-TV	x	x	x	x			x	x	x
	KJEO-TV	x	x	x	x			x	x	x
	KMJ-TV	x	x	x	x				x	x
	KVVG	x	x	x	x				x	
LOS ANGELES	KABC-TV	x	x	x	x	x	x	x	x	x
	KCOP	x	x	x	x			x	x	
	KHJ-TV	x	x	x	x	x	x	x	x	x
	KNXT	x	x	x	x	x	x	x	x	x
	KRCA	x	x	x	x			x	x	x
	KTLA	x	x	x	x	x	x	x	x	x
	KTTV	x	x	x	x	x	x			
REDDING	KVIP		x	x						
SACRAMENTO	KBET	x	x	x	x			x	x	x
	KCCG-TV	x	x	x	x	x	x	x	x	
	KCRA-TV	x	x	x	x	x	x	x	x	x
SALINAS	KSBW-TV	x	x	x	x	x		x	x	x
SAN DIEGO	KFMB-TV	x	x	x	x	x	x	x	x	x
	KFSD-TV	x	x					x	x	x
	XETV		x	x	x			x		
SAN FRANCISCO	KGO-TV	x	x	x			x	x		
	KPIX	x	x	x	x	x	x	x	x	x
	KRON-TV	x	x			x	x	x	x	x
	KSAN-TV	x	x					x		
SAN JOSE	KNTV	x	x	x		x	x			



**CALIFORNIA (cont.)**

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- moto	B&w line	Color line	Sounds color
SAN LUIS OBISPO	KVEC-TV		x	x	x			x	x	
SANTA BARBARA	KEY-TV	x	x	x	x			x		
STOCKTON	KOVR	x	x	x				x		x

**COLORADO**

COLDRADD SP'GS	KKTU	x	x	x	x	x	x	x		
	KRDD-TV	x	x	x	x			x		
DENVER	KBTU	x	x	x	x	x	x	x		
	KLZ-TV	x	x	x	x	x	x	x	x	x
	KDA-TV	x	x	x		x	x	x		x
	KTVR	x	x	x	x	x	x			
GRAND JUNCTION	KREX-TV	x		x	x					
PUEBLO	KCSJ-TV	x	x	x	x	x	x	x		

**CONNECTICUT**

HARTFORD	WHCT	x	x		x			x		
	WNBC	x	x		x			x	x	x
NEW HAVEN	WNHC-TV	x	x	x		x	x	x	x	x

**DELAWARE**

WILMINGTON	WPFH	x	x	x		x	x	x		
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**DISTRICT OF COLUMBIA**

WASHINGTON	WRC-TV	x	x	x		x	x	x	x	x
	WTOP-TV	x	x	x		x	x	x	x	x
	WTTG	x	x	x		x	x	x		

**FLORIDA**

DAYTONA BEACH	WESH-TV	x	x	x	x					x
JACKSONVILLE	WJHP-TV	x	x	x	x	x		x	x	x
	WMBR-TV	x	x	x		x	x	x	x	x
MIAMI	WITV		x	x	x	x	x	x		
	WTVJ	x	x	x	x	x	x	x	x	x
ORLANDO	WDBO-TV	x	x	x	x	x		x	x	x
PENSACOLA	WEAR-TV	x	x	x		x	x	x		
ST. PETERSBURG	WSUN-TV	x	x	x	x				x	x
TAMPA	WFLA-TV	x	x	x	x	x	x	x	x	x
	WTVT	x	x	x	x		x	x	x	x
W. PALM BEACH	WEAT-TV		x	x	x			x		
	WPTV	x	x	x				x	x	x

**GEORGIA**

ALBANY	WALB-TV	x	x	x	x	x				
ATLANTA	WAGA-TV	x	x	x	x	x		x	x	x
	WLW-A	x	x	x	x	x	x	x		
	WSB-TV	x	x	x		x	x	x	x	x
AUGUSTA	WJBF	x	x	x	x	x		x	x	x
	WRDW-TV	x	x	x	x	x				
COLUMBUS	WDAK-TV	x	x	x	x			x	x	x
	WRBL-TV	x	x	x	x	x	x	x	x	x
MACON	WMAZ-TV	x	x	x	x	x		x	x	
SAVANNAH	WSAV-TV		x	x					x	x
	WTOG-TV	x	x	x	x	x		x	x	x
THOMASVILLE	WCTV	x		x	x			x		

**IDAHO**

BOISE	KBOI-TV	x	x	x	x		x			x
	KIDO-TV	x	x			x				

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- moto	B&w line	Color line	Sounds color
IDAHO FALLS	KID-TV									x
TWIN FALLS	KLIX-TV	x	x	x	x					

**ILLINOIS**

CHAMPAIGN	WCIA	x	x	x	x	x	x	x	x	x
CHICAGO	WBBM-TV	x	x	x	x	x	x	x	x	x
	WBKB	x	x	x				x	x	x
	WGN-TV	x	x	x	x	x	x	x		
	WNBQ	x	x	x	x			x	x	x
DECATUR	WTVP	x	x		x	x		x		
HARRISBURG	KSIL-TV	x	x	x	x			x		
PEDRIA	WTVH	x	x		x	x		x	x	x
QUINCY	WGEM-TV	x	x						x	x
ROCKFORD	WREX-TV	x	x	x	x			x	x	x
ROCK ISLAND	WHBF-TV	x	x			x	x	x	x	x
SPRINGFIELD	WICS	x	x	x				x	x	

**INDIANA**

ELKHART	WSJV-TV	x	x	x	x	x		x		
EVANSVILLE	WEHT	x	x	x				x	x	x
	WFIE-TV	x	x	x	x	x	x	x	x	x
	WTVW	x	x	x	x	x	x	x	x	x
FT. WAYNE	WIN-TV		x	x	x				x	x
	WKJG-TV	x	x					x	x	x
INDIANAPOLIS	WFBM-TV	x	x	x	x			x	x	x
	WISH-TV	x	x	x				x	x	x
LAFAYETTE	WFAM-TV	x		x	x	x				
SOUTH BEND	WNDU-TV	x	x	x	x			x	x	x
	WSBT-TV	x	x	x		x	x	x	x	x
TERRE HAUTE	WTHI-TV	x			x	x		x	x	x

**IOWA**

CEDAR RAPIDS	KCRG-TV		x	x				x	x	x
	WMT-TV	x	x	x	x			x	x	x
DAVENPORT	WOC-TV		x	x	x			x	x	x
DES MOINES	KRNT-TV	x	x	x	x	x	x	x	x	x
	WHO-TV	x	x	x	x	x	x	x	x	x
	WOI-TV	x	x	x		x	x	x	x	x
FT. DODGE	KQTV	x	x	x	x			x	x	x
MASON CITY	KGLO-TV	x	x	x	x			x	x	
OTTUMWA	KTVO	x	x	x	x	x		x	x	
SIOUX CITY	KTIV	x	x	x	x	x	x	x	x	x
	KVTV	x	x	x		x	x	x	x	x
WATERLOO	KWWL-TV	x	x		x			x	x	x

**KANSAS**

GREAT BEND	KCKT-TV	x	x	x	x	x		x	x	x
PITTSBURG	KOAM-TV	x	x	x	x			x	x	x
TOPEKA	WIBW-TV	x	x	x	x			x	x	x
WICHITA	KAKE-TV	x	x	x		x		x		x
	KARD-TV	x	x	x	x	x	x	x	x	x
	KTVH	x	x	x		x	x			x

**KENTUCKY**

LEXINGTON	WLEX-TV	x	x	x	x					x
LOUISVILLE	WAVE-TV	x	x	x		x	x	x	x	x
	WHAS-TV	x	x	x				x	x	x

**LOUISIANA**

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
ALEXANDRIA	KALB-TV		x	x		x		x	x	
BATON ROUGE	WAFB-TV	x	x	x	x	x		x		
	WBRZ	x	x	x	x	x		x	x	x
LAFAYETTE	KLFY-TV	x	x	x	x		x	x	x	x
LAKE CHARLES	KPLC-TV	x	x	x		x		x	x	
	KTAG-TV	x	x	x	x			x		
MONROE	KNOE-TV	x	x	x	x	x		x	x	x
NEW ORLEANS	WOSU-TV	x	x	x		x	x	x	x	x
	WJMR-TV	x	x	x	x	x	x	x	x	x
SHREVEPORT	KSLA-TV	x	x	x		x	x	x	x	x
	KTBS-TV	x	x	x			x	x	x	x

**MAINE**

BANGOR	WABI-TV	x	x	x	x	x		x		
	W-TWO	x	x	x	x	x	x			
PORTLAND	WCSH-TV	x	x					x	x	x
	WGAN-TV		x	x		x	x	x	x	x

**MARYLAND**

BALTIMORE	WAAM	x	x	x	x	x	x	x		
	WMAR-TV	x	x	x		x	x	x	x	x
SALISBURY	WBOC-TV	x	x	x	x	x		x		

**MASSACHUSETTS**

BOSTON	WBZ-TV	x	x	x	x	x	x	x	x	x
	WNAC-TV		x				x	x	x	x
PITTSFIELD	WMGT		x			x				
SPRINGFIELD	WHYN-TV	x	x	x	x			x		
	WWLP	x	x	x	x	x	x	x	x	x

**MICHIGAN**

ANN ARBOR	WPAG-TV		x	x						
BAY CITY	WNEM-TV	x	x					x	x	x
CAOILLAC	WWTW	x	x					x		
DETROIT	CKLW-TV	x	x			x		x		
	CJBK-TV	x	x				x	x	x	x
	WWJ-TV	x	x	x	x	x	x	x	x	x
	WXYZ-TV	x	x	x	x	x	x	x		
GRAND RAPIDS	WOOD-TV	x	x	x	x	x	x	x	x	x
KALAMAZOO	WKZO-TV		x	x		x		x	x	x
LANSING	WJIM-TV	x	x	x	x		x	x	x	
	WTOM-TV	x	x					x	x	x
SAGINAW	WKNX-TV	x	x	x	x		x	x	x	x
TRAVERSE CITY	WPBN-TV	x	x	x	x	x		x		

**MINNESOTA**

AUSTIN	KMMT		x	x						
DOULUTH-SUPERIOR	KOAL-TV	x	x	x		x		x		
MINNEAPOLIS-ST. PAUL	KMGM-TV	x	x	x	x	x	x	x		
	WCCO-TV	x	x	x	x	x	x	x	x	x
	WTCN-TV	x	x	x	x	x	x	x		
ROCHESTER	KROC-TV	x	x	x	x			x	x	x

**MISSISSIPPI**

COLUMBUS	WCBI-TV	x		x	x			x		
HATTIESBURG	WOAM-TV	x	x	x	x			x	x	x

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
JACKSON	WJTV	x	x	x	x	x	x	x	x	x
	WLBT	x	x	x	x	x	x	x	x	x
MERIDIAN	WTOK-TV		x	x				x	x	
TUPELO	WTWV	x	x	x	x			x	x	x

**MISSOURI**

COLUMBIA	KOMU-TV	x	x	x	x			x	x	
HANNIBAL	KHQA-TV	x	x	x	x			x	x	x
JEFFERSON CITY	KRCG-TV	x	x			x		x		
JOPLIN	KOOE-TV	x	x		x			x	x	x
KANSAS CITY	KCMO-TV	x	x	x	x	x	x	x	x	x
	KMBC-TV		x		x	x	x			x
	WOAF-TV	x	x	x	x	x	x	x	x	x
ST. JOSEPH	KFEQ-TV	x	x	x	x	x	x	x		
ST. LOUIS	KSO-TV	x	x					x	x	x
	KTVI		x	x	x				x	
SPRINGFIELD	KTTS-TV	x	x					x	x	x

**MONTANA**

BILLINGS	KOOK-TV	x	x		x					
BUTTE	KXLF-TV		x	x						
GREAT FALLS	KFBB-TV	x	x							
MISSOULA	KMSO-TV	x	x	x	x			x	x	x

**NEBRASKA**

HASTINGS	KHAS-TV	x	x			x		x	x	x
KEARNEY	KHOL-TV	x	x	x		x				x
LINCOLN	KOLN-TV	x	x							
OMAHA	KETV	x	x	x	x	x	x	x		
	KMTV	x	x	x		x	x	x	x	x
	WOW-TV	x	x	x	x	x	x	x	x	x

**NEVADA**

LAS VEGAS	KLAS-TV	x	x		x			x	x	x
	KLRJ-TV	x	x		x			x	x	x
	KSHO-TV		x					x		
RENO	KOLO-TV	x	x	x	x				x	x

**NEW HAMPSHIRE**

MANCHESTER	WMUR-TV	x	x	x	x	x			x	x
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**NEW MEXICO**

ALBUQUERQUE	KGGM-TV	x	x		x	x		x		
	KOAT-TV	x	x	x	x	x	x			
	KOB-TV	x	x	x	x			x	x	
CARLSBAD	KAVE-TV	x	x	x	x					
CLOVIS	KICA-TV	x			x				x	
ROSWELL	KSWV-TV		x	x	x				x	

**NEW YORK**

ALBANY	WCOA	x	x	x					x	x
BINGHAMTON	WNBF-TV	x	x			x			x	x
BUFFALO	WGR-TV	x	x	x						
CARTHAGE	WCNY-TV	x	x		x				x	
NEW YORK	WABC-TV	x	x	x		x	x	x		
	WABD	x	x	x	x	x	x	x	x	x



**NEW YORK (cont.)**

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- moto	B&w line	Color line	Sends color
NEW YDRK (cont.)	WATV	x	x	x		x	x	x		
	WCBS-TV	x	x	x	x	x	x	x	x	x
	WDR-TV	x	x					x		x
	WPIX	x	x			x	x	x	x	x
	WRCA-TV	x	x	x		x	x	x	x	x
PLATTSBURGH	WPTZ-TV	x	x					x	x	
ROCHESTER	WHEC-TV	x	x							x
	WRDC-TV	x	x	x				x	x	x
SCHENECTADY	WRGB	x	x	x				x	x	x
SYRACUSE	WHEN-TV	x	x	x						x
	WSYR-TV	x	x	x	x	x	x	x	x	x
UTICA	WKTV	x	x	x		x	x	x	x	x

**NORTH CAROLINA**

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- moto	B&w line	Color line	Sends color
ASHEVILLE	WLOST-TV	x	x	x	x	x		x	x	x
CHARLOTTE	WBTV	x	x	x	x	x		x	x	x
DURHAM	WTVO	x	x		x					
GREENSBORO	WFMY-TV	x	x	x		x		x	x	x
GREENVILLE	WNCT	x	x	x		x		x	x	x
WASHINGTON	WITN	x	x	x	x	x		x	x	x
WILMINGTON	WMFO-TV	x	x	x		x	x	x	x	
WINSTON-SALEM	WSJS-TV	x	x	x				x	x	x
	WTOB-TV	x	x	x		x				

**NORTH DAKOTA**

BISMARCK	KBMB-TV		x	x				x		x
	KFYR-TV	x	x	x					x	
DICKINSON	KDIX-TV	x	x	x	x			x		
FARGO	WOAY-TV	x	x	x	x	x	x	x	x	x
MINOT	KCJB-TV	x	x	x				x	x	
VALLEY CITY	KXJB-TV	x	x	x				x	x	x

**OHIO**

AKRON	WAKR-TV	x	x	x	x	x	x	x	x	
CINCINNATI	WCPD-TV		x	x	x			x	x	
	WKRC-TV	x	x	x	x	x	x	x	x	x
	WLW-TV	x	x	x	x	x	x	x	x	x
CLEVELAND	KYW-TV	x	x	x	x			x	x	x
	WEWS	x	x	x	x	x	x	x	x	x
	WJW-TV	x	x			x	x	x	x	x
COLUMBUS	WBNS-TV	x	x	x				x	x	x
	WLW-TV	x	x	x		x	x	x	x	x
	WTVN-TV	x	x	x	x	x			x	
DAYTON	WHIO-TV	x	x	x	x			x	x	x
	WLW-TV	x	x	x		x	x	x		x
LIMA	WIMA-TV	x	x			x		x	x	x
STUEBENVILLE	WSTV-TV	x	x	x	x				x	
TOLEDO	WSPD-TV	x	x		x			x	x	x
YOUNGSTOWN	WKBN-TV	x	x	x	x	x		x	x	x
ZANESVILLE	WHIZ-TV		x	x					x	

**OKLAHOMA**

ADA	KTEN	x	x	x	x	x		x	x	x
ARDMORE	KVSD-TV	x	x							x

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- moto	B&w line	Color line	Sends color
ENID	KGEO-TV	x	x	x	x	x		x		x
LAWTON	KSWD-TV	x	x	x	x				x	
OKLAHOMA CITY	KWTV	x	x	x	x				x	x
	WKY-TV	x	x	x		x	x	x	x	x
TULSA	KDTV	x	x	x	x	x	x	x	x	x
	KTVX	x	x	x		x	x			x
	KVDO-TV		x	x		x			x	x

**OREGON**

EUGENE	KVAL-TV	x	x	x	x				x	x
KLAMATH FALLS	KDTI	x	x			x			x	x
MEDFORD	KBES-TV	x						x		x
PORTLAND	KLOR	x	x	x	x	x	x	x	x	x
	KOIN-TV	x	x	x	x	x	x	x	x	x
	KPTV	x	x	x	x			x	x	x

**PENNSYLVANIA**

ALTOONA	WFBG-TV									x
GASTON	WGLV	x	x	x	x	x				x
ERIE	WICU	x	x	x						x
	WSEE-TV	x	x	x	x	x	x			
HARRISBURG	WCMB-TV							x		x
JOHNSTOWN	WARO-TV									x
	WJAC-TV	x						x	x	x
PHILADELPHIA	WCAU-TV	x	x	x	x	x	x	x	x	x
	WFIL-TV	x	x	x	x	x	x	x	x	x
	WRCV-TV	x	x	x				x	x	x
PITTSBURGH	KOKA-TV	x	x	x	x	x	x	x	x	x
SCRANTON	WARM-TV	x	x	x	x			x		x
	WGBI-TV	x	x	x						x
WILKES-BARRE	WILK-TV	x	x	x					x	x
YORK	WNOV-TV	x	x	x	x	x				
	WSBA-TV		x	x	x					x

**RHODE ISLAND**

PROVIDENCE	WJAR-TV	x	x	x					x	x
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**SOUTH CAROLINA**

ANDERSON	WAIM-TV	x	x	x	x	x			x	x
CHARLESTON	WCSC-TV	x	x	x				x		
COLUMBIA	WIS-TV	x	x	x	x			x	x	x
	WNOK-TV	x	x					x	x	x
FLORENCE	WBTW	x	x	x	x	x			x	
GREENVILLE	WFBC-TV	x	x	x	x	x	x	x	x	x

**SOUTH DAKOTA**

RAPID CITY	KDTA-TV	x	x						x	
SIoux FALLS	KELO-TV	x	x	x	x	x	x	x	x	x

**TENNESSEE**

CHATTANOOGA	WOEF-TV	x	x	x						x
	WRGP-TV	x	x					x	x	x
JACKSON	WOXI-TV	x	x	x	x			x	x	
JOHNSON CITY	WJHL-TV	x	x	x	x	x	x	x	x	x
KNOXVILLE	WATE-TV	x	x	x				x	x	x

(CONTINUED)

**TENNESSEE (cont.)**

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
KNOXVILLE (cont.)	WBIR-TV		x							x x
	WTVK	x	x	x				x	x	x
MEMPHIS	WHBQ-TV	x	x	x					x	
	WMCT	x	x	x		x	x	x	x	x
NASHVILLE	WLAC-TV	x	x	x	x	x		x	x	x
	WSIX-TV		x	x	x	x			x	
	WSM-TV	x	x	x	x	x	x	x	x	x

**TEXAS**

ABILENE	KRBC-TV	x	x	x		x			x	
AMARILLO	KFDA-TV	x	x	x			x			
AUSTIN	KGNC-TV	x	x	x	x	x	x	x	x	x
	KTBC-TV	x	x	x				x	x	x
BEAUMONT	KFDM-TV	x	x	x					x	x
BIG SPRING	KBST-TV	x	x	x		x		x	x	x
CORPUS CHRISTI	KVDO-TV	x	x	x		x			x	
DALLAS	KRLD-TV	x	x		x	x	x	x	x	x
	WFAA-TV	x	x	x			x	x	x	x
EL PASO	KILT-TV	x	x		x		x	x		
	KROD-TV	x	x	x	x	x		x	x	x
	KTSM-TV	x	x	x		x		x	x	x
	XEJ-TV	x	x	x		x				
FORT WORTH	KFJZ-TV		x	x	x	x	x	x		
	WBAP-TV	x	x	x	x	x	x	x	x	x
GALVESTON	KGUL-TV		x	x			x	x	x	
HARLINGEN	KGBT-TV	x	x	x	x					
HOUSTON	KTRK-TV	x	x	x			x	x	x	x
LOREDO	KHAD-TV	x	x	x						
LUBBOCK	KCBD-TV	x	x					x	x	x
	KDUB-TV	x	x	x			x	x	x	x
LUFKIN	KTRE-TV	x	x	x		x		x	x	
MIDLAND	KMID-TV	x	x	x	x		x	x		
SAN ANGELO	KTXL-TV	x	x	x	x			x		
SAN ANTONIO	KCOR-TV		x	x	x	x		x		
	KENS-TV		x	x		x	x			x
	WOAI-TV	x	x	x			x	x	x	x
SWEETWATER	KPAR-TV	x	x	x				x	x	
TEMPLE	KCEN-TV	x	x	x	x				x	x
TEXARKANA	KCMC-TV	x	x	x	x	x		x	x	x
WESLACO	KRGV-TV	x	x	x	x			x		
WICHITA FALLS	KFDX-TV	x	x	x	x	x		x	x	x

**UTAH**

SALT LAKE CITY	KSL-TV	x	x	x	x	x	x	x	x	x
	KTVT	x	x	x		x	x	x	x	x
	KUTV	x	x	x	x	x	x	x	x	x

**VERMONT**

BURLINGTON	WCAX-TV	x	x	x		x		x	x	x
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**VIRGINIA**

BRISTOL	WCYB-TV	x	x	x	x		x	x	x	x
HARRISONBURG	WSVA-TV	x	x	x		x		x		
LYNCHBURG	WLVA-TV	x	x					x	x	
NORFOLK	WAVY-TV		x	x		x	x	x	x	x
	WTAR-TV	x	x	x	x		x	x	x	x
	WVEC-TV	x	x	x				x	x	x

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&W line	Color line	Sends color
PETERSBURG	WXEX-TV	x	x	x					x	x x
RICHMOND	WRVA-TV	x	x	x	x	x	x	x	x	x
	WTVR	x	x	x	x	x			x	x x
ROANOKE	WDBJ-TV		x		x				x	x x
	WSLS-TV	x	x	x	x	x			x	x x

**WASHINGTON**

BELLINGHAM	KVOS-TV									x
SEATTLE	KING-TV	x	x	x	x	x	x	x	x	x
	KOMO-TV	x	x						x	x x
SPOKANE	KHQ-TV	x	x	x	x			x	x	x x
	KREM-TV	x	x	x	x	x			x	x x
	KXLY-TV	x	x	x	x	x	x	x	x	x x
TACOMA	KTNT-TV	x	x	x	x	x	x	x	x	x
	KTVW	x	x	x	x				x	x
YAKIMA	KIMA-TV	x	x	x	x	x	x	x	x	x

**WEST VIRGINIA**

BLUEFIELD	WHIS-TV	x	x	x	x					x x
CHARLESTON	WCBS-TV	x	x	x	x	x			x	x x
FAIRMONT	WJPB-TV	x	x	x	x	x	x			
HUNTINGTON	WHTN-TV	x	x	x	x	x	x	x	x	x x
	WSAZ-TV	x	x	x	x	x	x	x	x	x x
OAK HILL	WOAY-TV	x	x	x	x				x	x
PARKERSBURG	WTAP		x	x	x			x		
WHEELING	WTRF-TV	x	x	x		x			x	x x

**WISCONSIN**

GREEN BAY	WBAY-TV	x	x	x	x	x				x
	WFRV-TV	x	x	x	x	x	x			
LA CROSSE	WKBT		x			x			x	
MADISON	WISC-TV		x	x						x x
	WKOW-TV	x						x	x	x x
	WMTV	x	x	x	x	x			x	x
MARINETTE	WMBV-TV	x	x	x	x	x			x	
MILWAUKEE	WISN-TV		x	x	x			x	x	
	WITI-TV	x	x			x	x			x
	WXIX	x	x	x	x	x	x	x	x	x
SUPERIOR- DULUTH, MINN.	WDSM-TV	x	x			x		x	x	x x
WAUSAU	WSAU-TV	x	x			x			x	

**WYOMING**

CHEYENNE	KFBC-TV		x	x	x					
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**ALASKA**

ANCHORAGE	KENI-TV	x	x	x						x
	KTVA	x	x			x			x	
FAIRBANKS	KFAR-TV	x	x							
	KTVF		x	x			x			
JUNEAU	KINY-TV									x

**HAWAII**

HONOLULU	KGMB-TV	x	x			x	x	x		
	KONA	x	x	x	x					
	KULA-TV		x	x	x	x				

**PUERTO RICO**

SAN JUAN	WKAQ-TV	x	x	x					x	x
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# television station representatives

**ALASKA RADIO-TV SALES CORP.**  
New York 16-280 Madison Ave.  
Tel: Murray Hill 1-1211  
Seattle 1-830 Securities Bldg.  
Tel: Seneca 6333  
Los Angeles 5-2978 Wilshire Blvd.  
Tel: Dunkirk 8-4151  
San Francisco 4-Mills Bldg.  
Tel: Garfield 1-7950

**AVERY-KNOOEL, INC.**  
New York 19-720 Fifth Ave.  
Tel: Judson 6-5536  
Chicago 1-75 E. Wacker Drive  
Tel: Andover 3-1710  
San Francisco 4-235 Montgomery St.  
Tel: Yukon 2-2053  
Los Angeles 5-3325 Wilshire Blvd.  
Tel: Dunkirk 5-6391  
Atlanta 3-41 Marletta St., N.W.  
Tel: Jackson 3-2515  
Dallas 1-320 Fidelity Union Life Bldg.  
Tel: Prospect 7-7330  
Detroit 26-1116 Nat'l Bank Bldg.  
Tel: Woodward 1-9607

**AYERS, JAMES S.**  
Atlanta 3-812 Glenn Bldg.  
Tel: Alpine 3080

**BLAIR-TV, INC.**  
New York 17-422 Madison Ave.  
Tel: Plaza 1-1922  
Chicago 11-737 N. Michigan Ave.  
Tel: Delaware 7-2145  
Los Angeles 5-3160 Wilshire Blvd.  
Tel: Dunkirk 1-3811  
San Francisco 4-2501 Buss Bldg.  
Tel: Yukon 2-7068  
Detroit 26-617 Hook Bldg.  
Tel: Woodward 1-6030-31-32  
St. Louis 1-1037 Paul Brown Bldg.  
Tel: Chestnut 1-5687  
Dallas 2-Bio Grande National Bldg.  
Tel: Riverside 4-228  
Jacksonville 2-1402 Barnett Bank Bldg.  
Tel: Jacksonville 6-5770  
Boston 6 St. James Place  
Tel: Hubbard 2-3163  
Seattle-Rm. 3319, White-Henry-Stuart Bldg.  
Tel: Elliott 6270-1

**BOLLING COMPANY, INC., THE**  
New York 247 Park Ave.  
Tel: Plaza 9-8150  
Chicago 11-135 N. Michigan Ave.  
Tel: Whitehall 3-2010  
Los Angeles-204 S. Beverly Dr.  
Tel: Bradshaw 2-0541  
San Francisco-5 Third St.  
Tel: Garfield 1-6740  
Boston-80 Boylston St.  
Tel: Hubbard 2-0346

**BRANHAM COMPANY, THE**  
New York 16-99 Park Ave.  
Tel: Murray Hill 2-4606  
Chicago 1-360 N. Michigan Ave.  
Tel: Central 6-5726-7-8-9  
Detroit 2-236 General Motors Bldg.  
Tel: Trinity 1-0410  
Dallas 1-1005 Fidelity Union Life Bldg.  
Tel: Sterling 5831  
Atlanta-Rhodes-Haverty Bldg.  
Tel: Walnut 3025  
St. Louis 1-110 Guaranty Bldg.  
706 Chestnut St.  
Tel: Chestnut 1-6192  
Memphis 3-1028 Sterlek Bldg.  
Tel: Telephone 8-2344  
Charlotte 2-2001 Liberty-Life Bldg.  
Tel: 2-8839  
Miami-406 N. E. 29th Terrace  
Tel: 9-4685  
San Francisco 3-703 Market St.  
Tel: Yukon 2-1582  
Los Angeles 48-6399 Wilshire Blvd.  
Webster 1-1551

**BROWN, CLARKE COMPANY**  
Dallas 416 Rio Grande Nat'l Bldg.  
Tel: Riverside 2-5148  
Atlanta-Suite 615,  
101 Marletta St. Bldg.  
Tel: Jackson 3-7797  
Houston-Suite 1 D, 520 Lovett Blvd.  
Tel: Jackson 8-1601  
New Orleans 910 Royal Street  
Tel: Canal 3917  
Denver 11-5350 W. 20 St.  
Tel: Belmont 7-2731

**BULMER & JOHNSON, INC.**  
Minneapolis-2-530 Boanoke Bldg.  
Tel: Lincoln 7017

**BURKE STUART CO., INC.**  
New York 40 E. 56 St.  
Tel: Plaza 1-2156  
Chicago 1-75 E. Wacker Drive  
Tel: Dearborn 2-0826  
Beverly Hills-  
111 N. La Cienega Blvd.  
Tel: Crestview 5-2022  
San Francisco-233 Sansome St.  
Tel: Yukon 6-2981

**BURN-SMITH COMPANY INCORPORATED**  
New York 36-19 W. 44th St.  
Tel: Murray Hill 2-3124  
Chicago 1-307 N. Michigan Avenue  
Tel: Central 6-4437  
San Francisco 4-110 Sutter St.  
Tel: Sutter 1-7971  
Los Angeles 57-672 South Lafayette Park Place  
Tel: Dunkirk 2-3200

**CAPPER PUBLICATIONS, INC.**  
New York 71-120 Lexington Ave.  
Tel: Lexington 2-1250  
Chicago 1-333 N. Michigan Ave.  
Tel: Franklin 2-7200  
San Francisco 4-1207 Russ Bldg.  
Tel: Douglas 5-220  
Kansas City 300 Maltower Bldg.  
Tel: Victor 2-3864  
Topeka-Topeka Bldg. at 11th St.  
Tel: 3-2377  
Cleveland 11-609 Union Commerce Bldg.  
Tel: Main 1-6774

**CARIBBEAN NETWORKS, INC.**  
New York 19-200 West 57th St.  
Tel: Circle 7-8221

**CBS TELEVISION SPOT SALES**  
New York 22-185 Madison Ave.  
Tel: Plaza 1-2315  
Chicago 11-410 N. Michigan Ave.  
Tel: Whitehall 4-6000  
Los Angeles-Columbia Square  
Tel: Hollywood 9-1212  
San Francisco 5-Palace Hotel  
Tel: Yukon 2-7000  
Detroit 2-902 Fisher Bldg.  
Tel: Trinity 2-5500  
Atlanta-800 Peachtree Bldg.  
Tel: Elgin 0727

**CLARK, GEORGE W.**  
Chicago 1-360 N. Michigan Ave.  
Tel: Randolph 6-0712

**COOKE, DONALD, INC.**  
New York 17-331 Madison Ave.  
Tel: Murray Hill 2-7270  
Chicago 1-228 N. LaSalle St.  
Tel: State 2-5096  
Beverly Hills-111 N. La Cienega Blvd.  
Tel: Crestview 5-2022  
San Francisco 1-233 Sansome St.  
Tel: Yukon 6-2981

**CROSLY BROADCASTING SALES OFFICES**  
New York-630 Fifth Ave.  
Tel: Circle 6-1616

Chicago 1-360 N. Michigan Ave.  
Tel: State 2-6693  
Cincinnati 2-110 W. Ninth St.  
Tel: Cherry 1-1822  
Columbus-3165 Olentangy River Road  
Tel: Amberst 3-5111  
Dayton-4595 S. Dixie Highway  
Tel: Walnut 2101  
Atlanta-770 Spring St., N.W.  
Tel: Elgin 3726  
Detroit 26-2768 Penobscot Bldg.  
Tel: Woodward 1-6410  
San Francisco-NBC Bldg.  
Tel: Greystone 4-8700  
Hollywood-Sunset & Vine  
Tel: Hollywood 9-6161  
Charlotte-1527 Elizabeth Ave.  
Tel: 6-6581  
Dallas-1102 Fidelity Union Bldg.  
Tel: Randolph 8206

**CUMMINGS, HARRY E.**  
Jacksonville 2-1102 Barnett Bank Bldg.  
Tel: Elgin 6-5770

**OAY, OEL**  
Seattle 1-308 White-Henry-Stuart Bldg.  
Tel: Seneca 6682

**DEVNEY & COMPANY**  
New York 17-535 Fifth Ave.  
Tel: Murray Hill 7-5365  
Chicago 1-Rm. 1021, 65 E. Lake St.  
Tel: Franklin 2-0016  
Beverly Hills-  
111 N. La Cienega Blvd.  
Tel: Oleander 5-7597  
San Francisco-233 Sansome St.  
Tel: Yukon 6-2981

**DOORA-CLAYTON AGENCY, INC.**  
Atlanta 3-Dora Cosse, Clayton Cosse,  
502 Mortgage Guarantee Bldg.  
Tel: Alpine 7811

**DU MONT TELEVISION SPOT SALES**  
New York 22-515 Madison Ave.  
Tel: Murray Hill 8-2600  
Washington, D.C.-  
12th & E Sts., N.W.  
Tel: Sterling 5300  
Pittsburgh-1105 Clark Bldg.,  
Liberty Ave.  
Tel: Express 1071  
San Francisco 5-Monadnock Bldg.  
Tel: Sutter 1-1060

**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: Crestview 5-2022  
San Francisco 4-233 Sansome St.  
Tel: Yukon 6-2396

**FLETCHER, JAMES C., JR.**  
New York 19-60 West 46th St.  
Tel: Circle 6-4084

**FORJUE-TV, INC.**  
New York 36-580 Fifth Ave.  
Tel: Judson 6-3100  
Chicago 11-435 N. Michigan Ave.  
Tel: Delaware 7-1874

Los Angeles 48-151 N. La Cienega Blvd.  
Tel: Oleander 5-7755  
San Francisco 5-593 Market St.  
Tel: Sutter 1-7569  
Atlanta 3-120 Marletta St.  
Tel: Jackson 3-0618  
Seattle 411 Times Square Bldg.  
Tel: Sonnet 2377

**GILL-PERNA, INC.**  
New York 21-671 Madison Ave.  
Tel: Templeton 8-1710  
Chicago 1-75 E. Wacker Dr.  
Tel: Franklin 2-8665  
Los Angeles-2330 W. Third St.  
Tel: Dunkirk 7-4388  
San Francisco-57 Post St.  
Tel: Sutter 1-5568

**GRANT, W. S. COMPANY, INC.**  
San Francisco 5-703 Market St.  
Tel: Exbrook 2-6685  
Chicago 11-612 N. Michigan Ave.  
Tel: Superior 7-8177  
Los Angeles 17-1127 Wilshire Blvd.  
Tel: Madison 9-2653  
New York 36-33 W. 12nd St.  
Tel: Bryant 9-1371

**HARRINGTON, RICHTER & PARSONS, INC.**  
New York 17-589 Fifth Ave.  
Tel: Murray Hill 8-7050  
Chicago 11-Tribune Tower  
Tel: Whitehall 1-0410  
San Francisco 4-235 Montgomery St.  
Tel: Sutter 1-4125

**HEADLEY-REEO TELEVISION**  
New York 17-Graybar Bldg.  
420 Lexington Ave.  
Tel: Murray Hill 5-8701  
Chicago 1-230 N. Michigan Ave.  
Tel: Franklin 2-1686  
Atlanta 3-Palmer Bldg.  
Tel: Cypress 4311  
San Francisco 4-110 Sutter St.  
Tel: Yukon 2-4912  
Hollywood 28-Taft Bldg., Hollywood at Vine  
Tel: Hollywood 1-7738  
Philadelphia 7-  
Philadelphia Nat'l Bank Bldg.  
Tel: Locust 4-6027  
Seattle 1-605 Jones Bldg.  
Tel: Elliot 2566

**HOLLINGBERRY, GEORGE P., COMPANY**  
Chicago 1-307 Michigan Ave.  
Tel: Dearborn 2-6060  
New York 36-500 5th Ave.  
Tel: Oxford 5-5560  
Atlanta 3-131 Peachtree St.  
Tel: Jackson 4-5710  
Los Angeles-3325 Wilshire Blvd.  
Tel: Dunkirk 5-2976  
San Francisco 4-117 Montgomery St.  
Tel: Douglas 2-2541  
Detroit-1947 Guardian Bldg.,  
500 Griswold St.  
Tel: Woodward 1-3555  
Seattle 1 Tower Bldg.  
Tel: Elliott 1868

**HOLMAN, HAL, COMPANY**  
Chicago 1-Rm. 1024, 64 E. Lake St.  
Tel: Franklin 2-0016  
New York 17-535 Fifth Ave.  
Tel: Murray Hill 7-5365  
Los Angeles 28-6381 Hollywood Blvd.  
Tel: Hollywood 2-2351  
San Francisco 5-  
201 Monadnock Bldg.  
Tel: Exbrook 2-6414

**H-R TELEVISION, INC.**  
New York 17-380 Madison Ave.  
Tel: Oxford 7-3120  
Chicago 1-35 E. Wacker Drive  
Tel: Randolph 6-6131  
Hollywood 28-Equitable Bldg.  
Tel: Hollywood 2-6153  
San Francisco 4-155 Montgomery St.  
Tel: Yukon 2-5837  
Dallas-152 Rio Grande Nat'l Bldg.  
Tel: Randolph 5149  
Houston-Room 1 D, 520 Lovett Blvd.  
Tel: Justin 1601  
Atlanta-101 Marletta St. Bldg.

**INTER-AMERICAN PUBLICATIONS, INC.**  
New York 17-11 E. 42nd St.  
Tel: Murray Hill 2-0881

**KATZ AGENCY, INC., THE**  
New York 22-477 Madison Ave.  
Tel: Plaza 9-4460  
Chicago 1-Prudential Plaza  
Tel: Mohawk 4-7150  
Atlanta 3-1321 Fulton Bank Bldg.  
Tel: Jackson 5-1017  
Dallas 1-2006 Bryan St.  
Tel: Riverside 4036  
Detroit 26-3166 Penobscot Bldg.  
Tel: Woodward 3-8420  
Kansas City 6-Bryant Building  
Tel: Victor 7095  
San Francisco 4-Russ Bldg., Rm. 1821  
Tel: Sutter 7-7111  
Los Angeles 5-225 Wilshire Blvd.  
Tel: Dunkirk 5-6281

**KELLER, ROBERT S., INC.**  
New York 14-72 Barrow St.  
Tel: Watkins 4-6799  
Chicago 1-228 N. La Salle St.  
Tel: State 2-5096

**KEYTELL-CARTER**  
Boston 16-118 Newbury St.  
Tel: Kennebec 9-1956-7

**KIRBY, NONA, CO.**  
Boston 16-507 Stailor Office Bldg.  
Tel: Hubbard 2-6117

**LOWRANCE, BOMAR & ASSOCIATES**  
Atlanta 770 Spring St., N.W.  
Tel: Elgin 3726  
Char. Ste. 1922 South Blvd.,  
P.O. Box 41,  
Tel: Franklin 6-6581  
Dallas 1102 Fidelity Union Bldg.  
Tel: Randolph 8206

**McGILLVRA, JOSEPH HERSHEY**  
New York 17-466 Madison Avenue  
Tel: Murray Hill 2-8755  
Chicago 1-185 N. Wabash Ave.  
Tel: State 2-5252  
Los Angeles 2-1128 S. Santa Ave.  
Tel: Dunkirk 4-7352  
San Francisco 5-695 Market St.  
Tel: Yukon 2-9054  
Belmont 1-Baza Hiltorville 111  
Tel: Bedford 9-1931  
Boston 419 Boston St.  
Tel: Commonwealth 6-9718

**MEEKER, Co., INC.**  
New York 17-521 Fifth Ave.  
Tel: Murray Hill 2-2170  
Chicago 1-333 N. Michigan Ave.  
Tel: Central 6-1742  
San Francisco 4-339 Russ Bldg.  
Tel: Yukon 6-4910  
Los Angeles 28-6381 Hollywood Blvd.  
Tel: Hollywood 2-2531  
Lancaster 8 W. King St.  
Tel: Lancaster 5251

**MOORE, ART & ASSOCIATES**  
Seattle 1-518 Jones Bldg.  
Tel: Mutual 3377  
Portland 4-617 Cascade Bldg.  
Tel: Atwater 7284

**NATIONAL TIME SALES**  
New York 17-370 Lexington Ave.  
Tel: Murray Hill 5-1300  
Chicago-Contact New York Office  
Los Angeles 5-Harlan G. Oakes,  
672 S. Lafayette Park Place  
Tel: Dunkirk 2-3200  
San Francisco 3-Harlan G. Oakes,  
235 Montgomery St.  
Tel: Yukon 6-5819

**NBC SPOT SALES**  
New York 20-B.C.A. Bldg.,  
30 Rockefeller Plaza  
Tel: Circle 7-8300  
Chicago 51-Merchandise Mart  
Tel: Superior 7-8300  
Detroit 26-1165 Penobscot Bldg.  
Tel: Woodward 1-1610  
San Francisco 2-Taylor &  
O'Farrell St.  
Tel: Grey Line 1-8700  
Hollywood 27-Sunset and Vine Streets  
Tel: Hollywood 6161

**O'CONNELL, RICHARD**  
New York 22-527 Madison Ave.,  
Rm. 51,  
Tel: Plaza 9-9701  
Los Angeles 28-6381 Hollywood Blvd.  
Tel: Hollywood 2-2557  
San Francisco 5-201 Monadnock Bldg.  
Tel: Exbrook 2-6414  
Chicago-Contact N.Y. Office, 527  
Madison Ave.  
Tel: Plaza 9-9751, 9-1111

**PACIFIC NORTHWEST BROADCASTERS**  
Portland 7-Orpheum Bldg.  
Tel: Broadway 4151  
New York 17-317 Madison Ave.  
Tel: Murray Hill 3-5830  
Chicago 1-360 N. Michigan Ave.  
Tel: Andover 3-5771  
Kansas City 1012 Baltimore St.,  
Tel: Victory 0021  
Hollywood 28-6381 Hollywood Blvd.  
Tel: Hollywood 9-5408  
San Francisco 7-271 Monadnock Bldg.  
Tel: Exbrook 2-6414  
Spokane 6-Symons Bldg.  
Tel: Madison 1-18  
Butte, Montana-P.O. Box 1976  
Tel: 2-2344

**PAN-AMERICAN BROADCASTING**  
New York-370 Lexington Ave.  
Tel: Murray Hill 5-1-00  
Los Angeles 5-Harlan G. Oakes,  
672 S. Lafayette Park Place  
Tel: Dunkirk 2-3200  
San Francisco-Harlan G. Oakes,  
235 Montgomery St.  
Tel: Yukon 6-5819

**PEARSON, JOHN E., TELEVISION**  
New York 22-441 Madison Ave.  
Tel: Plaza 1-3366  
Chicago 1-333 N. Michigan Ave.  
Tel: State 2-7494  
Dallas-Fidelity Union Life Bldg.  
Tel: Riverside 7-723  
Atlanta-508 Glenn Bldg.  
Tel: Jackson 4-6799

(CONTINUED)



# television station representatives (CONTINUED)

## PEARSON, JOHN E., TELEVISION (Continued)

Minneapolis 2—Northwestern Bank Bldg.  
Tel: Federal 8-5689  
Los Angeles—3212 W. 8 St.  
Tel: Dunkirk 5-5084  
San Francisco—58 Sutter St.  
Tel: Douglas 2-7159

## PERRY, JOHN H. ASSOCIATES

New York 18—Suite 502, 19 W. 44th St.  
Tel: Murray Hill 7-5047  
Chicago 3—221 S. Michigan Ave.  
Tel: Harrison 7-4008  
Detroit 2—7-268 General Motors Bldg.  
Tel: Trinity 5-1803  
Atlanta 411 Glenn Bldg.  
Tel: Murray 8-3988  
Philadelphia 7—12 S. 12th St.  
Tel: Walnut 2-3553  
San Francisco 4—233 Sansome St.  
Tel: Yukon 6-2981  
Beverly Hills—111 N. La Cienega Blvd.  
Tel: Olympia 2-1313

## PETERS, GRIFFIN, WOODWARD, INC.

New York 17—250 Park Ave.  
Tel: Yukon 6-7900  
Chicago 1—230 N. Michigan Ave.  
Tel: Franklin 2-6373  
Detroit 26—3470 Penobscot Bldg.  
Tel: Woodward 1-4255  
Atlanta 3—Glenn Bldg.  
Tel: Murray 8-5667  
Forth Worth 2—406 W. 7th St.  
Tel: Edison 6-3349  
Hollywood—1750 N. Vine St.  
Tel: Hollywood 9-1688  
San Francisco 4—1226 Russ Bldg.  
Tel: Sutter 1-3798

## PETRY, EDWARD & COMPANY,

New York 22—3 E. 54 St.  
Tel: Murray Hill 8-0200  
Chicago 11—400 N. Michigan Ave.  
Tel: Whitehall 4-0011  
Detroit 26—2351 Penobscot Bldg.  
Tel: Woodward 3-0125  
St. Louis 1—915 Olive St.  
Tel: Chestnut 1-7191  
San Francisco 4—Russ Bldg.  
Tel: Yukon 2-3631  
Los Angeles 14—530 W. 6th St.  
Tel: Tucker 3171  
Atlanta 3—101 Marletta St.  
Tel: Jackson 4-8861

## RADIO TIME SALES, LTD.

Montreal—1440 St. Catherine St. W  
Tel: University 6-2012

## RADIO-TV REPRESENTATIVES

New York 17—7 E. 47 St.  
Tel: Murray Hill 8-4340  
Chicago 1—75 E. Wacker Drive  
Tel: Financial 6-0982  
Beverly Hills—  
111 N. La Cienega Blvd.  
Tel: Oleander 5-7597  
San Francisco 4—233 Sansome St.  
Tel: Yukon 6-2982  
Atlanta—217 Glenn Bldg.  
Tel: Walnut 3872

## RAMBEAU, WILLIAM G., COMPANY, INC.

New York 17—347 Madison Ave.  
Tel: Murray Hill 6-5940  
Chicago 1—185 N. Wabash Ave.  
Tel: Andover 3-5566  
Minneapolis 2—Bulmer & Johnson, 520 Roanoke Bldg, 7th and Market Ave.  
Tel: Lincoln 7017  
Hollywood 28—1350 N. Highland Ave.  
Tel: Hollywood 4-6017  
San Francisco—927 Mills Bldg.  
Tel: Ex 2-4073

## RAYMER, PAUL H., COMPANY

New York 22—444 Madison Ave.  
Tel: Plaza 9-5570  
Chicago 11—435 N. Michigan Ave.  
Tel: Superior 7-4473  
Detroit 26—2949 Penobscot Bldg.  
Tel: Woodward 3-0764  
Atlanta—Glenn Bldg.  
Tel: Alpine 6508  
San Francisco 4—2613 Russ Bldg.  
Tel: Douglas 2-8909  
Hollywood 28—1680 Vine St., Taft Bldg.  
Tel: Hollywood 2-2376  
Dallas 1—Mercantile Securities Bldg.  
Tel: Riverside 5663

## SEARS & AYER, INC.

Chicago 11—612 N. Michigan Ave.  
Tel: Superior 7-8177  
New York 17—295 Madison Ave.  
Tel: Murray Hill 9-2586-87-88  
San Francisco 3—703 Market St.  
Tel: Exbrook 2-7247  
Los Angeles—1127 Wilshire Blvd.  
Tel: Madison 9-2653

## STARS NATIONAL, INC.

New York 17—400 Madison Ave.  
Tel: Plaza 8-0555  
Atlanta—Candler Bldg.  
Tel: Lamar 7755  
Los Angeles 57—2550 Beverly Blvd.  
Tel: Dunkirk 8-6178  
San Francisco 3—681 Market St.  
Tel: Exbrook 2-3365

## STORER BROADCASTING COMPANY

Miami Beach 54—1177 Kane Concourse  
Tel: Union 6-0211  
New York 22—118 E. 57th St.  
Tel: Murray Hill 8-8630  
Chicago 1—230 Michigan Ave.  
Tel: Franklin 2-6498

## STOVIN, HORACE N., & COMPANY

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